

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 12, No. 8

NEW YORK, AUGUST 10, 1912

5 Cents a Copy

CHICAGO STRIKE OVER.

NEWSBOYS AND DEALERS AT LENGTH GIVE UP THE FIGHT AND GO TO WORK.

For the First Time Since the Trouble Began Papers Were Sold on the Street on Thursday Without Police Protection—Boys' Union Goes to Smash—They Charge They Have Been Deceived by Their Leaders.

(Special Correspondence.)

CHICAGO, Aug. 8.—The strike against the Chicago newspapers conducted by stereotypers, pressmen, delivery wagon drivers, newsdealers and newsboys, which has been on for practically three months, collapsed to-day when the larger number of newsboys deserted their union and returned to work.

For the first time since the inception of trouble the newspapers were sold in the streets without police protection. The publishers are satisfied that circulations will rapidly assume a normal condition. It will require several weeks to readjust matters, and in one part of the city, the West Side, where labor unions are strong, it will take longer.

GRAFT BREAKS UP UNION.

The breaking up of the newsboys' union came as the result of graft charges against their leaders, the boys claimed that they had been the recipients of several benefits, amusement park entertainments, levies on other unions, but that they have received only a pittance of the money collected. Many of the boys and dealers returned to their old corners Thursday morning. They had asked the publishers that they be given their old corner stands. Following this move there was a meeting of the newsboys' union last night that continued in session until early this morning.

Many of the boys and dealers declared their intention of deserting the union and practically all did so, the exception being a few of the leaders. In vain did the stereotypers, pressmen and wagon drivers plead with them to stand firm.

The carriers who deliver papers to the homes for big corner dealers also notified their former patrons to-day that commencing Monday they would resume the delivery of newspapers.

STEREOTYPERS ALL BACK.

As far as the stereotypers are concerned, practically all of them have gone to work under open shop conditions, and since the revocation of its charter by the National union the local organization as such does not exist.

Since Typographical Union No. 16 refused to recognize the striking pressmen and stereotypers because they had wilfully broken contracts, there has been no trouble in getting out the papers; in fact, the open shop pressmen and stereotypers with their two weeks' training are superior to the old workmen.

The only trouble has been in circulating the newspapers, and with the return of the dealers, all of whom came back under old conditions, the problems of the Chicago publishers are solved.

The Chicago Federation of Labor is becoming disgusted with the whole newspaper strike, and will probably withdraw its support of what is known as the Allied Newspaper Workers' (Continued on page 15.)

BILL POSTER SUIT FILED.

Government Seeks to Dissolve Association to End Monopoly.

As foretold in these columns last week, suit for the dissolution of the Associated Bill Posters and Distributors of the United States and Canada, which have been succeeded by the Posting Ad-

A \$3,500,000 Printing Merger.

The liquid assets of the United States Printing Co. and the United States Lithograph Co., of Cincinnati, O., are to be merged into a new corporation to be styled the United States Printing & Lithographing Co., which will hereafter act as the exclusive sales agent of the two parent corporations.



Harris & Ewing.

CONGRESSMAN JAMES M. COX,

PUBLISHER OF THE DAYTON NEWS AND THE SPRINGFIELD NEWS, WHO IS THE DEMOCRATIC NOMINEE FOR GOVERNOR OF OHIO.

vertising Association, was filed in the United States District Court, Chicago, on Saturday, by a petition in equity, wherein Attorney-General Wickersham charged a conspiracy to destroy competition, fix prices and monopolize and dominate the bill-posting business of this country and Canada.

In addition to the dissolution of the corporation, the Government seeks a series of injunctions against practices and agreements said to be in violation of the Sherman law.

June Output of Print Paper.

According to statistics filed with the Bureau of Corporations at Washington, D. C., the production of news print paper was 4,300 tons per day, or practically full capacity. The total output was 107,457 tons, and the shipments were 103,102 tons, or 96 per cent. of the production.

The capital of the new corporation will be \$3,500,000. John Omwake is the president, and J. B. Foraker, Jr., son of Senator Foraker; William M. Donaldson, Arch M. Donaldson, James M. Hutton, Gilbert N. Robinson, Clifford B. Wright and Samuel J. Murray, all of Cincinnati, are in the directorate.

Senator Hitchcock Aids a Boy.

To aid in the reuniting of a family Senator Hitchcock of Nebraska, owner of the Omaha World-Herald, has gone on a 1,000-mile trip to Quebec, Canada. He went to attend a hearing before the American immigration authorities in the case of Stanley Stewart, en route with his mother from Canada to join his father in Omaha, Neb. The boy was ordered deported on the ground that he was feeble-minded, but Senator Hitchcock will contend that the boy is only backward.

COURT STOPS COMBINE.

BY WESTERN NEWSPAPER UNION AND AMERICAN PRESS ASSOCIATION.

Judge Landis Enters Decree Forbidding Consolidation of the Two "Boiler Plate" Companies or Unfair Competition—Sees Danger in Any Attempt at News Monopoly—Will End a Bitter Trade War.

The United States District Court in Chicago on Saturday filed a decree which will prevent what the Federal Government believes to be an attempt to monopolize news and influence the thought of 60,000,000 readers of rural newspapers.

The decree was agreed upon by the Western Newspaper Union and the American Press Association, defendants, in a civil suit under the Sherman anti-trust law.

The suit was directed against the following corporate and individual defendants:

Central West Publishing Co. (holding company of the Western Newspaper Union), Western Newspaper Union, Western Newspaper Union of New York, George A. Joslyn, of Omaha, Neb.; John F. Cramer, Milwaukee; H. H. Fish, Omaha; M. H. McMillen, Chicago; American Press Association, organized in New York; American Press Association, organized in West Virginia; Courtland Smith, W. G. Brogan and Maurice F. Germond.

WILL STOP DESTRUCTIVE COMPETITION.

The decree was entered by Judge Kenesaw Landis following the filing of the Government's petition and the answers of the defendants.

The decree is designed to end a bitter trade war between these corporations, which furnish "boiler plate" and "ready print" to thousands of country newspapers. The defendants are restrained from combining or continuing alleged unfair methods in competition which would result in destroying one or the other and a complete monopoly for the survivor with all its potential power of influencing the sentiments on economic and other important questions of the readers of the 16,000 small newspapers of the United States, which it is estimated fall into the hands of two-thirds of the people of the country.

Declaring that an attempt was made in 1909 to bring a consolidation of these interests, the Government petition says "the expectation was that in view of the great power thus acquired in disseminating information the united property could be disposed of at great profit to those interested in instilling certain economic ideas in the minds of the public and that it was the design that such a disposition of it should be made.

(Continued on page 16.)

Editor Retires to Enter Ministry.

E. A. Place, publisher and editor of the Lanesboro (Ia.) Topic, has sold his interest to G. L. Dripps, of Olin, Ia., a well-known newspaper man. The retiring editor will take up the work of the Methodist ministry.

SHOUTING FOR TEDDY.

SOME OF THE EDITORIAL BULLMOOSERS WHO HELPED LAUNCH NEW PARTY.

William R. Nelson, Medill McCormick, John C. Shaffer and H. L. Stoddard Are Roosevelt's Chief Advisers—Munsey Represented at Chicago Convention by Judson C. Welliver—Smith on the Trail.

(Special Correspondence.)

CHICAGO, Aug. 7.—When the history of the National Progressive party, culminating in the nomination of Theodore Roosevelt here, is written the names of many newspaper editors and writers will appear conspicuously in its chronicles.

In fact, they may be said to have been the originators of the movement. They fought its early battles and at the convention here directed every move looking to the future of the party. That tried old warrior of journalism, William R. Nelson, loved by many and hated by some in Kansas City, while not present in person, was present in spirit. He was ably represented by his managing editor, Ralph E. Stout, of the Kansas City Star, assisted by a trained corps of political writers of the Nelson school.

Months ago Mr. Nelson nailed the name of Theodore Roosevelt at the top of his editorial column, and has never taken it down. When the so-called Bull Moose movement began to take concrete form, the "Baron of Kansas City" volunteered as head animal keeper, and he has never deserted his charge.

KANSAS CITY STAR'S AID.

To the influence of the Star more than any one other cause, the third term movement was fostered and nurtured in Missouri and Kansas. During the convention here Mr. Nelson's guiding hand, acting through Managing Editor Stout, never loosened its grip. Here is a typical message that the Colonel sent the convention from Magnolia, Mass., where he is recuperating:

NELSON'S MESSAGE.

"Lord! how wish I were with you! What a great day—the launching of a party of imagination, hope and prospects. We can afford to give the other fellows their memories and disappointments. The past has no interests for us. The future is our fruit. Give Colonel Roosevelt my love. I have never missed a chance to place a bet on him and have never lost when there was a square deal. The Lord is surely with us. He has given us the men as well as the opportunity. I cannot help but feel what a narrow escape we had in the June convention. Roosevelt might have been nominated there."

The reading of this message was received with "moos," the battle cry of the "fighting herd," and the waving of blood red bandannas, the symbol of the party.

E. A. Van Valkenburg, the fighting editor and publisher of the Philadelphia North American, headed a delegation numbering more than 200. He escorted the Colonel to the Coliseum and back, and was in continual conference with the leading "Bull Moosers."

Another newspaper man, editor and part owner of the Chicago Tribune, was perhaps the most conspicuous member of the convention. It is almost useless to mention Medill McCormick by name. If there is such a thing as a boss in the National Progressive party, Medill McCormick ought to have his name spelled with a big B. He is easily the big Bull Moose of the herd, following in the wake of Theodore Roosevelt, the antlered giant of them all.

MCCORMICK'S GREAT WORK.

McCormick was the originator of the progressive movement in Illinois and he

carried his teachings and beliefs from coast to coast. He has spent his money, and above all secured the co-operation of those directing the Chicago Tribune to disseminate the beliefs and policies of the progressive movement. He fought Mr. Roosevelt's battles before the Republican national convention, carried Illinois for him, and even invaded other States. When Mr. Roosevelt was beaten McCormick took to the woods and recruited a herd of bull moose and returned to the fray. It was he who organized the State of Illinois for the National Progressive party and forced Governor Deneen to abandon his middle-of-the-road attitude.

CLOSE TO THE THRONE.

During the convention here this week McCormick has been closer to Col. Roosevelt than any other. He is now head of the Illinois State committee, and may be depended upon to put up a vigorous fight, for whatever else may be said of McCormick he is a fighter and already has many scalps at his belt. And while the work of the Chicago Tribune in behalf of Col. Roosevelt is being considered, it would be unjust not to mention the valiant services of John Callan O'Laughlin, who directed the campaign from Washington, James Keeley, the general manager, a pronounced progressive, and of John T. McCutcheon, the cartoonist, whose delineation of the great "Bull Moose" has attracted the attention of the entire country.

SHAFFER'S IMPORTANT PART.

John C. Shaffer, editor and owner of the Chicago Evening Post, the Louisville Herald and the Star League of Indiana, operating a chain of newspapers in that State, took a conspicuous part in the Bull Moose convention. He has preached progressive doctrines for years and followed the lead of McCormick when the moose herd took the trail. Shaffer was called into many of the conferences here and had much to do with directing the work of formulating the policies which were placed before the country.

Delavan Smith, editor of the Indianapolis News, was a prominent visitor at the convention, but as he is a rabid anti-Roosevelter he has to be taken at his own admission. "I came to scoff and did not remain to pray," he said. "I just wanted to camp on the trail of the moose herd and learn some of its peculiarities, as the fall hunting promises to be good."

EVENING MAIL EDITOR ON DECK.

H. L. Stoddard, editor of the New York Evening Mail, was here, sporting an extra large pair of antlers. He even bought a half page in the Chicago Tribune Tuesday to tell what a progressive newspaper the Evening Mail is and how the "Blue List" conserves the resources of its patrons. Before the New York delegation did anything Mr. Stoddard was always consulted. He told the big herd that he thought the grazing in New York State would be particularly good along about November, that he had sampled it and found it to be nourishing to the body and sweet to the taste. Editor Stoddard was easily one of the chief aids of the Big Moose. He helped to lay out the trail and is expected to be one of the chief pilots of the forage crew.

Frank A. Munsey couldn't be here, as he is now on the Continent, but Judson C. Welliver, head Washington correspondent and political writer for the Munsey papers, brought a typewriter along and kept it going every minute. Welliver did sleep a little, but the most

(Continued on page 14.)

WASHINGTON TOPICS.

Needless Alarm Over Parcels Post Amendment—Norman E. Mack Favors the Collection of Campaign Funds by the Newspapers—Editors Furnish Valuable Information to Committee on the Post Office.

(Special Correspondence.)

WASHINGTON, Aug. 8.—Finding that many people have misunderstood the provisions of the parcels post amendment to the Post Office appropriation bill, Senator Jonathan Bourne, Jr., chairman of the Post Office and Post Roads Committee of the Senate, and author of the provision, has issued a statement ex-



MISS FRANCES NEWBOLD NOYES.

plaining the purposes and limitations of the amendment.

"Printers throughout the country are giving themselves needless concern regarding the parcels post bill," said Senator Bourne. "The proposal to consolidate the third and fourth classes of mail matter was eliminated before the bill was reported to the Senate. The bill as it now stands does not affect printed matter in any way, but leaves the rate on printed matter as it now is. 'The bill applies only to fourth class matter and proposes to reduce the postage charge on that class 25 per cent. on the longest hauls, 80 per cent. on the shortest hauls and an average of more than 50 per cent. on the entire fourth class business.'"

MACK ON CAMPAIGN CONTRIBUTIONS.

Norman E. Mack, owner and publisher of the Buffalo Times and the National Monthly, and until recently chairman of the Democratic National Committee, appeared before the special committee investigating the contributions and expenditures of the campaigns of 1904 and 1908, last Monday and shed some very interesting light upon the contributions to the campaigns mentioned.

Mr. Mack is the second prominent newspaper proprietor to appear before this committee, as Hermann Ridder, owner and editor of the New York Staats-Zeitung and treasurer of the 1908 Democratic campaign committee, testified a short while ago to the contributions he had received and contributed.

Mr. Mack believes that newspapers should act as agencies for receiving contributions and that they should be published when received.

INFORMATION FROM EDITORS.

The newspaper owners and editors of the Senate, and there are at least six

in the Upper House, have had an opportunity during the discussion and consideration of the post office appropriation bill to give much valuable information and expert testimony about the provisions of the bill that effect newspapers and periodicals generally.

The "blue tag" amendment, the provision extending certain benefits to benevolent and fraternal organization publications coming under second class mail matter, the Barnhart amendment, the parcels post provision and all matters affecting publishers, either directly or indirectly, were discussed by the Senators with an air of authority that carried conviction.

Members of the Senate who own newspapers or magazines are Robert M. La Follette, editor of La Follette's Weekly; Gilbert M. Hitchcock, owner and editor of the Omaha (Neb.) World-Herald; Joseph W. Bristow, owner and editor of the Selma (Kan.) Daily Journal; William Alden Smith, owner and publisher of the Grand Rapids (Mich.) Herald; William E. Chilton, owner of the Charleston (W. Va.) Gazette, and Luke Lea, owner of the Nashville Tennessean.

The Treasury Department has decided to purchase newspaper clippings instead of subscribing to papers.

Did you hear how the Congressional Record "scooped" the newsgathers that confine themselves to the House side of the Capitol, on the reply of the House managers in the Archbald case? Well, if you haven't, just ask one of the "habitats" and get his explanation of how it happened. It's funny. Positively humorous.

The intensely interesting serial called "Mark", which is now running in the Sunday Magazine, was written by a Washington miss who is yet in her teens. The author of the serial which is receiving unusual attention is Miss Frances Newbold Noyes, daughter of Frank B. Noyes, president of the Associated Press, president of the Washington Star Newspaper Co. and former editor of the Chicago Record-Herald. Miss Noyes has an exceedingly attractive personality and a host of friends in the National Capital.

(For Washington Personals see page 4.)

MAD DOG BESIEGES EDITOR.

Sharpshooters Kill Several Chickens Before Finishing Brute.

Hiram A. Baylis, editor of a weekly paper at Huntington, L. I., was kept a prisoner in his home last week for more than an hour while a mad dog wandered about the yard, biting and tearing at the doormat and everything not nailed down. Mr. Baylis summoned a policeman and the town dog catcher by telephone. The dog charged the officers in the face of a stream of fire from their revolvers.

Taylor escaped to the roof of the front porch and Biggs squeezed himself into the chicken house. From these positions the shooting was resumed and only after a number of innocent chickens had been slaughtered did the officers of the peace kill the brute.

Dyer Going Abroad.

Francis John Dyer, Washington correspondent of the Los Angeles Times and the Portland Oregonian, accompanied by Mrs. Dyer, will sail Aug. 16 from Philadelphia via the Red Star Line, for Antwerp. Mr. and Mrs. Dyer will spend most of their time in Paris and London, making some side trips to Brussels, Amsterdam and other places.

HOWARD A LIVE WIRE.

Chairman of the United Press, Packed with Nervous Energy, Woke Up the Newspaper Conference at Madison with Some New Ideas—What This Association Undertakes to Do.

By Fred C. Sheasby.

Roy W. Howard was the live wire of the newspaper conference at Madison last week.

