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GULLIBLE AMERICANS

GAVE UP \$120,000,000 THE PAST YEAR TO SWINDLERS WHO USED MAILS FRAUDULENTLY.

The Men Who Got the Money Posed as Respectable Citizens, Says Post Office Report—Four Hundred Offenders Arrested and Convicted and Five Hundred and Seventy-one Now Await Final Disposition.

From a formal report made to the Postmaster General it appears that \$120,000,000 were filched from the American people the past fiscal year by swindlers who operated largely through the United States mails. This is \$50,000,000 more than the previous year.

Of those who are alleged to have operated fraudulent schemes 1,063 were arrested by post office inspectors. They included persons in all walks of life, merchants and mechanics, politicians and professional men, paupers and wealthy persons.

MANY CONVICTIONS SECURED.

During the year which ended June 30 452 persons were convicted and sentenced and 571 cases are awaiting final disposition.

The order of Mr. Hitchcock, Postmaster General, to inspectors to collect evidence that would warrant criminal prosecution of the swindlers is gradually building a wall of protection against such frauds around the American people. Before that the punishment was only a fraud order forbidding the delivery of mail to such operators, who worried little. They merely changed their names, addresses and title of their "businesses," continuing their operations until another fraud order caught them.

A DISTINCT CLASS OF CRIMINALS.

The report says these fraud manipulators, who usually exploit bogus mines, fake remedies and worthless lands, constitute a distinct class of lawbreakers. Among the wealthy offenders who have been caught by the inspectors are criminals who have posed as respectable citizens, leaders in their communities and personages in the highest social and business circles. Some of these men are now serving prison sentences.

CLEVELAND LEADER UPHELD.

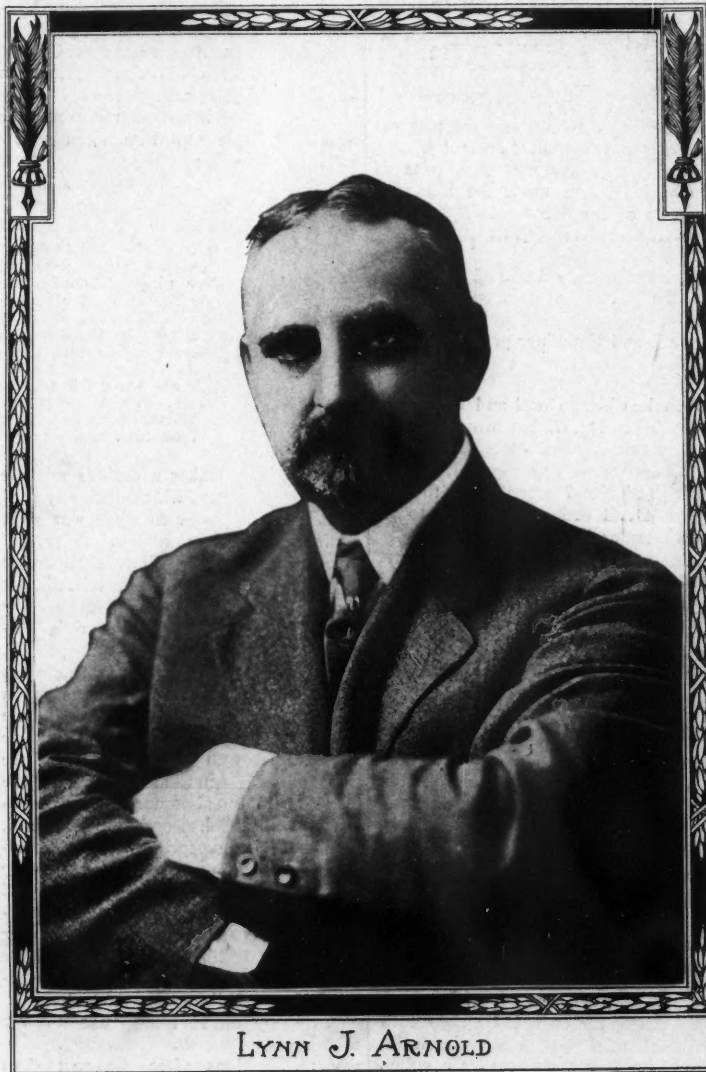
Decision Against It Reversed by the Circuit Court.

The Cleveland Leader several months ago was fined \$400 for contempt of court by Judge E. B. Kinkead, of the Franklin County Common Pleas Court, for publishing the names of two firms indicted by the county grand jury in its legislative bribery probe.

Last week the Circuit Court of the district reversed Judge Kinkead's decision.

Declaring that there was no proof of notice or knowledge on the part of the Leader or its correspondent that the indictments were secret, Judge Allread, who wrote the opinion, says that for this very fact there is the "stronger reason for requiring proof of knowledge or notice of secrecy of the indictment as a foundation for the offense."

"The trial court discharged the local correspondent and should have gone further and discharged the company," reads the opinion.



LYNN J. ARNOLD

See page 16.

DENIES TRUTH OF CHARGES.

Mr. Stone Says Associated Press Has Not Shown Bias in Reporting Korean News.

The New York Herald, which a few weeks ago sent J. K. Ohl, a special correspondent to Corea for the purpose of investigating the charges against American missionaries and their pupils, received a cable despatch from him stating that Americans there have complained that the Associated Press had failed to report promptly to the American press the details of the remarkable charges against leading missionaries contained in alleged confessions which have been formally accepted as testimony by the Japanese court.

Melville E. Stone, general manager of the Associated Press, when seen by a reporter of THE EDITOR AND PUBLISHER in regard to the charge, said that the Korean service had been just and adequate, but that the convention news may have crowded out the foreign despatches somewhat.

"The Associated Press service is not, in my opinion, prejudiced or biased in any way in favor of the Japanese administration," continued Mr. Stone,

"and there is certainly no reason why it should be. Mr. Kennedy, our correspondent there, has sent out repeatedly despatches concerning the arrest of the Korean Christians under charges of sedition and concerning the approach of their trial. I do not know to what extent these despatches have been printed."

Ad Precipitates a Riot.

Strikers attacked the office of the Jewish Morning Journal, New York City, on Sunday, and broke several windows and injured two employes, because the paper had printed an advertisement offering work to furriers, cutters, finishers and nailers who would apply at the office of a detective agency. Several arrests were made by the police.

Telegraph Operators Protest.

Recently the Western Union Telegraph Company discharged 43 telegraph operators. The New York Local of the Commercial Telegraphers' Union has appointed a committee of five to call upon the officers of the Western Union and ask for the reinstatement of all who were discharged without good cause.

SENATE PUBLICITY BILL.

NO PROVISION MADE TO HAVE EXPENDITURES OF NATIONAL PARTIES PUBLISHED.

Judiciary Committee of the Senate Decides That the Measure Shall Be Considered by Congress — Bill Merely Directs Campaign Committee to File Statements With the Secretary of the Senate.

(Special Correspondence.)

WASHINGTON, July 24.—At the last meeting of the Committee on Judiciary of the Senate it was decided that a publicity bill, providing for "the publicity of contributions and expenditures for the purpose of influencing or securing the nomination of candidates for the office of President and Vice-President of the United States" should be considered at this session of Congress.

Contrary to the general belief there is no provision in the bill as it came from the House and now pending before the judiciary committee to have the contributions and expenditures of the national political parties published in any publication of standing or otherwise. The bill does not provide that the contributions and expenditures shall even be published in the Congressional Record.

SENATOR BORAH'S AMENDMENTS.

Senator Borah, who was largely responsible in having the judiciary committee take the action it did in committing itself to giving the publicity bill consideration at this session, is known to have several amendments that he will offer at the proper time. The bill as it now reads simply provides that the statements of the campaign committees and managers shall be filed with the Secretary of the Senate where they are to be kept for two years "and shall be open to public inspection."

The bill further provides that the name of the contributor, or contributors, the aggregate sum contributed, the total sum of all contributions received and the name and address of every person or persons, the aggregate sum and the total sum of every distributions of moneys made by the political committees or managers of the candidates shall be itemized in each statement filed. The amount of contributions must be over one hundred dollars or they need not be noted and the distributions shall be of an amount of ten dollars or over or they need not be mentioned.

AN EXPENSIVE METHOD.

Should a provision be inserted by Senator Borah or any other Senator making it compulsory to have the contributions and disbursements of the national political parties printed in some standard publication or publications it would be an immense item and the Government would have to pay many thousand of dollars for the publicity, but in the minds of many that would be the only way to secure real publicity of contributions and expenditures.

The bill as it now stands provides that anyone who shall willfully neglect or refuse to comply with its provisions shall be subjected to a fine not exceeding five hundred dollars or be imprisoned not more than three years or both.

BERRY APPEALS TO THE A. N. P. A.

PRESIDENT OF INTERNATIONAL PRESSMEN'S UNION SENDS MEMBERS A LETTER CONCERNING ITS ATTITUDE IN THE CHICAGO STRIKE.

George L. Berry, president of the International Pressmen and Assistants' Union of North America, has sent a letter to the members of the American Newspaper Publishers' Association setting forth the union's side of the controversy between it and the Hearst newspapers in Chicago which precipitated the recent strike. Briefly stated the International's position is as follows:

1. That on May 1 Mr. Hearst's employes held no contract with either the International or the local union.

2. That the local union did hold an agreement with the Chicago Publishers' Association, consisting of the Record Herald, Daily News, Post, Journal, Tribune and Abendpost, which agreement made no promise for its extension to any other paper.

3. That when, on May 1, the Hearst papers, which had joined the Publishers' Association since the above agreement was made, elected to come under its provisions, the union was willing, except that it objected to the insistence of the Hearst papers that the privilege be granted without arbitration as to the number of men employed in operating the machines. When the Hearst papers had previously submitted a request that the number of men employed be reduced the arbitration board had refused owing to the existence of conditions that obtained on the Hearst papers that did not obtain on the other Chicago papers. These conditions summarized were as follows:

CONDITIONS IN HEARST OFFICES.

The Hearst papers employed no labor-saving devices; published from 15 to 20 per cent. more editions than competitors; number of colors exceeded those of other papers by 50 to 60 per cent.; had 20 to 25 per cent. more circulation; operated 20 per cent. less presses; 50 per cent. more men were injured in the pressrooms because of speed and hazardous character of work."

4. That though the union might agree with the Publishers' Association to accept the Hearst papers as a part of the agreement, press room conditions could not be changed except by arbitration.

5. That when the Publishers' Association declared the union and the Hearst papers were in a contest, a breach of the contract with the Publishers' Association ensued and the latter locked out the men in sympathy with the Hearst publications.

ARBITRATION REFUSED.

6. That the contract between the stereotypers' local and the Hearst newspapers and the Publishers' Association contained a provision that in case of a strike or lockout between members of the Publishers' Association and any organization affiliated with the Chicago Allied Printing Trades Council, and the publishers or the union declined arbitration, the contract should become null and void, and the stereotypers would be left to act as they might determine. When the publishers locked out the pressmen the stereotypers, acting under this provision, urged the Publishers' Association to restore the men to their employment and arbitrate the dispute between them and the Pressmen's Union. This the latter refused to do.

7. That the sympathetic action of the other unions was in the main similar to the position taken by the stereotypers.

In conclusion Mr. Berry said that it was the sincere desire of the interna-

tional organization that its position be understood and to that end asked that the publishers investigate the situation fully in the interest of fair play and a square deal and give the members of the organization the consideration they deserved.

A PUBLISHER'S REPLY.

A newspaper publisher who received Mr. Berry's communication and who is thoroughly familiar with the facts of the Chicago strike, made the following comments on the document for the benefit of the readers of THE EDITOR AND PUBLISHER.

He unhesitatingly declared that Statement No. 1 is untrue. On April 30 a notice had been posted in the Chicago American and Examiner pressroom stating that after May 1 they elected to operate under the terms of the contract between the Chicago local and Web Press Men's Union No. 7, but would submit to arbitration any differences that might arise under the contract thereafter. The president of No. 7 assented to the arrangement and ordered the men to go to work under it.

Statement No. 2 is true, but there was nothing in the agreement between the two unions to prevent the Hearst papers from coming under the contract. This could be done by mutual agreement, which agreement was made on the night of April 30.

IN REGARD TO HEARST PAPERS.

Statement No. 3 is not true, for when the publisher of the Hearst papers notified the president of the union that he desired to operate his presses with the same number employed in other offices, he said he was willing to submit the matter to arbitration at once.

Statement No. 5 is correct as far as it goes. Mr. Berry, however, ignores the fact that the president of No. 7 was told before he called the men out of the Hearst pressroom that as the men had agreed that the Hearst papers should come under the Chicago local contract, No. 7 was dealing with the Chicago local as a unit under a collective contract, and therefore if a strike was called in the Hearst pressrooms it would be a breach of the agreement between No. 7 and the Chicago local. This was the only logical position for the publishers to take.

In reply to Statement No. 6 the publisher called attention to the statement, made by a labor leader at the stereotypers' convention in San Francisco, in the course of which the latter says:

"No one can question the legality of the publishers' position nor fail to marvel at the sublime audacity of No. 4 in constituting itself justice, judge and jury in a question that existed alone between the publishers and the pressmen's union. The slogan seemed to be, as I see it, 'Milk Hearst, and if he won't stand for it, slaughter him.' Hearst balked and you know what happened."

Mr. Berry's remarks at a meeting in Chicago at which President Gompers was present were also quoted, in the course of which he declared that the ethics of trade unionism demanded the violation of the best contract ever made, if necessary, to assist a sister union in distress.

A receiver has been asked for the Cherokee Publishing Co., at Gaffney, S. C., publishers of the Cherokee News.

UNIVERSAL PEACE PLANS.

Gen. H. G. Otis Replies to Mr. Stone's Criticism of His Own Scheme.

Gen. Harrison Gray Otis, publisher and owner of the Los Angeles Times, whose plan for maintaining universal peace was printed in these columns two months ago, was naturally interested in the article on "The Way to Secure Universal Peace," by I. L. Stone, president of the Duplex Printing Press Co., of Battle Creek, Mich., which appeared in our issue of June 22.

In discussing it with a representative of THE EDITOR AND PUBLISHER a few days ago, he said:

"Mr. Stone is wholly mistaken in one essential particular. In criticising my plan he says:

It nevertheless has the fatal defect which characterizes all these schemes, namely, the failure to provide adequate executive power by the surrender of absolute sovereignty on the part of each nation, and the transfer of the power to make war to a higher sovereignty. Treaties, alliances, pacts between absolutely independent nations are too weak a basis for national security. They will never abolish war or diminish armies and navies. Organic union will do this, nothing else can.

"The writer makes a curious mistake in judging my plan, which distinctly provides that the power to make war shall no longer remain vested in the several independent nations, but shall exist only, if at all, in the Universal Alliance provided for in the plan.

"And, moreover, the power is distinctly given the alliance to prevent wars, not only between its own members but also between other nations, even though they be not members of the pact. The only exception is the article providing that in extreme cases, where two quarrelling nations may set up the plea that 'national honor cannot be arbitrated' (as Col. Roosevelt declared), then, in those exceptional cases, the alliance may permit the conflict to take place, but under terms, conditions and limitations to be fixed by the alliance itself, which is also vested with the power to stop the conflict when it shall have proceeded to a length of which the alliance itself shall be the sole judge.

"Probably under this clause no war whatever would ever take place between any two nations after the pact shall have been formed on the basis outlined in my plan. In short, I am entirely satisfied that the plan, if carried into effect by even five or seven of the leading nations, would absolutely stop wars forever.

"Moreover, while complete disarmament is not contemplated in my plan, nor is it possible of attainment, nevertheless the plan, when carried to its logical and practical conclusion, will come nearer to bringing about universal disarmament than any other plan yet devised.

Editor Gets \$12,000 Job.

Prof. Clifford Willis, editor of the Northwest Farmstead, published at Minneapolis, Minn., has been elected president of the International Corporate Farm Co., at a salary of \$12,000 a year. Prof. Willis started work on a farm, became a country school teacher, then tutor in a State university, and finally landed the editorship of the Farmstead at a salary of \$5,000. He is now head of a \$5,000,000 concern.

A fire broke out in the offices of the Daily Oontario, Belleville, Can., and caused damages to the extent of \$5,000, last week. The loss is fully covered by insurance.

HERALD SCORES A BEAT.

First to Name Three Men Wanted in the Rosenthal Murder Case.

The New York Herald scored a decisive beat last Saturday morning when it published exclusively the names of three men wanted for the murder of Herman Rosenthal, the gambler who was shot to death near the Hotel Metropole early the previous Tuesday. The police, the district-attorney's office, detectives from the Burns Agency and the other newspapers were moving heaven and earth to get the names of the actual slayers of the gambler.

Credit for the scoop belongs to Howard C. Hillegas, the city editor, for his foresight in giving Edgar Mels, of the city staff, carte blanche to do as he pleased—and it pleased Mr. Mels to disappear into the underworld and return with the information needed. Mr. Mels was gone from office view for twenty-four hours and not even Hillegas knows from whence came the information, but Friday night Mels handed him the names of three men, Whitey Lewis, Lefty Loewy and Harry Horowitz, alias Gib the Blood. At this writing a general alarm has been sent out for the men.

WASHINGTON STATE PRESS.

A. A. Smith Elected President at the Annual Convention.

(Special Correspondence.)

MOUNT VERNON, Wash., July 14.—The twenty-fifth annual session of the Washington State Press Association came to a successful close Saturday night. It was the largest meeting in the history of the organization and much real good seemed to result to the members. The program was replete with interest and many matters of up-to-date character were discussed.

The parcels post question was ably presented by J. D. Dean, of the Ranch, Kent, and afterwards was discussed upon the floor. The consensus of opinion was in favor of the parcels post.

The officers elected were: A. A. Smith, of Port Angeles Times-Tribune, president; J. D. Dean, Ranch, Kent, first vice-president; Ben Spear, Douglas County Press, Waterville, second vice-president; Louis Jacobin, Concrete Enterprise, secretary; G. A. Haynes, Prosser Pecord, treasurer; Thomas Crawford, Centralia Chronicle, historian; Harry John Miller, Index, poet; Albert Johnson, Hoquiam Washingtonian, orator; executive committee, Arthur A. Hay, Camas; Fred Ornes, Mount Vernon; Edwin M. Conner, South Bend; H. R. Cayton, Seattle; J. C. Gregory, Bethel.

