

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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### SHOULD USE PAPERS.

#### A. N. P. A. COMMITTEE TAKES UP PROPOSED GAS AND ELECTRICITY CAMPAIGNS.

**Shows Why Objective of Producers of Gas and Current Can Best Be Reached by Using the Newspapers—Statistics Demonstrate That Buying Space in Magazines Would Lead to Scattering of Force.**

At a meeting of the advertising committee of the American Newspaper Publishers' Association held in New York on July 22 the proposed publicity campaigns of the National Commercial Gas Association and the Society for Electrical development were discussed.

Those attending were J. F. MacKay, chairman, business manager of the Toronto Globe; Fleming Newbold, business manager of the Washington Star; John R. Rathom, editor and business manager of the Providence Journal and Bulletin; David B. Plum, business manager of the Troy (N. Y.) Record; J. W. Adams, and W. A. Thomson, of the A. N. P. A. Bureau of Advertising. The other members of the committee—Louis Wiley, of the New York Times; Jason Rogers, of the New York Globe, and Harry Chandler, general manager of the Los Angeles Times, could not attend.

#### DODD PRESENTS ARGUMENT.

The plans of the gas and electrical organizations were discussed in the presence of Philip S. Dodd, secretary of the Society for Electrical Development. The effort was made to show that the wrong view was being held in the assumption that with the money to be invested in these campaigns it would not be possible to cover the field as effectively through the newspapers, or more so, than by employing magazines of so-called national circulations. In this the argument used in a recent bulletin of the A. N. P. A. was employed with disconcerting effect. The contention of this was that the "advertising campaign logically should be conducted through the newspapers. In the United States and Canada there are only 1,098 cities in which gas is consumed. All of these have a population of 5,000 or more. There are 62,053 towns in which gas is not consumed. Of these, 175 have a population of 5,000 or more. If this advertising campaign is conducted through the newspapers it can be focussed upon the 1,098 cities in which gas is used. If it were placed in the magazines, the inevitable and enormous waste circulation in these 62,053 towns in which no gas is used but in which the magazines circulate would consume a very material proportion of the total appropriation."

As a result of the conference the Bureau of Advertising sent to members on Friday the following bulletin:

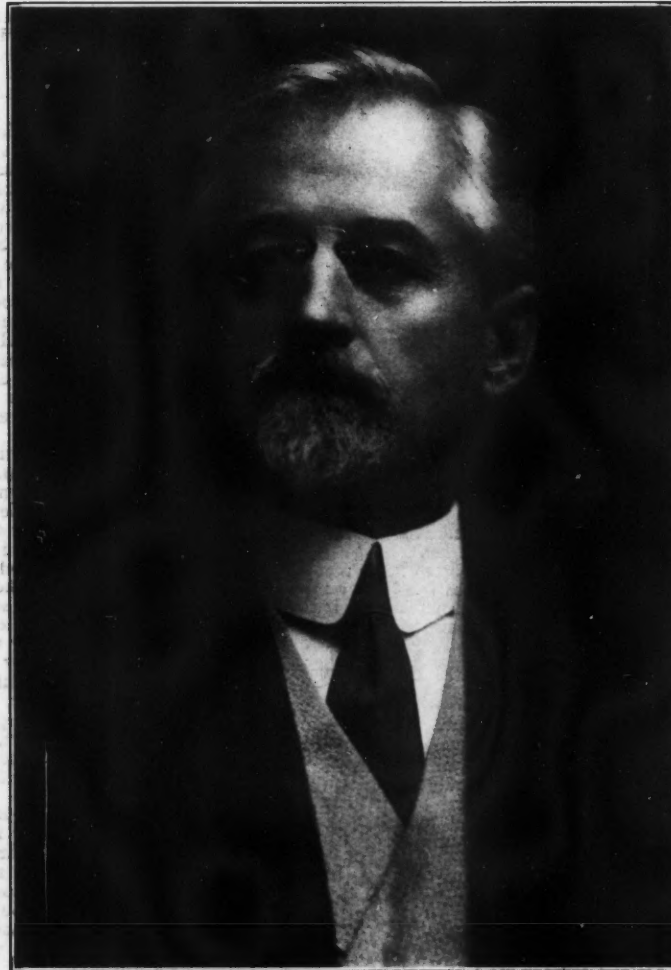
The committee in charge of the Bureau of Advertising met in New York City Tuesday, July 22, 1913, and considered the proposed magazine advertising campaigns of the National Commercial Gas Association and the Society for Electrical Development.

The report of a careful investigation of the conditions surrounding these two proposed campaigns was submitted to the committee by the managers of the bureau, and a statement was made by a representative of one of the organizations, who gave his reasons for selecting mediums of general publicity for the projected plan of advertising.

The committee strongly indorsed the previous bulletin (printed by the A. N. P. A. as B Bulletin, No. 2904, issued on May 24, 1913, in which reasons were set forth as to why the newspapers were the logical medium for the campaign of the National Commercial Gas Association, and in which newspaper publishers were urged to co-operate with the bureau's effort to defeat the plan of conducting it through the magazines.

The situation regarding the proposed maga-

(Continued on page 106.)



W. J. MURPHY,

PRESIDENT, EDITOR AND PUBLISHER OF THE MINNEAPOLIS TRIBUNE.

### METROPOLIS CHANGES OWNERS.

#### Is Sold for \$275,000 to M'Clellan, of Indianapolis Sun.

George A. McClellan, founder, and for many years general manager of the Star League of newspapers, and more recently part owner and president of the Indianapolis Sun, has bought the Jacksonville, Fla., Metropolis, acquiring the holdings of W. R. Carter and Rufus A. Russell, founders of the paper.

The total amount involved in the sale is about \$325,000. The amount of stock already paid for by Mr. M'Clellan is \$275,000, the balance to be delivered later. In announcing the change of management to the public Mr. M'Clellan has pledged himself to clean the columns of the Metropolis of all objectionable advertisements, and not to accept political advertising of any sort or under any circumstances. It is Mr. M'Clellan's intention to run the paper on a strictly independent, progressive Democratic basis, and to augment its quality wherever this can be done.

The retiring former owners of the Metropolis started the paper twenty-six years ago, with \$1,200 in money, most of this borrowed—and unlimited faith in themselves and their community as their only asset. The Metropolis is one of the best afternoon paper properties in the South.

Mr. McClellan is well regarded in the trade and has many friends among advertisers.

The sale, which was made through the Harwell, Cannon & McCarthy Agency, New York, is the largest effected in the newspaper field in several months.

#### Paper Is Partner in Large Deal.

The biggest real estate deal consummated in Waco, Texas, in many years was closed last week, when the Waco Morning News and the Peerless Fire Insurance Co. paid \$225,000 for the five-story Provident building at the corner of Fourth and Franklin streets.

#### Wood Pulp Ruling Remains in Force.

Secretary McAdoo finally decided not to appeal the decision of the Customs Court granting free entry of wood pulp and paper to all countries having "favored nation" treaties with the United States because that privilege was granted to Canada. The Treasury must surrender \$3,000,000 in duties.

#### Perth Amboy Chronicle Plant Sold.

Edward Greenbaum, 157 William street, New York, purchased the plant of the defunct Perth Amboy (N. J.) Chronicle for \$565 at a public sale last week.

### COULDN'T STOP PAPER.

#### SEATTLE MAYOR TRIED TO PUT BLETHEN'S TIMES OUT OF BUSINESS

**But He Obtained an Injunction—Executive Was Angry Because Paper Had Printed Secretary Daniels' Speech and Had Resented Conduct of Socialists and I. W. W. and Their Use of Red Flag.**

Probably Josephus Daniels, Secretary of the Navy, and owner of the Raleigh (N. C.) News and Observer, little dreamed when he spoke before the Ranier Club in Seattle last week that his address would precipitate a riot and move Mayor Cotterill to order the suppression of the Seattle Times, of which Aldin J. Blethen is president and editor, and his two sons, Joseph and Clarence B. Blethen are, respectively, business manager and managing editor. These things happened, however, and Secretary Daniels, no doubt, is trying to figure out why.

Those who read the dispatches printed in the Sunday newspapers all over the country on July 20 learned that Secretary Daniels had spoken of the honor and respect due the American flag, and had said that the red flag meant danger. It was generally believed in Seattle that the speech was an attack on the Industrial Workers of the World and the Socialists. Following the address a party of 500 sailors from the U. S. cruiser on which the Secretary had come to Seattle, and 3,000 citizens had searched every Socialist and I. W. W. meeting place they could find.

#### PUBLISHER SECURED INJUNCTION.

It was after this act and the publication of the Secretary's speech that Mayor Cotterill had issued an order suppressing the Times. Col. Blethen, who is a born fighter, secured an injunction preventing the execution of the Mayor's order, and the Times appeared the next day as usual.

Subsequently it appeared that Secretary Daniels' address was the same one he had delivered before the Railroad Branch of the Y. M. C. A. at Washington City a few days before and was not, therefore, in any source an attack on the Socialist and Industrial Workers of the World at Seattle.

Mayor Cotterill in a formal statement issued on Saturday said he had ordered the closing of the Times because of the publication of a "garbled" account of Secretary Daniels' address, "which incited the sailors to do just what they did last night."

"It represented to them that the Secretary of the Navy wishes them to attack the Industrial Workers," the Mayor said.