Chairman of the board of directors or boss of the United Press, one of the great news supplying agencies of the world, at the age of twenty-eight years, is his record. He is married—Mrs. Howard was formerly in the newspaper work—lives in Gotham, draws a handsome salary, owns stock in the United Press, is a Hoosier who never squandered time trying to learn to talk like a New Yorker, loves his work and will bet an old hat, real money or doughnuts that the Giants win the National League pennant. He is the greatest bundle of alertness and nervous energy you ever saw in such a small package. Howard has the head of a man and the body of a boy; he is small enough (physically) to make a good jockey, and bright enough mentally to serve as president or run a railroad. He wears all colors of the rainbow—yesterday he wore a white and black checkered suit, a tan vest, a straw hat, tilted slightly on the left side, and green hose. He combs his long black hair like Kubelik, and talks faster than an up-to-date insurance agent.

Howard had the newspaper conference "standing on its ear."

He went after the old-time theory that news stories must be a plain statement of facts and colorless. Some of the newspaper men who were old in the harness when Howard was playing marbles in the streets of Indianapolis, where he made his debut as a reporter, blinked a little, and laymen applauded.

It is his theory that men who are big enough to write big things in a big way aren't expected to entirely eliminate their own point of view. It is his theory that the best kind of newspaper work is to break through the crust and get at the heart of things. That is the way the United Press handled the great strike in the woolen mills of Lawrence, Mass., with color and heart touches, and furnished the foundation for an investigation by Congress into the details of that strike. That is why the United Press is rapidly growing stronger, and to-day is recognized as the one great news agency which is close to the people and in sympathy with them in their universal fight for better conditions.

Howard looks like a "kid."

"I have a hard time trying to look like a grown up man," he said. "A copy boy from the New York World came over to my office the other day with a message for the manager. I stepped to the railing and told the boy that I was the manager. 'Nix to that kind of talk,' he said, 'you can't kid me—I want to see the regular manager!'"

"You do look a trifle young to hold such a responsible position," was suggested.

"I know it," replied Howard, "and looking young nearly cost me the chance that finally came to me to act as the head of the United Press. They searched all over for somebody to take the job, but they couldn't find anybody who wanted it, so they gave it to me."

Howard has injected the spirit of youth and fair play into the affairs of the United Press in a manner that is unique. He believes that newspaper

work is a game for young men. Few United Press men are more than twenty-seven years old. Most of them are about twenty-six. The active workers in the organization are its stockholders.

Any man retiring from the United Press turns in his stock, and it is taken up by the men in service. His service deals exclusively with afternoon

continued Howard, "a funny thing happened during the Dreyfus trial in France. Every news agency was anxious to get a scoop on the verdict of the jury and no reporters were allowed in the courtroom. A United Press man made arrangements with the attache of the court to tip him to the verdict. The United Press man was to be perched in a small tower near the courtroom, and

how and where we were handling the news.

"Our system of serving none other but afternoon papers often gives us big advantage over news agencies. The Jeffries-Johnson fight is a good illustration. The fight ended in the fourteenth round, and we flashed the result to our papers in the middle of the round, when rival news agencies were still sending the details of the ninth round. They were sending reports complete enough to be used in the morning papers the day after the fight, and the same report had to go in the afternoon papers, the result being that they got their stuff late and we beat them to it.

"The same system gave us a big advantage in reporting the news of the Republican convention in Chicago and the national convention in Baltimore. Our news was dictated directly to telegraph operators. There was no delay incident to writing copy and then having it handled by an operator. We were up to the minute in reporting the proceedings of both conventions, and that is why United Press papers all over the country were able to give their readers prompt, concise reports."

Howard talked about many of the great news beats scored by his service. It was under his direction that the United Press made such an admirable showing in handling the news of the Titanic disaster. He is proud of his organization. He believes that the public appreciates the efforts of his men.

"It's a hustling business," he said. "It's a game for youth, and those of us who are in it can't help but like it."

Howard entered newspaper work in 1901 in Indianapolis. He had aspirations to go to college, but the death of his father made it necessary for him to go to work. His first newspaper writing was done on the Indianapolis News. Then he went over to the Indianapolis Star and wrote sports. From there he went to St. Louis and joined the Post-Dispatch as assistant telegraph editor. When the telegraph editor left he applied for the job, but the managing editor said he was "too young." Howard left the Post-Dispatch and went to Cincinnati, working for the Post of that city as news editor. He was in Cincinnati less than a year when he went to New York and acted as the New York representative of the Scripps MacRae League. While in New York he became manager of the Publishers' Press, and joined the United Press which took over the Publishers' Press, the Scripps MacRae Press Association and the Scripps News Service on the Pacific Coast. Howard acted as manager. In 1908 he went to the coast to organize a news bureau. It was at that time that John Vandercook, president and general news manager, died. Returning to New York, Howard was temporarily appointed to succeed Mr. Vandercook. In 1909 he went to Europe to organize a European service, and upon his return he was appointed as the permanent successor to Mr. Vandercook. The final step to his present position came when he succeeded H. B. Clark as chairman of the board.—*Wisconsin State Journal*.

London Times Has New Editor.

Geoffrey Robinson, thirty-seven years old, until recently South African correspondent, has succeeded George Earle Buckle as editor of the London Times. Mr. Buckle, who held the post since 1884, has announced his retirement because of ill health. Mr. Robinson was educated at Eton and Oxford.



ROY W. HOWARD,
CHAIRMAN OF THE BOARD OF DIRECTORS OF THE UNITED PRESS.

papers because Howard says that no news agency can furnish reports to morning and afternoon papers and deal with equal fairness. The United Press was organized in 1907 with 300 clients. To-day it has 500 clients, and is supplying news to half of the afternoon newspapers in this country which are large enough to handle a press association report.

"We realized," said Howard, "that the trend of newspaper growth is in the afternoon field. The afternoon paper is the paper that goes into the home and is read by the women. This gives particular value to advertisements in afternoon papers. We realized that it was not possible to serve morning and afternoon papers with equal fairness, and decided to devote our full time and energies to the afternoon field. When the United Press report comes to a close late in the day it includes all of the news of that day, not overlooking the baseball scores, and there is little left for the morning papers that has not been printed in the afternoon papers."

"Speaking about some news beats,"

when the jury returned a verdict the Frenchman was supposed to get out in the open and give him the signal. It was agreed upon that if the verdict was for acquittal that the Frenchman would wave his right hand, and if it was for conviction he was to wave his left hand. When the time came the U. P. man was in the tower armed with binoculars. Out rushed the Frenchman like a cyclone, waving both hands, and the United Press reporter didn't know what to do. He finally succeeded in getting hold of the excited Frenchman and fairly choked the words out of his mouth.

"We landed many big scoops during the earthquake in Frisco. We were the last news agency to work a wire out of that city, and our men stuck to their posts until the building was burned to the ground. Then one of our men went over to Oakland and tapped a cable, which enabled us to continue to send news direct from Frisco long after our rivals were forced to use less direct means of transmitting their stories. Our men worked in a little house built at the end of a pier. We had to sneak them out there so that no one would know

LABORATORY TESTS OF NEWS.

Eight Universities to Receive United Press Reports for Critical Examination.

Roy W. Howard, chairman of the United Press Board of Directors, has received eight tentative acceptances from leading universities in the West, in response to his offer to give a year's free service of the United Press to any university having a department of journalism.

At the Madison, Wis., conference, held last week, Mr. Howard described the news service offered by his company and spoke of the laboratory use that might be made by students in journalism of the news sent out by the press associations.

"We deliver the goods," said Mr. Howard to a reporter of THE EDITOR AND PUBLISHER, "and our company is very anxious to have the universities analyze and dissect any news that we send out to our family of subscribers. If the universities which accept our offer will study the service sent them, and at the same time take half a dozen papers using our service that are published in their vicinity and apply the acid test to the news in them, they will learn at the end of the year whether we have covered all the various departments of news adequately and what percentage of the reports of the United Press service these papers have actually printed.

"The question, from our point of view, can only be decided by a fair comparison of the stuff sent out by us and the stuff actually used by the papers. Such a practical analysis made by the students of the universities representing every section of the country, will result in a practical understanding of how far the United Press service is doing its duty in reporting all the news that is fit to print."

The following universities have sent acceptances to Mr. Howard's offer of free service of the United Press for one year with a view to a direct cleaning up of the publicity problem: University of Wisconsin, University of Minnesota, University of Indiana, University of Missouri, University of Southern California, University of Kansas, University of Washington and University of Illinois.

Journal of Commerce May Move.

There are rumors that the Journal of Commerce and Commercial Bulletin, now located at 32 Broadway, is to move its headquarters further uptown. The report has it that the Journal is to reduce its price and enter the news field, retaining at the same time the supremacy in the business world, which it has held for a generation.

The Mt. Carmel (Pa.) Item has installed a new web perfecting press.

The Boston Herald
now over 100,000
The Boston Traveler
and Evening Herald
over 130,000

Higher rates become effective October 1st. Now is the time to get benefit of present low prices.

Biggest value in New England!

A Quality and Quantity Combination that cannot be excelled

Sole Foreign Representatives

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

IF you are interested in the advertising district of Cincinnati and desire to know more about it, write for booklet "The Birthplace of Great National Campaigns." Address Advertising Department, Desk 2, The Enquirer, Cincinnati, Ohio.

WASHINGTON PERSONALS.

John P. Coakley, of the Toledo News-Bee, has left for his home in Hamilton, O., where he used to "do" police. He will shortly resume his duties with the home office of the News-Bee.

John E. Lathrop, formerly of the Newark News, who has been seriously ill at his home in Chevy Chase, is reported on the road to recovery.

Leroy L. Vernon, of the Chicago News, who was President Taft's pre-convention publicity agent, has just returned from a visit to his home at Everett, Wash., and other cities on the Coast. He left for his vacation immediately after the Baltimore convention adjourned.

D. Hastings MacAdam, of the St. Louis Republic, has gone to New York to relieve J. H. Reagan, manager of the Republic office in that city, who will take a short vacation.

Colonel Thomas F. Dawson, whose reliable reports of the proceedings of the Senate for the Associated Press are depended upon by so many papers throughout the United States, has gone to his home in Denver, Col., for a short vacation after having assisted in reporting the Bull Moose convention.

The members of the Press Galleries of Congress enjoyed an unusually fine treat last week when, through the courtesy of John Corrigan, Jr., correspondent of the Atlanta Constitution, several crates of Georgia's finest peaches were distributed in the working rooms of the galleries.

H. E. C. Bryant, of the New York World, has just returned from an extensive Southern trip.

John Martin, the "Swat-the-Fly" editor of the Washington Star, is enjoying a two weeks' vacation at his home in Kentucky. Mr. Martin also "covers" the City Hall for the Star.

Three members of the staff of the Washington Star will be exceedingly busy next week attending to military duties. Harry Shannon, the exchange editor of the Star, is captain of the first field artillery of the district militia, and will leave on the eleventh with his detachment for a two weeks' vacation at Camp Ordway at Harpers Ferry, W. Va.

C. Fred Cook, the capable city editor of the Star who has the rank of major and is acting adjutant general of the battalion, will leave with the main body of troops on the fourteenth to join the field artillery at Camp Ordway.

Earl Godwin, who reports the proceedings of the House in such attractive style for the Star, though not a member of the militia, is the recognized "War" correspondent of the encampment.

John P. Miller, former chief of the Baltimore Sun bureau, has been in the city for the last few days on business.

Austin Cunningham, of the San Antonio Express, is acting secretary of the Press Club in the absence of Oswald F. Schuette, who is attending the Bull Moose convention.

SCRIPPS' MOTOR CROSSES SEA.

Captain Day Arrives at Queenstown in Twenty-one Days from Nantucket.

Commodore William E. Scripps, of the Detroit Boat Club, general manager of the Detroit News and inventor of the Scripps' motor, is receiving congratulations on the remarkable showing made by his motor boat Detroit which, on Wednesday, arrived at Queenstown after an all water trip from Detroit across the Atlantic to Queenstown. The Detroit made the trip from Nantucket to Queenstown in twenty-one days sixteen hours, carrying 1,200 gallons of gasoline and under command of Captain Day. The cost of fuel and lubrication was about four cents a mile. To a New York Herald reporter Captain Day said:

"We have solved the fuel problem, showing that the projected race from New York to Paris is perfectly feasible. I hope to start it next summer. Motor boating is all hard work. There is no pleasure like sailing. The Detroit is the pioneer of the thousands of vessels that within a few years will cross the Western ocean driven by internal combustion engines."

The adventurous voyage undertaken by Captain Thomas Fleming Day, of New York, in the thirty-five-foot boat Detroit, which started from Detroit, Mich., and traveled by way of the Erie Canal to New Rochelle, whence it continued its voyage across the Atlantic with the intention of proceeding to St. Petersburg, was undertaken for the purpose of exactly determining the amount of fuel necessary to be carried for a motor boat race across the Atlantic. The boat is to be delivered to a purchaser in St. Petersburg, Russia.

Editor Shies at the Bull Moose.

John H. Tananeviev, publisher of the Lithuanian Katalikas, has resigned as a member of the Progressive Provisional State Committee from the Fourth Congressional district. In his letter of resignation to Medill McCormick he says he refuses to be affiliated longer with the Progressive movement, in view of his friendly relations to Governor Deneen.

People Who Think Read

THE TRIBUNE

New York's aggressive daily newspaper. They have money to spend and their patronage is easily obtained through advertising in its columns.

IN JULY

The New York Times published 511,411 lines of advertisements compared with 482,896 lines in July, 1911, a gain of 28,515 lines.

The New York Times has a net paid daily sale exceeding 200,000 copies and, considering the quality of its circulation, is the best advertising medium in the world.

Largest proved high-class evening circulation.

THE NEW YORK GLOBE

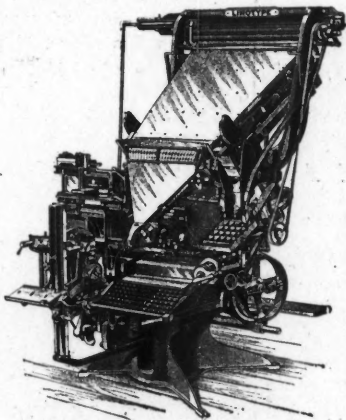
holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

The NEW YORK TIMES

joins the

“PROGRESSIVES”

QUICK CHANGE MODEL 8



THREE MAGAZINE LINOTYPE

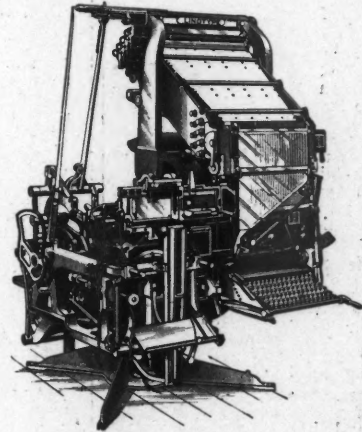
in endorsing
the

MULTIPLE

MACHINE

IDEA

QUICK CHANGE MODEL 9



FOUR MAGAZINE LINOTYPE

Mr. Ochs has entered his order for

3 Quick Change Model 9 Four-Magazine Linotypes
and
8 Quick Change Model 8 Three-Magazine Linotypes

This increases the Times Linotype battery to 48 machines.
There will be 5 Model 9's in the ad alley.

THE MULTIPLE LINOTYPE WAY IS THE ONLY WAY

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO

1100 S. Wabash Avenue

SAN FRANCISCO

638-646 Sacramento Street

NEW ORLEANS

549 Baronne Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street

SHELDON ATTACKS THE NEWSPAPERS.

Author of "In His Steps" Says They Are Inaccurate, Intrude in Private Affairs, Have a Faulty Perspective of the News and Print Ads That Are Unworthy of a Civilized Press.

The Rev. Charles M. Sheldon, who wrote "In His Steps," which had a circulation of several million copies, and who for a week edited the Topeka Capital as he conceived Jesus would edit it if he dwelt among men in the flesh, contributes to the Independent a vigorous article on "The Modern Newspaper" in which he severely attacks the press and points out its shortcomings in a forcible manner.

Dr. Sheldon's indictment is, in part, as follows:

"1. Much of the advertising, especially in the larger newspapers, is unworthy of a civilized press.

"Many of our larger newspapers still think it necessary to print liquor advertisements. Very many more carry what might almost be termed even more vicious advertising than the advertisement of liquor in the tremendous display of nostrums for the cure of every ill known.

HELPS TO THE PATENT MEDICINE DEALERS.

"The patent medicine business is sustained and retained by hosts of newspapers which continue to print every day the most stupendous claims. If all the money the people of this country spend for patent medicines, which they spend because they see the advertisements in the papers, were thrown into the sea, we would have ten times the physical health and vigor we have now, and, if it were all spent for legitimate and scientific methods of keeping well, it would increase the healthfulness of the race twenty fold.

"There is another kind of advertising which demonstrates the weakness of certain kinds of newspapers—a vicious and misleading and in many cases almost criminal advertising of fortune tellers, clairvoyants, personal notices of parties who claim they want to meet individuals for matrimonial purposes, etc.

"Advertisements, for example, of this character flood the columns of many of the great metropolitan dailies: 'Gentleman, a stranger in the city, would like to meet a young working girl.' 'Your fortune can be told from the cradle to the grave. Send three two-cent stamps and your birth date: I will surprise you.' Again, 'Love, health and wealth foretold.' 'Poor, proud, good-looking, honest young man, tired of poverty's struggle, would like to correspond with a young woman.'

PRINTS QUESTIONABLE ADVERTISING.