WOULD PARDON MURDERERS.

Governor Cole L. Blease, of South Carolina, made a bitter attack on newspapers and his political opponents in the State at Columbia, last week, in speaking of O. M. Watson and J. N. King, of Greenville, S. C., who recently issued a signed statement saying that they had been insulted at the Governor's mansion when they attempted to obtain a reprieve for a condemned negro. He is quoted as saying:

"I would gladly pardon any man who would kill King and Watson if they should come to his house in the same condition and use the same language which they did at the mansion."

La Revue, formerly printed in Lewistown, Me., has moved to Waterville.

The Perkiomen (Pa.) Ledger, founded 22 years ago by Chas. O. F. Treichler, has suspended publication.

WASHINGTON TOPICS.

Exhibit of the Graphic Arts at the Smithsonian Institute—Local Newspaper Enterprises—Correspondents at Sea Girt—Newspaper Men Appointed to Assistant Secretaryships in the Treasury.

(Special Correspondence.)

WASHINGTON, July 25.—An exhaustive exhibition of the graphic arts extending almost from the stone age to the present time will shortly be on view at the Smithsonian Institute. The exhibit is the history of the arts, beginning with the earliest forms of Chaldean cuneiform and Egyptian papyrus writing down through the ages of Japanese color work, medieval illumination, wooden block printing, engraving, lithographing, linotype and monotype work to the most modern form of depicting ideas on paper.

The collection contains hundreds of magnificent specimens of the book-binder's art of the present and of earlier days. The exhibit is under the direction of Paul Brockett, librarian of the institute.

NEWSPAPER ACTIVITIES.

All of the Washington papers are actively engaged in new enterprises and crusades. The Washington Post has just inaugurated a Labor Day automobile delivery wagon and auto truck exhibition parade contest. The Post will give prizes ranging from \$5 to \$150 to the handsomest decorated auto and a first prize of \$20 to the machine making the best appearance undecorated in the parade.

The Washington Star's "Swat the Fly" contest is attracting unusual attention. The average citizen has begun to note that there are really fewer flies this summer than heretofore.

The contest began early in the spring when the killing of one fly meant the prevention of approximately a million being generated, such being the opinion of scientists. It is estimated that the contestants in the Star's campaign will kill at least 12,000,000 flies in the month of July.

AFTER THE STREET RAILWAYS.

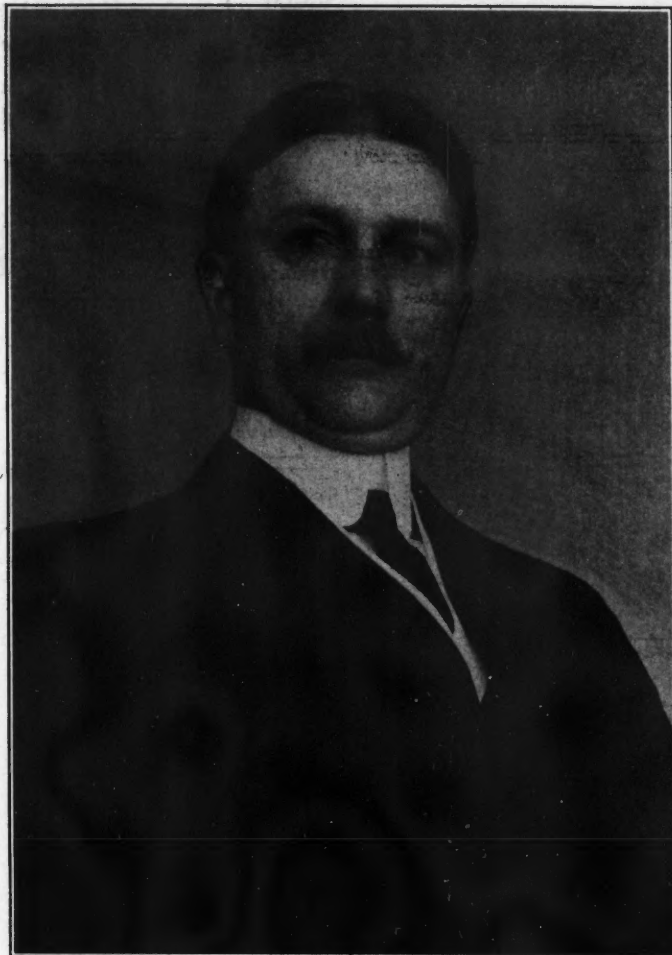
The Times has been directing its energy in correcting the evils of the street railway systems, requesting all citizens who have complaints against the car lines to send them to the editor, who will see that they are given publicity. The Herald, especially through cartoons, has been waging war on the ice dealers, with success. The paper put the authorities on guard, resulting in the arrest of several dealers who were guilty of giving short weight.

BULL MOOSE CONVENTION SEATS.

The Standing Committee of Washington Correspondents will not receive the applications for and make assignments of the press seats for the Bull Moose convention to be held in Chicago on Aug. 5. The new third party has sent out press notices to the effect that all applications for reservations in the press sections should be sent to Medill McCormick at Chicago. The standing committee, of which Charles S. Albert, of the New York World, is chairman, received and allotted the seats for both the Republican and Democratic National conventions which have just been held.

TAFT APPOINTS NEWSPAPER MEN.

President Taft evidently believes that newspaper men make the best financiers for he has appointed two representatives of the fourth estate to positions as assistant secretaries of the United States Treasury. One is Robt. O.



A. W. Miller, Photographer.

SHERMAN P. ALLEN,
FORMERLY OF THE NEW YORK HERALD BUREAU, WASHINGTON, WHO HAS BEEN APPOINTED ASSISTANT SECRETARY OF THE TREASURY.

Bailey, whose appointment as assistant secretary to Secretary MacVeagh was announced in this column last week. Before he entered the Government service Mr. Bailey was a member of the local staff of the Associated Press of which organization he had been a member for a number of years. The other assistant secretary of the Treasury who has just been appointed is Sherman P. Allen who, for many years, was associated with the New York Herald, being a member of the staff of the Washington Bureau before his appointment some months ago as chief clerk of the White House. Both Messrs. Bailey and Allen are immensely popular in Washington and their promotions were very gratifying to their friends.

PERSONAL NOTES.

Richard V. Oulahan, who was in charge of the literary bureau of President Taft's last presidential campaign, will again have that honor in the present campaign. Mr. Oulahan, who has been associated with the New York Sun for a number of years, having made a success of his former efforts in behalf of Presidential Candidate Taft, will be given the opportunity to repeat. Mr. Oulahan was chief of the Washington Bureau of the New York Sun at the time of his appointment four years ago. He is a member of the famous Gridiron Club of which he is a former president.

Charles S. Albert, chairman of the standing committee of Correspondents, and James D. Preston, superintendent of Senate Press Gallery, both celebrated anniversaries on the same day last week. Mr. Albert was fifty-four on July 16 and Mr. Preston had been married for ten years on that date.

Ralph Smith, Washington correspondent of the Atlanta Journal, has been detailed from here to report the happenings at Sea Girt.

C. P. Hunt, veteran correspondent of several Western newspapers, is seriously ill at his home in this city.

Mr. and Mrs. Kendrick Scofield, who were recently married, have taken permanent residence in the Cliffbourne Apartments. Mrs. Scofield was a Miss V. S. Pickrell, well-known as a feature writer. Mr. Scofield is a member of the staff of the National News Association of this city.

Junius B. Wood, correspondent of the Chicago News, who has been in charge of the office here in the absence of Leroy T. Vernon, and who came here to especially report the Lorimer investigation, has returned to Chicago. Mr. Wood has a summer home in Elgin, Ill., where he delights in raising pheasants.

Four correspondents accompanied the 120 Democratic members of the House when they went to Sea Girt to pay their respects to the Presidential candidate of their party. They were J. Fred Essary, of the Baltimore Sun; Frank B. Lord, National News Association; W. A. Crawford, of the Associated Press; and Joseph Annin, of the Washington Herald.

William J. Wheatley, an Associated Press reporter at the War Department, and Hattie E. Lockwood, of this city, were quietly married in Baltimore on July 22. Mr. Wheatley and his bride will have apartments at the Atherton. The wedding came as a surprise to their friends as it was not known that they were engaged.

RUMORED A. P. CHANGES.

It Is Expected that Paul Cowles Will Succeed Gavit in Chicago.

(Special Correspondence.)

WASHINGTON, July 24.—Following the resignation of John P. Gavit, superintendent of the Chicago office of the Associated Press, it is shortly expected that Melvill E. Stone, general superintendent of the Associated Press, will make announcement of changes and promotions throughout the service. It is understood that Robert T. Small, news editor of the Washington office, will be appointed superintendent of the Southern division of the association to succeed Paul Cowles, who will be appointed to succeed Mr. Gavit at Chicago, who will shortly assume charge of the New York Evening Post Bureau in this city. Mr. Gavit has many friends in Washington, as he was chief of staff of the Associated Press forces here before he became superintendent of the Chicago office.

Mr. Small is probably one of the best known newspapermen in this country and incidentally one of the ablest and most popular superintendents of the Southern division. He will have headquarters at Atlanta, Ga., which is the city of his birth. He was associated with the Atlanta Constitution, the Norfolk Virginian Pilot, and the Washington Star before he became a member of the local staff of the Associated Press. Before his promotion to news editor and day manager of the office here he was stationed at the White House. In the last few years he has accompanied President Taft on all of his trips of importance. The President formed a real attachment for Mr. Small and has spoken of him in the highest terms.

PARCELS POST BILL PROVISIONS.

(Special Correspondence.)

WASHINGTON, July 25.—The parcels post provision of the Post Office Appropriation bill which has just been reported to the Senate is the Bourne bill with several amendments. That there will be parcels post legislation at this session of Congress seems to be the general impression, but it is not thought that the Senate provision will go throughout without amendments being made to it.

The zone distances and rates proposed by the Bourne bill as it now reads are as follows:

	First pound.	Each additional pound.
Rural route and city delivery.	\$.05	\$.01
50 mile zone.	.05	.08
150 " "	.06	.04
300 " "	.07	.05
600 " "	.08	.06
1,000 " "	.09	.07
1,400 " "	.10	.09
1,800 " "	.11	.10
Over 1,800 miles.	.12	.12

It will be observed that the highest rate is equal to the international parcels post rate.

NEW INCORPORATIONS.

HUNTINGTON, W. Va.—Socialist Printing Co. Capital stock, \$2,500. Will publish a newspaper. Incorporators: T. A. Swan, W. H. Thompson and others.

CHICAGO, Ill.—The Aerial Age Publishing Co. has been incorporated with \$2,500 stock. Promoting aeroplane contests, publishing. Rupert Donovan, Arthur Marriott and W. B. Callahan, incorporators.

The United Press will establish a new bureau in the Philadelphia Times office. John Mellet, manager of the New York office, is to be in charge.

CHICAGO NEWS BUDGET.

Chicago Suffragists Publish a Magazine to Help the Cause—Tomorrow Dispossessed, Although It Tendered Payment for Rent—Benefit Performances Yield \$3,500 for Widow of H. E. Keough.

(Special Correspondence.)

CHICAGO, Ill., July 25.—Thomas Cusack, of Chicago, was re-elected president of the Outdoor Advertisers' Association at its convention in Milwaukee last week. Other officers elected were: Vice-president, George J. Shearer, Minneapolis; secretary-treasurer, Charles F. Bryan, Cleveland. The name of the association was changed from the Painted Display Advertising Association to the Outdoor Advertisers' Association.

H. H. Windsor and family have gone to New London, Conn., where they are registered at the Hotel Griswold. After Aug. 1 they will make a six weeks' tour of New England in their automobile.

A number of Chicago suffragists are interested in the editing and publishing of a little semi-monthly magazine, the Patriot, "An independent newspaper by the women, of the women, and for all the women." Two numbers have already been issued. The editor is Jean Roberts Albert; the associate editor, Iris Smith, and the business manager and publisher, Miss Mary T. Dohany, of the Woman's Party of Cook County, Inc.

HODGES WINS AT GOLF.

Gilbert P. Hodges captured low gross honors in the nine-hole handicap tourney of the Western Advertising Golfers' Association at the Midlothian Club links last week. Mr. Hodges, playing from scratch, returned a card of forty-four. Low net went to T. J. Forris, whose gross of fifty, with a handicap of ten, left him a net of forty. Mr. Forris' victory gives him the Stanton cup.

The To-Morrow Publishing Co., of which Parker H. Sercombe is president, was dispossessed of its printing shop by an order in Municipal Judge Dolan's court. The shop occupies land adjoining the Windermere Hotel, 1614 East Fifty-sixth street, and is owned by the McNaughton Co., proprietors of the hotel. Witnesses testified that the publishing company was in arrears about \$2,000 in the payment of rent. The defendants declared that they had tendered \$1,877.83 in payment, but that it had been refused.

NEW SUFFRAGETTE ORGAN.

Mrs. L. K. Billings, editor of the Ontario Woman, published in Toronto, Can., will probably launch a suffrage publication in this city. She has been in town looking over the ground.

Saturday the Chicago Advertising Association won another game in the Advertising League by defeating the Mahin Agency, ten to two. The Orange Judd

and Lord and Thomas nines played a tie game.

Two benefit performances for the family of the late Hugh E. Keough (Hek) were held Sunday in the Colonial and Garrick Theaters, and the many friends of the late sporting writer saw to it that both of the memorials were unqualified successes. Nearly thirty acts, by practically all of the theatrical stars in Chicago, in addition to exhibitions by a number of leading lights in the sporting world, made the entertainment a notable one and netted the fund more than \$3,500, which will be given to the widow.

Mrs. Sallie Moses, of St. Paul, assistant editor of the Northwestern Agriculturist, is visiting her son, Phillip Moses, here. Mrs. Moses was guest of honor at a luncheon last week which celebrated her seventy-eighth birthday. She is one of the few women editors of her age still doing active work. For two years she was president of the Illinois Woman's Press Association.

MAHIN'S PROPHECY.

"Chicago should be the largest city in the world in less than fifty years, and will be if the business men of Chicago determine to make it so," is the statement of John Lee Mahin, who has just returned from Europe. With all the natural advantages possessed by Chicago, she needs only the perfection of the lake front, the parking of the Chicago River and the possession of art treasures to foster the local pride of the Chicagoan and make him happy to live his whole life here, Mr. Mahin declares.

SOULS SAVED BY AN AD.

Experience of a Chicago Clergyman in Attracting Sinners.

The Rev. Dr. Benjamin M. Brown, pastor of the Onward Presbyterian Church of Chicago, recently placed a display advertisement in one of the Chicago papers, headed "God's Word," and containing St. Paul's Epistle to the Thessalonians. As a result of this advertisement, which cost \$100, Dr. Brown claims two souls were saved.

"I believe," said Dr. Brown, "that the churches will soon realize that newspaper advertising supplementary to their working plan is indispensable. It is economy. Through advertising I can reach 1,000,000 persons at one time. I have written John D. Rockefeller explaining how much good he could do advertising Scripture in newspapers. God's word will do its own work. All we need to do is to circulate it."

WEDDING BELLS.

Edward P. Mitchell, editor of the New York Sun, and Ada Burroughs, who has been writing literary reviews for that paper, were married at the home of the bride in Brooklyn, July 22. Mr. Mitchell, who was a widower, is 60 years old, and his bride is 28. The friendship between the two grew out of their association in the same office.

Turney A. Brown, classified manager of the Harrisburg (Pa.) Telegraph, has taken unto himself a wife in the person of Miss Florence Moulton, of Brooklyn, N. Y. The marriage took place Saturday, July 6.

Richard D. Stewart, on the editorial staff of the Baltimore News, has taken a life-long assignment to love, cherish and obey Lucy Eugene Humphreys, whom he married at Salisbury, Md., last week. They are spending their honeymoon in Canada.

BLUE GRASS JOTTINGS.

Newspaper Properties Change Hands—Louisville Courier's New Home Ready in the Fall—Judge Hager Elated—The Whitley Banner Makes Its Debut in County Seat Town—A. P. Men Takes City Editorship.

(Special Correspondence.)

LOUISVILLE, Ky., July 24.—A number of transfers in Kentucky newspaper properties have been made during the past week, the most important being, perhaps, the purchase of the Somerset Times, formerly owned by Ed C. Walton, by Woodson May and Robert L. Brown, owners and editors of the Somerset Journal. The merged papers are to appear under the name of the Journal. The equipment of the Times plant was moved into the Journal office, and the latter now boasts the best equipped newspaper plant in southwestern Kentucky. The Journal is the oldest and strongest Democratic paper in the mountains.

Adam Spahn, publisher of the Buechel, Ky., Enterprise, has forsaken the journalistic field in favor of J. C. Alcock, editor and publisher of the Jeffersontown Jeffersonian. The two papers are to be consolidated.

C. E. Scott has been succeeded in the management of the Russell Times by James A. Richeson.

Rapid progress is being made in the work of remodeling the old Government building, which, some time before fall, will be occupied by the Courier-Journal and Times.

Judge S. W. Hager, editor of the Owensboro Inquirer, who managed Governor Wilson's campaign in Kentucky, although unable to overcome the Clark sentiment in the pre-convention campaign, is elated over the New Jerseyman's nomination, and declares it is too bad Kentucky Democrats suffered being misled. The judge is working like a beaver getting things in shape for November.

S. A. Cunningham, editor of the Confederate Veteran of Nashville, Tenn., will be one of the principal speakers at a banquet to be tendered General Bennett H. Young at the Seelbach, Thursday evening. General Young recently was elevated to the post of Commander-in-Chief of all the remaining ex-Confederate forces.

Col. Robert Higgins, city editor of the Owensboro Inquirer, passed through here on his way to Atlantic City. He will spend his vacation there and in other Eastern cities.

McCreary County, created by an act of the last Legislature, is to select its county seat September 7. Two towns, Pine Knot and Whitley City, are contenders for the honor. Whitley City seems to have the best of the argument to date, as it launched the Whitley Banner last week to boost its game. Pine Knot citizens contemplate a like move.