Clarence B. Blethen, managing editor of the Times, issued a statement charging Mayor Cotterill with responsibility for the riots, because he had "permitted the display of the red flag and spread of anarchistic principles" on the streets during the Potlatch festival. This, Mr. Blethen said, had led to the attack on United States sailors two night ago, and to the retaliatory attacks Friday night.

He denounced Mayor Cotterill's act as an attempt to suppress an American newspaper for its defence of the American flag.

Acting Chancellor Backes has granted a further extension of two weeks, during which the receiver could conduct the Trenton True American Publishing Company.

## WASHINGTON TOPICS.

### ACTIVITIES OF CORRESPONDENTS WHOSE DISPATCHES APPEAR IN MANY PAPERS.

**Schuette, of Chicago Inter-Ocean, Discovers That Assistant Secretary of Labor Post Is Not Eligible for Membership on Board of Mediation and Conciliation—Many Newspaper Men Take Kindly to Golf.**  
(Special Correspondence.)

WASHINGTON, D. C., July 24.—"Veterans" is the term applied to men who have been in the press gallery in Washington for more than a score of years. The many changes in the personnel of the membership of the press gallery caused an examination of the list to find out who were here in the 51st Congress, the beginning of the new Congressional Century. The names of only seventeen men appear in the present Congressional directory that were in the directory issued during the first session of the 51st Congress. The list includes: David S. Barry, Arthur J. Dodge, Arthur W. Dunn, Henry E. Eland, Louis Garthe, Frank B. Gessner, Charles A. Hamilton, Edwin M. Hood, Charles E. Kern, A. Maurice Low, N. O. Messenger, Chas. W. Metzgar, Richard V. Oulahan, John S. Shriver, Maurice Splain, Julius A. Truesdell, Alfred J. Stoffer. Of these only six have been continuously members of the press gallery, some having been away attending to duties that took them out of the gallery for a time. There are a number of men in Washington who out-date the seventeen veterans, but who are not now and were not in 1889 members of the press gallery.

#### SCHUETTE AND THE POST APPOINTMENTS.

It was a newspaper man—Oswald F. Schuette, the Washington correspondent of the Chicago Inter Ocean—who discovered the fact that Louis F. Post, assistant secretary of labor, appointed by President Wilson as a member of the new United States Board of Mediation and Conciliation, was ineligible for that post. Mr. Schuette had kept in close touch with the work done on the Newlands bill, which was intended to replace the Erdman arbitration act, and had followed its course closely not only through Congress, but in the final work done on the day before its passage at a conference of the Congressional leaders with the President and with representatives of the railroads and the labor organizations involved in the threatened eastern railroad strike.

#### SCHUETTE DISCOVERY.

As a result, when adjournment of the Post case was announced at the White House, Mr. Schuette discovered that Mr. Post, not having been confirmed by the Senate as an assistant cabinet officer, could not be given a place on the proposed board, because the Newlands act specified that these designations should be eliminated to "Government officers, appointed by and with the advice and consent of the Senate." The point had been overlooked not only by the President's advisers at the White House, but by the legal advisers of Secretary of Labor Wilson.

Mr. Post, thus kept out of an important post, was a fellow writer of Mr. Schuette's at Chicago, being editor of The Public, published there.

#### ODELL TAKES ON ANOTHER PAPER.

George T. Odell has entered into an arrangement with the Manchester, N. H., Union to cover the Washington news and to write a daily letter on national affairs. The Union was recently purchased by Frank Knox, formerly of Michigan, who supported Col. Roosevelt in the last campaign. He is also proprietor of the Manchester Leader, an afternoon paper, and he proposes to conduct both papers along independent lines in politics. Mr. Odell is also Washington correspondent for the New York Evening Mail, Progressive and the Springfield, Mass., Union, independent Republican.

Major Evan M. Johnson, Jr., is a military editor, having charge of the

Infantry Journal, a magazine published at Washington, which, as its name implies, is devoted to the infantry branch of the military service. Major Johnson has had a varied career, more particularly when in command in the Philippines, where he had charge of several disturbed districts requiring particular military skill. It was on account of the particular method and composition of his reports that he attracted attention as a writer, and when he was assigned to duty in Washington he was chosen editor of the magazine which gives facts and experiences relating to the condition and possible improvement of the infantry. The Infantry Journal is considered an authority on military affairs generally, and while much of its space is devoted to technical matters about the service, a large portion is reserved for plain language about the Army of the United States told in an interesting manner.

#### SCRIBES TAKE TO GOLF.

Golf has taken hold of the Washington newspaper men to a remarkable degree. One reason is that it affords recreation on Sunday, about the only day that the newspaper correspondents can call their own. During the summer the closing of the departments, the holiday which the President takes, and generally the adjournment of both Houses of Congress for that day, gives the correspondents half a holiday which they can use on the links. There are some very good players among the Washington correspondents, while others are yet in the "duffer" class, struggling hard to make the course in 100.

The Saturday noon edition of the Washington Star, which has just been issued for the benefit of the clerks in the departments who get a half holiday on Saturdays during the summer months, is proving a big success. Many interesting features arranged especially for the departmental workers recently introduced, are making a hit.

#### Police Suppresses Ohio Weekly.

Forcible action has been taken by the Cincinnati police to suppress the distribution and sale of a weekly publication known as the Owl. Allen Botsford, the editor and proprietor, was placed under arrest on the charge of offering objectionable literature for sale. The actions against the paper and its editor were the result of a conference between Mayor Hunt and Chief of Police Copelan.

#### Make Contract with Stereotypers.

The Newspaper Publishers' Association of Chicago has entered into a permanent agreement with the new Stereotypers' Union of Chicago, recently chartered by the International Stereotypers' Union. The latter body annulled the charter of the former Chicago Stereotypers' Union as a penalty for entering upon an illegal strike against all the Chicago newspapers in May, 1912. The Stereotypers' Union No. 114 unanimously endorsed the agreement. A vote of thanks was also given to the local publishers "for the courtesies and good will shown." James J. Freel, president of the International Stereotypers and Electrotypers' Union, and J. Fremont Frey, special representative of the international union, were present.

#### Will Duplicate University City.

E. G. Lewis, publisher and promoter of St. Louis, is planning to establish a model colony in California, along the lines of his University City of St. Louis. Details of the plan have been announced by John F. Sullivan, of Los Angeles, president of the Colony Holding Corporation, which is Lewis' vehicle for the scheme. The colony will be situated in San Luis Obispo County near Templeton, on the J. H. Henry ranch of 23,000 acres. The tract already has been subdivided and every acre sold, and nearly \$10,000,000 was realized from the sale. The property will be developed under a board of experts, of which Professor E. J. Wickson, dean of the College of Agriculture at the State University; Professor H. T. Corry, I. G. Sinnard and Walter Bliss are members.

## FAVORS PULITZER CASE

**Rushmore Insists That Death of Founder Removes Valuable Asset from Business He Developed—Possibility That Earnings May Decline, Making Tangible Value of Good Will Entirely Problematical.**

A new aspect was given the Pulitzer good will case last Tuesday when Charles E. Rushmore, acting as referee in a suit for an accounting of the assets of Herzig Bros., fur manufacturers, ruled that the value of a good will was such that it could not be taken into account in the future earnings of a business. This is the contention made by the heirs of the Pulitzer estate.

The two cases are strongly analogous. The complainant in the Herzig suit is Mrs. Jeanette Herzig Joseph, niece of the present owner of the business involved, and daughter of his former partner. Mrs. Joseph, as the executrix of her father's will, alleges that Simon Herzig had failed to pay for the good will interest which her father, Philip Herzig, had in the business as co-partner. When Philip Herzig died the present owner of the firm, Simon Herzig, bought up the interest of his partner. The business is said to have then earned between \$250,000 and \$300,000 a year, an amount still claimed to be the annual earning.

#### WANTS \$1,000,000 FOR GOOD WILL.

Mrs. Joseph has valued the good will of her father as partner in the firm at a million dollars, alleging likewise that there had been a wrongful misappropriation of the assets of the old firm. Among these she places the good will. Suit was instituted by her, and the case has now been in the courts for several years. Recently the plaintiff applied for a receivership for the old firm, which was granted by Justice Seabury with the alternative that the defendant furnish a heavy bond. This order, however, was reversed by the Appellate Division of the Supreme Court, and subsequently the matter was placed in the hands of Mr. Rushmore, with the result described above.

The referee finds that the present owner of the firm had been fair in his purchase, and that the position held by him is right for the reason that at the time of the death of Mrs. Joseph's father there was nothing that would insure against the possibility that the future earnings of the business would remain what they had been.

#### FOUNDER'S DEATH REMOVES ASSET.

Should Mr. Rushmore's decision be upheld by the higher courts, the Pulitzer case, resting on the same contention, is likely to be decided in favor of the heirs of the late publisher of the New York World and the St. Louis Post-Dispatch. When Surrogate Cohan first objected to the appraisal of Mr. Pulitzer's property at \$18,525,116, the heirs of the estate insisted that the death of Mr. Pulitzer had removed a valuable asset from the holdings of the estate, and that there was no reason to believe that the profits of the Pulitzer publications would continue to be what they had been. The position of the surrogate was that the book values of the properties involved were about \$32,000,000 and that the estate should be appraised at this figure.

In addition to affecting the Pulitzer estate, the decision of Mr. Rushmore, if sustained, will have a bearing upon the settlement of the J. Pierpont Morgan, Isidor Straus and Henry B. Harris estates. The condition upon which the referee in the Herzig case bases his decision is that the death of the individual creating and developing a business is likely to lessen the value of it, and thus cause a decrease in its earnings.