"These advertisements appear by thousands in newspapers which have apparently a good reputation otherwise. Some of these advertisements can hardly be read aloud in a mixed audience, they border so near the indecent. Other advertisements carried by newspapers are, on the face of them, inducements to crime. The astonishing thing about this weakness of many of our papers is that no one seems to care very much. Yet, according to a recent writer, the answers to these advertisements are thousands in number, and people of every description are swindled and cheated and in many cases lured into lives of shame on account of advertisements which the editors and proprietors of these papers have no moral right to accept. There is great need of reform along this line. The temptation to the newspaper proprietor to take advertising matter must be at times something almost overwhelming.

INVADES PRIVATE AFFAIRS.

"2. Another weak point in the modern newspaper is its unwarranted invasion of private affairs.

"If I should learn one day that one of my neighbors was having a quarrel with his wife, and that the quarrel had reached the point where they had decided to separate, I might go over to his house, knock at the door and go in to make a call. Suppose I should say: 'My wife and I have just heard that you are having trouble here in your family circle. We are very much interested in your affairs, and we would like to know the details. When did this quarrel begin? When do you expect to be separated? What disposition will be made of the property? Do either of you anticipate being married again after divorce, and, if so, to whom? My wife and I would like to have the photographs of all the parties interested, with a full account of your family troubles from the time they began, together with

the sequel so far as you can furnish it.'

"If I should do a thing like that with my neighbor it seems to me it would give him a reasonable excuse to entertain at least the idea that he might possibly kick me out of the house; but a good many modern newspapers do not hesitate literally to invade a family under just such circumstances, get all the details and all the rumors and print a page or two, especially if the people are well known socially. In other words, what is not permitted an individual, and what would be considered a most insulting and impossible thing on the part of an individual the modern press does not hesitate to do.

HIS EXPERIENCE WITH REPORTERS.

"Representatives of Eastern newspapers have, without any hesitation, practically forced their way into the study of my church and practically demanded an interview or subject matter for publication in their papers covering a work, some of which was, to my mind, of a private and personal character, with which the public had no business, and when these representatives were told respectfully that it was none of their business, and the public had no possible right to the matter in question, they have replied that they had been sent to get a 'story,' and would get one anyway. So it made no difference to them, except some possible inconvenience and delay, whether I would submit to their demands or not.

"If one person should hold up another at the point of a gun and demand his money it would, in most civilized countries, be regarded as at least open to criticism. But certain types of newspapers in this country, especially in the great centers of population in the East, do not consider it to be anything out of the way to take what does not belong to them in the matter of what they consider news—the definition of 'news' being anything which these papers think their readers will be eager to read. The most secret personal matters, the most delicate feelings on the part of individuals, are not respected. They are all of no account by the side of the 'story' which the newspaper is bound to have.

"This is an invasion of private rights, and has reached the point where no experience, even that covered by the sacred time of courtship and marriage, and the inner sanctuary of the home and church, is any longer respected by those whose only desire is to bring before their constituents what they regard as their own property. There must be some rights which the individual possesses, but it is difficult often to know how they can be defended. It does no good to reply to anything. Perhaps silence is as dangerous as speech. If one refuses to give certain matters, the reporter in the employ of the proprietor will get something somehow. If one speaks he yields to a holdup. If he does not speak, something is manufactured. He is between the devil and the deep sea.

INACCURACIES OF THE PRESS.

"3. Another weak point of the modern newspaper is its habit of inaccuracy.

"Examples of this can be found in nearly every issue of nearly every modern newspaper in the country. A public speaker a few weeks ago at a religious gathering asked the question, 'Has Christian Endeavor seen its day?' That question went all over the country, was copied in hundreds of papers, with the comment attached to it that it had seen its day, and on the very day that this address was made the statistics reported for the months of October and November following that 570 new societies had been formed in those two months. Another speaker about the same time, at a great religious gathering, said that the Christian Endeavor Society was a 'spent force.' That statement was also sent all over the country. Thousands of readers who read the statement honestly think that this great organization of young people is a 'spent force.' As a matter of fact, after thirty years' existence, the year 1911 shows 4,000 new societies in the Endeavor ranks, with a total enrollment of more than 74,000 societies, with a membership of more than 3,750,000 of young people in every country in the world."

Mr. Sheldon then related several instances in which he had been misquoted or misrepresented by reporters. One of

those concerned a statement that had been widely circulated to the effect that he had been offered \$25,000 to put his "In His Steps" in dramatized form on the stage. He said he had never been offered any such sum.

He was specially thankful that there were no daily papers in the time of Christ, for if there had been we would not to-day possess an accurate history of His life. Continuing, Mr. Sheldon says:

SENSE OF PROPORTION FAULTY.

"4. Another weakness of the modern newspaper is its publication of matters out of proportion.

"I mean by this the real things which make up real human history which are of actual importance are dwarfed and minimized, and superficial things and things of no great importance are given the right of way. In looking over a vast number of newspapers lately, I find, especially in the Eastern big city dailies, and especially in the Sunday editions, which range all the way from twenty-four to seventy-four pages, the printed matter may be arranged something like this in the matter of importance, so far as the number of pages printed is concerned:

"(1) Fashion and athletics. (2) Theaters and society. (3) Politics. (4) General collection of printed matter which would come under the head of personalities, i. e., 'writeups' of distinguished or notable men and women, making special features in particular of interviews with women who figure in social life or in theatrical circles. (5) Literary articles, including stories, fiction, etc. (6) Education and religion. I give the items in the ratio of their importance as measured by the amount of matter given to each, fashion and society being overwhelmingly at the head of the list. This list does not include printed or so-called 'comic' supplements, which to my mind, in brief, are simply unspeakable horrors, in which the sickening repetition of the same tricks played by children on grown people or by one person on the other have been hashed over so often that they are fit for nothing except a garbage pile.

ITS DEBT TO CIVILIZATION.

"The modern newspaper owes a debt to civilization which it ought to pay. For years the Church and the private individual have been accountable for the regeneration of mankind. As a matter of fact, the regeneration of mankind is such a tremendous job that not even the Church or the Christian citizen can measure up to it alone. The great newspapers of the world, which, for example, keep silent on the question of the liquor business, are guilty of not doing their share. The Church in the world is not sufficient by itself to accomplish so great a reform as the destruction of the liquor business.

"How many newspapers, for example, in New York City, Philadelphia, Chicago, Denver, Boston or San Francisco are doing anything to help the Church wipe out the saloon? But if these newspapers would give their assistance to this great work, united with the Churches and Christian population to clean out of our civilization one of its worst enemies, there would not be a saloon left in the United States within ten years.

"It is my honest conviction that the press in the great cities is guilty of a wrong against civilization, because it does not assist civilization as it might. If the leading dailies of the country banded together in one great brotherhood they could accomplish miracles of regeneration of humanity."

TURNER'S BULLETIN

LATEST IDEA IN PUBLICITY

Examinations of Circulations
by C. Godwin Turner have

NO MISLEADING
CERTIFICATES!

Only Signed Reports which the Publisher can send to any Advertiser he wishes.

LOCAL, NATIONAL, FOREIGN!

Turner's signature is the acknowledged confirmation of all Publisher's figures.

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

Adams Features

The Best Comic Issued

SCOOP

THE INTERN'L SYNDICATE, Baltimore, Md.

Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

Chess, Bridge,
Auction Bridge

Exclusive rights given. No contract.

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service. Address
Herald Square, Canadian Branch
New York City Desbarats Bldg., Montreal

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

WIRE



WRITE



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 CHICAGO EXAMINER

WILL DONATE TO CHARITY

\$5,000.00

IF THE CHICAGO TRIBUNE WILL PROVE THE TRUTH OF ITS RECENT STATEMENTS:

1. That its circulation in Chicago is greater than the combined circulation of all the other morning papers in the same territory.
2. That its Sunday circulation in Chicago is greater than the combined circulation of all the other Sunday papers in the same territory.

THESE STATEMENTS ARE RIDICULOUS MISREPRESENTATIONS—AS ANY NEWSPAPER DIRECTORY WILL SHOW—AND ARE MADE WITH BUT ONE POSSIBLE PURPOSE:

TO DECEIVE THE ADVERTISER

THE TRIBUNE HAS MADE MANY FEEBLE BOASTS BUT NEVER PROVED ONE OF THEM.

WILL IT ACCEPT THIS CHALLENGE TO SHOW ITS BOOKS?

CHICAGO EXAMINER

CLUBS AND ASSOCIATIONS.

The German Press Club, of New York, is arranging for a shore festival to be held on Aug. 12 at the Kaiser Garden, Coney Island. There will be an informal banquet, followed by a cabaret performance and dancing.

Connecticut editors and their sweethearts to the number of about thirty held their summer outing as guests of George C. Woodruff, editor of the Litchfield Enquirer, last week, at Litchfield and Bantam Lake. After peering into the windows of the first law school in America and visiting the library and historical society's rooms at Litchfield, the visitors were shown the house where Gen. Washington slept. They were then taken to Bantam Lake, where a good shore dinner was served.

George C. Tutker, editor of the Webster City (Ia.) Journal, was elected president of the Upper Des Moines and Corn Belt Editorial Association, which met at Iowa Falls, last week.

What the members of the Denver Press Club unanimously proclaimed as "the grandest outing in the history of the club," took place last week in the Park of the Red Rocks at Mount Morrison. The most popular feature of the day's entertainment was the band concert in the Natural Auditorium. Piano recitals by Harry Lee Wilbur and Jay Hilliard and songs by John F. O'Brian, of the Press Club, were hits of the program. Many of the club members enjoyed a plunge in the pool after their exhilarating day among the rocks.

An open handicap meet will be held

on the afternoon of Labor Day at the carnival and field day of the Norwood Press Club at Berwick Park, Norwood, Mass. The events will include 100-yard dash, one-sixth mile run, half mile run and mile run. A gold and a silver watch will be the first and second prizes in each event, respectively.

The Seattle Press Club's famous "chanty tyees," comprising the harmonious voices of President Horace McClure, Walter McKay, Robert Grass and Rowell Marshall, took part in the city's week-long celebration of the reign of Potlatch. They sang the Indian farewell chant, known as "A Halo Til." The chorus, in which the thousands of Seattle citizens present joined, runs like this:

"Nawitka!
A halo til, a halo til.
Kopa nika house, kopa nika house;
Nawitka!
Kopa nika house, halo til!"

Health Department Magazine.

The St. Louis Board of Health has begun the publication of a monthly magazine consisting of eight pages called the Bulletin, the purpose of which is to disseminate information and advice concerning sanitation and disease prevention. The magazine will be mailed to any citizen who sends his name to the health commissioner.

The Rev. Herman P. Williams, editor of the Albuquerque (N. M.) Doorknobber, the object of which is to rid the city of undesirable persons, particularly those inhabiting the "tenderloin" district, was himself arrested for printing illicit matter in its columns.

NEW PRESS ASSOCIATION.

It Will Provide a South American News Service for U. S. Papers.

The Pan-American Press Association, an organization to provide an adequate news service between South American countries, the Panama Canal zone and the United States, has just opened executive offices in the Tribune Building, New York.

Its projectors are Morgan Cowan and Curtis J. Mar, of the Publishers' Press, and Charles E. Kennedy, formerly one of the publishers and editor-in-chief of the Cleveland Plain Dealer, and a few years ago manager of the St. Louis Post-Dispatch. Mr. Kennedy has taken up his residence in New York and will have active charge of the new enterprise as editor and manager.

The publishers of the United States have long deplored the lack of trustworthy news arrangements with South American countries, and the near completion of the Panama Canal has made this situation more acute. The Pan-American Press Association will provide a service of high efficiency, covering all news phases, trade, political and social, with absolute fidelity to actual conditions.

The opening of the big canal will create real rivalry between the United States and foreign countries for the enormous and growing trade of South America. It is also a part of the program to furnish a North American news service for South American newspapers, of which there are many of large circulation and importance.

A working arrangement will be had between the new company and the Publishers' Press.

NEW INCORPORATIONS.

WITHEE, Wis.—Clark County Journal Co. Capital, \$3,000. Incorporators: C. E. Anderson, of Owen, and W. C. Tufts and A. K. Stouning, of Withee.

SHAWNEE, Okla.—News-Dispatch Printing Co. Capital, \$10,000; incorporated by Thomas P. Tobin, Jeanette Tobin and Lottie Greenwald.

GRAND FORKS, N. Dak.—Normanden Publishing Co. Capital, \$25,000. Incorporators: P. O. Thorson and L. H. Sannes.

CLARKTON, N. C.—The Bladen Publishing Co. Capital, \$25,000, with \$25 paid in by O. L. Clark, G. H. Currie and Jos. H. Little.

CHICAGO, Ill.—Polish-American Publishing Co. Capital, \$150,000. Incorporators: Edward J. Prebis, Louis B. Jakinski, Edward M. Dyniewicz.

Youngstown Enterprise.

The Youngstown (O.) Telegram issued a special industrial edition "For a 150,000 Youngstown" on July 31. The various industries of the town and the Mahoning Valley were covered in special illustrated articles, particular attention being given to the great iron and steel mills that have made that district famous. It is a rapidly growing town and the Telegram is doing good service in spreading information of Youngstown's industrial opportunities.

Joe Ray, editor of La Gazette, Syracuse, N. Y., has brought action against James Lanzetta, editor of the Risveglio Coloniale, for \$50,000 damages because of libelous attacks made by the latter through the columns of the Coloniale.

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, August 10, 1912

THE FAULTS OF THE PRESS.

The Rev. Dr. Charles M. Sheldon, of Topeka, Kan., who attained world-wide fame by conducting a Topeka newspaper for a week as he conceived Jesus would conduct it were He in the newspaper business, has contributed to the Independent a lengthy article in which he points out in a vigorous manner what he calls "the weaknesses" of the press. Abstracts from this article will be found elsewhere in this edition of THE EDITOR AND PUBLISHER.

One of Dr. Sheldon's charges is that much of the advertising appearing in the large daily newspapers is unworthy of a civilized press. He specifies a number of different kinds of advertising that he regards as reprehensive, notably, liquors, patent medicines, clairvoyants and fortune tellers, matrimonial personals and get-rich-quick schemes.

Dr. Sheldon is not a careful student of the American press as it exists today or he would not make such a wholesale charge against the newspapers. An examination of the dailies printed in the big cities shows that at the present time their columns are remarkably free from objectionable advertising. In New York only two out of a dozen prominent dailies admit to their columns advertising of this character, and in most of the other cities the proportion is no larger.

The bulk of the newspapers of the United States have cleaned up their columns within the last few years. Cigarette, whiskey, patent medicine fake schemes, matrimonial or fortune telling advertisements are not accepted by the most of the newspaper publishers because it is their aim to issue a paper that shall contain nothing, either in its news or advertising columns, to which serious objection can be made. They realize that in order to become influential and hold their place in the community for any length of time they must print clean, wholesome, honest newspapers.

Vicious newspapers are published and always will be published until public sentiment throttles them by due process

of law. Their number, however, is growing beautifully less year by year. The great middle class of people, who are the mainstay of the country, is distinctly moral in tone and is unanimously opposed to whatever is harmful or vicious.

Newspaper publishers of the reputable kind, and the most of them belong to this class, realize their responsibilities and will not allow their columns to be used for immoral or dishonest purposes under any circumstances. They feel that they must protect their readers against the machinations of swindlers, adventurers and human leeches. They are, to a degree, guardians of the people, promoters of morals and teachers in the broadest and highest sense.

Newspapers have their faults as well as individuals. They are sometimes inaccurate in spite of every precaution taken to guard against inaccuracy and misrepresentation. Reporters are human, and because of this fact are liable to make errors in their articles, but the inaccuracy of which Dr. Sheldon complains is not willful or designing.

It is our belief that the newspapers of to-day are conducted on a higher plane than they ever have been in the history of journalism. Wholesale denunciations and inconsidered indictments, even when pronounced by such men as Dr. Sheldon, do not change this fact one iota.

EDITORIAL COMMENT.

During no summer in the eleven years of its history has THE EDITOR AND PUBLISHER carried so many page advertisements as during the present season. It is exceedingly gratifying to its owners to know that the newspaper publishers, the press manufacturers and others recognize the value of THE EDITOR AND PUBLISHER as an advertising medium for reaching the public to which it appeals. This knowledge will act as an incentive to us to redouble our efforts to produce the best trade paper in the newspaper publishing field.

David Belasco, one of America's greatest theatrical managers and playwrights, in speaking of the various advertising mediums recently, said that he had found that the best results were to be secured from newspaper advertising. They are, he declares, the most direct means for reaching the individual. Mr. Belasco continues:

If a man and his wife suddenly decide after dinner to attend the theater, they do not rush out on the street and scan the billboards for half a mile; they refer to the amusement column of to-day's papers. If they cannot find it they hunt up yesterday's. So this column is a standing guide to the theatergoers. Under present conditions I am convinced that the daily newspaper carries stronger influence and secures better results.

All of which is sound common sense and will be endorsed by thousands of business men who appeal to the public through advertising.

The Atlanta Constitution in a recent editorial expresses its appreciation of the hearty co-operation of the local

newspapers upon non-partisan civic issues which exist in that city. After citing a number of instances in illustration of the fact, the Constitution says:

These are merely examples, but occurring in such rapid sequence they point a remarkable lesson. It is doubtful if any other American city, of whatever size or wherever located, could offer the same spectacle.