L. V. Armentrout has resigned from the staff of the Associated Press to become city editor of the Frankfort State Journal. In addition he will serve as Capitol correspondent for the Courier-Journal. The State Journal is now owned by Graham Vreeland, formerly managing editor of the Courier-Journal. MONTGOMERY.

Reids' Last Dinner of the Season.

The London Daily Mail, in commenting on Ambassador and Mrs. Reid's last dinner and dance for the season, says: "This will cause much regret, as they have greatly endeared themselves to a large circle of acquaintances and all their receptions have been carried out in princely fashion."

A COURSE IN JOURNALISM.

Washington State University Teaches Practical Newspaper Making.

The academic department of Washington State University at Seattle announces a course in journalism. It is open to both sexes and is especially designed to help those planning to go into newspaper work as a profession.

In this department practical journalism is studied, following as closely as feasible the work in a workaday office. To aid in this purpose a well-equipped printing shop has been established as a practical adjunct to the academic work. Prescribed allied courses help the student to familiarize himself with the present social, political and industrial conditions.

The editors and newspaper men of Seattle and of the State generally cooperate with the department by delivering lectures and assisting in other ways. The Seattle Times gives it exclusive control of one page of the Sunday edition.

Staats-Zeitung Buys Property.

The New York Staats Zeitung, of which Herman Ridder is president, has purchased the property at Nos. 27 and 29 Spruce street. The Staats owns the building it now occupies at the corner of William and Spruce streets, which it purchased when it sold its old building at Centre and Park Row and was afterward torn down to give way to the new Municipal structure. Only one lot separates the two properties from each other.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

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

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.

SUPREME IN AUTOMOBILE FIELD

In the half year of 1912 The New York Times printed a greater volume of motor advertising than any other New York newspaper.

The New York Times	299,691
Second Newspaper	278,927
Third Newspaper	268,803

Of the three morning newspapers which lead in automobile advertising the net paid daily City sale of The New York Times is double the combined daily City sales of the other two newspapers.

GREATER THAN EVER!

The Boston Herald

now over 100,000

The Boston Traveler and Evening Herald

consolidated July first over 120,000

A Quality and Quantity Combination that cannot be excelled

Sole Foreign Representatives

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

BRYAN'S CONVENTION PRESS WORK.

AN INTIMATE VIEW OF THE EDITOR OF THE COM-MONER PRESENTED BY ONE OF HIS ASSOCIATES AT CHICAGO AND BALTIMORE.

By Virgil V. McNitt,

General Manager Central Press Association, Cleveland.

William J. Bryan was undoubtedly the star newspaper correspondent of the national conventions this year. He enjoyed the experience keenly, especially at Chicago, and his efforts to give his clients good service resulted in such satisfaction that he is now being urged to extend his journalistic enterprises.

It was my privilege to work with Mr. Bryan through both conventions and to observe the difficulties with which he had to contend and the patience which he maintained at all times, even when the going was hard.

Mr. Bryan did his work at Chicago in his room at the University Club. Freeing himself from the friends who followed him to his door, he was accustomed to sit in an easy chair and dictate his story to a stenographer. The latter wrote out the matter on his typewriter, keeping up with dictation, instead of taking and transcribing notes.

HIS PLAN OF WRITING.

We followed this plan for the very good reason that the need for haste required it. Callers came in droves every evening, and Mr. Bryan never turned away anyone who wished to see him. These interruptions delayed us, and so Mr. Bryan cut down the running time to make his schedule and satisfy the editors who clamored at the ends of many telegraph wires for early copy.

Mr. Bryan always wrote his story for the morning papers first, and when it was finished he revised it carefully, while representatives of newspapers and messenger boys stood about waiting for their copy. It was then his custom to put on his alpaca coat and his panama and stroll over to the Congress Hotel to pick up a few items for his story for the afternoon papers. It was generally 10.30 p. m. when he returned to his room for the second session of the evening, and we seldom finished before 1 a. m.

Always considerate, Mr. Bryan discovered on inquiry that our stenographer, Roy Cox, was obliged to take a long car ride after finishing work and that he did not reach home until 3 a. m. He immediately requested that a cot be set up in his own room for the young man's use each night.

GREETED BY DELEGATES.

Mr. Bryan was a conspicuous figure in the press section at Chicago. He held an almost continuous reception during intermissions and was warmly greeted by delegates and spectators alike. Mrs. Bryan sat with him during the closing sessions.

When Mr. Bryan arose to leave for Baltimore Charles W. Fairbanks was reading the platform. Such a burst of hand-clapping in Bryan's honor came



VIRGIL V. MCNITT

at this stage that Mr. Fairbanks was obliged to wait until the Nebraskan had passed out.

In Baltimore Mr. Bryan was besieged on his arrival by scores of politicians and friends who either desired to learn what he proposed to do, or to tell him what he ought to do. I almost despaired of getting any story at all for the papers, in view of the excitement over the temporary chairmanship, but Mr. Bryan never forgot for a moment, and we got under way finally. Newspaper writing was a hard game for Mr. Bryan all week, considering the fact that he was making one of the greatest fights ever put up in a convention.

DICTATES BETWEEN BITES.

One evening when only thirty minutes remained until Mr. Bryan was due to loose one of his thunderbolts, and no story had been written, Mr. Bryan said: "I haven't had my dinner yet. Let's bring the typewriter into the next room and I will dictate between bites." He did this, and wrote just as smooth a story as at any other time. Nothing seems to interfere with his train of thought. No interruptions ever affected the thread of his argument or narrative.

On the evening when Mr. Bryan introduced his famous anti-Morgan-Ryan-Belmont resolution he did not have time in advance of the night session to write his story for the morning papers. Following the combination hurricane and earthquake that this measure precipitated, Mr. Bryan went to the room of the resolutions committee and calmly began dictating his story thus:

HOSTILITY MELTED AWAY.

"This has been a day of interesting developments."

Then he told of several of the acts of Senator Kern and others which he considered of interest, finally getting down to his own resolution.

In the press section at Baltimore I noticed a hostile attitude toward Mr. Bryan among the eastern newspaper correspondents. This seemed to melt away following the brilliant answer given some unfriendly soul who arose among the delegates and asked Mr. Bryan if he would support the choice of the convention, even if nominated by the help of New York delegates. Here is Mr. Bryan's historic answer, as I recall it:

"The difference between helping nominate a candidate by corrupt methods and supporting such a candidate after the convention is the difference that the law distinguishes between the lawyer who defends a criminal and the lawyer who aids in the commission of a crime."

Roy Howard, news manager of the United Press Associations, said to me after this memorable incident:

ALWAYS A SQUARE DEAL.

"When Bryan stands waiting for an unfriendly questioner to finish the look on his face seems to say: 'Now, where shall I hit you? On the nose or on the point of the jaw?'"

Newspaper men always received a square deal from Mr. Bryan, even if he knew that their papers would make unfriendly use of the interviews he gave them.

His poise is remarkable. He is always smiling and serene, even when the votes are being counted against him. He seems absolutely unbeatable in spirit. Perhaps it was this quality which helped bring 110,000 telegrams to delegates from the "folks back home," urging them to vote for the man supported by Bryan.

Pence's Good Work for Wilson.

Thomas J. Pence, who had charge of the pre-convention publicity work of the Woodrow Wilson campaign, has received many congratulations upon the successful way in which he handled his work.



THOMAS J. PENCE.

Mr. Pence has long been the Washington correspondent of the Raleigh News and Observer and has a host of friends in the National Capital. He is a native of North Carolina and has been connected with newspaper work since his school days.

Will Distribute Flood Fund.

Conrad J. Lecoq, editor of the Points Coupee Banner, at New Roads, La., has been selected to handle the flood relief work in that parish, and will be in direct charge of the distribution of supplies among the destitute families.

CIRCULATION COUNTS!

AND: We've had ours counted!

The A. A. A. report gives the

New Yorker Staats-Zeitung

for April (Sundays excepted)

70,370 net paid

Any Paper can claim its own circulation—But

The A. A. A. Guarantees Ours!

New Yorker Staats-Zeitung

Printed 1420 columns
418,900 (lines)

of paid advertising during June, 1912 (not including special Sangerfest edition). A gain of 40,-472 lines over June, 1911.

This is more than any German newspaper ever printed in June, and more than all other German newspapers of New York combined.

1911—BIG YEAR GERMAN DAILY GAZETTE Philadelphia, Pa.

The following table shows the volume of advertising printed in each month of 1911:

January	420,800 Lines
February	381,750 Lines
March	461,724 Lines
April	476,900 Lines
May	466,590 Lines
June	434,590 Lines
July	351,765 Lines
August	336,486 Lines
September	387,265 Lines
October	471,280 Lines
November	462,680 Lines
December	470,036 Lines

Total 5,121,366 Lines

NOTE—The leading English Daily published for the same period 6,874,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

In considering circulation, remember it is the papers that reach the HOMES that count—mere quantity printed is of small avail.

The Evening Wisconsin MILWAUKEE

offers you over 46,000 daily of both "quality" and "quantity" circulation, and we not only print these papers but we put them in the homes—in the hands of the buyers.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

WHO PAYS THE BILLS?

Do Advertised Goods Cost the Ultimate Consumer More Than Non-Advertised Goods?—Mr. Showalter Submits an Argument Showing That Such Is Not the Case—How the Problem Works Out.

By W. D. Showalter.

(Of Showalter's Advertising Promotion Service.)
[This is one of five advertising talks prepared by Mr. Showalter for a syndicate of French newspapers. American publishers are invited to reproduce these talks as they appear as business promotive matter.—Ed.]

A rather droll phase of the development of newspaper advertising in America has been the perpetual discussion as to "Who pays for the advertising?"

For to advertise a store ADEQUATELY in newspapers of large circulation DOES COST RATHER LARGE SUMS OF MONEY. The non-advertising shopkeeper seeks to convince his friends that he can sell more cheaply BECAUSE HE DOES NOT HAVE TO PAY FOR ADVERTISING—and, to the thoughtless, his argument seems sound.

OF COURSE IF IT WERE SOUND THERE WOULD BE NO SUCH THING AS NEWSPAPER ADVERTISING ON ANY LARGE SCALE—perhaps the whole system would fall, and there would be no more advertising at all.

Primarily, your shopkeeper advertises that he may sell MORE GOODS—not that he may receive higher prices for them.

A CONVINCING ILLUSTRATION.

Take, in illustration, two tailors, of Nassau street, New York. Their rent-expenses are alike. Tailor Jones spends one hundred dollars a week for newspaper advertising. Tailor Smith spends nothing. His fixed expenses are, therefore, one hundred dollars a week LESS THAN THOSE OF his competitor, Tailor Jones. Does that money go to his customers? Let us see.

His total "fixed expenses"—the cost of rent, light, heat, telephone, services, etc., amount to \$300 per week. He must make a PROFIT of that amount each week, or lose money. If he makes and sells thirty suits in a week he must make a profit on each suit, above the cost of materials, etc., of \$10 in order to make expenses. We will assume that his output is a little more than that number of suits weekly, but that he does aim to make an average profit of \$10 per suit.

Tailor Jones, who advertises, must add \$100 per week to his fixed expenses—making \$400 he must earn as profits, above manufacturing costs, each week, in order to make expenses.

His advertising expenditure, however, enables him to figure on making a hundred suits each week. Thus, if he figures an average profit of \$5 per suit above manufacturing costs, he will have paid expenses—including his advertising appropriation—and will have a personal net profit of \$100 each week.

CONSUMER SAVES MONEY.

In the "working out" of the matter, therefore, the man who buys a suit of Smith, who does not advertise, pays him a profit of \$10. The man who buys a suit of Jones, who does advertise, pays him a profit of \$5.

It is difficult to figure out just how the buyer has paid Jones' advertising bill—for he has saved \$5 over what his suit would have cost if bought of the tailor WHO DOES NOT ADVERTISE.

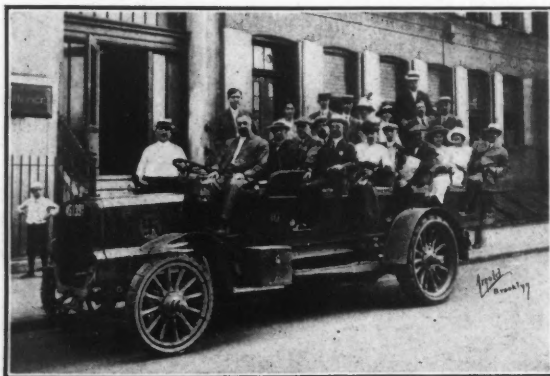
The whole problem rests upon the VOLUME OF BUSINESS DONE—

the NUMBER OF SALES MADE WITH PRACTICALLY THE SAME FIXED EXPENSES. The advertiser, with a larger volume of business, can accept a smaller per-sale profit.

EDITORS AT LINOTYPE PLANT.

Mergenthaler Company Shows Press Club Operations in Process.

On Friday afternoon, July 12, in response to an invitation extended by the Mergenthaler Linotype Company, a party of the editors attending the annual meeting of the New York Press Association at Garden City, L. I., paid a visit to its factory, at Park avenue and Ryer-



Members of New York Press Association, at the works of the Mergenthaler Linotype Company, Brooklyn, N. Y., Friday, July 12, 1912.

son street, Brooklyn, where they were given an opportunity to see the linotype in the making.

E. L. Roberts, the New York State representative of the company, brought the visitors from Garden City in a large automobile, especially engaged for the occasion, thus giving the editors and their ladies an enjoyable ride across Long Island. It was impossible to devote more than a cursory glance to the many interesting operations in process in the thirty odd departments of the immense works, but enough was shown to convince the visitors that the building of a linotype is more of an undertaking than they had supposed.

At the completion of the tour of inspection light refreshments were served and appropriate souvenirs distributed. All expressed themselves as highly pleased with what they had seen, and considered the afternoon well spent. Among the visitors were: Edgar L. Adams, Marathon Independent; C. H. Grose, Ballston Spa Journal; H. B. Sykes, Clinton Courier; L. William Hones, Roscoe Review; William J. Kline, Amsterdam Recorder; C. I. Burch, Earlville Standard; E. A. Higgins, Elmira Advertiser; Lemuel B. Green, Patchogue Argus; James H. Potts, Troy Times; Paul Nichols, Walton Reporter; J. R. Manning, Marathon; Robert L. Forbes, New Rochelle Paragon, and Miss Helen I. Parker, Gouverneur Free Press.

Editor May Succeed James Bryce.

The persistent rumor that the Hon. James Bryce, British Ambassador at Washington, is to retire, brings up the question of a possible successor. J. Alfred Spender, editor of the Westminster Gazette, is being mentioned for the post. Mr. Spender has had a brilliant career in both journalistic and political circles. He has been in the confidence of Campbell-Bannerman and Asquith ministries since 1905, and has written scholarly books on English foreign policy, New World conditions and social themes. He is a warm supporter of the Anglo-American entente.

DEBATE BOOSTS SPACE BILL.

Trouble Makers in State Legislature Aid the Correspondents.

An illustration of how turmoil may be brought into a political convention or assembly of any kind, through shrewd maneuvering on the part of designing individuals, was given the other day by Austin Cunningham, Washington correspondent of the San Antonio Express, and attached to the Washington Bureau of the Louisville Courier-Journal and Louisville Times.

Mr. Cunningham told of an incident in a Southern State Legislature, shortly after Funston captured Aguinaldo and

hastened the close of the Philippine War. A man, legislatively wise, and mischievous withal, wrote two resolutions, one condemning Funston for resorting to the ruse he did in order to effect the capture, and another praising the American officer highly for his bravery and strategy. To one easily worked-up legislator this trouble-maker carried the denouncing resolution, and prevailed upon him to introduce it.

To another lawmaker went he with a story that Mr. So-and-so was planning to introduce a resolution censuring Funston; that it would be a crying shame, and a blot on the State for such a resolution to be adopted. He then showed the eulogistic resolution, and the member readily agreed to introduce it and urge its passage.

The result, according to the Southern correspondent, was a caustic debate lasting several days, the authors of the conflicting resolutions having rallied a following each of good talkers. Just how Funston should have gone about the capture of the Insurrecto Chieftain, who, by the way, was once given a merry chase by Capt. W. S. Cunningham, father of the newspaper man, with a company of picked scouts from the famous Thirty-third U. S. Volunteers, was debated loud and long, and finally Funston was praised rather than condemned. Newspaper correspondents made money out of feature stories on the Funston rumpus.

A Leading Question.

—He—"If you could have only one wish what would it be?"
He—"It would be that—that—Oh, if I only dared to tell you what it would be."
She—"Well go on. Why do you suppose I brought up the wishing subject?"—Boston Transcript.

Awarded a Gold Medal for Bravery.

Charles T. Marshall, of the Indianapolis News, was presented with a gold medal last week by the Board of Public Safety, as a reward for his bravery in capturing a dangerous hold-up man and turning him over to the police.

The Hutchinson (Kan.) News has just celebrated its fortieth birthday.

The McClure Newspaper Syndicate

Established 28 years. The oldest and largest independent newspaper syndicate—more than thirty regular feature services—eight pages of colored comics weekly—the best big and little features, daily comics, etc.

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

GET
Today's News
Today
"By United Press"

General Office:
WORLD BLDG., NEW YORK

\$25,000 in Cash and 5,318 New Subscribers
is the result of our Voting Contest on
The Johnstown Leader

WIRE



WRITE

Adams Features

ALL THE TIME
SCOOP IS ON
THE JOB
THE INTERNATIONAL SYNDICATE
Features for Newspapers: Baltimore, Md.

Tasker Indoor Games Syndicate
PORT RICHMOND, NEW YORK CITY
Weekly articles on
Chess, Bridge,
Auction Bridge
Exclusive rights given. No contract.

NEW YORK HERALD SYNDICATE
Cable and Feature Service
Address:
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal



The Special Service Co.

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



The Knickerbocker Press

Publication office.....Albany, N. Y.
 Business office.....18 Beaver St., Albany, N. Y.
 Troy office.....382 River Street
 Schenectady office.....406 State Street

Foreign Representatives,
JOHN M. BRANHAM COMPANY,

225 Fifth Avenue, Mellers Bldg., Chemical Bldg.,
 New York City. Chicago, Ill. St. Louis, Mo.

The Knickerbocker Press

Bulletin No. 22

Stages of Growth

The Knickerbocker Press since May 21, 1910, has passed through several stages of development. They are as follows:

FIRST—ON MAY 21, 1910, it was about the POOREST paper published anywhere.