#### French Daily Sent to France.

Seven thousand copies of l'Echo de l'Ouest, the San Francisco French daily newspaper, were sent to France last week. A special edition, profusely illustrated, was printed, containing stories of the celebration of the fall of the Bastille in San Francisco and Oakland.

## PITTSBURGH NEWS NOTES.

**Joe Mackrell Hopes to Land a \$6,000 a Year Position.**  
(Special Correspondence.)

PITTSBURGH, July 24.—Joseph Newell Mackrell, one of Pittsburgh's best known newspaper men, has announced himself as a candidate for a seat in Pittsburgh's council. As the position pays \$6,000 a year, the newspaper fraternity here hopes he will land it. Mackrell was given write-ups with display heads by the newspapers in announcing his candidacy. Mackrell has a broad platform. He advocates the betterment of conditions surrounding the common people, and wants free college night school courses and two new free hospitals. His closing announcement is: "Finally, I base my campaign on education, efficiency and economy, because the first results in the second, and the second in the third, and economy is what every taxpayer most desires." The only way for a rival candidate to beat Mackrell is to declare for free theaters, free boat excursions, free lunch and free beer.

P. H. Preston, the golf man for the Tri-State News Bureau, went to Philadelphia last week to report the State tournament there. He plays a good game himself, but did not bring home any championships.

Among the Pittsburgh newspaper men who covered the Gettysburg celebration for their papers were: George A. Campsey, C. H. Gillespie, Bob Goshorn, James Farrell, John R. Ball, A. Ruslander, Joseph N. Mackrell, E. C. Sikes.

Frank J. Markey has taken charge of the Pittsburgh department of the International News Service, W. E. Hall having been transferred to the Chicago offices. Mr. Markey is an experienced newspaper man and is a hustler.

W. P. Bezell, of the staff of the New York World, has been visiting at the home of his father, the Rev. Mr. Bezell, near Monongahela City. His father has been ill, but has shown much improvement lately.

Fred J. Splitstone, a former well-known Pittsburgh newspaper man and now circulation manager of Collier's Weekly, was in Pittsburgh last week. He was on his way to Linesville, Pa., to visit his parents.

## SHOULD USE PAPERS.

(Continued from page 105.)

zine advertising campaign for the Society for Electrical Development is virtually identical with that of the National Commercial Gas Association.

The committee unqualifiedly recommends that newspaper publishers urge each gas and electric company, and each gas and electric appliance company, in their respective communities to refuse to subscribe to these proposed funds for magazine advertising.

This attitude is based on the ground that the selling effort of these interests is purely local, and that, therefore, they should continue their present policy of concentrating their advertising in their local newspapers. The committee believes that any appropriation for diffusive magazine advertising by these interests would be uneconomic, and thus injudicious, and that it would directly decrease the amount of money expended by these companies for intensive and direct sales-producing advertising through the newspapers of their own localities.

The Bureau of Advertising suggests that its subscribers and all other newspaper publishers in America begin at once an active campaign in every city to interest in further newspaper advertising the local gas companies, the local electric light companies and central stations, and the local dealers in gas and electric appliances.

It is evident that these industries are more than ever awake to the fact that advertising is the strongest business developer that any company can employ, and it is the duty of every newspaper publisher to assist them in every possible way and to demonstrate the superiority of the newspaper as their medium.

If your local gas and electric companies are not advertising, make it your business to look up copies of newspapers in which advertisements of public service corporations appear. Take this copy around with you when you call on your local companies and show it to the managers. It should help your advertising men in their solicitations.

The Bureau of Advertising will gladly obtain for its members copy of this type, or will be pleased to co-operate with any member in working up a local advertising campaign by gas or electrical interests.

(Members are requested to send to this bureau specimens of newspaper advertisements used by gas, electric, gas appliance and electric appliance companies in their respective cities.)

**CHICAGO HAPPENINGS.**

**Advertising Agency Men and Special Representatives to Play Ball for "Off the Street Club Benefit"—Bogus Reporter Robs Several Houses—Lawrence Sues Victor F. Lawson and Record-Herald for Libel.**

*(Special Correspondence.)*

CHICAGO, July 23.—Advertising agency men and publishers' representatives will clash in their annual ball game for the benefit of the "Off the Street Club" against the Advertising Association of Chicago squad, at Comiskey Park, Saturday, July 26. E. C. Paterson will captain the agency team and Captain Tenney will direct the other club.

Miss Marion Walters, a local correspondent, has gone on a month's auto trip to New York and Washington with a party of friends.

A slick young man has been working a new swindle by representing himself as a Tribune reporter, renting a room and then robbing the house as soon as he got a chance. He was finally caught.

The Newspaper Publishers' Association of Chicago has made a permanent agreement with the local union of stereotypers recently chartered by the International Stereotypers' Union. The new union replaces the one that caused the strike last year and had its charter annulled in consequence.

As a result of the Tribune's war on gambling, Max Annenberg, its circulation manager, has been indicted on a charge of assault with intent to kill. It seems a party of Tribune men took a flashlight picture of gambling in a saloon and were at once attacked by the crowd. Annenberg, it is alleged, fired in self-defense and wounded a man seriously.

The Examiner is arranging to issue a suffragette edition on August 11 which will be edited by a committee of women, who are already busy preparing articles and soliciting advertising. Mrs. Antoinette Frank is editor-in-chief of the literary department, with Mrs. Julius Pappe as chief assistant. The advertising solicitors made a record by securing \$6,000 worth of ads in one day from leading firms.

Andrew M. Lawrence, manager of the Examiner, has added another libel suit to the long list he has recently started. The latest is against Victor F. Lawson, as owner of the Chicago Record-Herald. The suit is based on a quotation from the speech of President McCormick, of the County Board, charging Lawrence with being a vote polluter.

**MAKE-UP STONE HIS MONUMENT.**

**Novel Memorial Erected Above the Grave of J. A. Howells.**

Over the grave of J. A. Howells, editor of the Ashtabula Sentinel, who died a few months ago, has been erected an unusual monument. It is the marble slab from the Sentinel office upon which for fifty years Mr. Howells made up the Sentinel forms. The inscription upon it was written by William Dean Howells, the novelist, his brother, in commemoration of his rise from devil to editor and publisher, and reads as follows:

Stone upon which with hands of boy and man  
He framed the history of his time until  
Week after week, the varying record ran  
To its half-centuried tale of well and ill.  
Remember now how true through all those days  
He was friend, brother, husband, son—  
Fill the whole limit of your space with praise;  
There needs no room for blame—blame there  
was none.

**Moving Picture Daily.**

During the recent moving picture convention held at the Grand Central Palace a daily newspaper edited by Joe Brandt was published. It was filled with good live stuff about the high lights of the business and contained quite a respectable showing of ads. Copies were mailed to the folks at home in large numbers.

The Clarkson (Wash.) Evening Herald has suspended publication.



GEORGE A. McCLELLAN,  
WHO HAS PURCHASED THE JACKSONVILLE METROPOLIS.

**EDITORS ACCUSED OF LIBEL.**

**Summoned to Court by Associated Press, but Case Will Go to Grand Jury.**

Seven editors connected with a New York Socialistic publication were summoned before Magistrate Breen in the Jefferson Market Police Court on Monday on complaint of Jackson S. Elliot, superintendent of the Eastern Division of the Associated Press, who alleged that the Socialist publication, in an issue circulated this month, libeled the Associated Press and Frank B. Noyes, its president. The libel, he complained, was contained in an editorial and a cartoon.

William Rand, Jr., formerly an assistant district attorney, appearing for the Associated Press, explained that the seven associate editors were summoned for the purpose of determining who was responsible for the editorial and cartoon. William Karlin, an attorney appearing for the associate editors, objected to the questioning of his clients by Magistrate Breen, declaring they would be jeopardized by the giving of testimony.

The court declared that he could not compel the associate editors to testify, and recommended that the matter be laid before the Grand Jury. Mr. Rand withdrew his complaint, saying he would place the facts before District Attorney Charles S. Whitman.

Attired in khaki suits, high walking shoes and wearing campaign hats, two sun-tanned youths, S. Mikolasy, a Bulgarian journalist, and A. Herzog, reached Washington, D. C., Monday, on a tour of the world afoot.

The Belfry (Mont.) News went out of business last week.

**PURE AD LAW IS TESTED.**

**Plaintiff Asserts That Horse Was Not as Represented in Ad.**

The first test case to be brought under the Massachusetts law making it an offense punishable by a maximum fine of \$500 to insert deceptive advertisements in publications or on placards will be heard soon in the Superior Court of Boston, Mass. Two secret indictments against Michael Cunningham, of Revere, and William McKeibitt, of Chelsea, in connection with the sale of a horse for \$275 to John McDonald, of 24 Munroe street, Springfield, June 17, were returned recently.

It is claimed by the Government that an advertisement was inserted in a daily paper asserting that the Chelsea Dairy Milk Co., of 761 Broadway, Chelsea, was replacing its horse-drawn vehicles with motor trucks and that for this reason horses were to be sold at unusually low prices.

The contention is that a horse that McDonald purchased after reading this advertisement cost him \$275, and after a trial it proved to be other than he anticipated.