This attitude of unanimity on the part of the press is simply a reflection of the spirit that has always actuated the people of Atlanta, and that accounts for the prestige this city now enjoys throughout the country. The tendency toward co-operation, the willingness to submerge personal differences where the community welfare is at stake, and to present a solid front to any common enemy, is peculiar to Atlanta, and is observable in every situation, without regard to class or station.

With the growth of the city this "pull together" instinct has magnified, rather than diminished. With such driving force behind it, it is not difficult to understand why the expansion of Atlanta amazes the outsider and why prophecies of our destiny take on the most ambitious dimensions.

What a delightful thing it would be if the newspapers in other cities would follow the example set by those of Atlanta! While all may be rivals in business, and differ widely on political questions, there is no reason why on non-partisan questions, and especially on matters relating to the welfare of the public to which they appeal, they should not work amicably and even enthusiastically together.

Certain London editors were hypercritical and indignant over the report of our Senate committee which investigated the Titanic horror, says the Chicago Journal.

Now comes the finding of Lord Mersey's court of inquiry on the same matter. In the chief essential features of the case, that finding is even more severe than that of the Senate committee.

London editorial efforts to ridicule and belittle the verdict given in Washington may be turned now upon the finding of the British court—if the newspaper writers over there feel as they did a few weeks ago.

Meantime, whatever authority the court's decision may have, should be exercised in the direction of making life secure for those who go down to the sea in British steamships.

LeQuatte's Big Job.

George W. Coleman, of Boston, president of the Associated Advertising Clubs of America, has appointed T. W. LeQuatte, advertising manager of Successful Farming, as chairman of a commission, whose duties it shall be to pass on the advertising merits of the clubs asking for admission, and also to start and maintain a system of examinations which shall make all members of ad clubs real ad men who are not only vitally interested in advertising, but possessing an adequate knowledge of the subject.

New Play by the Futrelles.

A new play with three acts, by the late Jacques Futrelle and Mrs. Futrelle, entitled "Lieutenant What's His Name" is to be produced in New York before Thanksgiving. Mr. Futrelle was formerly a newspaper writer and later a magazine contributor and author. He was a victim of the Titanic disaster.

"No Lack of Merit."

BY AUGUSTIN W. BREDEN.

"The return of a manuscript does not necessarily imply any lack of literary merit."
—Standard form of Rejection Slip.

Salve to the smarting ego—
Balm to the wounded pride—
That little line on the printed slip:
"No lack of merit implied."

Joke of the "office" it may be;
But let no man deride;
The ones who receive it most firmly believe it:
"No lack of merit implied."

'Tis sad when the "children of your brain"
Are rudely thrust aside—
'Tis sad indeed when they draw the twelfth
"No lack of merit implied."

Back from Harpers and Munseys and Smiths—
Back from The Newsboys' Pride—
From the Household Pet and the Farmers' Gazette:
"No lack of merit implied."

It may be written on perfumed "note,"
Rolled, with a ribbon tied—
Be long on length and short on strength:
"No lack of merit implied."

Crutch to the crippled ambition—
Balm to the wounded pride—
Oil and wine is that printed line:
"No lack of merit implied."

A PUBLISHERS' RECORD BOOK.

The advance sheets of the Publishers' Record Book, compiled by C. Godwin Turner, of Newark, N. J., give an adequate idea of a volume that should prove helpful to publishers and circulation and advertising managers. The volume will consist of about 100 loose-leaf pages, each covering an analysis period of twelve years and will contain comparative tables showing the tendencies and avenues to increased profits.

Much space is given to a comparative percentage analysis of the advertising, mechanical and metal departments and a synopsis of earnings, expenses and income which together show the gross, net and surplus profits of the business. In addition to the above the book contains articles by Mr. Turner on Newspaper Circulation Examinations, White Paper Control, Publicity vs. Secrecy and other topics of interest to newspaper offices.

QUESTIONS AND ANSWERS.

Please print the name of the city editor of the New York Sun.—James O'Connor, Scranton, Pa.

Kenneth Lord.

What institutions give instruction in journalism?—E. A. Smith, Trenton, N. J.

University of Wisconsin, Madison; University of Missouri, Columbia; University of Nebraska, Lincoln; University of Kansas, Lawrence; University of Chicago, Chicago; University of Illinois, Urbana; University of Washington, Seattle; Harvard University, Cambridge, Mass.; Columbia University, New York City; Marquette University, Milwaukee, Wis.; Notre Dame University, Notre Dame, Ind.; Beloit College, Beloit, Wis.; University of Ohio, Columbus, O.

How can a young man get a position as a reporter on a New York newspaper?—W. P. Payne, Syracuse, N. Y.

Write a letter to the city editor telling what experience you have had in newspaper work. If you receive no reply dig up a good news or special story and send it to him. This may prove a good introduction and secure you a position. If you fail to get one article printed try again. After a while you may be able to convince him that he needs you.

"The Second Post."

[Posted in a coal mine in New Mexico.]
Notice to all employees
any Person or Persons that Moves into A
house Without My Consent shall be Put out
Without any Gemmony.
Dam it I Must and Will have some Sistom.
HEN WILSTER.

PERSONALS.

Theo. W. Noyes, managing editor and one of the owners of the Washington (D. C.) Star, passed through San Francisco last week en route to Australia and New Zealand, where he will spend several weeks.

Col. Frank L. Green, editor of the St. Albans, Mass. Messenger, was chosen at a special election to fill out the unexpired term of the late Congressman David J. Foster, who died last March.

M. W. Connolly, managing editor of the Memphis (Tenn.) News-Scimitar, has accepted an invitation to deliver an address before the Young Men's Hebrew Association of the Bluff City, one of the largest organizations of the kind in the South, on "The Decay of Bigotry."

H. H. Tammen, joint owner with Frederick G. Bonfils of the Denver Post, under jail sentence for contempt, was an interested witness of the Bull Moose "doings" this past week.

Harry D. Neach, for the past three years connected with the editorial department of the Fishkill Landing (N. Y.), Standard, has resigned his position to become editor and manager of the Hempstead (L. I.) Inquirer.

Alonzo Seaman Taylor, of Milwaukee, has bought a half interest in the Seattle (Wash.) Post-Intelligencer, and will run the publication in association with U. S. Senator John L. Wilson, who owns the other half of the stock.

Chris. E. Murphy has resigned as Indianapolis manager of the Catholic Columbian Record, a newspaper published at Columbus, O.

E. F. Wright, of the Lexington (Ill.) Unit Journal, has returned home in good health after a six weeks' sojourn in a hospital.

E. B. Lilley, formerly publisher of the Cleveland News, is now managing editor of the Los Angeles Express.

T. L. Wood, of the San Diego (Cal.) Sun, has been appointed circulation manager of the Denver Post. Mr. Wood has had a wealth of experience in circulation and before going to San Diego had charge of the circulation of the Louisville Herald.

Bruce W. Ulsh, formerly night editor of the Fort Wayne (Ind.) Journal-Gazette, is now managing editor of the Zanesville (O.) Times-Recorder.

James D. Preston, superintendent of the Senate press gallery, was in charge of the press sections of the Bull Moose convention. Mr. Preston had charge of the press arrangements for the Democratic and Republican conventions and was highly praised by the correspondents for the efficient way in which the press facilities were handled.

Henry R. Bryan, owner of the Hudson (N. Y.) Republican; Albert W. Fell, manager of the Kingston (N. Y.) Daily Leader and Sunday Argus; C. W. Bostwick, treasurer of the Hudson River Trust Co.; and F. J. Sagendorph, of Ginn & Co., are spending part of August at St. Ola, Ontario, camping and fishing.

Roderick Clare, of Albany, will succeed to the management of the Water-

town (N. Y.) Reunion, which was owned for many years by his father, the late Charles W. Clare, who died last week.

Oakley W. James is the new editor of the Vollmer (Ida.) News, which he has purchased from the Duffy Publishing Company.

Val Kuecheumeister, who has been employed as city editor of the Mesaba Ore, at Hibbing, Minn., for several months, has been put in charge of the Record at Northome.

Chester Wright, who has been identified with newspaper work in Milwaukee, Wis., for several years, has resigned from the staff of the Socialist paper and gone to Chicago to assume the managing editorship of the Chicago World.

A. L. Brown, editor of the Alton (Ill.) Democrat, is writing "copy" for his paper in good style of late. A week ago he resurrected a gold pen used by him in 1864. It is in fine shape, and Brown has not let up on the flow of ink.

D. W. Tulloch, editor and owner of the Oakdale (Cal.) Leader, has announced himself a candidate for the Democratic nomination for the Assembly from that district.

W. H. Killan, city editor of the Modesto (Cal.) Herald, a Roosevelt man, will make the run for the Republican nomination for the Assembly in that district.

H. Poffenberger, editor of the Freeport (Ill.) Bulletin, was knocked unconscious and badly cut over the right ear in an auto accident last week.

E. J. Crader, of the Allentown (Pa.) Item, has been appointed a member of the committee on publicity of the Democratic party in Pennsylvania.

Will G. McRae, a well known newspaper man of Portland, Ore., who has been suffering from an attack of pneumonia, is much improved and is expected to leave the hospital this week.

Jay M. Falvey, of the Gary (Ind.) Tribune, has moved his reportorial headquarters to the Argus-Bulletin of the same town.

C. H. Smith, editor and publisher of the Implement Age, Springfield, O., is being boomed for the nomination of Bull Moose Congressman from that district.

T. L. Ward, who has been with the circulation department of the Los Angeles Record, has resigned and gone back to Denver, where he has joined the staff of the Post. He says if anyone ever gets him to leave Denver again he will have to chloroform him.

Robert H. Harris, a newspaper publisher of Tamaqua, Pa., has been appointed Chief Burgess of that town.

M. J. Keller, a newspaper writer from Dublin, Ireland, who has been doing special work for newspapers in this and other countries, was in Easton, Pa., last week. He lately returned from a trip to Japan.

Earle S. Goodrich, the oldest journalist in St. Paul, and the first editor

of the Pioneer of that city, celebrated his eighty-fifth anniversary last month.

John B. Cox, who has been in Los Angeles, Cal., for some time, has returned to his old position as circulation manager of the St. Paul Dispatch.

George Fleming, of the Globe staff, leaves town the end of this month to spend his vacation in Vermont.

C. Raymond Jones, formerly of the Evening Mail staff, is now with the Newark Evening Star.

WEDDING BELLS.

Mark A. Vance, a New York newspaper man living at the Elks' Club, and Miss Edna F. Finn were married at Coney Island in the early hours of last Wednesday morning. They were enjoying the usual Coney evening when they decided to become life partners, and the wedding immediately followed.

Arthur J. Bowser, editor and proprietor of the Chesterton (Ind.) Tribune, and former State Senator, quietly went to Gary with Olive Bourell, of that place, and was married by Mayor Knotts. The bride is thirty-six years old and Editor Bowser is fifty.

John F. O'Brien, a well-known Denver newspaper man and sport writer, and Miss Eva Larson, a Milwaukee girl, were married in Denver on August 1. The groom is a Pueblo boy, a grad of the State University, and a former secretary of the Press Club. He has been engaged in newspaper work for the past ten years.

PROSPEROUS
CENTRAL WEST WEEKLY

Wealthy 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.

G. M. PALMER

Newspaper Broker
277 Broadway New York

A Great Number of
Great Printers' Magazine

In commemoration of the twenty-fifth anniversary of the founding of the first national association of employing printers, the

September number of
The American Printer

will be even more elaborate and interesting than usual. There will be colored inserts in profusion and special articles and illustrations appropriate to the occasion. The regular departments will not be neglected; they will all be there and will be exceptionally interesting and instructive. To quote only a few of the numerous titles in the various departments: "The Frank Story of a Small Printer," "Reaching the New Customer," "Cost of Operating a Small Plant," "Placing Non-Chargeable Time," "Half-tone Printing on Platen Presses," "Sorting up Monotype Faces," "Don'ts for the Junior Operator," "Costs in the Bindery," "Handling Paper and Cardboard," "To Register Process Plates," "The Pressmen's Technical School in Tennessee." Besides, there are reviews of specimens, reset type arrangements, and the many regular features of this great printers' magazine. American Printer readers get matter prepared exclusively for them.

Send thirty cents for sample copy of the September number now, or three dollars for a year's subscription.

Oswald Publishing Co.
25 City Hall Pl., New York City

SITUATIONS WANTED

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

ADVERTISING MANAGER.

Advertising manager of leading morning daily newspaper will be open for change on Sept. 10. Am 27 years old, married, an A.B. graduate of leading Southern University, and have had four years' experience as advertising manager. Know how to design and execute copy that appeals to advertisers and attracts the huyer; know how to plan advertising campaigns and can close as many contracts as any other advertising man. References from present employers, under date of Aug. 1, 1912, state: "Our advertising receipts have increased during the half year, from Feb. 1 to July 31, 62.5 per cent, and this increase has been secured solely through the efforts of our advertising manager, although business here has been dull for the past six months, due to the fact that several of the city's factories have been closed down at intervals during the last half year." I am capable of taking entire charge of your advertising department, and if that department is not getting you what it ought to net you, I know how to make it do its part. If I am worth \$50 a week to you, address "ADVERTISING MAN," 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.

FOR SALE

Duplex Printing Press
ANGLE BAR

Eight-page, bed 28 x 76 inches, page 22 1/2 inches in length, roll 70 inches. Can be seen and examined while running. Price very low to quick purchaser.

GEORGE DAMON & SONS,

44 Beekman St., New York City

SALE OF NEWSPAPER

Sealed bids will be received by the Clerk of Courts of Washington County, Ohio, on or before 1 o'clock p. m., on the 20th day of August, 1912, for the printing plant of the Journal Publishing Company, the Marietta Daily Journal, and the Marietta Weekly Journal, their subscription list and good will and all the assets of the said Journal Publishing Company. For further information call on or write B. B. Putnam of O. D. McPheron, Marietta, Ohio.

B. B. PUTNAM,
Receiver of the Journal Publishing Co.

FOR SALE

Investigate and you will buy. Owing to serious illness of owner, this up-to-date newspaper and job office will be sacrificed. Only paper for two good towns. Gasoline power. Fine equipment. SUN-HERALD, Lime Springs, Iowa.

FOR SALE

One Canadian Linotype No. M 2304, in good condition. SYDNEY POST PUBLISHING CO., Sydney, Nova Scotia, Canada.

FOR SALE—THREE NO. 2

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

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.

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.

THE BUFFALO

Recently issued new rules

Medical Ad

THE SHREDDED WHEAT COMPANY

Manufacturers of
Shredded Whole Wheat Biscuit and Triscuit
NIAGARA FALLS, N. Y., June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: Please accept our congratulations on your stand with reference to medical ads as outlined in your letter of the 15th, which was received this morning. In making up the newspaper schedule for Shredded Wheat advertising we always give preference to the newspapers that do not carry objectionable medical advertising wherever it is possible to do so, and I think I can assure you that the time is coming when none of the big national advertisers will care to be found in company with the quack nostrums that are advertised in some of the so-called "nice family newspapers."

T. A. DeWeese, Director of Publicity,
THE SHREDDED WHEAT COMPANY.

THE H-O COMPANY

Executive Offices
BUFFALO, N. Y., June 15, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: We have received copy of your form letter of June 15th, announcing the policy in regard to medical advertisements, and the writer is very glad to note that you have taken this stand, and I believe it will make for better results with the advertiser—who has an honest proposition and whose product does not require that any extravagant claim be made for it.

THE H-O COMPANY, BY C. F. ALWARD.

ADAM, MELDRUM & ANDERSON CO. DRY GOODS MERCHANTS

BUFFALO, N. Y., June 19, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: I want to commend your action in taking the stand you have, with regard to certain medical advertising. I feel that it is a big stride forward and one that will eventually become the policy of other Buffalo newspapers.

The daily newspaper to-day, and especially those with circulation that runs into hundreds of thousands of readers, is a powerful factor in the home. It wields tremendous influence for good or for evil. Its most objectionable feature to-day in my opinion is obnoxious advertising copy that is classified as medical advertising. When one thinks of the effect of this on the innocent minds of children who read the newspaper that is brought into the homes I cannot understand why so many newspapers published by men of reputation can conscientiously accept it.

I hope you will spread this policy of the "News" broadcast, so that it may have an effect upon others who think more of the almighty dollar than they do of the service to which their constituency is entitled and especially for the effect this kind of advertising must have upon the juvenile minds of our coming men and women.

J. P. FALLON, Advertising Manager.

EDW. S. BABCOX

Advertising Manager
YAWMAN & ERBE MFG. CO.

ROCHESTER, N. Y., June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: I congratulate you upon the stand you have taken in your circular letter of the 15th, regarding quack medical advertising.

The sooner our leading newspapers take this stand, the sooner will advertising be recognized as a worthy profession.

EDW. S. BABCOX.

THE FISK RUBBER COMPANY

CHICOPEE FALLS, Mass., June 17, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Gentlemen: We are in receipt of your circular letter of June 15th and wish to congratulate you upon the stand you have taken in connection with medical advertising.

We appreciate that it means a sacrifice in dollars and cents for any paper to take this stand, but are confident that it will increase confidence in the paper with your other advertisers and that eventually your stand on this question will prove a profitable one to you.

We are not ourselves at the present time doing very much newspaper advertising, but we are glad to go on record in favor of every effort made to put newspaper advertising on a par with our best magazines.

THE FISK RUBBER COMPANY, M. G. WEBBER.

THE MOSS-CHASE CO. ADVERTISING SERVICE

Merchandising Campaigns

110 FRANKLIN STREET,
BUFFALO, N. Y., June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: We were very much pleased to receive your form letter of June 15th, re medical advertisements in The Buffalo News.