SECOND—According to public opinion it had become on the 21ST DAY OF MAY, 1911, the BEST NEWSPAPER published in Albany.

THIRD—IN NOVEMBER, 1911, it was said by people generally that The Knickerbocker Press was the BEST PAPER published in the Capitol District.

FOURTH—When JANUARY, 1912, was reached you often heard the expression that The Knickerbocker Press was the BEST NEWSPAPER PUBLISHED between New York and Buffalo.

FIFTH—When the ice of winter began to disappear and navigation was resumed on the Hudson river, everyone was saying that The Knickerbocker Press WAS THE BEST NEWSPAPER between New York and Chicago.

SIXTH—BUT WHEN MALCOLM GOT through reporting the Republican convention at Chicago and the Democratic convention at Baltimore it was the universal opinion that THE KNICKERBOCKER PRESS WAS THE BEST PAPER PUBLISHED ANYWHERE.

LOCAL ADVERTISERS recognize the progress which the paper WAS and IS making, as is shown by the following statement of LOCAL ADVERTISING in the Albany papers for the MONTH OF JUNE, 1912.

The Knickerbocker Press LEADS all the rest.

THE KNICKERBOCKER PRESS. 237,508 Agate Lines
Times-Union 226,982 Agate Lines
Journal 160,818 Agate Lines
Argus 67,874 Agate Lines

CHANGES IN INTEREST.

CLINTON, Ill.—Prof. T. J. Wilson, principal of the local high school, has purchased a controlling interest in the Public, of which he will become managing editor.

ASBURY PARK, N. J.—The Asbury Park Journal has been sold to Henry B. Rathbone, of the Hearst publications, and several associates. The new owners will assume control in August when they will publish the Journal as an evening newspaper.

XENIA, O.—It is reported that the Xenia Gazette, owned by J. W. Chew, has been sold to his grandson, James H. Chew, for \$30,000. The elder Mr. Chew is over eighty years of age and has amassed a fortune in the newspaper business.

AUBURN, Neb.—The Nemaha County Republican has been sold by Col. John H. Kearnes, to Sanders and Finrock, of Beatrice.

TERRELL, TEX.—Paul and Sam T. Jones have purchased equal interests in the Times-Star, a weekly newspaper published in this city. J. T. Pryor will continue to hold an equal interest in the property.

MILTON, Wis.—The Journal and the Junction Telephone have been merged

into the Journal-Telephone, a weekly newspaper, which will be edited by E. M. Holstrom.

WILTON, Ia.—The Advocate-Review has been acquired by Wm. P. Pierrot, of Muscatine.

NEW HOLLAND, Pa.—C. R. Martin, one of the publishers of the Clarion for the past nine years, has purchased the interest of his partner, H. A. Showalter.

EAST ST LOUIS, Mo.—The East St. Louis Municipal News, a weekly started several months ago by V. C. Baker, has become the property of Frank E. Fox, a local printer.

FULTON, N. Y.—Irving Gulacha, for the past eleven years correspondent of the Syracuse Herald, has acquired the Fulton Times for \$10,000.

LAKEVIEW, O.—E. Benjamin Yale, editor and publisher of the Waynesville Chronicle, has purchased the Tri-County Sun. The Sun will be added to the service of the Yale Newspaper Syndicate, which at present comprises nine weekly papers.

Only two Florida newspapers have filed statements in accordance with the new corrupt practises act which went into effect two months ago.

Magazine Men Win Fight.

The publishers of magazines and others who have been fighting the Post Office Department's order, known as the "blue tag" system regulation, which provided that magazines and other similar second-class mail matter should be sent by fast freight, having a blue tag attached to it to so designate it, have won their fight. The Senate Committee on Post Offices and Post Roads has reported the Post Office Appropriation bill containing a provision countermanding the pronouncement of the department. It provides that all second-class mail matter shall have the same consideration and states that the "blue tag" order shall be discontinued after Aug. 31.

New Vending Machine.

A new newspaper vending machine, invented by L. H. Dupont and T. A. Killman, is being tried out in Nashville, Tenn. The new machine is a small steel-built contrivance, while empty weighing about thirty pounds, with full directions as to its operation. It is set for the price of the paper, whatever it may be, and the coins are dropped into a slot, a crank turned and the paper is delivered to a customer.

Business men of Richmond, Va., have organized a bureau to advertise the advantages of the city in the leading papers of the South.

NEW AD CLUB AT ERIE.

Starts Off with a Membership of Twenty-five Business Men,

An Ad Club has just been organized at Erie, Pa. A. C. MacCallum, of the Erie Magazine, and Fred L. Weede, general manager of the Erie Herald, were the men appointed by the Chamber of Commerce to get the club started, and at a luncheon a few days ago twenty-five of the men interested in advertising met and elected officers as follows:

President, Frank Bond, merchant; vice-president, J. Burton Arbuckle, auto dealer; secretary, Jacob Umnitz, secretary Chamber of Commerce. Two standing committees were selected, that on organization and by-laws: F. H. Houghton, Sigmund Straus, H. L. Wilson, W. D. Kinney and W. T. Butz.

Committee on Entertainment—Harry L. Wilson, F. D. Lacey, W. J. Scarlett, Robert Weschler, F. C. Stone, J. J. Mead, Fred L. Weede, S. O. Kegley, Marcus Marks and Wm. Bohn.

It is the intention to have two lunches each month and at every other meeting to have an address by some noted advertising authority.

The Middletown (Pa.) Journal on July 13 published a thirty-six page industrial edition, which has attracted most favorable attention among newspaper men.

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.

13 to 21 Park Row, New York City
Telephone, 7446 Cortland

Issued every Saturday. Subscription, \$1.00 per year
Foreign, \$2.00 per year

THE JOURNALIST Established 1864
THE EDITOR AND PUBLISHER 1901

James Wright Brown, President
Frank Leroy Blanchard, Secretary
George P. Leffler, Treasurer

ADVERTISING RATES:

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

New York, Saturday, July 27, 1912

THE POWER OF THE CARTOON.

Cartoons are one of the most powerful instruments employed in awakening the public conscience, in bringing about needed reforms, and in driving home homely but important truths. Thomas Nast, America's first great cartoonist, was more feared by Boss Tweed and his band of city treasury plunderers than the police or the courts. It was Joseph Keppler, of Puck, who by depicting James G. Blaine as the Tattooed Man, nearly drove that statesman crazy and kept him out of the Presidency.

The influence of cartoons in national political campaigns is considered of such importance that the parties would as soon think of eliminating stump speakers as they would the artists. They secure the work of the highest priced cartoonists to ridicule the opposing candidates, and popularize their own. The campaign into which we are about to be plunged will undoubtedly be the greatest, from a pictorial viewpoint, ever carried on in this country.

The cartoonists are not always humorists. Sometimes they are teachers; sometimes they are preachers who thunder against the evils of the day as eloquently as the clergy in their pulpits; sometimes they strike blows against hypocrisy, against dishonesty and against fraud in municipal government, in commercial practices, and in social life, that arouse public indignation and bring about reforms.

Some of the strongest cartoons ever printed have been those that have appeared recently in the New York newspapers on the Rosenthal murder. When the Titanic went to the bottom as the result of criminal negligence on the part of her officers the artists of the press in their cartoons portrayed the horrors of the scene so graphically that their pictures burned themselves into the brains of their readers as if with a branding iron, and aroused such indignation that the steamship companies immediately adopted more stringent rules for the sailing of their ships and

equipped them with lifeboat accommodation for every passenger.

The strength of the cartoon lies in its power to convey instantly to the brain a mighty thought or a great lesson. A man need not even know how to read to understand what it means. It expresses in a few strokes of the pencil an idea that might require in written form a whole column of text to convey its meaning.

EDITORIAL COMMENT.

The idea of levying a tax for State or municipal advertising purposes is spreading. The Kansas Real Estate Dealers' Association will introduce in the next legislature a bill providing that towns of 500 or more population be given the right to levy a tax against its property owners that may be spent to advertise the town in ways to be supported by the city officials. While this measure and others of like character that will be brought before State legislatures during the coming winter will be bitterly opposed by the conservative and unprogressive faction of the community who regard advertising as a useless expense, it will be generally supported by wide-awake and up-to-date citizens, who realize that money invested in intelligent publicity means increased values, larger population and better business.

The New York Globe is rendering valuable aid to the victims of loan sharks, against whom it is waging an effective warfare. Through its offices a prominent firm of lawyers has volunteered to give legal aid free of charge to anyone sent to it by the Globe. This is the kind of service that is of real benefit to a class of people who seriously need such aid.

It is not unusual on a country weekly for one man to fill every position on the paper. With dailies, however, it is different. But out in Butte, Mont., they have an editor on the Inter-Mountain, a twelve to sixteen page daily, who has the country editor beaten to a peppergrass. He is Louis M. Thayer, who holds down seven editorial positions and draws one salary for filling same. As the city directory of Butte credits the Inter-Mountain with only five editors and two reporters, Thayer must be not only the entire editorial staff but the reportorial department as well. In fact he is the whole thing. To get out a twelve-page paper every day Thayer must move about so fast that the only way the visitor knows he is around is the presence of dark streaks shooting about the office.

Bainbridge Colby, of New York, in an address at Freeport on the Bull Moose party, jumped on the metropolitan newspapers because they "are leagued in a conspiracy to suppress the facts about the third party movement and to represent its advocates as worthy only of derision." Republican and Democratic editors would hardly be human if they did not poke fun at the Bull Moose movement. Whoever heard

of a political campaign in which every possible means was not employed to belittle the opposing candidates? When Mr. Colby says the newspapers suppress the facts in regard to the third party he is stating what he knows is untrue. Every New York paper prints from one to three and four columns a day about Mr. Roosevelt and his supporters.

The New York Herald has launched a new method in dramatic criticism which bids fair to have great vogue, though it may arouse the ire of the paper's less progressive contemporaries. A double attraction had been billed at a well-known music hall last Monday, and the usual critical interpretation was expected by Herald first nighters when they opened their beloved sheet next morning. To their surprise there appeared a few short paragraphs culled from the Sun, Tribune, Times and Telegram. A novel and easy way of covering the performance, but where was the usual critic that night?

Getting subscriptions for a newspaper is not nearly as hard work as keeping them.

AMONG THE NEW BOOKS.

A comparatively new profession is exploited by George Blackstone Irving, of Chicago, in a book that he has just issued, entitled "My Town or Community Patriotism." In this book the author styles himself a "Better-Town Promoter" and in simple justice it must be said that the book contains much in the way of text that ought to have most serious consideration.

It covers a wide field and has a comprehensive plan and scope. Its aim is toward the evolution of the model town. Mail order houses are objects of continued attack throughout the volume and the author, fired with the courage of his convictions, does not hesitate to name some of those who are in his opinion the greatest offenders in this field. His opposition to the patronage of these publishers is based upon the ground of disloyalty to local merchants.

Labor unions, unneighborly churches, commercial clubs, slogans, good schools as industrial assets, the landscape beautiful as a town asset, tree planting, public buildings, good hotels, women's clubs as municipal factors, the farmer and his provincialism, legislation, good roads, and the desirability of advertising towns as a making for their prosperity are some of the many topics covered in this admirable book.

MR. DRUMMOND'S PLAN.

Augustus K. Oliver Expresses His Views as to Its Practicability.

The following are some expressions of opinion upon the co-operative business plan suggested in these columns last week by H. R. Drummond, of Cleveland:

Augustus K. Oliver, secretary of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph, writes:

"In our opinion the ideas advanced by Mr. Drummond, while quite praiseworthy from an ethical standpoint, are not capable of being successfully worked out in all their details.

"The proposition is almost in every respect similar to that advanced by Mr. William C. Freeman, and in our opinion is not so well formulated as is Mr. Freeman's."

ST. LUKE A STAR REPORTER.

And Moses a Master Editor, Says Dean Walter Williams.

In the opinion of Walter Williams, dean of the school of journalism, University of Missouri, the best reportorial work ever done was by St. Luke, who wrote the book of the Bible named after him. The best reading for a speaker or writer, he said in a Chicago interview last week, is the Bible.

"The best example of good reportorial work is the Book of St. Luke," declared the dean. "Matthew may be considered a good Associated Press story—without color or bias, as well adapted to a Democratic as a Republican paper—but St. Luke is full of the heart touch, while told clearly, truthfully and without exaggerated language.

"Moses was the master of editors. He compiled all that had been written and arranged the best of it for the world's use.

"I consider the Bible the best reading, aside from the spiritual or religious feature, for the newspaper man. It provides him with a fund of illustrations, besides being an example of effective expression. Champ Clark is a constant user of Biblical quotations, always with good effect."

NEW PUBLICATIONS.

KANSAS CITY, Mo.—A new daily newspaper, the Cricket, made its initial appearance on the Kansas side last week. The paper is published by Austin Neal and C. H. Green.

FORT PAYNE, Ala.—A new paper entitled the Citizen made its first appearance here last week. P. B. Haralson and W. R. Haralson are the editors.

MONROVIA, Cal.—This city is rejoicing in the prospect of a new live, up-to-date newspaper. The owner and editor will be E. C. Stivers.

FORT DOUGLASS, Ia.—The Biene is the name of a German newspaper which will be published weekly hereafter in this town. Joseph Tagwerter, recently editor of a German weekly in Nebraska, will be editor and publisher.

AUGUSTA, Ga.—The committee in charge of the arrangements for publishing a paper in this city has decided that the publication shall begin about Sept. 1. W. J. Vaughan, of the Waynesboro (Ga.) Banner, will be editor.

MONTCLAIR, N. J.—A new weekly devoted to the interests of the Democratic party in Essex County was launched here last Thursday. Harry J. Doyle is the publisher.

LINCOLN, Neb.—The State Sheriffs' Association will establish a weekly official organ in which officers may publish notices, descriptions of criminals and other things of interest to sheriffs and other peace officers.

A Tub of Rosewater.

The small son of Victor Rosewater, editor of the Omaha Bee and recently Republican national committeeman for Nebraska, was desirous of sailing boats in the bathtub of the Rosewater home.

"You cannot," said Mrs. Rosewater. "Father is taking a bath just now."

"Why is father taking a bath?" demanded the boy.

"Why do you take a bath?" countered Mrs. Rosewater.

"Because I have to," replied the son.—Evening Post.

One for Her.

Edith was light hearted and merry over everything. So one day her mother decided to invite a very serious young person to dinner and he was placed next the light-hearted girl. Everything went well until she asked him:

"You speak of everybody having a mission. What is yours?"

"My mission," said the parson, "is to save young men."

"Good," replied the girl. "I'm glad to meet you. I wish you'd save one for me."—Milwaukee News.

PERSONALS.

Frank A. Munsey is in Europe for a vacation. He will take the cure at Carlsbad, not, he says, because he is sick, but as a preventive.

Lafayette Young, publisher of the Des Moines Capital, sailed for Europe on the steamship *Olympia*, Saturday, July 27. He was accompanied by his daughter, Mrs. John P. Herrick, of Olean, N. Y. Mr. Young is a great traveler. He went around the world with President Taft in 1905.

Daniel Hanna, owner of the Cleveland Leader, sailed from New York this week on a cruise in his schooner yacht *Ingo-mar*.

Sigmund Kransz, of Chicago, has put on the market his new book, "The Cameo of the Empress." The scenes are laid in Naples and Pompeii and the principal characters are American pleasure-seekers in Italy.

Eibert Hubbard, Hiram Maxim and other newspaper and literary celebrities, will be the guests of Mary Mannering, the actress (Mrs. F. E. Wadsworth), during the week of the Cadillac celebration in Detroit.

Henry Rochefort, who is nearly eighty-two years of age, for the first time in fifty years did not contribute an article to the Paris papers on July 3. He intends to take a rest for some months before resuming his journalistic work.

Wm. McK. Barbour, of Minneapolis, will leave for the coast this week to become assistant publisher of the Los Angeles Tribune in which he has bought an interest.

Walter F. Dumser has become editor and manager of the Reading (Pa.) Morning Times and the Evening Telegram.

O. W. Carolus, of Cleveland, O., city editor of the Delphos Herald, has resigned and accepted a position as telegraph editor of the Sandusky Register.

Ole May, the cartoonist of the Cleveland Leader, was a visitor at the New York Press Club last week.

Oliver P. Newman, a well-known newspaper man, who reported both political conventions for one of the press associations, has been sent to Sea Girt, N. J., where he has joined the veranda colony at the summer home of Woodrow Wilson.

N. T. Blackwell, editor of the Ginner and Miller, of Dallas, was appointed by Governor Colquitt to represent the State of Texas at the conference of Governors of the cotton-growing State held at Atlanta, Ga., last week.

Elmer E. Conrath, editor of the Leader at Johnstown, Pa., and Mrs. Conrath are spending two weeks at Mt. Clements, Mich.

Carl Pointer, formerly of Atlanta, Ga., has been appointed manager and news editor of the Lewes (Del.) Pilot.

James O. Glasgow, owner of the Burlington (N. J.) Gazette, and who has been connected with newspaper busi-

ness for thirty-six years, is said to be the dean of the newspaper profession in his section of the State.

Thomas Cannon, for the last three years managing editor of the Gary (Ind.) Evening Post, has resigned to become managing editor of the Chicago Press, which is to be launched next month.

Theodore G. Thomas, editor of the Southern Shipper, at Houston, is a candidate for Railroad Commissioner of Texas.

Jos. B. Doyle, for forty years editor of the Stubenville (Ill.) Daily Herald, is spending a few days at Duluth, Minn.

C. J. Zook, editor and proprietor of the Lima Springs (Ia.) Sun-Herald, has broken down and will have to abandon his editorial duties for sometime to come.

Roy A. Jarnagin, court reporter of the Des Moines Capital, has left for Mitchell, S. Dak., where he will become city editor of the Republican of that city.

Albrecht Kneule, the publisher of the Morristown (Pa.) Daily Register, has purchased a magnificent home at West Norriton.

E. K. Gaylord, managing editor of the Daily Oklahoman, of Oklahoma City, has gone to Chicago on a business trip.

Henry W. Owen, Jr., editor of the Bath (Me.) Daily Times, has been elected first lieutenant of the Fourth Company of the Coast Artillery Corps, known as the Hyde Guards.