The "pure advertising" bill, as it has been called, is intended to protect the public from deceptive and misleading advertisements, which by false assertion and inducement tend to benefit the person who causes their insertion or display in certain public places or in publications.

**Capper Ad Staff Holds Meeting.**

The advertising staff of the Capper publications has just held, at Kansas City, Mo., a three days' annual conference, followed by the annual reunion of the Capper employees.

**THE HERALD IN THE "MOVIES."**

**Scenes in the Newspaper Office Reproduced at Two Theaters.**

Although moving pictures have been made of almost every industry under the sun the newspaper industry as a field for interesting material has been overlooked. A few years ago moving pictures were made of the Record office in Philadelphia, but they were never used on the motion-picture theater circuits.

The Edison Company has recently invaded the New York Herald office and made moving pictures of scenes in the mechanical departments. These were shown for the first time at the Herald Square and Broadway theaters on Tuesday under the title of "The Great Metropolitan Newspaper."

The series opens with a representation of Herald Square and the Herald Building. Then follows views of a linotype machine in action, the composing room, the making of the matrix, the casting of the plates, the "dressing" of a press, the press in motion, the mailing room and the distribution of papers. From these pictures a very fair idea of how the Herald is mechanically produced may be obtained.

Had the operators who took the pictures also obtained views in the editorial department the result as a whole would have been more satisfactory to both newspaper men and the public generally.

**AMERICAN'S PARTY ON TOUR.**

**The Youngsters Visit Washington, Baltimore and Annapolis.**

*(Special Correspondence.)*

WASHINGTON, D. C., July 24.—The New York American's party of twenty school girls and boys who won a fine trip by a popular voting contest arranged by the American, visited Washington on Wednesday. The party had come by water from New York, stopping off at Old Point Comfort. From here the party went to Annapolis, Md., Baltimore and Philadelphia. While in Washington the party visited the Senate Chamber and Senator Martine, of New Jersey, showed the youngsters many things of interest. Joseph P. McCarthy, of the American, had the party in charge.

**Jackson Patriot Sends Party Abroad.**

The Jackson (Mich.) Patriot, which is a live newspaper in a live town, on July 9 started for Europe a party of eight young people, the fortunate winners of the Patriot's travel club contest. Before embarking on the Allan Line steamship Scandinavian, the party visited Niagara Falls, took a trip down the St. Lawrence past the old city of Quebec to Montreal, where the members spent two days in sightseeing. England, Scotland and France will be included in the tour abroad. The party will arrive in Montreal on the return trip August 11.

**Summer School of Journalism.**

There are fifty-nine students in the classes in journalism during the summer session at the University of Wisconsin. They come from all parts of the country, among the States represented being California, Oklahoma, Michigan, Missouri, Kentucky, Indiana, Illinois, Iowa, Pennsylvania, Colorado, Alabama, North Dakota. Ten of the summer session students in journalism are college graduates. The total number of students in the classes in journalism at Wisconsin this year, including the summer session, is 196.

**Nebraska Papers to Boogt.**

For the booster edition in the third week of September sixty-seven State papers have already signified their intention of joining in the movement for the furthering of the interests of Nebraska. With the list already in it can be safely assumed that more than 200 papers will join in the issue.

## AGAINST PRESS AGENTS.

**BILL IN SENATE PROHIBITS FURNISHING PAID MATTER UNLESS MARKED "ADVT.:"**

**Is Aimed at Persons, Syndicates, or Firms Supplying Newspapers or Periodicals with Ready Prints, Pages, Sections or Articles—Violation of the Provisions Are Punishable by a Fine of \$50 to \$1,000.**

(Special Correspondence.)

WASHINGTON, D. C., July 24.—Senator Thompson, of Kansas, has introduced a bill in Congress relating to the syndicating or otherwise supplying to newspapers, magazines or other periodicals, admitted to the privileges of the mail as second class matter, reading, editorial, illustrative or other matter, and forbidding the insertion therein of matter specially paid for unless plainly marked "advertisement," and prescribing penalties for the violation of its provisions. The bill as introduced reads:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all persons, partnerships, firms, associations or corporations who shall syndicate to or otherwise supply to publishers of newspapers, magazines or other periodicals, admitted to the privileges of the mail as second class matter, ready printed bodies, sheets, pages or sections for the same, or ready set type or plate matter, or engravings, cuts, plates or other illustrative matter, or prepared matrices for the casting of the same, or telegraphic dispatches, or news or literary articles or other copy of any kind designed to appear as reading, editorial or illustrative matter in such newspapers, magazines or other periodicals, shall, when money or other valuable consideration other than the regular compensation received from the publisher to whom supplied is paid, accepted or promised for the insertion of any matter of any kind in the general matter so supplied to newspapers, magazines or other periodicals, admitted to the privileges of the mail as second class matter, plainly mark such specially paid for matter "advertisement."

Sec. 2. That any person, partnership, firm, association or corporation violating the provisions of this act shall upon conviction in any court having jurisdiction be fined not less than fifty dollars nor more than \$1,000.

### Court Cuts Award to Pressman.

Judge Morton, of the United States District Court of Boston, Mass., has cut down the verdict of \$9,500 awarded to Frederick McNeight, of Forest Park, Ill., a pressman in the employ of the New England Newspaper Publishing Co., for the loss of three fingers from his right hand. The court found that the verdict was excessive in view of the age, occupation and extent of the injury, and decreed that a new trial would be ordered unless McNeight was willing to take \$7,500. The plaintiff had his right hand drawn between the rollers of the press Oct. 9, 1912, requiring the amputation of three fingers.

### Stricken Blind; He Starts Daily.

To become totally blind in middle life and yet go about one's business cheerfully and successfully is a test of fortitude. For the last nine or ten years E. M. Green has been editor of a weekly newspaper at Cushing, Okla. Last fall he became blind. His mettle was shown when he established his own daily newspaper. He has been doing most of his writing, using a ruler to guide his hand across the blank sheets of paper. His new enterprise has been profitable.

### An Unparalleled Record for 1912

#### THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1912 The Herald gained 236,296 agate lines over same period of 1911.

In the first three months of 1912 The Herald gained 62,400 lines of foreign advertising over the same period of 1911.

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

Nothing better in New England for profitable publicity.

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

## WHAT LIGHTNER WILL DO.

**Cincinnati Editor to Sue McLean for \$100,000, and the Associated Press.**

A dispatch from Cincinnati states that Otto C. Lightner, publisher and editor of the Cincinnati American, the once-morning paper, which has been published in that city for a few weeks past, has announced that a suit for \$100,000 would be brought against John R. McLean, editor of the Cincinnati Enquirer, and that a suit against the Associated Press would also be brought by his paper in the United States Court, alleging monopoly and restraint of trade.

Lightner declares that the defendant, McLean, through his agents had interfered with the publication of the American. Lightner declares that McLean, besides owning the Enquirer, has a controlling interest in the Commercial Tribune, another morning newspaper.

Lightner says that the interference was partly in the way of preventing newsboys handling the American. Lightner declares that the Associated Press is the most dangerous and far-reaching monopoly in existence.

## BARBOUR ON CONSTITUTION.

**Became Advertising Manager of Atlanta Paper, July 21.**

P. T. Barbour has been appointed advertising manager of the Atlanta Constitution, and assumed the duties of the position July 21. Mr. Barbour is one of the best known Western advertising men, having been connected with the advertising department of the Chicago Tribune for five years in several important capacities. For three years prior to his leaving the Tribune, he was in charge of automobile advertising, with which he had, exceptional success. This branch of the Tribune's advertising gained in the three years that Mr. Barbour handled it over 250,000 lines.

Mr. Barbour was born in the South and spent his early business life in Norfolk and Birmingham. His ability and forceful personality, with this fine newspaper training, insure him success in his new position.

### Raine's Sentence Set Aside.

Gilbert G. Raine, editor and publisher of the Memphis News-Scimitar, will not have to go to jail for ten days and pay a fine of \$50 for contempt of court. Circuit Court Judge Walter Malone has set aside the sentence recently imposed by Judge A. B. Paltman. Judge Malone held that Judge Paltman had acted without authority and that the court had no jurisdiction over the case. Mr. Raine's alleged offense consisted in publishing a restraining order by which he was prohibited from printing certain affidavits in a will contest case.

### N. Y. World Summer Resort Guide.

"Where shall I take my vacation?" is a burning question, the solution of which may be easily had for the asking. The New York World's Summer Resort Guide for 1913, just issued, gives complete data about vacation lands and seas and contains over 2,000 summer resort ads, classified according to locality. There are 80 pages of suggestions in this volume, which is distributed free.

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

### Chester and Delaware County

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

### CHESTER TIMES and the MORNING REPUBLICAN

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

Write for rates.

Chester, Pa.

F. R. NORTHRUP, 925 Fifth Ave., New York Representative.

(From The Evening World, July 18, 1913)

# At the Head of Its Class

**F**ULFILLING the requirements of the postal law, the several evening newspapers of New York City with which the Evening World is in friendly and honorable competition have printed statements showing their average and net paid circulation for the six months ending April 1, last. They represent clean, upright and useful journalism. The Evening World quite naturally takes proper pride in standing at the head of the class. The figures follow:

## EVENING WORLD - 385,073

Evening Telegram -	-	153,856
Evening Globe -	-	130,524
Evening Mail -	-	120,904
Evening Sun -	-	104,396
Evening Post -	-	29,400

These newspapers reach the people who take an interest in life, who are progressive and prosperous, in Greater New York and its thriving, attractive suburbs.