You have made a decision, which will set your paper—further—in a class by itself.

There is nothing, in my mind, that can better or more rapidly increase the value of a newspaper to general advertisers than this cleaning up of questionable ads, and the reading public, as well as the advertisers, will appreciate the move that the Buffalo News has made.

In this connection, might it not be a good thing to call attention to this fact in your Editorial Columns, so that the people as well as the advertisers may know what you are doing to make your paper one of solid worth to the community?

THE MOSS-CHASE CO., S. C. MOSS.

THE GLIDDEN VARNISH COMPANY HIGH GRADE VARNISHES

CLEVELAND, O., June 17, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Gentlemen: We have your circular letter of the 15th inst., and note that you state that after this date no contracts will be accepted by your publication for medical advertisements set in type resembling the reading or news type of the paper, and calling for full position, and that no contracts for medical advertising of any kind will be accepted by you until you are satisfied as to the merits of the article advertised and the liability of the advertiser, and we wish to say that this is a step in the right direction and ought not to fail to be appreciated by all conscientious advertisers who have given this matter any thought.

THE GLIDDEN VARNISH COMPANY, FRANK P. FOSTER, JR.,
Advertising Manager.

THE OMEGA CHEMICAL CO.

576 5th AVENUE

NEW YORK, N. Y., June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: Replying to yours of the 15th, BULLY FOR YOU! This beats all the Pure Food and Drugs Laws, and all the legislation proposed for making advertising honest. The Buffalo Evening News is blazing the way for a solution of advertising abuses.

BERT M. MOSES, Advertising Manager,
President of the Association of American Advertisers.

On and after the 1st of July, 1912, all advertisements accepted for Medication resembling the reading or news type of the paper, and calling for full position, and that no contracts for medical advertising of any kind will be accepted by you until you are satisfied as to the merits of the article advertised and the liability of the advertiser, and we wish to say that this is a step in the right direction and ought not to fail to be appreciated by all conscientious advertisers who have given this matter any thought.

This letter has been sent to all advertisers in all sections of the country, and as to the merits of the claim that he makes for the reliability of the advertisement of reproducing some of the advertisements in all sections of the country.

THE WMS

In connection with the

BUSINESS MANAGER,

The "News," Buffalo,

Dear Sir: Allow me to say that the stand taken by the News on medical advertising should be the first to take, and not lose anything by this, as you are looking with suspicion upon this class of advertising.

Write for

Statement

EDWARD

Editor of

Foreign

KELLY-S

220 Fifth Avenue

New York, N. Y.

EVENING NEWS

regarding any future contracts for

Advertisements

Ads:
 Buffalo, N. Y., June 15, 1912.
 No contracts will be made for advertisements set in type in the news type of this paper, and no further advertisements will appear in the "Buffalo Evening News" until the existing contracts have been completed. Medical Ads of any kind will not be accepted until we are satisfied with the results of the advertisements and the advertiser is able to carry out every promise made.

We have so many letters from advertisers that we take the liberty of not replying to some here.

W. M. ERER CO.
 Advertising Manager
 Buffalo, N. Y., June 22, 1912.

Buffalo, N. Y., June 22, 1912.
 I am sure that you will find this advertisement more and more valuable than any other papers that are filled up with advertisements.

Advertising Manager.

For 1st Rate and
 Large Circulation
ARI BUTLER
 Editor and Proprietor

Foreign Representatives
LY COMPANY
 Peoples Gas Bldg.
 Chicago, Ill.

BOSCH MAGNETO COMPANY

223-225 WEST 46th ST.

NEW YORK, N. Y., June 18, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Gentlemen:

SUBJECT: MEDICAL ADVERTISING REFUSED

The writer wishes to acknowledge your circular letter of the 15th inst. calling attention to your new rule by which you refuse medical advertising, etc.

This is surely a creditable stand and we are glad to see the Buffalo Evening News heading the list to clean the advertising columns of what has tended to lower the standard of all other publicity appearing in a paper.

BOSCH MAGNETO COMPANY,
A. H. BARTSCH, Advertising Manager.

JOHNSON & JOHNSON MANUFACTURING CHEMISTS

NEW BRUNSWICK, N. J., June 17, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Gentlemen: Your circular letter of June 15th, has been read by the writer with considerable interest.

At the present time, we are not using either newspapers or magazines in our work, but were we doing so it would be certain that wherever possible we should select journals that have adopted the policy which you have in regard to medical advertising. The writer believes that many firms situated like ourselves might do more publicity work were it not for the fact that heretofore their advertisements have been classed with those which you are now excluding.

JOHNSON & JOHNSON,
F. B. KILMER, Advertising Manager.

UNITED SHIRT & COLLAR CO.

Executive Offices

Troy, N. Y., June 20, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Gentlemen: The writer has read with interest your announcement of June 15th regarding medical advertisements set in type resembling the news type of the paper and medical ads of questionable nature.

It is indeed a pleasure to receive this notice. If every newspaper in the United States of known circulation and that held the leading position in its field like the News in Buffalo would follow this procedure, it certainly would be a benefit to the legitimate advertiser, and I believe to the newspaper as well.

UNITED SHIRT & COLLAR CO.,
G. B. MOON, Advertising Manager.

N. W. HALSEY & CO.

49 WALL STREET

NEW YORK, June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: Referring to your circular letter of the 15th inst., as a member of the Vigilance Committee of the Advertising Men's League of New York, I congratulate you on the definite stand you are taking on medical advertising.

Whenever in doubt the Vigilance Committee (200 Fifth Avenue) will give you any information in their possession.

H. D. ROBBINS, Department of Publicity.

GENERAL MOTORS COMPANY

DETROIT, Mich., June 17, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: Replying to yours of the 15th regarding Medical Advertising, our comment is as follows:
GOOD!

F. W. KURTZ.

RUSSEL M. SEEDS COMPANY

ADVERTISING

INDIANAPOLIS, INDIANA, June 18, 1912.

"THE EVENING NEWS," Buffalo, N. Y.

Dear Sirs: We have your notice of the 15th inst., regarding your new policy on medical advertisements.

We wish to commend you on the stand you have taken in this matter. It is surely a good one, and one that cannot help benefiting the advertiser as well as your readers and yourself. All meritorious medical preparations will profit from such a policy by the added confidence of your readers with such publication; thereby making your paper a stronger and more valuable medium for the advertiser.

J. HARDING, for Russel M. Seeds Co.

C. A. WEED & COMPANY CLOTHIERS, HATTERS, FURNISHERS

BUFFALO, N. Y., June 19, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS," City.

Dear Sir: I am very much pleased to hear that the News is taking this stand against the fake medicine ads and I feel sure that the next step will be to stand back of everything you print. This will make the News one of the cleanest papers in the country and all advertisers will gain by it.

Wm. H. Scott, Adv. Mgr.

Advertising Department

UNITED STATES TIRE COMPANY

BROADWAY AT 58th STREET

NEW YORK, June 18, 1912.

BUSINESS MANAGER,

"BUFFALO EVENING NEWS."

Dear Sir: Permit me to congratulate you on your general letter of June 15th, regarding the attitude of the Buffalo Evening News relative to medical advertisements.

This policy is a distinct step in advance in newspaper ethics and I predict that the stand which the News has taken will be generally adopted by the best newspapers at an early date.

UNITED STATES TIRE COMPANY,
Geo. E. HUBBS, Advertising Director.

THE POMPEIAN MFG. CO.

Maker of Pompeian Massage Cream and Soap

BUSINESS MANAGER,

CLEVELAND, O., June 18, 1912.

"BUFFALO EVENING NEWS," Buffalo, N. Y.

Dear Sir: This acknowledges your announcement of June 15th, stating that you will no longer accept reading notices which might be deceptive. We congratulate you on this stand.

In the fall we expect to put out a new product and will do it by a newspaper campaign. I cannot say at present whether as large a city as Buffalo will be on our preliminary tryout list.

With renewed thanks and best wishes, we are,

THE POMPEIAN MFG. CO.,
W. W. WHEELER, Advertising Manager.

THE SWEENEY CO. DEPARTMENT STORE

256-268 MAIN STREET

BUFFALO, N. Y., July 2, 1912.

BUSINESS MANAGER, The "News," Buffalo, N. Y.

Dear Sir: Noting the stand that the "News" has taken in the elimination of objectionable medical advertising—we wish to commend your position.

We have often felt, as the writer has told you, that the presence of medical copy at the side of department store news detracts from the value of mercantile advertising.

The "News" will accomplish much in the betterment of clean publicity by its stand.

We are glad of the opportunity to express our appreciation.

THE SWEENEY CO.,
DE FOREST PORTER, Advertising Manager.

IN NEW YORK TOWN.

"Bob" Davis, writer of epigrams and punster of high degree, professionally engaged as manager of the Munsey string of publications, is on his vacation. He will return to his desk Aug. 19.

Melville E. Stone, general manager of the Associated Press, delivered an address at Chataqua last week.

J. H. Tennent, managing editor of the Evening World, has gone to the mountains for his vacation. Golf takes up most of his attention now.

Charles T. Murphy, of the Wall street staff of the Mail, took in the Olympic games at Stockholm and on his way home looked up his relatives in Ireland.

David Lawrence, of the Washington office of the Associated Press, has been engaged to cover Governor Wilson at Sea Girt.

Lindsay Dennison has just returned from Chicago where he covered the Bull Moose convention for the Evening World.

C. R. Macauley, the cartoonist of the New York World, has just returned from a two weeks' vacation spent in Nova Scotia.

Edward McKernon, of the New York office of the Associated Press, leaves this week for a two weeks' vacation in the Berkshire Hills.

William B. Rouse, rewrite man on the Mail, is back on the job with a larger dose of sunburn than is the usual lot of newspaper men.

"Wurra Wurra" McLaughlin, of the Evening World staff, is make-up for Randall, who goes on his vacation.

William P. Helm, of the Associated Press force, who has been a member of Governor Wilson's Little White House cabinet, is now taking his vacation.

Harry Burke is now head of the copy desk of the Evening World.

Oscar Watson, night foreign news editor of the Associated Press, leaves this week for St. John's, N. S., where he will spend his vacation.

Harry Guest, of the Mail staff, takes his vacation this week. He expects to go to Narragansett Bay.

Allen P. Ames, of the Associated Press staff, who lives in Rutherford, N. J., is the father of a bouncing girl baby.

W. E. Smith, sporting editor of the Albany (N. Y.) Knickerbocker Press, was a visitor to the Great White Way this week.

Frederick Stoker, for five years a copy reader on the New York Times, and for a year assistant telegraph editor, has resigned, to become connected with the copy desk of the Morning World.

E. T. Paul, of the Evening Telegram, is recovering rapidly from a broken leg, caused by a fall between train and platform at the Times Square station.

J. H. Willis has been made day editor of the Journal of Commerce in place of C. R. Brown, who in future will be its financial editor. Mr. Willis was in Washington for years for the Journal of Commerce. He has been succeeded there by Mr. Iden, his former assistant, and Mr. Lawrence.

Edward F. Carson, telegraph editor of the Journal of Commerce, back from a vacation spent tug-boating along the coast, is recovering from a nasty wound received while fishing off the Nantucket Shoals. While throwing a line over, a large rusty cod-hook was driven through the first finger of his right hand and had to be cut out with a razor.

"Billy" Bliss, formerly make-up editor of the Evening Mail, is now connected with the copy desk of the Morning World.

Franklin P. Adams, "F. P. A." editor of "Always in Good Humor" column on the Evening Mail, has been "holi-doing" in New England. In his absence his "colyum" has been conducted by his many loyal and energetic "contribs."

CIRCULATION CONTESTS.

The Saratoga Sun is conducting a contest for young men, offering trips to the world's championship ball games as prizes.

The Auburn Daily Advertiser has just finished a successful European contest, which was managed by E. H. Murray and Robert S. Hildebrand, of the National Circulation Co., of Columbus, O.

Fifty dollars in plate or cash was the first prize awarded the winner of the one-day tour of the roads of Fulton County, and twenty-five dollars to the automobile owner finishing second, on Wednesday, by the Atlantic Morning Journal.

An attack on the ordinance passed by the City Council of Chicago on July 1 prohibiting advertising matter in the cars of the different elevated railroads has been made in three suits filed in the Circuit Court by the lines affected.

OBITUARY NOTES.

EDWARD WILLIAM CROSBY, for thirty years a reporter and editorial writer on the Buffalo Times, died August 1 at his home in that city.

THOMAS C. MURRAY, a well-known correspondent for the Utica Observer, Utica Press, Utica Herald-Dispatch, and at one time the editor of the Herkimer Telegram, is dead at the age of fifty-nine years.

JOHN D. NOLAN, formerly editor of Millers' Journal, of New York City, and later a reporter for the Supreme Court in Brooklyn, died of pneumonia August 6.

CHARLES W. CLARE, publisher of the Watertown (N. Y.) Reunion and postmaster of that city during the administration of President Cleveland, died at his home last week. He was fifty-seven years old.

DR. JOHN JAY TAYLOR, editor of the Medical Council, a monthly magazine of national circulation, died July 31 at his home in Ocean City, N. J., in the fifty-eighth year of his age. Dr. Taylor was a member of the leading medical societies of Philadelphia and the country at large. He also belonged to the City, Hamilton, Drug and Chemical clubs of New York City.

ARTHUR O'KEEFE, for twenty-six years a reporter on the Boston Globe, died in Boston, August 3, in his sixty-ninth year.

T. WYLLIE WOODBURN, of Benson, Mich., formerly publisher of the Swift County Advocate, and later editor of the Atwater Press, died recently in the former city.

ALFRED PARENTI, fifty-seven years old, formerly one of the best known news-dealers in Albany, died at the Hospital for Incurables July 29, after a lingering illness. "Joe," as he was familiarly called by hundreds, was well-known around the capitol and at the corner of State and Pearl streets, where he sold papers.

Here on a Year's Vacation.

H. H. Dunn, news editor of La Prensa, the largest daily in the city of Mexico, is in New York on a year's vacation. He has been in Mexico for five and a half years, during which time he has acted as correspondent for the Hearst newspapers. Mr. Dunn lived in China for five years previous to going to Mexico. Of all the countries in which he has resided he likes Mexico best. He speaks Spanish like a native and also French. One reason why journalists from the United States and England do not succeed better in Latin countries, he says, is their lack of a knowledge of Spanish.

DETROIT'S CADILLAQUA.

Its Wonderful Success Due Largely to the Newspapers.

(Special Correspondence.)

DETROIT, Aug. 5.—Cadillaqua, the great festival held here recently, owes the success of its initial celebration to the broad, liberal attitude of the newspapers of Detroit.

That it was one of the most gratifying successes from a civic viewpoint of any like event ever promoted by a voluntary association of citizens in this country cannot be denied. That the newspaper publishers, with possibly one single exception, had in the outset taken the proper perspective of the proposed carnival is evidenced by the profuse praise they have since heaped on the various features that made up the week's program.

Cadillaqua required an extensive campaign of education. It was proposed to combine three primary elements: To serve as an annual celebration of the founding of Detroit by Cadillac 211 years ago; to demonstrate the unlimited and unsurpassed water facilities with which Detroit is favored, and to create in Detroiters a civic pride and consciousness that would help build a greater, a bigger and a better city.

To educate the people in these aims, the newspapers threw open their columns and presented a series of stories, bits of historic romance, articles on municipal advertising through the medium of carnivals, word pictures of the possibilities of Detroit's magnificent water front, the patriotism of its men of affairs who were willing to give unselfishly of their time and their money to the advancement of their city's interests and other matter that was an incentive to still greater endeavors.

The direct result of all this publicity was that not only did Detroiters respond liberally with the money necessary to finance the project, but it also brought to the city in that week from 150,000 to 200,000 visitors.

The newspapers not only gave unstintedly of their time and their space to pictures and stories of the various features, but also went a step farther: they justified the Cadillaqua workers for their endeavors, instilling into the people at large a sense of appreciation of any man or body of men who might be willing to sacrifice personal interests to the welfare of their city.

It is easy to boast and it is equally easy to criticize. The former is born of a desire to build up—to create and add something to life, that will be fruitful and productive. The latter is the child constructive policy. That the leading of a narrow vision, the antithesis of the newspapers of Detroit were such ardent boosters of Cadillaqua reflects their conception of the brighter, more tuneful things in the life of a great city.

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 advertise-
ments is a winning
one.

203 Broadway - New York

THE NEWS

BUFFALO, N. Y.

Circulation for July, 1912

100,937

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. 220 Fifth Avenue



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,

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

The Knickerbocker Press

Bulletin No. 40

Smashing All Records

TO SMASH records in July is an ACHIEVEMENT of which any one in business has JUST cause for pride.

THE KNICKERBOCKER PRESS

smashed ALL RECORDS in July. It sold MORE PAPERS than ever and it broke all records in advertising.

The Knickerbocker Press printed in July

29,035 INCHES

of advertising, which was a GAIN of 15,527 inches over July of 1911. Such a PERCENTAGE OF GAIN was never made by any other newspaper.

In July, 1912, The Knickerbocker Press printed MORE ADVERTISING than ANY OTHER PAPER IN ALBANY, TROY and SCHENECTADY. It also printed MORE NEWS. That is WHY it is the FAMILY PAPER of The Capitol District.

IT LEADS!