Superintendent Parker, of the Chicago Press Club, who was in New York this week, was entertained by friends at the Press Club.

IN NEW YORK TOWN.

Acton Davies, dramatic critic of the New York Evening Sun, and Charles Nirdlinger, are the authors of a new novel "The First Lady in the Land," which is to be issued this fall.

Miss Sophie Irene Loeb, of the New York Evening World staff, will sail on Saturday on a two months' trip abroad. During her absence she will write for THE EDITOR AND PUBLISHER several articles on foreign newspaper topics.

E. R. Caldwell, acting city editor of the Globe, leaves for his country home at Nassau-by-the-Sea, on Long Beach. He will spend two quiet weeks there.

George T. Hughes, city editor of the Globe, is living the simple life somewhere in New Jersey.

Jack Gavin, acting city editor of the World in the place of Mr. Clark, who is on his vacation, was once a copy boy, doing police headquarters duty on the Evening World.

Geza Kende, editor of Amerkea Magyar Nepszava, a Hungarian newspaper published in New York, recently received a letter from Governor Wilson, of New Jersey, in which the latter said he was in favor of the reasonable restriction of immigration but not in any restriction which would exclude honest, industrious men who are seeking what

the country has always offered—an asylum for those who are seeking a free field.

Dave Morrissey, ship news man on the Globe, acts as rewrite man for the summer and fills the gaps left by fellow vacationers.

Charles Darnton dramatic editor of the Evening World, is away on his regular summer jaunt.

Frank T. Seabright, a well-known humorist and journalist, is critically ill at a Los Angeles hospital as a result of severe injuries received in an automobile accident several months ago. Physicians state there is little hope for his recovery.

PROSPEROUS CENTRAL WEST WEEKLY

Worthy agricultural community. No competition. 1911 receipts \$10,349 00. Disbursements \$5,324.59. Balance of \$5,024.41 was owner's return for personal effort and investment. Property promises to do as well or better in present and future years. Mergenthaler, 4 presses, 4 motors, paper cutter, folder, etc., etc. Will be sold for \$17,000. Proposition E. K.

C. M. PALMER
Newspaper Broker
277 Broadway New York

A certain periodical wants a man

The job cannot be described in a single word. Some publishers call him an "art manager," but that is a very limited description of his duties. He should be able to take charge of the physical appearance of the publication and realize some of its great possibilities without undue extravagance. He need be neither an artist nor a printer, but he should be a discriminating judge of the work of both, and especially be able to suggest to each something that when combined in the completed book will be distinctive and harmonious; who can combine the work of the designer, the illustrator and the printer, with appropriate headings, titles and initials, into pages of simple goodness without freaks or stunts. Any man who feels that he has these qualifications is invited to write to us in confidence, stating his experience, the work he has been doing, the salary he would expect and any other details or samples of his work that would help in forming an impression of what he can do. The position in question is located in New York City. Application must be by letter only.

GALKINS & HOLDEN
250 FIFTH AVE., NEW YORK

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

A CIRCULATION MANAGER
of long experience in both morning and afternoon fields, who is especially strong in reorganizing and systematizing and with a splendid record to show, is now employed, but seeks change. Address "CIRCULATOR," care THE EDITOR AND PUBLISHER.

CARTOONIST
Would like position with a progressive newspaper or will contribute three times a week. Did you ever consider what a power a good cartoon is in helping mould public opinion? Also in building up circulation? Will send sample upon request to responsible parties. Political cartoons my specialty. J. N. DELISLE, 617 Charles St., St. Paul, Minn.

WANTED—AN EDITORIAL
position with a live news or trade paper by an experienced, thoroughly competent newspaper man. Familiar with make-up and department duties. Address "RELIABLE," care THE EDITOR AND PUBLISHER.

CIRCULATION MANAGER.
Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers' Association. Would start with moderate salary on live, growing paper. "ENTHUSIAST," care THE EDITOR AND PUBLISHER.

GOOD EDITORIAL WRITER
wants engagement on conservative paper, either political party. J. T. MUNSON, 410 West 20th Street, New York.

MISCELLANEOUS

HALF INTEREST IN
A paying publishing business can be bought by right party for \$15,000. HARRIS-DIBBLE CO., 71 West 23d St., New York.

DAILY NEWS
Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

A PUBLISHING OPPORTUNITY.
Interest in monthly magazine with unlimited field for development is offered to one or two aggressive young men of experience who can build up advertising and strengthen business or editorial management. Valuable property. No debt. Easy terms of payment. Address "P. T.," care THE EDITOR AND PUBLISHER.

FOR SALE

\$6,000 NET.
The owner of an Illinois evening daily desires to retire from active service. The paper has earned not less than \$6,000 net for a period of years. The property can be bought for \$11,000, part cash, balance deferred on favorable terms. Address "CENTRAL WEST," care THE EDITOR AND PUBLISHER.

FOR SALE

One Canadian Linotype, No. M 3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, Nova Scotia, Canada.

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.

FOR SALE—THREE NO. 2

Linotype machines equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

HELP WANTED

A LIVE-WIRE ADVERTISING MAN
controlling active accounts is offered an unusual opportunity of connecting with an advertising agency, owning its own printing plant. No investment necessary. If you can produce we want you. Address BOX 35, care THE EDITOR AND PUBLISHER.

T. R. Smith has resigned his position as manager of the publicity bureau of the W. R. Hearst magazines to join the subscription department of the Butterick publications.

Thornton Purkis has left the promotion department of the Cosmopolitan to join the staff of J. J. Gibbons, Limited, Advertising Agency, of Toronto, Canada.

No Certificates For Sale!

covering many new features required by advertisers. My System
 can send his report, signed by C. Godwin Turner (the acknowl-
 To whom he likes! And when he likes! His Advertising

We offer Publicity, not Secrecy!

RECORD BOOK

Percentage Analysis of Paid and
 Spoilt Print and Gross Press Run.

paper from Contract to Waste—its production
 proof!

Mechanical, Metal, and Circulation Expense

Circulation to Net and Gross Press Runs!

Income, showing profits, Gross, Net and Surplus

forms embodying the knowledge of years of inves-
 the same to the newspaper publisher to help bring his
 power and minimizing the expenses by eliminating the

hundred loose leaf pages, each the identical size of space
 containing comparative tables showing the tendencies

ered, to which reference is made in this book, enabled
 coming year."

ess C. G. Turner, Manager of Circulation Examination
 N. J.

C. GODWIN TURNER, Newspaper Actuary.

Size of page about 8½ x 14 inches. Turner Systems Save Money!

Testimonials to C. Godwin Turner

THE CALL, San Francisco, Cal.

"Your work and method confirms my opinion that you are an expert upon circulation examinations, and that it would be next to impossible to mislead you. I have met many examiners, but none with better knowledge of the subject."

THE BEE, Sacramento, Cal.

"The audit made by Mr. Turner was the most drastic *The Bee* has ever had, and not only covered conditions in the office, but his personal inspection of country routes. The work was thoroughly done and has been of great value to us since."

DEMOCRAT-CHRONICLE, Rochester.

"His ability and knowledge of the subject was excellent, and we give him credit for a thorough understanding of this intricate matter."

SCRANTONIAN, Scranton, Pa.

"He is thorough in all he undertakes, but eminently fair and his agreeable personality renders his presence in any office a pleasure to all with whom he comes in contact. Mr. Turner has examined the circulation of *The Scrantonian* and should he return again on a similar mission, he will be welcomed as a friend rather than a meddling inquisitor."

ENTERPRISE, Chico, Cal.

"He proved himself a wizard with the lead pencil, and told us more about our circulation than anyone ever knew before; I do not hesitate to say that I have never known anyone who was so equipped for the work as Mr. Turner."

STANDARD ADVERTISING (Seth Brown) Chicago, Ill.

"Mr. Turner certainly has an insight into circulation examination which no other man possesses, so far as I know."

STANDARD, Watertown, N. Y.

"Mr. Turner understands his work from the ground up. A circulation which bears Mr. Turner's indorsement is, I have found, of great value. He knows how to get at the bottom facts and advertisers know it."

LA PRESSE, Montreal, Can.

"The examination of our circulation made by C. G. Turner some time ago was everything that could be desired, and went to prove his complete knowledge of the subject in question. Our paper is the largest daily in Canada, with a circulation well over the 100,000 mark, and is therefore a difficult proposition for any but a thoroughly competent man to handle. Mr. Turner did the work thoroughly and with the ease born of a complete knowledge of details and full confidence in his own ability, and his personality is such that it was a pleasure to co-operate with him in every way."

And Scores of Others.



Scoop, the Cub Reporter, Snaps the "Queerest Face" Right in the Office.

Courtesy International Syndicate.

WHAT IS CIRCULATION ?

MR. ARNOLD SAYS PUBLISHERS' STATEMENTS SHOULD NOT INCLUDE COPIES PAID FOR AT SPECIAL RATE.

Judge Lynn J. Arnold, president of the Albany Knickerbocker Press, has some original ideas about what constitutes circulation of a daily newspaper, its value to the advertiser and the policy to be pursued by publishers toward advertisers. In an interview with him the judge explained them to an Editor and Publisher reporter as follows:

"When a publisher states to an advertiser that his newspaper has a certain net paid circulation the advertiser understands that he means by a net paid circulation circulation paid for according to the subscription rates of the publication. My point on net paid circulation is simply this: that nothing should be included in net paid circulation except subscriptions paid for at circulation rates published in the paper.

"If the subscription rates of a newspaper are \$3 a year, and the publisher finds that he cannot sell it to a certain class of people for \$3 a year, but must sell it for \$1.50 or \$1, the advertiser is entitled to know that fact. It is unfair to him to fool him on the proposition. It must be admitted by all thinking men that the class of people who will not or cannot afford to pay more than \$1.50 a year for a daily newspaper is not of as great value to the advertiser as a class that is willing to or can afford to pay \$3 a year.

MUST BE HONESTY BEHIND IT.

"There is a good deal of talk in these days about quantity and quality of circulation. It is the right kind of talk, but it does not accomplish much if there is no honesty behind it. Newspapers are continually preaching about honesty in politics, honesty in governmental methods and business methods. The edited news and the editorial columns of a newspaper in these matters cannot have much weight or bring forth much good in the way of results if the newspaper itself, in the conduct of its own affairs, is absolutely dishonest.

"There can be nothing more reprehensible than a publication which deliberately deceives as to the quantity and quality of its circulation. It is simply selling an article, and the day is coming when it can no more succeed by deception than can any merchant. The only reason that publications have thrived on deception is that the true principles of advertising have been little understood by those buying advertising space, and the further reason that it is hard to find out the deceiver.

WHAT DO YOU THINK OF THIS?

"If the newspaper publishers of the United States began telling the actual facts about their newspaper circulation, and advertisers should begin buying on the basis of quantity and quality of circulation, of course, nine-tenths of them would have to suspend publication within thirty days; but it is a fact that this day is coming. Every advertiser is entitled to know all the facts about the circulation of a newspaper or any other circulating publication.

"The net paid circulation is of the greatest value to the advertiser; all of the different classes of circulation are of some value, and of different value to different classes of advertisers, varying according to the value of the goods sold, etc. The advertiser is entitled to know whether a subscriber has paid for his paper. I was one of three men who bought a country weekly about a year ago. It had subscribers who had not paid their subscriptions for over twenty-one years. Of what value to an advertiser were those subscribers? A patent medicine vendor might sell some spring compound to one of them, but probably an automobile manufacturer would not sell to them.

"Again, the circulation statement of newspapers should show the number of subscribers obtained by premiums. If a newspaper has to give a gold watch to get a subscription that subscription is of little value to an advertiser, except advertisers who have like fakes to dispose of. A newspaper which does not circulate on its merits is of no more value to an advertiser than a handbill, and any business which cannot prosper except through deception should be discontinued."

EDITOR HARNESSSES MINISTER.

Garrett Clipper Run by Churchmen While Editor Takes Vacation.

Blaine Hamilton, editor of the Garrett (Ind.) Clipper, was on his last legs and the doctor told him that if he did not take a vacation soon the Clipper would find itself shorn of its masterhead. There seemed to be no single individual, however, capable of temporarily taking the editorial burdens off Hamilton's shoulders. The Clipper editor wrote his own obituary and sent it to the printer marked "Rush."

Methodist Episcopal people of the town were in great need of additional funds to carry on a campaign for saving the Garrett sinners. They had tried one and all of the old-fashioned methods for obtaining the coin, but with no appreciable results. The church people of the town were too busy packing for their summer exodus.

Members of the above-mentioned faith came into the editorial sanctum of Blaine Hamilton, a noble son, for the purpose of discussing the decline and fall of Methodist Episcopalianism in the town. They had no sooner broached the subject than Hamilton bethought himself of a little scheme to help his brethren out and thereby gain a needed vacation.

The plan met with the joyful approval of the committee and now the Garrett Clipper is out in Sunday garb and will be for at least two issues, being edited by the Methodist preacher with the able assistance of the lawyer and the banker of the town, who are also members of the church. In the meantime the wily Blaine has "killed" his obituary and skipped to Crooked Lake himself, where he is nursing an overburdened soul while the sinners of the town are boosting his paper and getting salvation at the same time.

To Start Bull Moose Papers.

It is reported that a chain of progressive newspapers, both dailies and weeklies, are to be started in towns of two or three thousand population to advance the interests of the Bull Moose candidate for the Presidency.

THE **DEMOCRAT** Nashville, Tenn.

has a circulation you can put your finger on—the A. A. A. says so.

The JOHN BUDD CO., Representative
New York Chicago St. Louis.

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

The News Scimitar
OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.
Represented by PAUL BLOCK, Inc.,
250 Fifth Avenue, NEW YORK.
Steger Building, CHICAGO.

YOU MUST USE THE **LOS ANGELES EXAMINER**

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

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKS
Brunswick Bldg.
New York
HORACE M. FORD
Peoples Gas Bldg.
Chicago

THE NEWS
BUFFALO, N. Y.

Circulation for April, 1912
101,076

The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.

EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago New York City
People's Gas Bldg. Metropolitan Bldg.

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

A steadily increasing business—without the aid of special editions—is the answer as to why **THE EVENING MAIL'S** policy of accepting only clean advertisements is a winning one.
203 Broadway - New York

THE NEWS
BUFFALO, N. Y.
Circulation for April, 1912
101,076
The Leading DISPLAY and CLASSIFIED Advertising Medium in New York State outside of New York City.
EDWARD H. BUTLER, Editor and Prop'r
KELLY-SMITH CO., Foreign Representatives
Chicago New York City
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CIRCULATION FIGURES.

Shall the Advertiser Rely Solely on the Honesty of Publisher's Statements or Shall He Ask for Proof in the Shape of an Auditor's Report?—Views of Bert M. Moses—What the A. A. A. Is Doing.

Shall circulations be audited by accredited and responsible accountants or shall advertisers accept without question any statement that the publishers may make concerning them? This is a question in which the entire advertising world is interested.

When Bert M.



Moses, president of the Association of American Advertisers, was asked by a representative of THE



EDITOR AND PUBLISHER to express his views on the subject, he said:

"Up to twelve or thirteen years ago there were five classes of people who seemed to be exempt from the proposition that telling the truth is eminently the correct thing. These were politicians, fishermen, lovers, women (when giving their ages) and publishers (when giving circulation figures). The poetic privilege is still accorded the first four by general consent, but the publisher who takes undue liberty with the truth to-day is not pointed out to children by their parents as one worthy of close emulation.

NOTHING TO PREVENT LYING.

"Twelve years ago, the honest publishers and the whole world of advertising had no protection from the publishers who gave false circulation figures. If a newspaper in a given city actually had 50,000 paid circulation, there was no way to prevent another publisher in the same city from saying he had 60,000, even though he actually had but 20,000.

"George P. Rowell labored for years to reform the abuse and to devise some way of ascertaining the facts, even going so far as to pay \$100 reward to any one who could prove that the figures given him by a publisher were false. And the only way he could ever devise for proving falsehood and establishing fact was to open up all the records, and add, subtract, multiply and divide.

ORGANIZATION OF THE A. A. A.

"So great had grown the abuse that

a number of advertisers organized the Association of American Advertisers, one of whose missions was the auditing of circulation books. Like all reforms ever since the world began, this work was viciously and bitterly attacked by the men who had long profited by selling much conversation and few copies, but the honest element in the newspaper world welcomed the association because its mission was the only solution to a problem that seemed to have no solution.

"Reform work, like virtue, is praised and left to starve. Instead of all advertisers interesting themselves in this move to eliminate the most glaring evil in advertising, the burden of maintaining the work has been borne by some seventy odd unselfish concerns who have year after year paid a reasonably high membership fee.

"During the past two years, under the management of C. P. Knill, the Association of American Advertisers has outlived all criticism from the publishers themselves. Its auditors have been welcomed by such papers as the New York World, American, Globe and Mail; the Chicago Tribune, News, Record-Herald, Examiner and American; the Boston Globe, Herald, Post, American-Journal, Traveller and Transcript; the Philadelphia Bulletin, North American, Record and Inquirer; the Buffalo News, the Cleveland Plaindealer and Leader, all the Scripps-McRae list, all papers in New Orleans, Los Angeles, the St. Louis Post-Dispatch, Globe Democrat and Republic, Ladies' Home Journal, Saturday Evening Post, McClure's, Cosmopolitan, Collier's, Leslie's and so many others that a complete list would comprise a roll of honor of over 2,500 publications.

ITS REPORTS ACCEPTED AS ACCURATE.

"The association's reports are no longer questioned—they are accepted by publishers and advertisers generally as being accurate and trustworthy. It is historically true, I believe, that the most unrelenting enemies of every man who has tried to effect a reform have been the very people he was endeavoring to benefit. Some reformers have been crucified, others have tasted the hemlock and felt the fagot, but in later times destruction has been sought in less spectacular ways.

"Paradoxical as it may seem, but bearing out history, the only opposition now encountered by the Association of American Advertisers comes from reputable advertisers themselves. Instead of helping to maintain the only effective movement for the banishment of circulation lying, it is proposed to go back to the old method of accepting publishers statements as being true 'until found otherwise.'