The following circulations have recently been certified by the audit of the American Newspaper Annual and Directory:

## San Francisco, California

Chronicle, Daily -	-	66,087
Chronicle, Sunday -	-	78,411

### A BARGAIN SPACE BUY

The Detroit News and News Tribune—Week Day Combination

190,000 PAID CIRCULATION

PRESENT RATE ON 10,000 LINES—15c.

### The Ad Men Gets Busy.

The celerity with which the modern advertising manager sizes up ideas in the newspapers and makes use of them in his own publication was illustrated recently in Chicago. The Record-Herald one day printed a cartoon showing vacation pleasures trying to tear a business man away from his desk. The next day the cartoon was reproduced as a part of the advertisement of the New York Central railroad showing that the scenes depicted in the cartoon were located along its lines.

### No New Trial for Myrick.

Judge Morton, of the United States District Court, of Boston, Mass., has overruled the motion for a new trial for Herbert Myrick, publisher of the Orange Judd Homestead, of Springfield, Mass., and James M. Cunningham, circulation manager, who were convicted by a jury of conspiracy to defraud the Government by making false statements relative to the circulation of the paper whereby a rate of postage was obtained to which they were not entitled. The defendants now face sentence.

**\$20,000,000 PAPER MERGER.**

**Canadian Mills Have Plans for Huge Manufacturing Combination.**

A twenty million dollar merger was approved by the directors of the Spanish River Pulp & Paper Mills, Ltd., at a meeting held on July 18 at Toronto, Can. It was decided to submit a by-law to the shareholders sanctioning the union of the Lake Superior Paper Co.'s interests with their own. When this combine is completed three of the largest paper concerns, viz., the Spanish River Co., the Lake Superior Co. and the Ontario Pulp & Paper Co. will be united. A general meeting of the Spanish River shareholders has been called for Monday, July 28.

According to the agreement proposed, the Spanish River Co. will receive 30,000 preference shares of the Lake Superior Co., of the par value of \$3,000,000, and 50,000 common shares of the par value of \$5,000,000, and \$900,000 cash. The latter will be paid in certain fixed instalments. In consideration of this the Spanish River Paper Co. issues to the syndicate 37,000 fully paid preference shares, having a par value of \$3,700,000, and 50,000 fully paid common shares, with a par value of \$5,000,000, and the guarantee by the company of the payment of the principal and the interest and sinking fund upon the present issue of first mortgage bonds of the Lake Superior Co., amounting to \$5,000,000.

At the same meeting the shareholders will be asked to approve an increase in the capital stock of the company to \$20,000,000.

**DEATH OF CARDENO F. KING.**

**Former Publisher of Boston Tribune Passed Away in Prison.**

Cardeno F. King, who in 1907 began the publication of the Boston Daily Tribune, which was discontinued at the end of a few months after entailing a loss of \$500,000, died in the State prison at Bridgewater, Mass., July 21, where he was serving sentence for fraud. King, subsequent to his newspaper experience, became involved in a number of financial operations. The most widely known of these was his exploitation of the King-Crowther Corporation, a Texas company, organized in 1901 with a capital stock of \$3,000,000.

Through an extensive campaign of advertising a large amount of the stock was unloaded on the public. The town of Crowther was pictured in the advertisements as a flourishing place with handsome hotels, business houses and residences and surrounding them were dozens of oil derricks, from the wells of which oil was spouting in prodigious quantities. The State of Texas on complaint of several dissatisfied stockholders in distant States sent its representatives to the spot where the town of Crowther was said to be located. They reported that there was no such place in existence.

**FOR SALE CHEAP**

**ONE GOSS COMET**

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

**ONE 20-PAGE HOE**

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

**ONE GOSS STRAIGHTLINE**

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

**ONE GOSS**

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

**ONE GOSS**

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

Address

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

**A Letter to the Evening Mail**

From William C. Freeman, formerly its Advertising Manager, now the Advertising Manager of the New York Tribune.

New York, July 10, 1913.

To The Evening Mail:—

You know how proud I was of The Evening Mail's achievements while in was in your employ. I am just as proud of them now, away from you.

I want to express to you my great satisfaction, first, at the splendid circulation statement you printed on July 2d, and, second, at the splendid showing of advertising you made for the six months ending June 30th last.

Your statement of circulation confirms all that any of us ever claimed it to be, and it forever sets at rest the envious rumors that were so unwisely and unfairly circulated.

You have not hidden a single thing in your statement to the government, as I knew you would not do. I am immensely pleased, so are the advertisers and agents and everybody else who take a keen interest in a newspaper that puts all the cards on the table, face up, and plays square with its advertisers and readers.

It is one of the bright eras in my life that I was permitted to be a part of the organization which has built up The Evening Mail on sound and honest business lines. Its splendid success is well deserved. It will continue to grow because it has the punch, and the courage, and the principles to make a newspaper go.

While I was with you, it was my privilege on many occasions to make some business announcements that showed the leading position of The Evening Mail in its field. These announcements were sometimes scoffed at by people who were unwilling to accept the real facts.

If there are any doubters left anywhere, it seems to me that your showing of business for the six months of this year, ending June 30, should make them see the light so plainly that hereafter they will frankly concede your supremacy.

Personally, I have the friendliest feelings for all good newspapers, as you and others well know, so there is no ill will on my part in comparing your position with that of your competitors.

But I wonder if advertisers fully realize how great is your leadership?

The six months' figures show that you exceeded the total advertising printed by your nearest competitor—The Globe—by 326,243 lines, or 1,105 columns, which is an average of over 7 columns per day for 154 publication days.

They show that your excess of business over your next competitor, The Evening Sun, was 743,720 lines, or 2,521 columns, which is an average of 16 columns per day for 154 publication days.

They show that your excess of business over your next competitor, The Evening Post, was 891,554 lines, or 3,022 columns, which is an average of 19 columns per day for 154 publication days.

You are not in any sense a competitor of the Evening Journal, Evening World or Evening Telegram. They represent an entirely different field. You have chosen to meet the requirements of another field. You fill that field well. You have concentrated your efforts in that field and have succeeded in establishing yourself in first place.

An analysis of the character of the advertising you print puts you among the leading newspapers of the country that have a care as to the kind of advertising they accept. This must be as satisfactory to your readers and advertisers as it is to yourselves.

It should also be a great satisfaction to you to realize that the columns of your paper are not dominated by a few advertisers.

You are rich in the number and variety of your advertisements—the real strength back of a newspaper's business and a real test of its value as an advertising medium.

You should be feeling pretty good these days, and I have no doubt that you do, but knowing you all as well as I do I am sure that you are not satisfied.

When one becomes self-satisfied he ceases to grow—to improve. I know that you intend to keep on growing and improving, and you will, because you are on the right track.

I asked Mr. Ogden Mills Reid, Editor, and Mr. Conde Hamlin, Business Manager, of the New York Tribune, if they had any objection to my sending you this letter, and their answers were: "Not in the least. The Evening Mail deserves all the good things you say about it. As a matter of fact we endorse what you say. We are glad of its success."

So there you are, friends! May all good luck and success attend you.

Sincerely yours,

WILLIAM C. FREEMAN.

**CANADIAN PRESS COMBINE.**

**Small Associations in Entire Dominion Will Merge.**

At the seventeenth annual meeting of the Western Canada Press Association, held in Winnipeg on July 10 and 11, it was decided to merge that organization in the Canadian Press Association. This action was taken in view of the decision of the Canadian Press Association to greatly extend the scope of its activities and employ an efficient executive secretary for his entire time. The plans of the Canadian Press Association in this direction were explained to the Western Canada Press Association by John M. Imrie, secretary of the Canadian Press Association, and J. H. Woods, Calgary Herald, a member of its executive committee.

The merging of the Western Canada Press Association in the Canadian Press Association does not mean the abandonment of the local press organization in the territory heretofore served by the former association. The Manitoba-Saskatchewan Division of the Canadian Press Association has been organized to carry on the local work of the Western Canada Press Association and it will be composed of all members of the Canadian Press Association resident in Ontario west of the Great Lakes, in Manitoba and in Saskatchewan, including all members of the late Western Canada Press Association. It starts with a membership of approximately 150 newspapers, and this number will be greatly augmented shortly as a result of a series of district press conferences which the secretary of the Canadian Press Association will conduct throughout western Canada in September and October.

The Manitoba-Saskatchewan Division of the Canadian Press Association will meet annually and have its own officers as did the Western Canada Press Association. F. B. Allen, Port Arthur Chronicle, is its first president, and George H. Saults, Town Topics, Winnipeg, its first secretary. The first annual meeting of the division will be held in Kenora in the summer of 1914.

**FURTHER EXPANSION IS PLANNED.**

The organization of the Manitoba-Saskatchewan Division of the Canadian Press Association is the first step toward the organization of Provincial and Interprovincial divisions of the Canadian Press Association throughout the Dominion of Canada. As far as possible, existing Provincial and Interprovincial associations, several of which are now affiliated with the Canadian Press Association, will be made the nuclei of the divisional organizations. For example, at the coming annual meetings of the Maritime Press Association and the Alberta and Eastern British Columbia Press Association these organizations will consider a proposal for amalgamation with the Canadian Press Association, which, if accepted, will result in their becoming the Maritime Provinces and Alberta and Eastern British Columbia divisions, respectively, of the national organization. The secretary of the Canadian Press Association will personally present this proposal to the Alberta and Eastern British Columbia Press Association, which will meet in Edmonton on Sept. 11 and 12, and it is possible he will attend the meeting of the Maritime Press Association, which will be held in St. John, N. B., on Aug. 20 and 21.