THE KNICKERBOCKER PRESS .406,490 agate lines
The Times-Union 371,434 agate lines
The Journal 342,510 agate lines
The Argus 117,608 agate lines

CHANGES IN INTEREST.

WASHINGTON, D. C.—The Nation's Business is the name of a new publication to be started early in September by the Chamber of Commerce of the United States, of which Harry A. Wheeler, of Chicago, is president. This periodical is intended to place in the hands of editors facts regarding each basic activity of the United States and data regarding each State of the Union.

KIRON, Ia.—R. G. Warrington, of Odebolt, has bought the News from Elmer Nordell.

SOMERSET, Ky.—Robert L. Brown and Woodson May, owners of the Journal, have purchased the Times from Ed. C. Walton and the papers will be merged.

The name of the Times will be dropped and the Journal will continue under its old name, it being the oldest and strongest paper published in the mountain section.

BENTONVILLE, Ark.—E. L. Cross has sold the Daily and Weekly Sun.

MEYERSDALE, Pa.—Peter L. Livengood, who for a number of years was editor and owner of the Somerset County Star at Salisbury, and until recently conducted the Windsor Era, has purchased a half interest in the Republican of this city.

CLAYTON, Wash.—The News-Letter has been established here, with F. M. Corbell as the editor.

FORT DODGE, Ia.—Joseph Tagwecker

has started the publication of the Iowa Biene in this city.

SAN MARCOS, Tex.—The Weekly Press has been launched with E. S. Schaefer as editor.

HUTCHINSON, Kan.—I. Lambert and J. Lovett have begun the publication of the Southwest Farmer. It will be published weekly.

LURAY, Va.—H. G. Bradford will start a new weekly paper. It will support the new Roosevelt Progressive party.

FORT FRASER, B. C.—The News is the name of a new newspaper to be established within a short time. It will be devoted to the interests of Fort Fraser and the surrounding country.

MARIANNA, Fla.—The Jackson Leader

is the name of a new paper started by H. C. Sparkman.

OLIVET, Ia.—Blevius Bros. have purchased the interest of P. J. Hofer in the Leader, a weekly newspaper. Chas. Blevius will have charge of the mechanical end and Everett Blevius the editorial department.

McPHERSON, Kan.—L. C. Criner, editor of the Opinion, has sold the paper to the Daily Republican.

GOTERO, Okla.—James Hogan has taken charge of the Gazette.

HARVARD, Ill.—E. M. Holston, former editor of the Walworth Times, but publisher of the Milton Junction Telephone, has lately bought the Milton Journal and consolidated the two papers.



MIDSUMMER GAINS

Merchants of Pittsburgh deemed it a wise move to increase their advertising in The Pittsburgh Post for July, 1912, over July, 1911, by

80,626 Lines

and in The Pittsburgh Sun for the same period **73,696 Lines**

Give your copy additional flavor of progressiveness by placing it in

THE PITTSBURGH POST THE PITTSBURGH SUN

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

THE MONTH OF MAY FOR THE ST. PAUL DAILY NEWS

(St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.

May average Circulation..... 70,684
 May, 1911, average 59,232
 Increase, daily average 11,461

May local display advertising increased 38,346 lines over May, 1911.

And during May the Daily News printed 15,184 lines more local display advertising than any other St. Paul evening newspaper.

92,008 lines more local display advertising than any St. Paul morning newspaper.

The St. Paul DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,
 C. D. BERTOLET, Manager,
 Kansas City, Boyce Bldg., New York,
 G. O. DAVIES, Chicago, J. F. ANTISDEL.

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. GEO. H. ALCORN
 Peoples Gas Bldg. Tribune Bldg.
 CHICAGO 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

SHOUTING FOR TEDDY.

(Continued from page 2.)

of his time was spent in grinding out hot stuff for publication. Welliver knows more language in which to express policies of benefit to the progressives than perhaps any other correspondent. Welliver was born in Iowa, an insurgent State, during an insurgent season of the year, and has remained an insurgent ever since.

Alexander P. Moore, proprietor of the Pittsburgh Leader, was as busy as a bird dog. On Tuesday the great and only "Teddy" called Mr. Moore to the front of the platform to produce his letter to Julian Harris and to tell him where he "was at."

BUSY O. K. DAVIS.

O. K. Davis, once of the New York Times, but now of the Roosevelt headquarters, kept a corps of messenger boys busy carrying copy to the various newspapers and supplying correspondents with flimsy about what was doing at political headquarters. Davis is accused of having written several of the campaign songs sprung here. He admits the charge, but swears he had nothing to do with the one in which "time" was made to rhyme with "lion."

William Allen White, who always writes entertainingly and whose "good stuff" on the Progressive convention was copyrighted by George Matthew Adams, wrote the following story for a lead to his Tuesday's story:

"A delegation of negroes is downstairs, colonel," said a group of newspaper men to the glittering glasses and the glistening teeth in the Congress Hotel at 2 o'clock yesterday.

The teeth champed nervously. The glasses sparkled.

"And," continued the reporters, "these negroes want to see you. They say they will all come in or all stay out!"

The newspaper men paused for a reply.

"What will you say to them?" chimed the reporters in a chorus.

The colonel batted his eyes and grinned:

"I'll answer that question when it comes to me," he said in his high familiar falsetto.

Chinese Use for Old Newspapers.

The Newchwang district of China last year imported over four million pounds of old newspapers, mostly English, valued at about \$71,000, which are in extensive demand for wall paper for native houses and cottages. The Chinese newspapers have enormously increased their circulations during the year and there is great demand for printing paper of a cheap quality.

Journalism at Wisconsin University.

One hundred and fifty-five students were enrolled in the course in journalism at the University of Wisconsin last year. When the course was established six years ago the first-class numbered sixteen students.

IN OLD KENTUCKY.

Louisville Times Staff Starts a Wilson Campaign Fund, Contributions to Which Are Limited.

(Special Correspondence.)

LOUISVILLE, Ky., Aug. 7.—Members of the editorial staff of the Louisville Times have started a Wilson-Marshall campaign fund, all givers being limited to the contribution of a single dollar. Already a tidy sum has been realized. The State will be canvassed by the organizers of the fund, and it is expected that when Kentucky is heard from the State will be well to the head of the list in Democratic campaign contributions.

S. J. Duncan-Clark, associate editor of the Herald, represented his paper at the Bull Moose convention at Chicago.

Lee Lamar Robinson, Washington correspondent of the Evening Post, is spending a few days in Louisville.

David Morton, formerly dramatic critic for the Herald, is now a member of the staff of the Associated Press here.

Miss Agnes Wehrle has purchased a controlling interest in the Meade County (Ky.) News and now edits the paper.

T. L. Briggs, formerly associated with the Glasgow Republican, has taken over part interest in the Glasgow Times and will assist in the business management of that paper.

The Bullitt County Pioneer is in new hands. C. P. Bradbury, as managing editor, and D. M. Fulkerson, as associate editor, pledge themselves to the upbuilding of Bullitt County. The paper was established in 1882.

BUSINESS OFFICE NOTES.

A. J. Dowling is the new representative for the F. Wesel Manufacturing Co., calling on publishers in New York State and part of Pennsylvania.

The Glens Falls Post-Star has installed a new No. 8 linotype. This gives it a battery of three machines.

The publishers of the Des Moines (Ia.) Register and Leader and the Des Moines Evening Tribune have issued sworn statements showing that the average daily circulation of the former during the last six months was 35,542, and of the latter 20,329.

J. H. Carter, business manager of the Vancouver (B. C.) Sun, sends us a sworn statement showing that that newspaper's average daily circulation for June was 20,402 copies.

John W. Campsie, publisher and business manager of the Milwaukee Evening Wisconsin, has issued a sworn statement, showing that the average circulation of the paper for the past seven months was 45,963.

The average circulation of the Cleveland Plain Dealer for July, according to a sworn statement issued by Gilbert H. Baker, business manager, was 110,362, and of the Sunday, 132,015.

WISCONSIN PRESS CONVENTION.

State Association Refuses to Support One-Cent Postage Agitation.

One of the most successful meetings held in recent years by the Wisconsin Press Association closed on Tuesday evening, Aug. 6, at the Hotel Pfister, Milwaukee. It was largely attended by many of the prominent newspaper men from the State at large. Interesting addresses were delivered and papers read upon various topics.

About twenty applications were received for new membership, and reports showed that the association is in a flourishing condition. The Milwaukee Daily Newspaper Publishers' Association tendered the State Press Association members a banquet at the close of the business session on Tuesday evening which was one of the most enjoyable events of the meeting. There were many prominent speakers present, among whom were Mayor G. A. Bading, ex-Governor G. W. Peck, Colonel J. A. Watrous, Colonel Duncan McGregor, the Governor's secretary, J. L. Sturtevan; Judge Paul D. Carpenter and Mayor H. W. Bolens of Port Washington.

Many of the speakers denounced the methods of the University of Wisconsin in its efforts to frame up a scheme that looked like a gathering of newspaper men really called for the purpose of discussing affairs pertaining to their profession, but which in reality was attended by a very few newspaper men, as the attendance consisted mainly of sociologists, socialists, sensationalists and opportunists.

The following officers were elected for the ensuing year: President, C. W. Fraser, Menominee Falls; secretary, C. A. Booth, Milwaukee; treasurer, E. J. Scott, Shawano; vic-presidents to cover the various eleven districts, J. S. Hubbard, Beloit; H. W. Bolens, Port Washington; J. H. Hibbard, Stoughton; J. W. Campsie, Milwaukee; Henry Towell, Milwaukee; C. H. Slocum, Omro; George F. Cooper, Black River Falls; Charles Karr, New London; J. A. Kuypers, DePere; A. C. Chase, Colfax; R. J. Hennessy, Hayward.

The association refused to support the one-cent postage agitation.

The headquarters of the association will be maintained in Milwaukee, and a monthly paper will be maintained by the association for the purpose of arousing and maintaining interest in all that affects the welfare of the publishers of the State. It is the hope that closer relationship will be thus established.

The Milwaukee Daily Newspaper Publishers' Association, which consists of the Evening Wisconsin, Sentinel, News, Free Press, Germania and Kurier Pulski, was extended a vote of thanks for the banquet and other courtesies extended the delegates while in Milwaukee.

A Cautious Estimate.

Sandy was an elder in the church, and a truly pious man. He had an eye for beauty and a love for it, but he married Tina because he knew she would make him an excellent wife. "I suppose Tina is a handsome lass?" said Sandy's cousin, who met him in Glasgow not long after the marriage, and had never seen the bride. "I ken ye've gude taste, Sandy." "Aweel," said the bridegroom, cautiously, "she's the Lord's handiwork, Tammas. I'm no prepared to say she is His masterpiece."—*Youth's Companion.*

An Appreciative Cartoonist.

GIRARD, Kan., July 28, 1912.

THE EDITOR AND PUBLISHER:

That was a corking editorial on cartoons in the last issue of THE EDITOR AND PUBLISHER, and every cartoonist should thank you for it. It helps every one of us to keep up to a higher standard of work.

RYAN WALKER.

Ade's Political Dinner.

George Ade says that when he returns from Europe this fall he is going to give a political dinner in New York that will make the dinner of 1908, given in honor of President Taft, look like a boarding house lunch. As he is an ardent Bull Moose it is expected that Theodore Roosevelt will be the principal guest of honor.

Judge E. B. Follett, of the Court of Common Pleas last week ordered B. B. Putnam to advertise the entire plant and assets of the Marietta (O.) Journal for sale.

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

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 paper that is recognized as the "Home Favorite" is always the best advertising medium. That is why all the leading merchants of

MILWAUKEE

use "full copy" daily in the paper they know is read by the class of people they are desirous of securing as buyers. That paper is

The Evening Wisconsin

The paper of the HOME—of the PEOPLE.

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago

THE
WARD SYSTEMS
COMPANY

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.

THE IDEAL NEWSPAPER.

Motordom's Editor Thinks He Has Found It in the Christian Science Monitor.

Motordom Publishing Co.
Albany, N. Y., July 30, 1912.

THE EDITOR AND PUBLISHER:

We hear a great deal nowadays about clean journalism. It is a subject that seems to come up for discussion whenever and whenever thinking people are gathered together. The newspaper world and the public seem to know just what is needed. They have pictured the ideal daily newspaper and know just how it will or should look when it comes.

For centuries the Jews looked for a deliverer, the promised Messiah, who was to lead them out of bondage to a land flowing with milk and honey. He was to be their final deliverer. To them none but a mighty potentate could perform the work of a Messiah, and so they pictured him as a great king clad in royal robes and surrounded by a host of courtiers. But when the Messiah came did they recognize him? No, he did not come "according to Hoyle." They rejected the Nazarene, the man whose meekness was his might.

Now the newspaper world needs its Messiah, and as I have said before, it has the Messianic appearance all pictured and planned. It must come like a thunder clap. It must create a furore and wild excitement. It must stir newspaperdom from top to bottom. But, Mr. Publisher, let me tell you that the Messiah of the newspaper world has already come, but you have not recognized it. Like the Jews of old, you reject the ideal leader simply because it has not come according to preconceived ideas. To-day, as of yore, the stilled theology of newspaper orthodoxy turns a deaf ear to the exhortation of this new order of journalism and says, "Is not this the carpenter's son?"

Perhaps you may wonder what this newspaper Messiah is. Those who have seen and read it know. One does not require an explanation as to what it is and what its mission is after one has examined a copy. I refer to The Christian Science Monitor of Boston, an ideal daily newspaper, founded by a woman, the fulfillment of a vision held secret in her heart for twenty years. If Mary Baker Eddy had done nothing more in her remarkable career than to establish the Monitor, she would still have to be recognized, as she is now and will continue to be, one of the foremost benefactors of mankind.

I am impelled to write this letter to you not only because I receive the Monitor daily in my mail and know what it stands for and what it is doing, but because, despite its unquestionable qualifications for the position of honor as the pioneer of clean journalism, it receives so little support from the newspaper trade journals. Perhaps you have from time to time given to the Monitor the praise due it, but I have failed to see it. However, if I am in the wrong, I am willing to be corrected.

My attention was called to this deficiency on the part of the trade press in general and THE EDITOR AND PUBLISHER in particular more forcibly when I failed to find any reference to the wonderful feat performed by the Monitor at Chicago during the Republican National Convention. At that time the publishers, with the assistance of their loyal and enthusiastic Chicago friends, installed a complete newspaper plant in a building where from the street the press could be seen doing its work, and turned out a circulation of 100,000 papers daily—all this for only one week! Think of it!

Aside from its mighty works as the apostle of pure journalism, was not this

undertaking, successfully carried out, worthy of the praise and applause of the entire newspaper world? Again, may not this be newspaperdom's scornful rejection of its Messiah? Still, this rejection will not hinder the Monitor, for it has come to redeem the newspaper profession. This cannot be gainsaid. But let us not repeat the error of former ages and turn our backs on our benefactor, for such the Monitor is and in that light it will, sooner or later, surely be seen.

Yours very sincerely,
ROBERT S. ROSS,
Editor Motordom.

QUITS PORTSMOUTH BLADE.

Mr. Weaver Is Succeeded by J. A. Ettinge, the Advertising Manager.

Walter W. Weaver has resigned as general manager of the Portsmouth (O.) Daily Blade. He is succeeded by James A. Ettinge, who has been associated with Mr. Weaver as advertising manager of the Blade for the past year.

A year ago last May Mr. Weaver and William M. Miller, of Columbus, O., took over the Blade and equipped it with a new plant. Last November Mr. Miller retired from the business, and the paper was incorporated with Mr. Weaver as head of the new company.

Mr. Weaver received his newspaper training in Springfield, O., where he was manager of the Daily News. He afterwards went South and was connected with the Observer Publications at Charlotte, N. C., until he became associated with William M. Miller and purchased the Blade. Mr. Weaver is still president of the Portsmouth News Publishing Co., but is looking for an opening in one of the South Atlantic States, where he is desirous of acquiring a paper, or an interest in one.

James A. Ettinge, Mr. Weaver's successor, is a capable man with considerable experience in the advertising field.

NEW PUBLICATIONS.

MAPLEWOOD, Mo.—The Progressive party of this town has a new organ, a weekly newspaper, the first edition of which appears this week. J. E. Sallee is the editor.

ORLANDO, Fla.—The movement to start another daily paper in Orlando is progressing. The newly organized company is now negotiating with J. Ferris, proprietor of the South Florida Sentinel, with a view to purchasing his entire plant.

LYMAN, Wyo.—J. U. Allard, formerly of Evanston, has issued the first number of his new paper, the Bridger Valley Enterprise.

MAGEE, Miss.—A. P. Russell and J. T. Mize have bought a printing outfit here and will start a weekly newspaper about Aug. 15.

MIDDLETOWN, Va.—The Weekly is the latest arrival in newspaperdom. E. E. Keister is its editor.

SAN MARCOS, Tex.—The Press issued its first number last week. Messrs. Schaefer & Schaefer are the managers and editors.

GALVESTON, Tex.—A new labor paper, called the Labor Herald, will be launched here next week by W. T. Blair, of Houston.

MITCHELL, S. Dak.—The Daily Tribune makes its appearance here this week, with H. P. Leavitt, manager, and Harry M. Hammond, editor.

The Nevada City (Cal.) Transcript, an afternoon newspaper, has kicked the bucket.

CHICAGO STRIKE OVER.
(Continued from page 1.)

Union. This union was gotten up immediately after the inception of the strike, by what was then the Daily Socialist, now the Chicago World, which issues morning, afternoon and Sunday editions.