"How the 'otherwise' is to be discovered without going over the books I really am not able to say, so while we are about it, why not let the auditor get busy before rather than after the act?

"Here is a proposition that will put the honest publisher right back in the same dilemma that nagged and exasperated him before the present highly satisfactory condition prevailed. His truthful figures will have no protection from the figures of the liar.

"All men are presumed to be honest, but quite a few are not. When an advertiser buys coal to make steam for his factory, he presumes and admits that the coal dealer is honest, but he weighs the coal just the same, and sees to it that the dealer's bill agrees with the scales. When he buys 100 lines of space in a magazine, he does not question the integrity of the publisher, but he gets out his little rule anyhow and measures the ad. If it is shy ten lines he puts up a justifiable howl.

WHY BOOKS ARE AUDITED.

"The Association of American Advertisers does not audit circulation books because it thinks all publishers are dishonest, but because it is the way business men do business. It is considered highly proper, I believe, to pay only for what you get, no matter what or from whom you buy. And the association has borne the expense of these audits for two reasons: The first, because it removes any suspicion of favoritism which would arise if the publisher paid for the work, and the second, because it is businesslike and proper.

"Would you ask the coal dealer or any other dealer from whom you bought merchandise to pay the man who checks up your bills or the man who keeps your books? And yet it is proposed by advertisers opposed to the work of the Association of American Advertisers that the work of auditing publishers' books be paid for by the publishers themselves if any auditing is done.

METHODS HAVE STOOD TEST.

"There is only one right way to do anything. Substitutes and 'just as goods' are as unworthy in reforms as they are in merchandise. The methods of the Association of American Advertisers are the best that long experience has devised. There is no longer any complaint from publishers except the association's inability to audit their books as often as they wish they could.

"Our work goes as far as our finances permit, and we are doing the best we can under handicaps that would discourage any but men who work for a thing because they believe in it with a belief which goes down to bedrock, and that it is something which is of incalculable benefit to every honest man who has to do with advertising.

"Instead of opposition from advertising men, we court their co-operation. We have earned their support, and in this age, when Honesty is the dominant note in all lines of human endeavor, it is reassuring to realize that the Association of American Advertisers was the pioneer body that flung its hat into the ring and made Honesty its highest expression of principle."

OBITUARY NOTES.

EDWIN J. PARK, one of the best-known newspapermen of Boston, died at his home last week. Mr. Park had been ill for several months. Born in Big Flats, N. Y., Feb. 1, 1861, he began his press schooling in Elmira and in a few years became editor of the Gazette of that city. Later he was on the staffs of the New York Sun and World, and then joined the Boston Globe. Mr. Park's work on the Globe brought him in touch with some of the biggest stories of our time.

CAPTAIN HENRY R. JONES, for a quarter of a century proprietor and editor of the New Hartford (Conn.) Tribune, died last Saturday in a Hartford hospital from a complication of diseases. He was born in 1837 and served throughout the Civil War. At the close of the war he worked in the United States Treasury Department and afterwards was assigned to service in the regular army as first lieutenant. He was retired in the early seventies with the rank of captain.

EDWARD S. CLARK, editor of the Wilton (Ia.) Advocate-Review, passed away in his native town, at the age of 77, last week. His death was due to old age.

WILLIAM LINDSAY SCRUGGS, former minister of the United States to Columbia and Venezuela, died last week in Atlanta, Ga. He was connected with the Columbus (Ga.) Sun and the Atlanta New Era; a prolific writer on diplomatic subjects and contributed many articles to various historical, economical and legal periodicals.

EMERSON DE PUY, editor of the North-eastern Banker, Des Moines, Ia., died in that city on July 17. He came West as a young man without money and began work as a newspaper reporter. He had an extended reputation as a humorist and writer on farm subjects, as well as financial topics.

JOHN ELLSWORTH HARE, of Santa Clara, Cal., a well-known newspaperman, died of heart failure in St. Joseph, Mich., last week. He made a specialty of press photography and worked for some of the biggest dailies in the United States. At the time of his death he was on the staff of the Chicago Journal.

WILLIAM ROSWELL MORGAN, a retired newspaperman, died at Fredonia, N. Y., last week.

W. M. MARTIN, a man prominent for a long period in Johnson County, Ia., as editor and publisher of the Solon Economy, died at his late home in Cedar Rapids recently.

PITTSBURGH
the workshop of the world, is entering upon an unprecedented era of prosperity. Its great mills and manufacturing plants are running at straining capacity. Positions are clamoring for takers, and skilled workmen from all over are finding employment here. Keeping pace with this rebirth of vigor and prosperity are The Pittsburgh Post and The Pittsburgh Sun. No other papers in Pittsburgh have shown the enterprise, expansion and driving powers of The Post and The Sun. They are the papers that the live people are reading—the creative people, those who do things, those who stand for progress. Both papers are Democratic, and this is surely a Democratic year!

THE PITTSBURGH POST
THE PITTSBURGH SUN
EMIL M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
New York, Chicago, Atlanta.

THE WASHINGTON HERALD PAYS
JOHN W. HUNTER, Publisher
Ask our representative for net circulation rates
Representatives:
J. C. WILBERDING, Brunswick Bldg., NEW YORK
A. R. KEATOR, 715 Hartford Bldg., CHICAGO

Detroit Saturday Night
is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, **DETROIT SATURDAY NIGHT** a larger measure of personal profit.
Foreign Advertising Representatives
H. L. SELDEN & CO. Peoples Gas Bldg. CHICAGO
GEO. H. ALCORN Tribune Bldg. NEW YORK

The Evening Post
PORTLAND, ME.
"The People's Paper"
During the next thirty days will cover every home in Portland, South Portland and Westbrook.
Maine's only Penny Paper
PERRY LUKENS, JR., GEO. L. McFARLAND,
Tribune Bldg., New York. Boyce Bldg., Chicago

ALONG PARK ROW.

Melville E. Stone, general manager of the Associated Press, has returned to his desk, having been indisposed for several days.

Oliver Cromwell, who did desk duty on the Boston American, will join the Mail staff next Monday as early make-up man.

O. O. MacIntyre, dramatic editor of the Mail, is writing a play of Broadway life.

Philip Lindsley, telegraph editor of the Mail, has returned from a two weeks' vacation and is prepared for another year's hard work.

Howard A. Littledale, formerly ship news man for the Mail, has gone to the Newark Star as city editor.

Robert S. Winn, editor of the day State wire of the Associated Press, begins his vacation this week.

Mr. Thomas, day pony editor of the Associated Press, returns from an invigorating two weeks' vacation.

W. B. Kenny, day editor of the Associated Press, is at his desk again after a prolonged illness. He is now in very good health.

Walter Fletcraft, make-up editor of the Globe, returns from a two weeks' stay at White Lake, Michigan, where he visited his parents.

Burton Currie, rewrite man on the World, is taking his vacation.

John T. Parkerson, court reporter, and Lindsey McKenna, Harlem representative, both of the Evening World, are in the Catskills.

James Rafter, superintendent of the telegraph department of the United Press, is indisposed and will leave on a three months' vacation. Claude Irons, chief operator of the Chicago bureau, will take his place.

Croy Sells His Magazine Maker.

Homer Croy has sold the Magazine Maker, which he started a year ago, to the Hannis Jordan Publishing Company, which will shortly open offices at 32 Union Square. Mr. Croy made a success of the publication, which paid its expenses after the fourth issue and contained, from time to time, contributions from some of the best-known writers in the country. Mr. Croy will go to Missouri for a vacation and on his return in September will become editorial manager for a large New York publishing house.

China Seeks Morrison's Aid.

News comes from Pekin that the Chinese Government will offer the post of general adviser to the Republican Government to Dr. George E. Morrison, the London Times correspondent. Dr. Morrison has long been a power in Pekin and it is said his influence is greater than any foreign minister.

One Hundred Years Old.

The Nashville Tennessean and American is 100 years old this year. That it is a live proposition, even if it is a century old, is shown by the fact that last month it had an average daily circulation of 28,406 and carried 402,164 lines of advertising.

HOW YOU MAY IMPROVE BUSINESS.

EFFICIENCY AND COST—SYSTEM SHOWN TO WORK WONDERS WHEN INSTALLED IN PRINTING

By A. M. Glossbrenner, Indianapolis, Ind.

My observation during the past twenty-five years in the printing business, and my association with other printers and publishers has shown me frequent instances where a concern is conducting a newspaper publication and running a job printing plant in conjunction. No man should run any business where he does not know what he is doing, but the printing business especially seems to be about the most complicated business that exists, and it appears to have been, in the past, such a knotty problem to solve that many have not known how to go about it. But fortunately it is now possible for us to not only know whether our business is profitable, but if we have two or three classes of business, to know which is profitable and which unprofitable, by the introduction of a simple cost and accounting system and keeping careful record of our experience. This will result in giving the information necessary to put the unprofitable department on a paying basis or abandon it.

STUDY CONDITIONS.

Before beginning, however, to introduce new methods we must study the conditions under which the work is to be done. The machinery must be so arranged that the work can be done economically, and provision must be made to have the proper appliances always available for the workmen. This is a question of management, and may have quite as much effect on the proper operation of a plant as anything the workman can do.

Efficiency means the power to produce results and involves the consideration of methods, management, men, machines and material. The records resulting from the installation of a cost system immediately begin to reveal facts concerning the cost of production of the printing product that are startling, so much so that many employing printers are prone to say that they cannot be true.

A cost system that is handled correctly will tell us the cost of a product, then efficiency steps in and injects the question, "Why does it cost so much?" To secure the answer we are compelled to delve into all the details of the system of organization and to study the underlying principles of efficiency, if we would increase it.

HOW COST SYSTEM WORKS.

After the cost system has determined the cost, the increased efficiency will increase production, and if the cost formula is properly applied in your plant, with common sense methods, the records will enable you to equalize the output in each department and serve as a basis for fixing selling prices. The comparisons secured will enable you to get a just estimate of the relative activity and deficiency of your employes and also assist in the elimination of waste.

There are two ways of increasing the profits of a manufactured article; one of them is to increase the selling price, the other by reducing the cost of production, but in the printing business too many prices are made on the theory that "if my competitor can sell it for that price, I can." This is not true by any means, for the conditions may be entirely different in the two plants. It may be possible for the competitor to actually produce the work at a profit at his price, while in the other plant the

work would be done at an actual loss at the same figure. On the other hand it is an economic law that large profits can be permanently secured only by efficient operation; and any man or body of men, that exacts a compensation out of proportion to the service rendered will ultimately come to grief.

SKILLED HELP BEST.

It is also a well recognized fact that the efficient man at high wages is much more profitable to his employer than the inefficient man at low wages, yet how many of us give any consideration to the subject of increasing the efficiency? Under the system of management in most general use in printing plants the owner or manager puts the solution of all problems concerning workmen up to his foremen, etc.

The necessity for a well ordered system whereby the management can know the relative value of workmen arises from the fact that employes, as a general rule, are given to frittering away as much time as possible. The cost of labor constitutes a large part of the total cost of the commodity. It also embraces the greatest amount of detail work because it is necessary, not only to ascertain the labor cost of every article, but to record various kinds of data relative to the efficiency of different workmen, which is obtained from their labor distribution tickets. Details will not come to us of themselves. We must go after the details and we do this by means of a cost system, through which are recorded all the time and materials used.

TENDENCY TO OVER-EQUIP.

The tendency in the printing business is almost invariably to over-equip and to under-organize, but if master printers in general realize how much an increase in efficiency operations really meant to them, they would be very slow to increase the size of their plants until they had become thoroughly convinced of maximum efficiency. No master printer should make an investment in equipment until after the most careful and painstaking investigation, and until he is satisfied his organization is the best he can make it; then it is time to consider additional equipment.

The first step then towards improving your business is by installing the cost system, and through this may be secured higher efficiency, which will ultimately lead to better conditions through the knowledge which may be gained thereby. But allow me to say further that the cost system is by no means the cure-all—you must have in addition a very clear accounting or bookkeeping system to so correctly record your experience that it will tell you the truth; then there must also be a man behind the business of sufficient ability and brains to know how to guide the business over the shoals and rocks of disaster; a man of judgment and stamina who, knowing, has the moral courage to discriminate between the orders to be taken and those to be refused.

The expense of operating a cost de-

partment in a printing plant is the source of constant annoyance to the man who has yet to realize that it costs to be safe. Yet this premium which must be paid to be safe, to know that you are getting the product at the right cost, is nothing more than the insurance premium in another guise.

Finally, every man who is worthy of being classed as an employer owes it to himself, as well as a duty to his fellow men, that he charge a profitable price for his goods, which is cost plus a reasonable profit.

If your business, or any part of it, is unprofitable, it is your own fault and you have no right to continue in it, conducting at a loss and thus becoming a menace to your fellow men engaged in the same line of trade.

Mr. Higham's Optimist.

Charles Frederick Higham, one of the two English advertising agents, who attended the Dallas Advertising Club Convention, has issued the second number of his agency organ, The Optimist, copies of which have been received by several of the delegates whom Mr. Higham met while in this country.

The publication is one of the handsomest house organs that has reached this office. The paper is of extra fine quality and the typographical appearance of the book is pleasing to the artistic eye. Naturally the contents are devoted largely to the presentation of ideas that are helpful to advertising.

Telegraph's New Feature.

The New York Morning Telegraph on June 2 started the issue of a special monthly magazine art section with its Sunday edition. This new feature was printed on fine paper, with cover illustration in colors, and contained a number of special articles, stories and pictures of the appealing kind. The magazine section has found such favor that beginning September 2 it will appear every Sunday.

C. B. Hanson to Manage Mobile Item.

Clarence B. Hanson, for the past six years manager of the advertising department of the Augusta (Ga.) Chronicle, has been elected vice-president and general manager of the Mobile (Ala.) Item and will leave on Aug. 1 to make his home in the latter city. Mr. Hanson is held in high esteem in Southern advertising circles and has a wide acquaintanceship there. He is a brother of Victor Hanson, owner of the Birmingham (Ala.) News.

Press Clippings

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

BURRELLE

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



THE WARD SYSTEMS CO.
Operators of
The Ward Paid-in-advance Contest System

(The Sure System)

Write for terms, etc. 903 Marbridge Bldg., New York City, N. Y.

NORTHWESTERN NEWS.

New Industrial Agent at Edmonton, Alta—W. McMillan, the London Publisher, on Book Sales—Chicago Business Men's Tours—Boston Minister Will Edit Ottawa Citizen—Edmonton Journal Contest.

(Special Correspondence.)

EDMONTON, Alta., July 22.—George M. Hall, formerly a newspaper writer in Rhode Island and throughout New England and for six years with the industrial commission at Winnipeg, has been appointed industrial agent of this city at a salary of \$4,000 a year, beginning August 1. The position was offered to and virtually accepted by Fred F. Field, associate editor of the Monetary Times, Toronto, early last May, but he afterward decided to remain in the employ of that journal.

W. McMillan, of the firm of McMillan & Co., publishers in London, England, is in Edmonton on a business and pleasure trip through Canada and the United States. This is his first trip to the northwest since 1902. He said in an interview that while the western country has made remarkable progress in the last ten years it does not figure largely in the book sales, "chiefly," he added, "because everybody is so busily engaged in making money—they find little time to read. At least that is true of the men, for the women seem to be the greatest readers. That, however, is so in regard to fiction the world over, a book that does not appeal strongly to women rarely having a large sale."

TOURING CANADA.

Hubert F. Miller, business manager of the Chicago Association of Commerce, who was formerly a member of the editorial staff of the Chicago Tribune, piloted a party of eighteen Chicago business men, manufacturers and bankers to Edmonton on July 16 on a tour of western Canada. Among the visitors was George Sutherland, publisher of the Canadian American and the Western British-American.

The Rev. Charles W. Casson, minister of a Unitarian church in Boston, is to return to Canada in September, after a twenty years' residence in New England, to become managing editor of the Citizen at Ottawa, Ont., to the editorial columns of which he has been a regular contributor for years.

CIRCULATION CAMPAIGNS

The Edmonton Journal, of which John MacLaren is business manager, and the Edmonton Capital, under the business direction of Henry J. Roche, closed successful subscription campaigns on July 12 and 13, respectively. The Journal's principal award was the choice of \$1,200 in cash, a house and lot or a trip around the world, while the Capital's big prize was a farm of 160 acres. There were numerous candidates in the contests and many names were added to both lists. Philip H. Kerr, editor of the Round



JOSEPH SIMMONS MYERS,
EDITOR OF THE PITTSBURGH POST AND PITTSBURGH SUN.

Table, a non-partisan publication devoted to politics in the British Empire and published quarterly in London, England, was in Edmonton July 16 and 17 on the way home from a tour of the Canadian Northwest. He is accompanied by Edward Kyle, associate professor of history in the University of Toronto.

MYERS OF THE PITTSBURGH SUN

Something About the Man Who Has Contributed to Paper's Success.

Joseph Simmons Myers has been with the Post Publishing Company for over 20 years. He entered its services as telegraph editor and later was made night editor. Afterward he became managing editor.

When the Post Publishing Company inaugurated its evening edition, the Sun, he became editor of both papers. At the present time he is ranking managing editor in Pittsburgh in point of service.

Mr. Myers is a thorough journalist, knowing the editorial end of the paper from top to bottom and possessing in a marked degree the qualities that are essential in getting out a clean and newsy publication.

Mr. Myers is an alumnus of the Ohio State University, having been graduated from that institution with the degree of A.B. He began his journalistic work on the Columbus Times and later went to the Cleveland Leader, upon which he worked for two years before going to the Post.

The Sun has been a success from its inception, but like the Post it has taken a new lease of life since it came under the present management less than a year

ago. Now both papers are among the leaders in their respective fields and among the foremost energetic and active publications in the country.

This improvement has been due to the intelligent and energetic work of Emil M. Scholz, the general manager, who has co-operated with Mr. Myers most effectively and harmoniously. The unity of purpose, coupled with the "know how," has brought the business office and editorial rooms into closer communication and the result has been an incessant and productive campaign for circulation and advertising. To win these a good newspaper is the first consideration, and that is what the Post and the Sun are to-day.

The circulation and advertising patronage of both papers have increased amazingly and it is only a question of a short time until these papers will be firmly established in the places to which they belong.