The plans for making the Canadian Press Association more thoroughly representative of the press in every Province of Canada include territorial representation on the executive committee also. The constitution of the Canadian Press Association is now in the melting pot, the recent annual convention having authorized the incoming executive committee to undertake a complete revision of it, in view of the altered nature of the association's work and membership.

The Phillipsburg (N. J.) Post, established in 1892, has been obliged to suspend publication.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New York City. Telephone, 4830 Beekman. Issued every Saturday. Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

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

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

World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 83 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's, on Thirty-fourth street.

New York, Saturday, July 26, 1913

## "KILL IT" SAYS THE A. N. P. A. BUREAU.

Another evidence of the presence in newspaper circles of the real get-together spirit on the part of leading newspaper craftsmen is the decision of the Committee on Advertising of the A. N. P. A., of which J. F. MacKay, of the Toronto Globe, is chairman, to "kill" the proposed campaigns of the National Commercial Gas Association and the Society of Electrical Development, for that is just what Bulletin No. 2 means when stripped of polite phrasing and verbiage.

"The committee unqualifiedly recommends that newspaper publishers urge each gas and electric company, and each gas and electric appliance company, in their respective communities, to refuse to subscribe to these proposed funds for magazine advertising."

The committee might have added, and in the event a contribution has been made, have your friend, the local gas and electric promoters and manufacturers, write to-day, specifying that his contribution to the fund must be spent in newspapers.

The newspaper men of the country are alive to their interests as never before, and owe it to themselves to stand together in this matter.

Don't delay—get in touch with your man now. Phone him to come over.

This stand is not taken because newspaper men are small, or narrow, or petty, or "not exactly liberal," as the Gas Age terms THE EDITOR AND PUBLISHER policy while commending it, but rather because the proposed plans are not right economically.

It would be extremely wasteful to advertise public utilities in 62,000 communities when the distribution covers, in the case of gas, 1,098. It is the same old magazine theory, long since exploded.

A few years ago we newspaper men heard a lot about selling the consumer, and having the consumer, in turn, force the dealer to stock up on the advertised article. This plan worked out about like this: When Mr. Consumer asked the dealer for the much-advertised brand, he was informed that the dealer did not handle it. The next step in the magazine propaganda was a great hue and cry about the "substitution evil," and every druggist and retail merchant in the country who failed to handle magazine-advertised goods was termed a crook, a highwayman, and "a substituter."

Now, it is use the magazines for educational campaigns, etc., etc. The theory's wrong. Advertising should be placed where distribution has been perfected, and nowhere else, and national advertisers have come to realize that magazine advertising is only good for a mail order proposition and for general publicity not aiming at sales in a restricted or localized territory.

Thank God that the night has passed and the day is breaking; that the newspaper men of the country are alive and alert, and have an advertising committee of intelligence, sand and backbone.

## ORGANIZATION OF NEWSPAPER ADVERTISING MANAGERS.

The proposal to organize the newspaper advertising managers of the Associated Advertising Clubs of America into an association of their own, will meet with general approval among workers in the newspaper field.

One reason why the newspaper men have cut such a small figure in the A. A. C. A. conventions is their lack of co-operation among themselves. Other branches of the business are organized and their members work together for the good of all. The magazine men have a number of very efficient associations which co-operate upon all matters that affect their field, and never seem to consider it too much trouble to go out of their way to help each other.

Through the lack of organization the newspaper men have been at a disadvantage upon many occasions when concerted effort would have materially advanced their business interests.

The newspaper advertising managers are an able body of men—they must be to hold down their jobs on the great aggressive journals of to-day. Hitherto the rivalry between them has been so intense that they have not worked together on general propositions as they should. If the proposed association should prove to be the means of banishing this spirit and make every advertising manager feel that while his associates are in some instances competitors they are mutually interested in the popularizing of newspaper advertising through intelligent educational methods, much good will be accomplished.

## PREPARING FOR THE BUSY SEASON.

The vacation period is naturally less productive of business than the later months, but it affords opportunities for getting into shape for renewed activities in the fall and winter that should prove of great value. The employer or employee who takes a vacation of two weeks comes back with a new supply of vital energy and physical force. Having dropped all thoughts of business during his absence he returns with a clearer brain and the ability to see things in a better light. He therefore tackles his work a stronger man for the position he holds than he was when he went away.

Two months of summer still remain: What are you going to do with them? If you are to make any changes in the arrangement of your office, move into new quarters, or contemplate the introduction of improvements in your mechanical plant, now is your opportunity. Business is quiet, the fall advertising campaign has not crystallized, and few people want to discuss big problems. Hence the lessening of tension in strain that prevails during the rest of the year. This period of quiet may be employed in getting ready for the fall and winter months when almost every waking moment is devoted to the up-building of business.

Have you planned your own campaign for the new season ahead of you? Have you evolved any new ideas that you are going to try out, or have you, profiting by the experiences of others, decided to adopt new methods for increasing the popularity of your newspaper or of increasing its advertising revenues?

If you have not thought of these things before get busy at once. Analyze your problems carefully and see wherein you can increase the efficiency of your plant. Are you printing all the local, county

or State news that you should? Have you the right men in your editorial and business departments? Are you obtaining a fair return for the hard work you are doing? If not, what is the reason? Analyze your cost of production and see if you are charging a proper rate for your advertising. Have you recently made a systematic house-to-house canvass of your territory for subscriptions? You ought to see that the ground is covered at least once a year; twice is better.

What are you doing to extend your local and foreign advertising? Have you thought out any new arguments that might be used to induce advertisers to use your medium? Why not analyze your subscription list and thus be able to furnish your prospective advertisers a clear idea as to the purchasing power of your readers for different articles? Do you realize that the new publicity law has worked over night a quiet revolution in the industry? Do you realize that the paper having the bulk of circulation will now get proper credit; that every paper must analyze carefully its field and its clientele and sell it to the advertiser?

Do you know that August is the big month for national advertising, that more campaigns are decided upon and more lists completed in August than perhaps any other month in the year? Moreover, do you realize that THE EDITOR AND PUBLISHER has on its lists the names of more important space buyers than any other paper? It will pay you to have your paper's story in every issue of THE EDITOR AND PUBLISHER during August.

## EDITORIAL COMMENTS.

Wonder what's the matter with Denver? All the executives of the four principal newspapers have been indicted on charges of printing certain kinds of medical ads in violation of the State law, and in reproducing pictures of bathing girls, including the now famous "September Morn." The Citizens' Protective League is the complainant in the case. Prosecuting the newspapers for printing objectionable medical ads may be all right, but what about those bathing girls? We have put on our "specks" and examined Chabas's artistic picture, "September Morn," with great deliberation, but we saw nothing about it that even approached the indelicate, not to say indecent. Those who object to its display in shop windows or newspaper columns probably belong to the same class of people as those who are shocked by the appearance of the family wash hanging in the yard on Monday. The trouble with some persons is that they have too vivid an imagination.

The Pittsburgh Press has performed a good service for its many readers and for the public generally in testing out the claims made for the consumption cure discovered by Dr. Friedmann. It sent to Friedmann's institute in Berlin a typical consumptive, who received the treatment for five months and was then pronounced cured by the hospital physician. On his return local physicians found that the condition of the patient was much improved, but that traces of the disease were still in evidence. Col. Oliver S. Hirshman deserves the credit of being the first newspaper man to go to the trouble and expense of giving the Friedman turtle serum a thorough test for the benefit of the public.

Our esteemed contemporary, Printers' Ink, was twenty-five years old this week, and in celebration of the event brought out a 200-page issue crowded with good things. The "Little Schoolmaster" was never more prosperous or more helpful to those who are engaged in advertising than at present. Under the editorship of John Irving Romer the magazine has grown in influence and usefulness. It has discussed the advertising problems of the hour without prejudice and has ever been on the firing line in the fight for honest publicity.

"The only people who do not read newspapers are the people who do not read anything."—Bill Wise.

**PERSONALS.**

Walter Hines Page, the American Ambassador to the Court of St. James, is winning much esteem from the English newspaper men by his considerate treatment of them. Recently he invited them to a conference for a talk upon current topics.

G. A. Gregory, managing editor and one of the owners of the Savannah Morning News, has recently returned home from an extended trip in the West.

Pleasant A. Stovall, editor and owner of the Savannah (Ga.) Press, who was recently appointed minister to Switzerland, was given a banquet by his employes on the Press previous to his departure for his new post. At the conclusion of the feast he was presented a large American silk flag, which he will take abroad with him.

The New York Herald on Sunday printed a cable news dispatch from Lafayette Young, editor and publisher of the Des Moines Capital, who is in the center of the Bulgaria-Servia war district, in which he expressed his admiration for Servians.

Howard Davis, the aggressive business manager of the New York American, spent last week in the west studying conditions at first hand. He reports an optimistic spirit in Chicago and a real go-ahead movement.

Dr. J. A. McDonald, editor of the Toronto Globe, who is spending a few weeks on the Pacific Coast, spoke in St. Paul's Cathedral, Los Angeles, July 13, and made a deep impression on a large audience.

N. G. Poon Chew, editor of the leading Chinese daily newspaper of San Francisco, delivered a lecture on "The Future of China" at Bellingham, Wash., recently.