As the Chicago Typographical Union is one of the strongest members of the Federation and has refused to recognize the newspaper unions, the rank and file in labor organizations are getting tired of supporting what is now known to be a lost fight.

They say that the newsboys and drivers never belonged properly to a newspaper workers' union, and that as the stereotypers are now without a National charter they see no reason for supporting this mushroom organization.

STRIKE A COSTLY ONE.

Incidentally the Daily World since the newsboys returned to work yesterday has disappeared almost entirely from the streets, as the publishers made this one of the conditions under which the strikers returned to work.

While the majority of circulation managers, publishers and H. N. Carey, manager of the Chicago Publishers' Association' refuse to admit it, the strike has been a costly one. A conservative and unprejudiced view of the situation would indicate that the circulation of all the papers was cut at least in half. The Evening News, noted for its honesty in circulation statements, has not published any figures since April, neither has the American, the Journal or Post. The morning papers that make claims as to circulation have also refrained from publishing figures. Advertising kept up remarkably well, but it can be reliably stated that in one or two instances at least the rates were cut; even with this there was a falling off.

SCORES NEWSPAPER MEETING.

Editor Says Madison Conference Was Held to Aid Yellow Press.

An attack on the recent national newspaper conference at Madison marked the address of J. L. Sturtevant, of the Wausau Record-Herald, before the Wisconsin Press Association. He said:

"Last week there was held what purported to be a national newspaper convention to discuss the subject, 'Are newspaper and magazine writers free to tell the truth? If not, why not, and what can be done about it?' Why was it necessary to call a public meeting to consider a question the very form of which was an insult to every decent, conscientious newspaper man? It was because the newspaper and more particularly the magazine diggers in the mire, who had done so much during the last ten years to make the public lose confidence in itself, who have been discredited and disowned by reputable publications, need bolstering up.

"This national newspaper conference was unjust to the thousands of real newspaper men. As usual in a discussion of this kind, the central figure is

the big fellow—the yellow press of the big cities and the magazines with their hundreds of thousands of readers. No thought is given to the little fellows, like the country press. Let us stand up in our own strength and defend ourselves and our property from the attacks of these demagogues, these superior beings who touch but to defame."

The New York Times' new annex, in West Forty-third street, is nearing completion, and the paper will move there some time next month.

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	5,121,866 Lines

NOTE—The leading English Daily published for the same period 5,574,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

THE
DEMOCRAT
Nashville, Tenn.

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

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

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.

Metal Economy

Did you ever stop to consider the expense involved in resetting defective composition?

A high-grade, refined metal will largely eliminate this wasteful leak, on account of the wide range of temperature at which it may be cast.

Thomas Wilder's Son
METALS
NEW YORK

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.

LUCK OF DAYTON NEWS COX.

Now Looks as Though the Publisher Would Be Elected Governor.

Congressman "Jimmy" Cox, of Dayton, who has been nominated by the Democrats for Governor of Ohio, has an excellent chance of being elected, so the political wiseacres say.

Ohio is, of course, a rock-ribbed Republican stronghold, but the Democrats have been putting up such a stiff fight during the last four years that breaches in the fortifications have been made in many places, and it is believed by the leaders that a vigorous assault is all that is needed to overthrow the forces that have held them so long.

James M. Cox is the owner of the Dayton (O.) Daily News, one of the most prosperous newspapers of the State. There is no handsomer newspaper office in Ohio than that recently erected for the News by its enterprising publisher.

Cox is popular with people of all political faiths, because he has snap, backbone and push. He doesn't preach one thing and practice another. If you can convince him that your proposition is honest and for the public good, Cox will pitch in and help you carry it through whether it is at Columbus or Washington.

Fifteen years ago he went to Dayton with a few hundred dollars, saved after several years hard work as reporter and private secretary to the late Congressman Paul J. Sorg, wealthy tobacco man of Middletown, and used it to such good advantage, together with his native pluck and brains and the aforesaid luck, that he is now so well off financially as to be in a position to play with politics. Things have broken very nicely for him, it's true, but his success hardly can be attributed to luck.

It must be admitted, however, that when he went to Dayton that city of 70,000 presented a situation with regard to newspapers not paralleled in another city equally large and progressive; for while as newspaper publisher he had rivals he had no real competitors, and when he decided to run for Congress he also had rivals, but these same rivals, representing of course a divided opposition, made his entry into Washington from a district then normally Republican a genuine cinch. He has been twice re-elected and both times, of course, has benefited by Republicans being split several ways, factionally speaking.

If "Jimmy" is elected next fall Ohio will get one of the best administrations it has ever had.

SPECIAL AGENCY NOTES.

S. G. Lindenstien, Inc., 118 East Twenty-eighth street, New York City, has been appointed the sole foreign advertising representative of the Quincy Whig, Quincy, Ill., which has not been represented in the foreign field for a number of years. This firm has also been appointed foreign advertising representative of the Vancouver (B. C.) News-Advertiser, which is owned by the same interests as the Colonist, Victoria, B. C., which has been represented by S. G. Lindenstien, Inc., for a number of years.

ROCHESTER FIRM IN NEW YORK.

Lyddon & Hanford Company Opens an Office in Fifth Avenue.

The Lyddon & Hanford Co., advertising agents of Rochester, N. Y., which has opened an office in the Knox building, Fifth avenue and Fiftieth street, New York City, was founded six years ago but was incorporated in 1909.

C. R. Lyddon, the president, following in his father's footsteps, has been en-



C. R. LYDDON.

gaged in the advertising business practically all his business life. S. H. Hanford, the vice-president, was formerly advertising manager of the Eastman Kodak Co., of Rochester.

Some of the advertising accounts handled by this firm are these: United Cigar Stores, Knox Hats, Duffy Malt Whiskey, Dr. Edison's Cushion Shoes,



S. H. HANFORD.

American Fruit Products and John C. Moore Loose Leaf Ledgers.

An art department has been established, with W. A. Schmidt in charge.

The New York offices are under the direct supervision of Mr. Hanford and Mr. Lyddon. F. A. Hughes, secretary of the company, is in charge of the company's Rochester offices.

COURT STOPS COMBINE.

(Continued from page 1.)

"The circulation from week to week of information and of articles dealing with questions of public importance is of itself interstate commerce and for one concern to acquire the power to distribute all such information and to deceive the public by its persuasion is itself a serious and substantial restraint upon and a monopolizing of interstate trade and commerce. Such a restraint and monopoly will result, unless defendants be restrained from carrying on their warfare against each other."

"If all plate and ready print matter were supplied by one concern," the petition adds, "then the news thus distributed and the discussion of economics and other important questions thus supplied would all be designed to mould the sentiments of the readers to one particular view, and that presentation of diverse views and full and free discussion of important questions from different standpoints which is essential to their proper understanding and hence necessary to the best public interests, would be prevented."

DESTRUCTIVE COMPETITION.

As the result of the failure of negotiations to effect a consolidation in 1909, the petition charges that the defendants began a campaign of destructive competition in 1911, and sets forth the alleged methods pursued by each corporation. The decree forbids the continuance of these alleged practices. Expressing the belief that unless forestalled one or the other of the corporations would be wiped out, the petition said:

"As the Western Newspaper Union has assets to the value of \$6,500,000 and the American Press Association's assets are only about \$1,600,000 in value, it is quite probable that the latter will be the one to succumb, leaving the Western Newspaper Union in control of the entire field."

CORTLAND SMITH'S VIEWS.

Cortland Smith, President of the American Press Association, when seen by a reporter of THE EDITOR AND PUBLISHER in regard to the decree, expressed himself as pleased with the result of the Government's action, which, he said, meets with the best interests of his company. The decree prevents the combine, and that is what Mr. Smith and his associates desired.

Buffalo News Against Medical Ads.

The Buffalo (N. Y.) Evening News has sent a circular to all its advertisers stating that no contracts will be accepted for medical advertisements set in type resembling the reading or news type of the paper, calling for full position, and no contracts for medical ads of any kind will be accepted by them unless they are satisfied as to the merits of the article advertised and the reliability of the advertiser to carry out every claim that he makes, is assured. The News management has received many letters from their advertisers and others interested in clean newspapers commending its stand in regard to spurious ads.

CANADIAN EDITORS MEET.

Alberta Scribes Elect Officers and Have a Good Time Generally.

The eighth annual convention of the Alberta Eastern British Columbia Press Association convened in the city of Nelson, B. C., July 25, 26 and 27. Those who attended declared that it was the most enjoyable and most profitable gathering of newspaper men ever held in that section of the West. M. R. Jenning, editor and general manager of the Edmonton Journal, was elected president for the coming year.

One of the speakers at the convention was John M. Imrie, secretary of the Canadian Press Association, and editor of the Printer and Publisher, of Toronto. His subject was "The Canadian Press Association System of Cost Finding for the Combined Newspaper and Job Printing Plants."

Friday noon the members were the guests of the Canadian Club at a luncheon given at the Strathcona Hotel. In the afternoon the delegates went to Bonnington Falls on the Kootenah River. In the evening they were entertained at a smoker at the Nelson Yacht Club, and on Saturday they took a trip to Kalso on the steamer Moyie.

The following officers were elected: President, M. R. Jennings, Edmonton Journal; first vice-president, George Gordon, Ponoka Herald; second vice-president, W. G. Foster, Nelson News; third vice-president, S. R. Hodson, Okotoks Review; secretary-treasurer, C. J. Hayes, Edmonton Bulletin; executive committee, A. G. Terrill, Medicine Hat News; C. A. Hayden, Calgary News-Telegram; J. H. Woods, Calgary Herald; F. W. Galbraith, Red Deer Advertiser; V. Chapman, Golden Star.

About Men.

The following composition on men is credited to a little girl: "Men are what women marry. They drink and smoke and swear, but don't go to church. Perhaps if they wore bonnets they would. They are more logical than women and also more zoological. Both men and women sprung from monkeys, but the women sprung further than the men."

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

SEND FOR SAMPLE

F. E. OKIE CO.
Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 699-4 Beckman

For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

"IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

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

THE CUB REPORTER WHO MADE GOOD.

HOW HE BUSTED THE "DECOY ASSIGNMENT" OF THE CHICAGO TRIBUNE AND CINCHED A POSITION.

By W. D. Showalter.

About twenty-two years ago I was trying to "break into" the newspaper business in Chicago.

Having sent some suggestions for features and "stunts" to the Chicago Tribune, which that paper had used, I was invited to call upon R. W. Paterson, son-in-law of Joseph Medill, the famous editor of the Tribune.

Mr. Paterson was then publisher of the Tribune, having personal supervision of both editorial and business ends, and dividing his time about equally between up and down stairs. He was a big man, physically and mentally; of impressive personality, and very likable. I had that impression of him upon our first meeting, and never revised it.

Mr. Paterson, having been interested in the ideas I had suggested to the Tribune, devoted an hour or so of one of his "busy days" to talking with me—"sounding me" as to the knowledge of the newspaper business, casually, and finding it, of course, largely minus. He told me, however, that he believed that, with some practical experience in getting and writing new features, I would develop; and that if I made good he proposed to advance me to the Sunday editorship of the Tribune, in time, chiefly for the purpose of having me use what he considered to be an unusual talent for thinking up "ideas" for the Tribune's sole benefit.

PATERSON TRIES HIM OUT.

Then, in a bland and reassuring way, Mr. Paterson gave me a trial assignment. I was to get a local feature story about the first public school in Chicago. He wanted to know where it was conducted, the teacher's name, and what afterward became of him; who attended the school, and all about it.

I asked him how soon he would want the copy. He smiled and replied that I might report to him within three or four days. I assured him that it would not take me that long to get the story.

When I got outside of his office I stopped to think; and at once made up my mind to go to the City Superintendent of Schools, then a Mr. Howland, and get my information from him. I found Mr. Howland, without trouble, and when I stated my errand he cut me short.

"Is this your first assignment on the Tribune?" he asked. I confessed that it was.

WAS ON A FOOL'S ERRAND.

"Well, young man, you are about the twentieth man the Tribune has sent here to see me on that fool's errand," he said.

He then explained to me that my as-

signment was the stock "decoy" for cub reporters in the Tribune office; that they simply tried out new reporters on it, perhaps to ascertain how far they would go on a blind trail. He reminded me that all school records of the city

John A. Beaubien. I failed to find Mr. Beaubien's address in the city directory, but I went over to see the Beaubiens who conducted a private detective agency in the Haymarket Theater building on the West Side.

They told me that this Mr. Beaubien I was looking for had been on the police force most of his life; but they thought that he had been retired some years before. He had lived on Western avenue, so far as they could recall. I went out to Western avenue, and by luck

I found him there—a tall, vigorous old gentleman, looking to be of French-Indian stock, as I believe that he was. He talked to me at length about that first school; told me exactly where it had been held, the name of the teacher; the names of the other pupils; described the primitive style of the school furniture, which had been made from packing cases, etc. I arranged to go out to his house that evening for further details, and for his photograph, and to have him help me make a sketch of the school room itself, as he remembered it.

It was then a little after five o'clock in the afternoon, and I found Mr. Paterson still at his desk. With no little secret elation I walked in and said: "Well, Mr. Paterson, I have that story—how much do you want of it?"

He wheeled in his chair quickly, and repeated: "You say you HAVE THAT STORY?" I affirmed the fact. He asked me to tell him all about it, and exactly what I had done to get it.

JOKE ON VAN BENTHUYSEN.

When I had finished telling him my experience, he sat back in his chair and laughed immoderately for several minutes. Then he said: "This beats H—! It's a good joke on Van Benthuyesen. I must tell him all about it." (Van Benthuyesen was the managing editor of the Tribune, afterward of the New York World.)

"Well," he concluded, "the Tribune will have to think up some other assignment to use on the cub reporters—you've busted the best one the office ever had!"

The story was run as a local feature in the Sunday paper; and led to a good deal of special work for me on the Tribune—which was cut short, however, by my going over to Mr. Scott, then publisher of the Chicago Herald, where I stayed until the New York World brought me on to New York.

For many years afterward, this Mr. Beaubien continued to be "copy" for the Chicago special writers. When anything concerning the early history of the city came up, he was the natural source of information for them. I think that I did a real service to the Chicago reporters by discovering him.

Isaac N. Ford Dies in London.

Isaac N. Ford, for seventeen years London correspondent of the New York Tribune and for forty-two years a member of the Tribune staff, died Aug. 7 at his home in Kensington, England, after a long illness. Mr. Ford was born in Buffalo, N. Y., June 11, 1848. He joined the staff of the Tribune after his graduation from Brown University in 1870, when Horace Greeley was editor.

Captain Thomas Fleming Day, editor of the Rudder, who is taking the Detroit, a thirty-five foot keel power boat, across the Atlantic, arrived in Queens-town on Thursday.



W. D. SHOWALTER,
OF THE SHOWALTER ADVERTISING SERVICE.

had been destroyed in the great fire; and that no one knew anything about that first public school. He concluded by saying that he would very much like to know about it himself; and that if I found out anything, to send him a marked copy of the paper. I assured him that I would.

When I got outside Mr. Howland's office I had to do some more thinking. It seemed to me—and this was my saving inspiration—that I had read somewhere about there having been, at one time, an "Old Settlers' Association" in Chicago. I cheered up at the thought. If I could find some surviving member of it, I could get on a real trail.

I went to the Public Library, and waded through copies of the Daily News Almanac, going back several years. I was rewarded by finding a record of such an association, and the name of the secretary of it—a

found a grocer who knew Mr. Beaubien, and who told me that he had moved away from that neighborhood a year or two previously.

I finally found the expressman who had moved him, and got a new address. He had again moved and again I traced him. This time I found his home. His daughter told me that he had been the secretary of the Old Settlers' Association; and that when it disbanded, he had been given a medal testifying that he was the oldest living man who had been born in Chicago, at old Fort Dearborn.

I asked if he had ever talked about attending the first public school in Chicago, and she assured me that he had—that he was full of the subject, and would be glad to tell me all about it. She said I could find him on duty, as desk sergeant, at the Harrison Street Police Station.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

The San Diego Sun

stands first in its field,
first in influence, in
prestige, in circulation,
and the amount of ad-
vertising which it car-
ries.

TIPS FOR BUSINESS MANAGERS.

The Walter C. Lewis Company, Inc. Equitable building, Boston, Mass., is sending out orders for fifteen inches, eighteen times, for the Walker & Pratt Manufacturing Company, Crawford Ranges, of that city, to begin in September in New York State papers.

The Allen Advertising Agency, Inc., 141 West Thirty-sixth street, is placing copy twenty-six times, generally, for Liggett & Meyers, Drummond Tobacco, 1170 Broadway, and St. Louis, Mo.

The Wyckoff Advertising Co., Inc., 14 Ellicott street, Buffalo, N. Y., is making contracts for 4,200 lines for one year, in Georgia papers for the Stetson Shoe Co., Stetson Shoes, South Weymouth, Mass.

The Siegfried Company, 50 Church street, New York, is sending out new copy for the Tokalon Manufacturing Company, of Rochester and Syracuse, N. Y.

John Lucas & Co., 322 Race street, Philadelphia, Pa., are asking rates direct.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing copy for the Durham Duplex Razor Company, 200 Fifth avenue, in cities where agents are giving demonstrations. The same firm is sending out orders for 174 inches, twenty-six times in Eastern papers, for the Tinkham Bros., R. B. Cigars, Jamestown, N. Y., and three hundred lines, nineteen times in New York State papers for the Lehigh Valley Railroad Company.