A newspaper sales agent at Havre, France, has just been sentenced to three months' imprisonment for stealing packages of New York Herald's consigned to its local agent at that port.

DEATH OF ANDREW LANG.

Noted British Journalist and Author Passes Away in Scotland.

Andrew Lang, poet, critic, novelist, essayist, translator, writer of fairy tales, lecturer on religion and folk lore, and newspaper man, died at Bauchary, Scotland, of heart failure, July 20. A most versatile man of letters his literary activity was so varied that it was once suggested that "Andrew Lang" was the pen name of not one man but a syndicate of writers. He died at the age of 68, after 40 full years of literary work.

Andrew Lang was born in Selkirk, Scotland, March 31, 1844, and received his early education at St. Andrews University, Edinburgh, and then entered Balial College, Oxford, where he won high classical honors and a fellowship at Merton. His advent into literature was easy and steady; he inherited a considerable fortune and therefore encountered none of the obstacles which hamper the early careers of so many men of letters.

Long before his notable achievements in the field of pure literature Andrew Lang had achieved much fame as a contributor to the newspapers. His pen was known on this side of the Atlantic as well as in England. He succeeded William Black as a contributor to the London Daily News, writing upon nearly every topic under the sun from the English sense of humor to the latest fashion in criminal therapeutics.

He never touched on politics when writing for the press, his contributions to the New York publications being chiefly in the nature of literary essays. "Letters on Literature" is one of his works that first appeared in the columns of a New York newspaper. Some of the best known books of this master mind are: "Helen of Troy," "Custom and Myth," "Books and Bookmen," "Grass of Parnassus," "Ballads of Books," "How to Fail in Literature," "Essays in Little," "The Library," "The Making of Religion," "Homeric Hymns," "A History of Scotland from the Roman Occupation," and a host of novels, volumes of fairy-tales and verse.

Metal Economy

NOW is the time for its practise. The metal market has advanced lately and indications point toward much higher prices—So, get your fall supply in now.

If you desire the finest and most economical metals produced, buy
Thomas Wilder's Son
METALS
NEW YORK

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.

SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment. Best Illustrations.
YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY

Let the American Ink Co. of New York City be your 4-cent inkman.

ALBANY'S GREAT PAPER.

Remarkable Development of the Knickerbocker Press in Two Years Under Judge Arnold's Presidency—Gains 1,500 Per Cent in Circulation and Also Attains First Rank in Local Advertising Circles.

Gentlemen in the advertising field who are near-sighted and have not worn glasses for the last six months have been surprised of later on putting them on to observe that the Knickerbocker Press of Albany is looming up in its territory as a newspaper of commanding influence.

Two years ago hardly a person outside of Albany and the clipping bureaus knew that such a paper was published at the State Capitol. Its circulation was only 2,000 copies, its influence was limited, and the amount of advertising it carried was exceedingly small.

It was at this time that Judge Lynn J. Arnold, senior member of the law firm of Arnold, Bender & Hinman, of Albany, and Stephen C. Clark, of the Singer Sewing Machine Co., of New York, conceived the idea that Albany presented an unusual opportunity for an up-to-date, aggressive morning newspaper.

PRESS COMPANY ORGANIZED.

Thereupon they organized the Press Company, of which Judge Arnold became president, Mr. Clark, vice-president; Frank W. Clark, managing editor, and George J. Auer, secretary and treasurer, and purchased the old Press-Knickerbocker-Express, the name of which was changed to the Knickerbocker Press, which they employed as a foundation on which to build such a newspaper. A competent editorial staff was assembled, improvements were made in the mechanical department, and a progressive policy was adopted.

Without the aid of subscription contests or premiums, during the last two years that have elapsed, the circulation of the paper has increased from 2,000 in May, 1910, to 26,764 in May, 1912. The circulation for the month of June was over 30,000 daily.

The gain in advertising has kept pace with the gain in circulation. The Knickerbocker Press has advanced from the fourth position to the first, as is indicated by the report of the business manager for June, which shows that during that month the paper printed 237,508 agate lines, or 10,626 lines more than its nearest competitor.

INSTALLS A QUADRUPLE HOE.

In April, 1911, the Knickerbocker Press installed one of R. Hoe Co.'s quadruple printing presses, having a running speed of 72,000 4, 6 and 8-page papers an hour, or 36,000 10, 12, 14 or 16-pages an hour.

Owing to the rapid increase in circulation, the pressroom facilities proved inadequate, and so on June 18, 1912, the company placed an order for a double sextuple press, having a capacity of 144,000 papers an hour. This equipment gives the Knickerbocker Press facilities for turning out large editions that are not usually found in cities twice its size.

The Knickerbocker Press would not have made such strides if it had not

been in the hands of men who understand the newspaper business and the opportunities that presented themselves at the State Capitol.

The policy pursued all along has been one of rendering effective service to its readers and advertisers and in doing this the management has spared no expense.

Judge Arnold, although a lawyer by profession, has shown a grasp of the newspaper situation at Albany that would do credit to a journalist with metropolitan experience. He has brought to bear upon the work of building up the Knickerbocker Press his unusual ability so effectively that the paper has made a phenomenal record during the two brief years he has been president of the institution.

Judge Arnold was born at Burlington Flats, Otsego County, N. Y., in 1864, and was admitted to the bar Sept. 10, 1889. He was elected Surrogate of Otsego County in 1894 and served in that capacity until Jan. 1, 1901.

Besides being a member of the American Bar Association, the New York State Bar Association, the Albany County Bar Association and the Association of the Bar of the City of New York, he is president of the First National Bank of Cooperstown, vice-president of the Cooperstown Aqueduct Association and the vice-president of the publishing house of Arthur H. Crist & Co., of Cooperstown.

He belongs to a number of clubs, including the Fort Orange Club of Albany, the Albany Club, the Albany Country Club, the Troy Club, the Union League Club, the Republican Club and the Railroad Club, all of New York City. He is also a member of the Chamber of Commerce of Albany, Troy and Schenectady.

Texans Will Compile Dallas Report.

Frank T. Crittendon, of Fort Worth; Fred E. Johnston, of Dallas, and J. Frank Davis, of San Antonio, all true Texans, have been asked by President Coleman, of the Advertising Club of America, to edit, compile and publish the official report of the Dallas convention. The book will contain a vast and varied amount of incidental information in addition to the formal and comprehensive report of the proceedings.

American Ships to Carry Pacific Mail.

The Post Office Department has signed a contract with the Oceanic Steamship Co. for carrying the mails from San Francisco to Australia. The contract calls for trips direct to Sydney, with stops at Honolulu and the Tutuila of the Samoan group. This restores our flag to the Pacific Ocean, as there have been no American ships running to Australia since 1907.

Sure of the Result.

Senator Bailey, of Texas, was so fiercely attacked by some of his opponents the last time he was a candidate for re-election that one editor indulged in a circumstantial forecast of what would happen to him in the county convention the next day.

"He was so specific about my finish that he reminded me of a story," said the Senator. "A foremost citizen in a small town had an attack of appendicitis. The editor heard the report and hurriedly made an item of it, which he printed in this wise: 'Our esteemed fellow-citizen, James L. Brown, will go to the hospital to-morrow to be operated upon for the removal of his appendix by Dr. Jones. He will leave a wife and two children.'—Kansas City Star.

CLUBS AND ASSOCIATIONS.

The Georgia Weekly Press Association convened in Dublin last week, about 250 delegates and visitors attending. The editors were welcomed by Judge J. S. Adams, and addresses on vital topics of interest to Georgia editors were delivered by J. C. Williams of the Greensboro Herald-Journal; Frank Lawson, of the Dublin Herald; Hon. P. A. Stovall, editor of the Savannah Press; E. R. Orr, mayor of Dublin, and O. F. McRae, of the Telfair Enterprise. The visitors were entertained at a barbecue and fish fry at the close of the convention.

The Publishers' Association of St. Clair County met last Sunday in the City Hall at Belleville, Mo., and effected a permanent organization.

A hundred members of the Chamber of Commerce, San Antonio, Tex., gathered at the St. Anthony Hotel last week for the "press day" luncheon and heard many things about the inside workings of a newspaper office. San Antonio scribes delivered themselves on the various phases of newspaper work. "Railroad Bonuses and Newspapers" was discussed by C. S. Diehl, followed by William Campbell on the "Spiritual Press." Mose C. Harris discussed newspaper work along general lines. Other speakers were: Vories P. Brown, "The Farmer and the Press;" William L. Hoefgen, "Labor and the Press," and W. J. Edgecombe, "The Trade Paper."

Plans are being completed by the executive committee of the Northern Indiana Editorial Association for the convention which will be held in Gary some time during August.

The annual meeting of the Wisconsin Press Association will be held in the Hotel Pfister on Aug. 5 and 6 in response to an invitation from the Milwaukee Publishers' Association, the Merchants and Manufacturers' Association and the Citizens' Business League.

Thirty-seven members of the Lancaster City and Lancaster County (Pa.) Editorial Association made their annual run and trip by auto to Gettysburg last week. They came in eight automobiles by way of York, Abbottstown and New Oxford, and took dinner at the City Hotel. Major Jos. W. Yocum, of the Daily Spy, of Columbia, was in the fight at Gettysburg and told the newspaper boys about it in a short speech following the dinner.

The Washington State Press Association elected A. A. Smith, of the Port Angeles Tribune-Times, president, at the closing session of the convention held at Concrete last week. J. D. Dean, of the Ranch, Kent, was made first vice-president; Ben Spear, Douglas County Press, Waterville, second vice-president; Louis Jacobin, Concrete Enterprise, re-elected secretary; C. Alfred Haynes, Prosser Record, treasurer; Tom Crawford, Centralia Chronicle, historian; H. J. Miller, Index, poet; Albert Johnson, Hoquiam, orator. The executive committee named follows: Arthur A. Hay, Camas; Fred Ornes, Mount Vernon; Edwin M. Connor, South Bend; H. R. Cayton, Seattle; J. C. Gregory, Bothell.

The Pennsylvania State Editorial Association will be at Saratoga Springs this week as the guests of the Publicity

Commission. They will have an opportunity to see what the "New Saratoga" is and hopes to become. There will be drives about town and a visit to Saratoga Lake. The association will make the Hotel American its headquarters.

Shuts Down Office for Vacation.

To give all of his employes a vacation at once, Frank L. Johnson, publisher of the Corinna (Mich.) Journal, a weekly paper, will close down his office for ten days, but the paper will be issued as usual. Johnson prints on Thursday and as soon as his papers are run off this week the forms will be made up again, plate matter will be used entirely, and the papers will be sent to the post office to remain until a week from Friday for delivery.

Chicago Press Club at Milwaukee.

Members of the Press Club of Chicago will be the guests of the Milwaukee Press Club to-day at a stag. President Oscar Morris, of the Wisconsin association, predicts some gay time. A strong representation of the stockyard penpushers is expected at the Wisconsin metropolis.

Obtained Electrotypes by Fraud.

Max Epstein was convicted in Montreal this week of fraudulently obtaining two electrotypes, the property of the Dominion Newspaper Syndicate, and sentenced to pay a fine of \$50 and spend two hours in jail.

New Bronxville Paper.

The Eastchester News, a weekly published at Bronxville, N. Y., contains many interesting news features and articles written in a snappy style and attractively illustrated. The paper covers local happenings in and about Bronxville, and is especially interested in the promotion of civic improvements in that section.

Miss Jennie Irene Mix, musical critic and reviewer on the Pittsburgh Post, sailed for Europe last week to attend and write up the music festivals in Germany. She will send weekly articles.

"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

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OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

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"IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

117 John St., New York, U. S. A.

Our "Ipsco" Hemp Stereo Tissue at 10c less per ream is much better than thin "Cigarette" tissue at 10c more.

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen'l Mgr.

Proven Newspaper Supplies

117 John Street, New York, U. S. A.

NORTHWESTERN NEWS.

J. H. Durston, Founder of Anaconda Standard, Retires from Paper—Col. Jim Brown's Ashes Still Restless in an Old Storeroom—Intermountain Society Editor Mistress of All Trades—An Irish Comedy.

(Special Correspondence.)

BUTTE, Mont., July 15.—J. H. Durston, founder of the Anaconda Standard 23 years ago, has retired from the management and editorship of the paper, but his retirement is believed to be temporary. Mr. Durston was formerly one of the editors of the Syracuse Standard, but became interested in mining in Montana. There he met Marcus Daly and the latter induced him to father the Standard, which Mr. Daly wanted to establish in his proprietary town of Anaconda. Mr. Durston made a great paper of the Standard and in building up the daily paper he helped to build up the town.

CIRCULATION EXCEEDS POPULATION.

The Anaconda Standard has the unique distinction of having a paid circulation larger than the population of the city in which it is published. Although the main office of the paper is in Anaconda its principal business and news office is in Butte, the two offices being connected by special train service, telegraph and telephone systems. Mr. Durston has been urged by friends to enter the race for United States Senatorship, but he has no leaning for politics. He is one of the ablest newspaper men in the West. As manager of the Standard he has been succeeded by W. A. Bower, for some years business manager of the paper.

The news writers of Butte are maintaining a very successful organization, known as the Butte Newswriters' Association, with labor union affiliations but in spirit mostly social. Charles C. Cohan, city editor of the Daily Miner, is president. A special room has been set apart for them in the new million-dollar county building, and they have furnished it in good taste.

NEWSPAPER PERSONALS.

Walter Shay, familiarly known as "The Big Wind," who conducted a losing strike of stationary hoisting engineers, has broken into the newspaper game. He believes that a good hoisting engineer and a poor striker ought to make a good newspaper writer, and sometimes he does.

W. W. Walsworth, manager of the Standard, is prominently mentioned as Democratic candidate for Governor. Mr. Walsworth got his first newspaper training on the Syracuse Standard under J. H. Durston.

Charles A. Stevens, formerly of Joliet and later a reporter in Butte, is now assistant city clerk under the Socialist administration.

Charles F. Degelmar, for ten years courthouse man on the Daily Miner, is telling his friends that he will retire

from the grind in September and will take up his residence on a farm near San Diego.

Mrs. Sam J. Johnstone, society and club editor of the Miner, is enjoying a vacation in Seattle, where she is visiting her son, Lieutenant Hal Johnstone, a submarine boat expert.

Fred M. Hinkle, formerly a reporter on the Standard, has become publicity man for a Northwestern Racing Association and is at present stationed in Vancouver, B. C.

Fred N. Wild, for years connected with various papers in Montana, is now city editor of the Lethbridge News, Alberta; secretary to the mayor and booster for the dry farming congress. He writes that he is weary and anxious to come back to Montana.

Mrs. W. J. Christie, club and society editor on the Standard, has concluded not to go to Seattle, and will retain her position on the Standard.

BROWN'S NEGLECTED ASHES.

Colonel Jim Brown, pioneer among editors and publishers in the West, died in New York City three years ago. His ashes were shipped to a friend in Butte, where his widow and son reside, and although he left money in the care of a friend here the newswriters of Butte have just discovered that the ashes of Colonel Jim are uncared for and kicked about in a storage room. The Newswriters' Association has decided to purchase a cemetery lot and place thereon a suitable receptacle for the pioneer editor's ashes. At different times Colonel Brown published papers in Butte, Basin, Mont.; Nampa, Idaho; Caliente and Las Vegas, Nev.; Greenwater, Cal., and other places. While publishing papers here during rough mining days Colonel Jim also headed law and order leagues, otherwise known as vigilante committees, in Nevada and California.

Miss Margaret E. Loughrin, who knows the newspaper profession in all its branches, including the Mergenthaler room, the business office and editorial department, is society and club editor on the Evening Inter-Mountain, and in order to fill in the time that is so plentiful on an evening paper with a small force, she does general assignment work, holds down the re-write desk, is overseer of the "morgue," and when not otherwise busy she turns out some clever special work, some of the best that has ever appeared in the pages of the Inter-Mountain.

James Cummins, of the Inter-Mountain force, wrote an Irish musical comedy entitled "The Rose of Shamrockland," which was given a very creditable presentation by local talent recently.

Louis M. Thayer, who holds down seven editorial positions on the Inter-Mountain, says he draws only one salary. According to the new city directory of Butte the Inter-Mountain has five editors and two reporters.

Roosevelt Hunt Stories Syndicated.

The McClure Syndicate, beginning with August 25, will release for weekly publication fourteen page stories on "My African Trip," by Theodore Roosevelt. These will be illustrated by Kermit Roosevelt and the Scribner photographs, and each will be signed by the ex-President. The series has already been subscribed for by a long list of newspapers, who believe the feature will be a great circulation maker.

The government factory is now turning out seven million envelopes and newspaper wrappers daily, according to General Manager Howard F. Marston. The plant is running both day and night shifts.

LIVE AD CLUB NEWS.

The Advertising Club of Baltimore is continuing its Wednesday luncheon lectures throughout the summer months, and they are well attended. The speaker at the luncheon on Wednesday, July 24, was William H. Maltbit, president of the Travelers and Merchants' Association of Baltimore, who talked on "The Proposed Bureau of State and Municipal Research."

The annual outing of the Cleveland Advertising Club at the Elyria Country Club, last week, ended with one of the members, A. W. Maddigan, being tried for selling an automobile on the strength of a misleading advertisement. President W. R. Creer, club president, acted as judge; E. W. Doty, prosecutor; "Bill" Townsley, attorney for the defense, and eighty-five club members qualified as expert witnesses for and against, on the ethics of the profession. A hung jury saved the defendant from having to buy a round of "lemonade."

The annual summer excursion of the Rochester Ad Club was held last Monday at McPherson's Point on Conesus Lake. A large gathering of the publicity men, their wives and sweethearts, attended.

The Salt Lake (Utah) Press Club entertained informally at its clubrooms last week. The program was a go as you please, being wholly informal. The guests of the club did not go to hear speeches; they went to have a good time, and the speakers did not interfere with them in the least. One of the best features of the program was a wrestling match between a pair of professionals. Another wrestling match was between a fat man and a ham sandwich, which was interrupted by a boy who offered him a cup of tea. Refreshments, consisting of bologna sausage, potato chips, sandwiches, lemonade and tea, or something that looked like tea, but was drawn from a keg, filled the remainder of the evening, and the guests.