E. O. Wild, editor of the Gulf States Farmer, New Orleans, has gone to the Canal Zone with a view of assisting the State of Louisiana in securing immigrants from among the Government's employes who have been engaged in building the Panama-Pacific Canal, and who will soon be out of employment.

Andrew W. Hopkins, editor of the Wisconsin Farmer and secretary of the Wisconsin Live Stock Breeders' Association, has been appointed agricultural editor and professor of agricultural journalism in the College of Agriculture of the University of Wisconsin by the regents at their July meeting.

Cornelius Ford, United States Public Printer, was the guest of honor at a dinner given him by his typographical friends in Hoboken, Saturday evening. During the evening he was presented a loving cup.

Emerson W. Judd, formerly editor of the Railway Age, has been engaged to make a report upon the finances and physical condition of the St. Louis & San Francisco Railroad, which recently went into the hands of receivers.

Charles Dwyer, editor of the Ladies' World, on Sept. 1 will become the editor of the Woman's World. He is to spend a month abroad before taking up his new position. Mr. Dwyer is one of the best known women's publication editors in the country. He made the Delineator magazine out of a Butterick fashion plate, and the Ladies' World out of another.

M. E. Nicholas, until recently editor of the Winnipeg Telegram, and who is now in charge of the Daily Mail, Montreal's new morning paper, was tendered a dinner by members of the Western Associated Press at Winnipeg, July 9.

Elsewhere in this issue will be found a portrait of W. J. Murphy, president, editor and publisher of the Minneapolis Tribune, made from his latest photograph. Mr. Murphy is regarded as one of the foremost publicists of this country. He has built up a fine property in the Tribune, which has a commanding influence in the city and district it serves. Its advertising columns contain the announcements of the leading merchants of Minneapolis, and of the best general advertisers in the country. Mr. Murphy believes in gathering about him a strong staff of executives—men who are able to do things and add to the prestige of the paper.

James C. Dayton, business manager of the New York Evening Journal, on Saturday sailed for a vacation trip abroad.

W. W. Freeman, a member of the Chicago Press Club and one of the well known press writers of that city, is now editor and the whole thing on the Panama City (Fla.) Pilot.

J. A. Lloyd, who has been with the Toledo Times, has resigned, to become business manager of the Kenton (O.) News-Republican. Mr. Lloyd has been engaged in newspaper work for ten years, during which period he has been connected with the Columbus (O.) Citizen, the Fort Smith (Ark.) Southwest American, and the Oklahoma City Oklahoman.

S. J. Vlasto, editor of the Greek newspaper, Atlantis, has remitted \$109,000, raised by popular subscription among his countrymen, to Queen Sophie, of Greece for her hospital and relief work.

J. R. Ransone, Jr., editor and publisher of the Cleburne (Texas) Enterprise, who recently spent two weeks in Chicago and New York on a business and pleasure trip, has returned home.

Thomas J. Commerford, one of the owners of the Matteawan Beacon Journal, has retired from that paper.

Elmer Clark, publisher and joint owner of the Little Rock (Ark.) Democrat, has been visiting friends in Nashville, Tenn.

E. M. Ainsworth, for several years city editor of the Waco (Texas) Times Herald, has resigned to go into the real estate business. He is succeeded by Joseph E. Fee.

**GENERAL STAFF PERSONALS.**

Alexander Jeffrey, managing editor of the Brooklyn Citizen, and the author of "Thoughts in Verse," spent his vacation time on a farm in Bergen County, New Jersey, near Saddle River. His dissipation were walking and driving between Allendale and Waldwick, where the country is thickly wooded.

Charles R. Brown, managing editor of the Journal of Commerce, and his brother, Walter B. Brown, who is on the staff of the same paper, are both enthusiasts in motor boating. They have their anchorage at New Rochelle.

Dean Palmer, son of Charles M. Palmer, has become associated with his father in the newspaper brokerage business at 225 Fifth avenue, New York City.

City Editor J. E. Elliott, of the Bridgeport Standard, has returned from a two weeks' vacation passed at Atlantic City and the various beaches.

Fred T. Lincoln, late editorial writer on the Kalamazoo (Mich.) Gazette, has become city editor of the Grand Forks (N. D.) Times-Herald.

Forest B. Wilson has become managing editor of the A. M. S. Publishing Co., publishers of the Kirksville (Mo.)

Democrat, Morning News, the Clarence Courier and the La Plata Home Press. Mr. Wilson was owner and editor of the Vandalia Mail from 1909-1912. Since then he has been engaged in newspaper work in Minnesota.

Mrs. Rosamond Winton, formerly connected with the Bridgeport Farmer and a prominent suffragette, has become connected with the Peck publications as editor of the women's and society pages.

Albert Wold, a member of the editorial staff of the Grand Forks (N. D.) Times, has been appointed chief clerk to Secretary of State Thomas Hall, of that commonwealth.

A. S. O'Brien, legislative reporter for the Bridgeport and Waterbury Sunday Herald, and formerly covering Hartford and that territory generally, has been transferred to the home staff at Bridgeport. His place in Hartford is taken by George Findlay, of the home office.

Grant Rogers, of Auburn, Me., who has been connected with the Rutland (Vt.) Herald for some time past, is now one of the day editors in the Boston office of the Associated Press. Mr. Rogers was at one time a member of the Lewiston Sun staff and is well known in the Twin Cities.

Louis E. Peck, proprietor of the Peck weekly publications at Stratford, Conn. has leased the entire Tucker building in that place as the new home of his publications. He will install a thoroughly modern equipment by fall, including an additional linotype.

A. T. Bowler, of the Raleigh (N. C.) Evening Times, has resigned to become paying teller in the Citizens' National Bank, of that city.

Hilton R. Greer, managing editor of the Amarillo (Texas) Daily News, is a candidate for the State Legislature.

Jan P. Decker, for a quarter of a century a leading editorial and news editor of the far West, and for seven years editor of the Billings (Mont.) Daily Gazette, has given up newspaper work to engage in business in that city.

Benjamin E. Kelley, editor of the Greenwich (Conn.) News, and Mrs. Kelley, are spending their vacations at Boothbay, Me., Mr. Kelley's old home.

**IN NEW YORK TOWN.**

Oswald G. Villard, president of the New York Evening Post, has returned from a trip to Europe and resumed his duties.

John H. Gavin, acting city editor, is in charge of the city desk of the Morning World. Arthur C. Clarke, city editor, being on his vacation.

With Charles E. Chapin, city editor of the Evening World, on his vacation, William McLoughlin is acting in his stead.

(For other Personals see page 118.)

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

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

**FOR SALE**

**COUNTRY DAILIES AND WEEKLIES FOR SALE.**

All parts of the country; good propositions; prices range from \$1,000 to \$25,000. Write us. AMERICAN NEWSPAPER OWNERS' EXCHANGE, Rand-McNally Bldg., Chicago.

**SUCCESSFUL**

capable and experienced daily newspaper publisher will use as much as \$150,000 cash as first payment on an attractive daily newspaper property. Proposition I. A.,

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave. New York

**SITUATIONS WANTED**

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

**NEWSPAPER MAN**

with seven years' experience, desires position as managing editor, as reporter, art editor in city of twenty-five to one hundred thousand; can handle editorial advertising, circulation and mechanical ends. Address "WEEKLY," care of THE EDITOR AND PUBLISHER.

**CARTOONIST**

Would like to land position on small or medium sized paper. I will not ask for an exorbitant salary. Age 27, sober and eager to turn out good, steady volume of pen and ink work. Can do political and specialize in comics. Experienced, but haven't the reputation or "pull" for steady job on the big papers as yet. Have some good comic series that small paper could profitably syndicate to others. Make me an offer. Address "G. C.," care THE EDITOR AND PUBLISHER.

Young man seeks position where he can show to advantage his ability of years' newspaper experience, as reporter, art editor and advertising. Knowledge of photo engraving. Address "D., 1056," care THE EDITOR AND PUBLISHER.

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

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

**CIRCULATION GETTERS.**

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

**ADVERTISING MANAGER**

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

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

**BUSINESS OPPORTUNITIES**

**WANTED**

Experienced newspaper man of high character, able to invest \$15,000, to join me in purchase of stock and management of big, prosperous western daily, a leader in a city of 70,000. A remarkable opportunity. Give reference first letter. "FORTUNE," care THE EDITOR AND PUBLISHER.

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

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

**MISCELLANEOUS**

**DAILY NEWS**

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

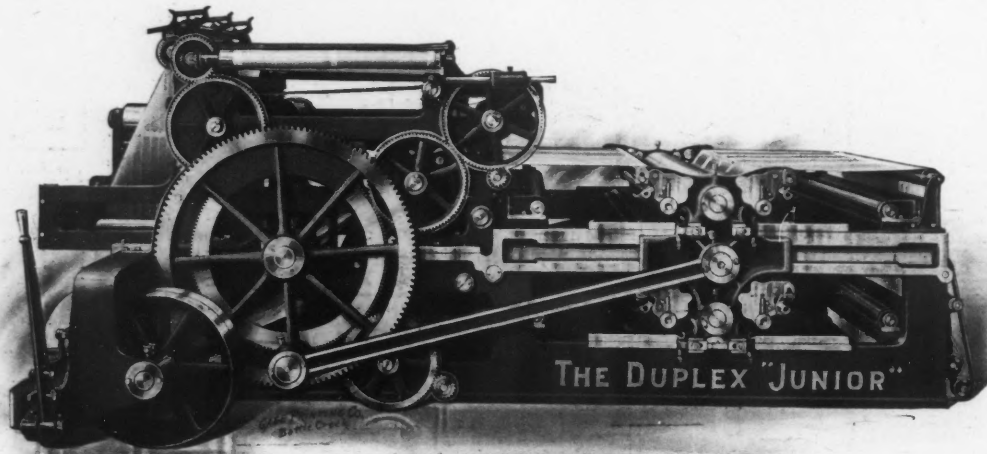
RICH & McLEAN,  
51 Cliff St., New York.