Calkins & Holden, Inc., 250 Fifth avenue making contracts this month with Southern papers for W. H. McElwain, McElwain Shoes, Boston, Mass.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are offering trade copy in excess of the usual schedule for the Moxie Nerve Food Company, Boston, Mass.

The Frank Presbrey Company, Inc., 456 Fourth avenue, is sending out a new copy schedule on old contracts for the Shredded Whole Wheat Co., Shredded Wheat, Niagara Falls, N. Y. The same firm is placing, generally, forty-two lines, four times, for the Hamburg-American Line, Around the World Cruise, 45 Broadway, and sixteen inch, eight times in the West for the Remington Arms Company, U. M. C. Cartridges, Bridgeport, Conn., and 299 Broadway.

George Batten Co., Inc., Fourth avenue building, is reported to have secured the account of the Regal Shoe Co., Regal Shoes, Boston, Mass.

Hill & Trvon, May building, Pittsburgh, Pa., and 234 Fifth avenue, are asking rates for 14,000 lines, which it is believed will be used for advertising a fireless cooker, for the Johnston-Slocum Company, Caro, Mich.

The J. Walter Thompson Company, Inc., 44 East Twenty-third street, is placing fifty lines double column, four times, in California papers, for Hiram Walker's Sons Canadian Club Whiskey. The company's office in the Rookery, Chicago, Ill., is sending out orders for fifty-six lines, twenty-five times, in Georgia papers, for Libby, McNeill & Libby, Libby Food Products, Chicago, Ill.

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.		MISSOURI.	
GAZETTE (av. June, 1912, 6,238) Phoenix		POST-DISPATCH.....St. Louis	
CALIFORNIA.		MONTANA.	
ENTERPRISE.....Chico		MINER.....Butte	
RECORD.....Los Angeles		NEBRASKA.	
TRIBUNE.....Los Angeles		FREIE PRESSE (Cir. 128,384)....Lincoln	
Daily circulation in excess of 65,000 copies.. This is the largest Daily Circulation of any newspaper published in Los Angeles.		NEW JERSEY.	
INDEPENDENTSanta Barbara		PRESS.....Aubury Park	
BULLETIN.....San Francisco		JOURNAL.....Elizabeth	
CALL.....San Francisco		COURIER-NEWS.....Plainfield	
EXAMINER.....San Francisco		NEW MEXICO.	
ORCHARD AND FARM IRRIGATION San Francisco The leading Farm Journal of the Pacific Coast and the Irrigated States.		MORNING JOURNAL.....Albuquerque	
RECORD.....Stockton Only newspaper in Stockton that will tell its circulation.		NEW YORK.	
FLORIDA.		BUFFALO EVENING NEWS....Buffalo	
METROPOLIS.....Jacksonville		BOLLETTINO DELLA SERA, New York	
GEORGIA.		EVENING MAIL.....New York	
ATLANTA JOURNAL (Cir. 55,117) Atlanta		STANDARD PRESS.....Troy	
CHRONICLE.....Augusta		RECORD.....Troy	
LEDGER.....Columbus		OHIO.	
ILLINOIS.		PLAIN DEALER.....Cleveland Circulation for July, 1912	
POLISH DAILY ZGODA.....Chicago		Daily.....110,362	
SKANDINAVEN.....Chicago		Sunday.....132,015	
HERALD.....Joliet		VINDICATOR.....Youngstown	
HERALD-TRANSCRIPT.....Peoria		PENNSYLVANIA.	
JOURNAL.....Peoria		TIMES.....Chester	
INDIANA.		DAILY DEMOCRAT.....Johnstown	
LEADER-TRIBUNE.....Marion		DISPATCH.....Pittsburgh	
THE AVE MARIA.....Notre Dame		GERMAN GAZETTE.....Philadelphia	
IOWA.		PRESS.....Pittsburgh	
CAPITAL.....Des Moines		TIMES-LEADER.....Wilkes-Barre	
REGISTER & LEADER.....Des Moines		GAZETTE.....York	
THE TIMES-JOURNAL.....Dubuque		SOUTH CAROLINA.	
KANSAS.		DAILY MAIL.....Anderson	
CAPITAL.....Topeka		THE STATE.....Columbia (Cir. July, 1912, S. 20,466; D. 19,640.)	
KENTUCKY.		TENNESSEE.	
COURIER-JOURNAL.....Louisville		NEWS-SCIMITAR.....Memphis	
TIMES.....Louisville		BANNER.....Nashville	
LOUISIANA.		TEXAS.	
DAILY STATES.....New Orleans		RECORD.....Fort Worth	
ITEM.....New Orleans		CHRONICLE.....Houston	
TIMES-DEMOCRAT.....New Orleans		WASHINGTON.	
MARYLAND.		POST-INTELLIGENCER.....Seattle	
THE SUN.....Baltimore has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		WISCONSIN.	
MASSACHUSETTS		EVENING WISCONSIN.....Milwaukee	
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.		SENTINEL.....Milwaukee	
MICHIGAN.		CANADA.	
PATRIOT.....Jackson The Six Months Average Was		ALBERTA.	
A.A.A. Figures.....D. 10,366; S. 11,289		HERALD.....Calgary	
Patriot Figures.....D. 10,331; S. 11,233		BRITISH COLUMBIA.	
MINNESOTA.		WORLD.....Vancouver	
TRIBUNE, Morn. & Eve.....Minneapolis		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 Milbourne Advertising Agency, 210 East Livingston street, Baltimore, Md., is asking rates for printing notices for the A. C. Meyer & Co., Dr. Bull's Cough Syrup."

The Van Cleve Company, Inc., 250 Fifth avenue, New York, is making 10,000 line contracts in Southern papers, to run in August and September, for the American Locomotive Company, Alco Car, 30 Church street. They are also placing copy on the Pacific Coast.

The Witt K. Cochrane Advertising Agency, Inc., Boyce building, Chicago, Ill., is sending out 5,000 line yearly contracts to Western papers for the Kewanee Boiler Company, Kewanee, Ill.

H. H. Walker, Inc., 200 Fifth avenue, is ready to send out orders for three column, ten inches, to Metropolitan dailies, for the C. A. Edgerton Manufacturing Company, President Suspenders, Shirley, Mass.

The J. H. Hartzell Co., Bulletin building, Philadelphia, Pa., is making contracts for the E. I. DuPont de Nemours Powder Company, Wilmington, Del.

The McManus Company, Inc., Ford building, Detroit, Mich., is placing in a selected list one hundred inches, single time, for the Laundryman's National Association, Detroit, Mich.

W. F. Hamblin & Co., Inc., 200 Fifth avenue, are making contracts for one and two time orders on the Pacific Coast for the Roxroy Company, London, W. C. England, and the National Institute of Science.

Jacob Vogel, Park Row building, New York, is placing orders generally for the Nervoids Chemical Company, Ex-Zemaf, Brooklyn, N. Y.

The Penn Advertising Agency, 33 South Sixteenth street, Philadelphia, Pa., is sending out orders for fourteen l. t. f. for the Philadelphia Smelting & Refining Company, 863 Chestnut street, Philadelphia, Pa.

The Charles Tonzlin Agency, Inc., Kesner building, Chicago, Ill., is making contracts for one hundred lines, three times, in the Middle West, for the Chicago Musical College.

George M. Savage, Newberry building, Detroit, Mich., is sending out 168 lines, three times, in the Middle West, for Tangle Foot Fly Paper.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is putting out copy for 720 inches, twenty months generally, for Chester Kent & Co. (Vinol).

Scott & Bowne, Bloomfield, N. J., are making renewals direct.

R. Guenther, 115 Broadway, New York City, is sending out orders for Baruch Brothers, New York, for twenty-eight lines, 104 times, selected cities.

McGuckin & McDevitt, Philadelphia, Pa., are making contracts for twenty-eight lines, six times, in the East and Middle West, for the Pratt Food Co., Philadelphia, Pa.

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 358,355 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.

James A. Robertson, formerly of Philadelphia, has succeeded John P. Fallon as advertising manager of the Adam, Meldrum & Anderson stores in Buffalo. Mr. Fallon, as already noted in this column, is now advertising manager of Stern Bros., New York.

Dr. E. W. Knapp, for the past three years advertising manager of the Goebel Brewing Co., Detroit, has opened an advertising agency of his own at 408 Chamber of Commerce building.

Edward P. Nesbit, advertising manager of the Hafer Lumber Co., of Council Bluffs, Ia., will enter the employ of a Chicago advertising agency next month.

William R. Wallas, an advertising agent, of Cleveland, O., has brought suit for \$10,000 damages against E. W. Moore, traction magnate, for injuries received by him in an automobile collision.

E. St. Elmo Massengale, president of the Massengale Advertising Agency, of Atlanta, Ga., is planning a trip to Panama for the Commercial Secretaries of the South.

J. Bernard Lyon, secretary of the Montgomery Alabama Town Criers' Club, has been appointed advertising manager of the Augusta Chronicle.

Ira Fleming, advertising manager of the Standard Milling Co., has resigned to accept the position of advertising manager of Oscar E. Binner Co., Santa Rosa, Cal., publishers of Luther Burbanks books.

Ray Leeman, formerly with the Good-year Tire & Rubber Co., of Houston and San Antonio, Tex., is now in charge of the newspaper division of the Henderson Motor Car Co.'s advertising department at Indianapolis.

Ernest Coler, formerly with the Gramm Truck Co., of Lima, O., and Willys Overland Co., of St. Louis, has been made manager of the advertising departments of the John N. Willys group of motor car factories.

Benjamin Akin, of the Taylor Iron & Steel Co., Highbridge, N. J., succeeds the late H. M. Horr as advertising manager of Huyler's, at New York.

Didn't Appreciate Wife's Wit.

Stubbs was feeling his way to the kitchen range in the dark, when he fell over the coal scuttle. "Oh, John," called Mrs. Stubbs, sweetly, "I know what you need. You should get what they have on battleships." "What's that?" growled Stubbs, as he rubbed his shins. "Why, an electric range fender." And what Stubbs said about woman's wit was plenty.

\$10,000 WILL BUY
 a half interest in a daily newspaper property carrying with it the business management in a city of over 35,000 population, located within easy distance of New York City.
HARWELL, CANNON & MCCARTHY
 Brokers in Newspaper and Magazine properties which are not hawked.
 200 Fifth Ave., Suit 1168,
 New York.

DISHONEST ADVERTISING.

New Orleans Ad Club to Fight Misrepresentation in Ad Columns.

The New Orleans Ad Club has inaugurated a vigorous campaign against dishonest advertising. Committees have been appointed to take up the different lines of business that are affected and induce advertisers in them to refrain hereafter from making any statements that are not in strict accordance with the facts. It is said that the club will even turn its batteries upon the newspapers and bring all the pressure to bear that they can to induce them to clean up their own columns.

The New Orleans Item, in an editorial on the work of the club, says:

If the men who direct the Ad Club really wish to see advertising prosper in New Orleans on an honest basis, if they have the professional pride, if they are willing to stand for what is right, and to insist on it until they win, the result will be a thorough cleaning of the advertising columns of the local newspapers and the suppression of dishonest reports.

Another consequence will be that added value will be given to the advertising columns of our newspapers. The legitimate merchant, in business year in and year out, who cannot afford to misrepresent, will find that his advertising will bring better results. He will find that it will pay him to advertise more, and although the newspapers may suffer for a time, those that have an honest publicity value to give to advertisers will profit in the end.

This newspaper would like to see an awakening of the public conscience, and the appointment of a properly constituted authority for the prevention of dishonest advertising of any kind. It would like to see the Ad Club a real force which would stand for honest publicity and for proper promotion.

Patent Medicine Ads in England.

A committee of the English House of Commons has been making a thorough investigation of the sale and advertisement of patent medicines in the United Kingdom. In the course of the inquiry it was shown that the sales totaled an equivalent of one package of patent medicine for every man, woman and child in the country and that the estimate of twelve million dollars (£2,500,000) spent on proprietary medicines in 1908 represented a sum sufficient to maintain forty thousand hospital beds. The British Medical Association suggests that all packages be labeled with contents and that any false description, whether on the label or in any advertisement, should constitute an offense.

Novel Leaflet for Traveling Men.

A Cleveland (O.) machine company has gotten up a novel leaflet for its traveling representatives. The first page tells of the proposed commercial trip of the salesman and contains a small photograph of him for purposes of identification. The rest of the booklet is given over to brief descriptions of his line of merchandise, closing with a plan of his itinerary.

Ten Advise-ments for Advertisers.

- (From Facts.)
1. Learn more about circulation.
 2. Believe more in what you see than what you hear.
 3. Make your own trade. Don't covet your competitors.
 4. A salesman shouldn't be an authority on the newspaper situation in his territory.
 5. Customers made by advertising should be kept satisfied. They are too costly to trifle with.
 6. Results, not cheap rates and concessions, are the things you want when you advertise.
 7. Have sufficient confidence in the merits of your goods to believe that everybody ought to have them, and by advertising to the greatest number of people you will get the big result.
 8. Concentrate your advertising where your goods are sold.
 9. Treat your advertising appropriation as an asset and you will not have to think of it as a liability.
 10. Make them tell you exactly how much circulation they have.

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'y**
 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

RUBINCAM ADV. AGENCY
 Drexel Bldg., Philadelphia
 Tel. Lombard 2152

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
 Cuba 37, Altos
 Havana, Cuba
 Frank Presbrey Co., N. Y. Corr.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
 33 West 34th St., New York
 Tel. Gramercy 6332
- ALCORN, GEORGE H.**
 405 Tribune Bldg., New York
 Tel. Beekman 2991
- JOHN M. BRANHAM CO.**
 Brunswick Bldg., New York
 Boyce Bldg., Chicago
 Tel. Madison Sq. 6380
- PULLEN, BRYANT & CO.**
 200 Fifth Ave., New York
 Tel. Gramercy 2214
- BUDD, THE JOHN, COMPANY**
 Brunswick Bldg., New York
 Tribune Bldg., Chicago
 Chemical Bldg., St. Louis
 Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**
 Brunswick Bldg., New York
 Tel. Madison Sq. 3154
- KELLY-SMITH CO.**
 220 Fifth Ave., New York
 People's Gas Bldg., Chicago
 116 Madison Sq. 3259
- LINDENSTEIN, S. G.**
 118 East 28th St., New York
 Tel. Madison Sq. 6556
 30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
 225 Fifth Ave., New York
 Tel. Madison Sq. 2042
- PAYNE & YOUNG**
 747-8 Marquette Bldg., Chicago
 200 Fifth Ave., New York
 Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
 45 W. 34th St., New York
 Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
 225 Fifth Avenue, New York
 Tel. Madison Sq. 962
- WARD, W. D.**
 Tribune Bldg., New York
 Tel. Beekman 3108
- WAXELBAUM, BENJAMIN**
 Jewish Newspapers
 102 Bowery, New York
 Tel. Spring 7500
- ALLEN & WARD**
 25 W. 42nd St., New York
 30 N. Dearborn St., Chicago.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,908—40% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

THE BLACK DIAMOND Chicago - New York - Pittsburgh for 20 years the coal trader's leading journal. Write for rates.

& Son. He has had a long and successful career in the advertising field, and has been identified with a number of notable accounts.

Paris Journal Sold.

That a Paris newspaper is not a gold mine was indirectly evidenced last week when the Paris Journal, founded by the late Gerault Richard, was sold at auction and was purchased for 80,100f. (\$16,020) by Mr. Armand Rueff.

SCM Superior Copper Mixed Type

IS GUARANTEED TO
 PRINT Better, Wear Longer, Satisfy Better and Longer than any other. It's in a class by itself; costs more to make; pays better to buy; has had an honorable record of superiority for thirty-eight years; made on best system—point-set, point-line, point-body; makes and saves money for buyer. That's

SCM

made only (but abundantly) by
Barnhart Brothers & Spindler
 TYPE FOUNDERS

Atkinson Joins Howard Agency.

Announcement is made of the appointment of J. Fred Atkinson as vice-president and general manager of the E. T. Howard Advertising Agency, in the Tribune Building. Mr. Atkinson entered upon his new duties August 5. Until his connection with the E. T. Howard Advertising Agency, Mr. Atkinson was a member of the staff of the George Batten Advertising Agency, and previous to that represented N. W. Ayer

Big Facts

August 1, 1912

1. THE DAILY TRIBUNE'S circulation in Chicago is greater than the combined circulation of all the other morning papers in the same territory.

2. THE SUNDAY TRIBUNE'S circulation in Chicago is greater than the combined circulation of all the other Sunday papers in the same territory.

3. THE TRIBUNE guarantees that no advertiser enjoys any rate or condition not covered by its public rate card.

4. In the first seven months of 1912 THE CHICAGO TRIBUNE printed 21,758.69 columns of paid advertising. THE TRIBUNE does not accept objectionable advertising, whether Fake Financial, Medical, Loan Shark or any other kind.

5. This tremendous volume of clean advertising printed in THE TRIBUNE is 58% greater than the total amount of advertising printed by the next Chicago Morning Paper for the same period, even though this Paper accepts everything that THE TRIBUNE rejects. THE TRIBUNE'S excess for the month of July, 1912, is 68%.

6. No other metropolitan Newspaper in the United States enjoys such complete supremacy in the section where it is published as does THE TRIBUNE in Chicago.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Office, 1207 Croisic Building, 220 Fifth Avenue, New York City