The St. Louis Advertising Men's League was addressed at a luncheon at the City Club, last week, by W. V. Brumby, managing editor of the Star, on the subject of "Advertising from a Newspaper Standpoint." This is one of the series of practical talks which are being given at the club every few days. The speaker said newspaper advertising was that which takes hold of the people, because the newspaper is a part of the daily life of the people. The people must be first attracted by something in which they are interested, and then they must be told about it in plain language and truthfully. The advertiser has to make good the same as the newspaper. If he does not give the people what they want, or what they pay for, failure is the final outcome, no matter how pretentious the advertising.

The Boulder (Col.) business men organized into an ad club last week following a meeting with a delegation of advertising men from Denver.

A Silent Newsboy.

A new newspaper vending machine at Broadway and Forty-sixth street attracted considerable attention the past week. The machine is divided into several compartments holding sixty papers each, and all you have to do to get a paper is to drop a penny in the slot and wait for the machine to do the rest. Thus the middleman, who in the case of newspaper vending is apt to be a boy, is eliminated.

IT PAYS TO ADVERTISE.

Candidate Who Used Publicity Won Out in the Primaries.

The one thing taught by the primary elections so far is that it is the candidate who advertises who gets the nomination. From all over the country where the primary system has been adopted, from candidates of high and low degree of both parties, comes the verdict—it pays to advertise.

Of course, all men cannot go at it like Roosevelt, who spent \$59,000 in advertising his candidacy in the New York papers and \$50,000 in the Boston papers, but even for the minor offices the candidate who advertises is the man who has won out everywhere this year.

Senator Jonathan Bourne, father of the primary, was one of those who did not believe in advertising. Let my good deeds advertise me, was his thought. He had his name put on the ticket and then let nature take its course. The other fellow advertised in the newspapers and Jonathan will stay home for six more years.

In the primary election for governor of Florida E. M. Semple declared he did not believe in advertising. The other candidate did. Occasionally Semple got a vote, but he was snowed under.

In politics, as in other things, it pays to advertise.—Cincinnati Commercial Tribune.

NEW INCORPORATIONS.

CINCINNATI, Ohio.—Associated Publishers Co. Capital \$1,000,000. Incorporated in Delaware by J. D. Dye, A. E. Clifton, C. H. Pratt and others. To print, circulate and distribute magazines, journals, periodicals, etc.

CLEVELAND, Ind.—Excelsior Publishing Co., \$10,000. Don P. Mills and others. Publishing and printing.

PORTLAND, Me.—Rogers & Monson Co. General publishing business. \$100,000 capital stock. Officers: John H. Pierce, president; Ernest M. White, treasurer.

TULSA, Okla.—Journal Publishing Co. Capital \$12,000. Incorporators: O. F. Robertson, C. F. Neerman and A. L. Funk.

NEW YORK, N. Y.—Schreiber Press, publisher and printer, capital \$25,000, by S. Schreiber and others.

SAN DIEGO, Cal.—Examiner Publishing Co. Capitalized at \$100,000. Directors: Warren E. Gilbert, S. C. Kelly and Charles P. Pritchard. To publish a daily or weekly paper to be known as the San Diego Examiner, also other papers or magazines called Pall Mall Gazette and California Farmer.

Always in Need of Help.

A little girl who lives in Northfield, Mass., was going home from church service one morning when she suddenly burst out with the words: "Oh, mother, couldn't father do something for Gen. Benevolences, so that Mr. McConnell wouldn't have to beg for him before everybody in the church?"—Los Angeles Times.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

The Los Angeles Record and the San Diego Sun are the two leading evening papers in Southern California.

TIPS FOR BUSINESS MANAGERS.

Lord & Thomas, Trude building, Chicago, are placing orders for 1,000 lines, to be used within one year, with Eastern papers, for Bauer & Black, Chicago.

The Blaine-Thompson Company, Fourth National Bank building, Cincinnati, O., is making renewals for the Evans Chemical Company, same city.

The Levin Advertising Company, Chicago, is sending out orders for twenty-four lines, thirteen times, to Western papers, for the American Conservatory of Music, Chicago.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is making contracts for 2,000 lines, one year, with Eastern papers, for the Perspo Company, Chicago.

The Clague-Painter-Jones Company, First National Bank building, Chicago, is placing 1,000-line orders, one year, with Western papers, for the Gordon Drug & Chemical Company.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, is again placing orders with West and Middle West papers for Liggett & Myers Tobacco Company, Velvet Tobacco, St. Louis, Mo.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out orders to Colorado papers for the Littleton Creamery Company, Meadow Gold Butter, Beatrice, Neb.

Walter Baker Company, Baker's Cocoa, Boston, Mass., is placing orders with a large list of papers.

The Corning Advertising Agency, Dispatch building, St. Paul, Minn., is sending out orders for twelve lines, nine times, to Pacific Coast papers, for Kuhles & Stock, same city.

The Crockett Agency, Maison Blanche building, New Orleans, La., is placing orders for twelve inches, seventeen times, with Florida papers, for the Behrens Drug Company, Waco, Texas.

The Digest-It Company, Jackson, Miss., is placing orders direct with Southern newspapers.

The Charles H. Fuller Company, 623 South Wabash avenue, Chicago, is making 5,000-line contracts with Pacific Coast papers, for the Strohs Brewing Company, Strohs Bohemian Beer, Detroit, Mich.

The Lesan Advertising Agency, Fourth Avenue building, New York, is placing announcement for the 1913 cars of the United States Motor Company, New York.

The McGuckin-McDevitt Agency, Morris building, Philadelphia, Pa., is sending out orders to a selected list of papers for the Pratt Food Company, Pratt's Veterinary Remedies, Philadelphia.

The Robert M. McMullen Company, Cambridge building, New York, it is reported, will shortly place orders with New York City papers for the American Sugar Refining Company, 117 Wall street, New York.

The Penn. Advertising Agency, 33 South Sixteenth street, Philadelphia, Pa., is placing orders generally for the Philadelphia Smelting & Refining Company, Philadelphia.

THE New Orleans Item

Has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States.

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

ROLL OF HONOR

List of 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.

ARIZONA.
GAZETTE (av. June, 1912, 6,238) Phoenix

CALIFORNIA.

ENTERPRISE.....Chicago
RECORD.....Los Angeles
TRIBUNE.....Los Angeles
Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.

INDEPENDENT.....Santa Barbara
BULLETIN.....San Francisco
CALL.....San Francisco
EXAMINER.....San Francisco

ORCHARD AND FARM IRRIGATION
San Francisco
The leading Farm Journal of the Pacific Coast and the Irrigated States.
RECORD.....Stockton
Only newspaper in Stockton that will tell its circulation.

FLORIDA.
METROPOLIS.....Jacksonville

GEORGIA.
ATLANTA JOURNAL (Cir. 55,117) Atlanta
CHRONICLE.....Augusta
LEDGER.....Columbus

ILLINOIS.
POLISH DAILY ZGODA.....Chicago
SKANDINAVEN.....Chicago
HERALD.....Joliet
HERALD-TRANSCRIPT.....Peoria
JOURNAL.....Peoria

INDIANA.
NEWS-TRIBUNE.....Marion
THE AVE MARIA.....Notre Dame

IOWA.
CAPITAL.....Des Moines
REGISTER & LEADER.....Des Moines
THE TIMES-JOURNAL.....Dubuque

KANSAS.
CAPITAL.....Topeka

KENTUCKY.
COURIER-JOURNAL.....Louisville
TIMES.....Louisville

LOUISIANA.
DAILY STATES.....New Orleans
ITEM.....New Orleans
TIMES-DEMOCRAT.....New Orleans

MARYLAND.
THE SUN.....Baltimore
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.

MASSACHUSETTS
THE HERALD.....Boston
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.

MICHIGAN.
PATRIOT.....Jackson
The Six Months Average Was
A.A.A. Figures.....D. 10,366; S. 11,289
Patriot Figures.....D. 10,331; S. 11,235

MINNESOTA.
TRIBUNE, Morn. & Eve.....Minneapolis

MISSOURI.
POST-DISPATCH.....St. Louis

MONTANA.
MINER.....Butte

NEBRASKA.
FREIE PRESSE (Cir. 128,384).....Lincoln

NEW JERSEY.
PRESS.....Asbury Park
JOURNAL.....Elizabeth
COURIER-NEWS.....Plainfield

NEW MEXICO.
MORNING JOURNAL.....Albuquerque

NEW YORK.
BUFFALO EVENING NEWS.....Buffalo
BOLLETTINO DELLA SERA, New York
EVENING MAIL.....New York
STANDARD PRESS.....Troy
RECORD.....Troy

OHIO.
PLAIN DEALER.....Cleveland
Circulation for June, 1912
Daily.....110,840
Sunday.....132,791
VINDICATOR.....Youngstown

PENNSYLVANIA.
TIMES.....Chester
DAILY DEMOCRAT.....Johnstown
DISPATCH.....Pittsburgh
GERMAN GAZETTE.....Philadelphia
PRESS.....Pittsburgh
TIMES-LEADER.....Wilkes-Barre
GAZETTE.....York

SOUTH CAROLINA.
DAILY MAIL.....Anderson
THE STATE.....Columbia
(Cir. May, 1912, S. 19,045; D. 18,681.)

TENNESSEE.
NEWS-SCIMITAR.....Memphis
BANNER.....Nashville

TEXAS.
RECORD.....Fort Worth
CHRONICLE.....Houston

WASHINGTON.
POST-INTELLIGENCER.....Seattle

WISCONSIN.
EVENING WISCONSIN.....Milwaukee
SENTINEL.....Milwaukee

CANADA.
ALBERTA.

HERALD.....Calgary

BRITISH COLUMBIA.
WORLD.....Vancouver

ONTARIO.
FREE PRESS.....London

QUEBEC.
LA PATRIE.....Montreal
LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal

TRADE PAPERS.
NEW YORK.
RETAIL BAKER.....New York

TIPS FOR BUSINESS MANAGERS.

The Frank Presbrey Company, 456 Fourth avenue, New York, is placing orders on contracts for the Remington Arms Company, M. Hartley & Co., U. M. C. Cartridges, Bridgeport, Conn.

Rickard & Sloan, Inc., 20 Vesey street, New York, are clearing the advertising of the Joseph Dixon Crucible Company, Monmouth street, Jersey City, N. J., with Eastern papers, through Fred N. Sommer, Newark, N. J.

The Charles Scribner Sons, Scribner's Magazine, 153 Fifth avenue, New York, are placing orders through various agents.

Jacob Vogel, 21 Park Row, New York, is sending out orders for forty-two lines, six times, to Michigan papers, for the Nervoids Chemical Company, Ex-Zenaflo, 1551 Broadway, Brooklyn, N. Y.

The Volkman Advertising Agency, 5 Beekman street, New York, is placing orders with large Sunday mail order papers for the A. C. Glyso Company, Lynbrook, L. I.

The Hotel Publicity Association, 34 East Twenty-eighth street, is sending out orders on an exchange basis, for forty-two lines, thirty times, to Southern papers, for the Hotel Marlton, Eighty-second street and Fifth avenue, New York.

BUSINESS OFFICE NOTES.

William Simpson, business manager of the Philadelphia Evening Bulletin is sending to friends and advertisers a handy six-inch, brass type and lineal measure bearing the motto "In Philadelphia Everybody Reads the Bulletin."

Cone, Lorenzen & Woodman, of New York and Chicago, have been appointed foreign advertising representatives of the Salt Lake (Utah) Herald-Republican, the appointment to take effect August 1.

The Tribune Fresh Air Fund.

The Tribune Fresh Air Fund report for 1911, the thirty-fifth year of its history, shows that it accomplished a world of good last season for the children of the tenements of the great city of New York. Nine thousand three hundred and seventy-six children were provided with vacations. Of this number, 5,321 boys and girls were cared for in its fresh air homes, and the remainder were entertained by kind hosts in New York and neighboring States. The generous public contributed \$47,956 for carrying on the work. The present season promises to be the most successful in the Fund's history.

Naylor Not in United Contest Co.

Frank Hicks, general manager of the United Contest Company, Inc., informs the EDITOR AND PUBLISHER that W. G. Naylor has not purchased 50 per cent. of the stock of the company, as recently stated in these columns. Mr. Naylor did negotiate for an interest but the deal fell through.

New Orleans States
32,000 Daily, net

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.
From May 20th to June 9th, inclusive, States carried 358,855 agate lines, beating Item by 46,985 agate lines, and crediting them with exchange space.

Truthful Statements Carry Weight!
Don't be misled by wild, unsupported claims.

We PROVE everything we say. The evidence is in our columns.

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

AD FIELD PERSONALS.

The dashing Joe Mack, advertising manager of the Cleveland Leader, who is a member of the Cleveland Grays, is en tour with that organization on a Pacific Coast trip.

F. B. Millar, a well-known advertising man of Chicago, has been appointed advertising manager of the Peerless Trio, of New York, which represents the consolidation of Toilettes, recently purchased by the Peerless Pattern Co., and the Peerless Monthly Fashion Guide and the Peerless Fashion Quarterly, owned by the same company.

Walter C. Barnes, of Springfield, Mo., is the new advertising and publicity manager of the Moon Motor Car Co., of St. Louis. He has had considerable experience in both fields.

Gilbert S. Jones has resigned as business manager of the Wilmington (Pa.) Evening Journal to become manager of the Reading News, a new morning daily to be started in that city.

D. B. Williams, assistant sales and advertising manager of the American Motors Co., Indianapolis, has been promoted to the position of advertising and publicity manager of that company.

A. R. Keator, 715 Hartford Building, Chicago, has been appointed Western advertising representative of the Dixie Home, Birmingham, Ala., to take effect July 15.

Harry C. Griffith, the special representative of 225 Fifth avenue, has added the Rockford (Ill.) Morning and Sunday Star to his list of papers.

William J. Slater, manager of the Kalamazoo Telegraph-Press, has sold his interest in that publication and will retire from the paper.

C. F. Seidell, formerly advertising manager of the Philadelphia Evening Telegraph and more recently with the Siegfried Advertising Agency, of New York, has joined the advertising staff of the Morning Telegraph.

A. W. Treybal, formerly of the Frank Presbrey Co., New York, is now connected with the advertising department of the Locomobile Co., Bridgeport, Conn.

George L. East, advertising manager of the Olds Motor Works, Lansing, Mich., has resigned to become advertising manager of the Ampler Motor Car Co., of Mishawaka, with headquarters in Chicago.

Frank B. White, who has been connected with Parks Floral Magazine, has joined the staff of the Charles H. Fuller Co., advertising agents, Chicago.

CANDIDATES TO ADVERTISE.

Baltimore News' Advertising Manager Tells Why Newspapers Should Be Used.

Frank A. Webb, advertising manager of the Baltimore News, printed in that newspaper recently an advertisement calling attention to the fact that what the Democratic party needs most right now is a first-class advertising man and first-class advertising. In speaking of the Baltimore Convention he referred to it as "An Advertising Carnival—A Debauch." Continuing he said:

"The Democratic party has fairly wallowed through the riotous use of every conceivable form of advertising, except the best. Convention Hall was inches deep each morning with the superfluous buttons, badges, circulars, banners, transparencies—everything except the right thing.

"It has been an advertising saturnalia without leadership of any sort, and conducted almost entirely through the lowest of all advertising channels—novelties, which are not even a recognized form of advertising at all."

Mr. Webb then goes on to state a supposititious case in which Mr. Underwood, for the sake of illustration, stood out conspicuously in a full page daily advertisement in the News.

"Suppose, day after day," said Mr. Webb, "in bold, powerful display advertising of the type that any good merchant or business man would use, Underwood had presented to the Democratic party—the reasons why he should be nominated, the things he stands for, the things he has done, and from this, an inference of the things that he will do.

"Every day his advertising manager could have analyzed the day's developments and taken advantage of every possible point of the day's news for his candidate's advancement. He could have focused attention on his man; he could have crystallized sentiment for him. Underwood could have had the privilege of addressing not only the entire convention, but the audience besides, so that every word that he uttered could have been heard by every one.

"Had this been done by any good candidate consistently, aggressively, it is more than probable that he would have had the nomination long before this."

This advertisement attracted a great deal of attention among the editors and was a frequent subject of conversation in the lobbies of the hotels.

Lydiatt in a New Berth.

W. A. Lydiatt, president of the Canadian Division of the Associated Ad Clubs of America, and for the past two years one of the executive staff of J. J. Gibbons, Limited, Advertising Agency, Toronto, has been appointed manager of the subscription departments of the Butterick Trio and Everybody's Magazine. Mr. Lydiatt was for over four years a member of the copy staff of the Hampton Advertising Agency, and was director of circulation for Hampton's Magazine during the period of its greatest growth.

Newsboys Have a Picnic.

Twelve hundred newsboys last week enjoyed the hospitality of the Grand Rapids Evening Press and spent a rollicking day at Ramona. The lads made things hum in the park, and when it got to the "eats," there was mob-rule. Everybody had a "good time," however, and now the little fellows are again on the job shouting "uxtries."

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- GEORGE W. BRICKA, Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND, HENRY S., Adv. Ag'ey**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.,**
156 Broadway, New York
Tel. 1233 Cortlandt
- NAMROD ADVERTISING AGENCY**
926 Tribune Bldg., New York
Tel. Beekman 2820
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420

ILLINOIS

- GUENTHER-BRADFORD & CO.**
64 W. Randolph St., Chicago
Newspaper and Magazine, Advertising
- PENNSYLVANIA**
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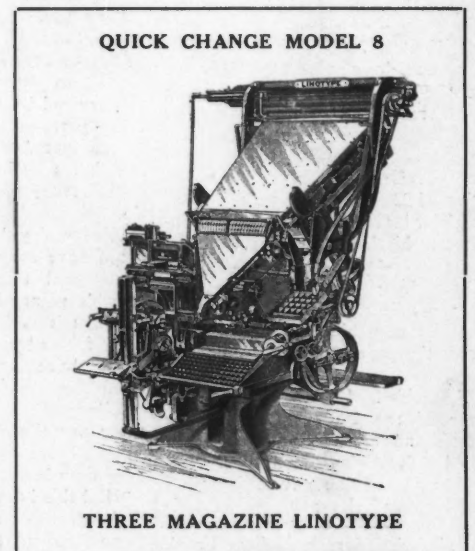
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