# THE DUPLEX "JUNIOR"

We are now accepting orders for the New Duplex Junior Flat Bed Perfecting Newspaper Press.

We announced last year the bringing out of such a machine, and we intended to build it on the plan of printing with the movement of the cylinders in one direction only, with the reduced product and reduced price corresponding.

However, after extended observation of results secured by similar machines in the field, and repeated inquiries for a less expensive press with **greater productive capacity**, we changed our plans and built a press printing on both the forward and backward strokes of the cylinders, constructed on the general lines of our universally popular 4, 6 and 8-page Flat-Bed Press, but so simplified and reduced in cost of construction as to enable us to sell it at a much less price.



THE DUPLEX JUNIOR—DRIVE SIDE.

Capacity, 4, 6 or 8 pages. Speed, 5,000 per hour.

This machine is not a **substitute** for our regular 4, 6 and 8-page press, which may be operated at a speed of 6,000 or more per hour, the price of which is \$6,500, but it is a machine which will **produce 5,000 papers per hour of either 4, 6 or 8 pages**, and the price will be **only \$4,500**.

This press and this price are adapted to the large number of publishers of daily newspapers whose circulation does not require the speed of our higher priced press, but who wish a machine capable of turning out more than 2,500 to 3,000 per hour, and able to meet the future demands of increasing circulation.

We are the pioneers in flat-bed perfecting newspaper presses. We introduced them to the world. All preceding attempts in this direction had been failures. It is now a quarter of a century since we began to build these Flat-Bed newspaper machines. We are more familiar with the requirements of publishers in this field than any others can be. Not only that, but "**Duplex Quality**" has become the standard throughout the world. This quality will be maintained in this new machine.

## THE DUPLEX PRINTING

BATTLE CREEK, CHICAGO

NEW YORK OFFICE

LONDON:

Linotype and Machinery, Limited

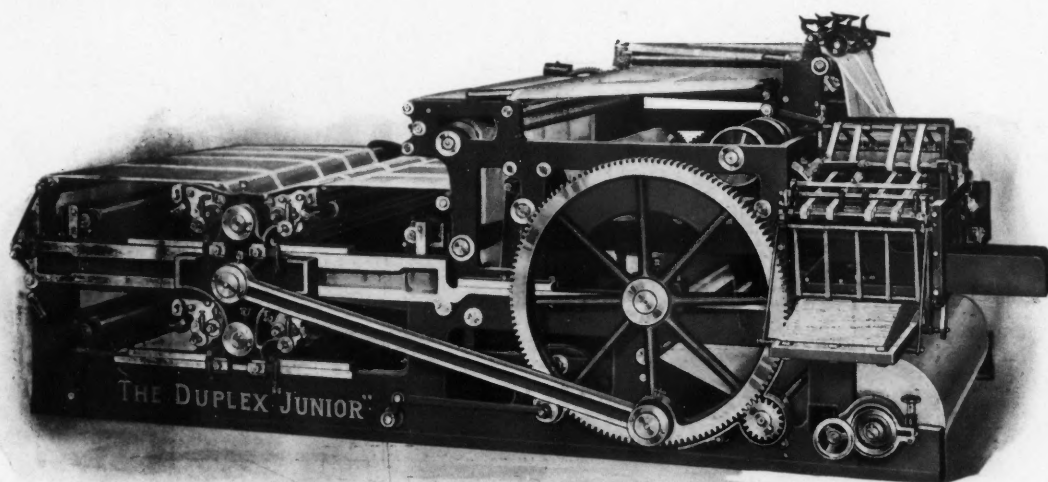
MILLER & RICHARD,



# A DUPLEX FOR \$4,500

The Duplex Junior will give the small paper a metropolitan appearance and equipment at less operating expense than that of a cylinder press, and enable it to get a class of business that would never be secured while using a hand-feed cylinder press. It is indispensable to the progressive, growing newspaper.

The Duplex is now the recognized standard of printing press construction the world over. It is built to last. Consider carefully the facts herein stated, then note the price, \$4,500, and remember that the product is far greater than that of imitation machines.



THE DUPLEX JUNIOR—PLAIN SIDE.

The folder is built in and is part of the machine, not a side issue.

The Duplex Junior is just what the small publisher has been waiting for. A fast, perfecting press, at a low price. It keeps operating expenses down while circulation and profits go up. It is economical, neat, compact, simple and easy to operate, beautiful in design and built to endure.

This new Duplex Junior gives double the product at one operation of any imitation machine—and does it at less cost. It exactly fills the wants of the publisher whose work does not require the higher speed of our more expensive machine.

Our regular Flat-Bed 4, 6 and 8-page press, capable of producing about 1,000 more papers per hour than the Junior, and our 10-page Flat-Bed machine, capable of producing 4, 6, 8 and 10 pages at the same speed, will be continued as usual.

## ING PRESS COMPANY

CHICAGO, MICHIGAN, U. S. A.

WORLD BUILDING

PARIS:

General Agents for Canada

Linotype and Machinery, Limited

## \$30,000 In Cash

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

**HARWELL, CANNON & McCARTHY**

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

## TURNER'S BULLETIN

Highest testimonials have been awarded

**C. Godwin Turner**

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

## OUR NEW HANDY SPECIMEN BOOK

PREFERRED TYPE FACES

Shows 58 of the most useful and beautiful faces ever designed—102 different borders—70 initials and ornaments—in fact.

All you need to Know About Type Use your copy now and often.

**BARNHART BROS. & SPINDLER**

168-172 West Monroe Street

Washington St. Louis St. Paul Omaha CHICAGO and NEW YORK Kansas City Atlanta Seattle Dallas

## Press Clippings

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

**BURRELLE**

CHARLES HEMSTREET, Manager

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

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

SEND FOR SAMPLE

**F. E. OKIE CO.**

Manufacturers Fine Printing Inks PHILADELPHIA, PA.

TAKE IT TO

# POWERS

OPEN THE FASTEST ENGRAVERS OUT OF 24 HOURS ON EARTH

ON TIME ALL THE TIME

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

## FEMININE STANDPOINT.

**Greatest Change in American Newspapers in Recent Years Due to the Thinking Woman, Declares Mr. Reese.**

Benjamin H. Reese, managing editor of the St. Louis Star, in his address delivered during journalism week at the University of Missouri, said in part:

"We are firmly convinced that newspapers, regardless of whether they are the more staid and deliberately edited morning newspapers or the more swiftly prepared afternoon newspapers, must arrive at the woman's standpoint of what constitutes interesting news for women instead of trying to make women arrive at the paper's standpoint of what women must read.

"The greatest change in the ranks of newspaper readers in the last eight or ten years has been found among the women readers. This change is so great that women may be said to have altered the entire complexion of the daily press in the large city, the small city or even the country town.

WHAT WOMEN JOURNALISTS MUST KNOW.

"A very large element of reading women to-day are thinking women. The newspaper woman of this day and the future day in American journalism must know eugenics better than she knows the elements of scandal. She must know hygiene. She must know structural and basic politics. She must know economics and finance in their broader aspects.

"Women have learned more about politics because they are on the verge in many States, as well as many nations, of becoming participants in the advantages or disadvantages of the ballot.

"They have learned more about domestic economy, and incidentally about finance, because of the altered conditions of living and because conditions in the home have made it necessary for them to comprehend the questions that involve the scientific expenditure of money.

KNOWLEDGE OF HYGIENE.

"They have learned more about sanitation and hygiene because a better knowledge of those two principles means a saving of money in the family.

"The average thinking woman to-day is learning a good deal about social democracy. She is familiar with all of the best work and the principles of the work performed by women like Jane Addams.

There is less romanticism in the reading and thinking American woman to-day than ever before in her existence. Women are deserting the field of romanticism for realism. They are becoming first of all practicalists.

MEETING WOMAN'S DEMANDS.

"And the newspapers that we are producing now, and more especially the newspapers we are to produce in the future, must serve this newer type of woman adequately, or else women will produce their own mediums for communication.

"The fact that we are altering and must still further alter our newspapers to meet these new mental demands by a very large percentage of our readers will make for the permanent improvement of daily newspapers.

"These are some of the changes that have made for circulation growth—the real and final test of news judgment and news values. The changes have made for a more permanent circulation. By stimulating and educating human minds we have succeeded in creating the constant, consecutive appeal that makes the newspaper purchaser of one day the purchaser on the next day and the day after.

PUBLIC IS FACT-HUNGRY.

"There is just one caution which men from all of the larger newspapers would offer students of journalism. Never before in newspaper history has directness been more in demand from writers. The florid style has gone out of newspapers forever. Newspapers do not want descriptive writing; they want facts.

## PAGE MATS

Not the ordinary, every-day kind—but equal to, if not better than, those turned out in your own shop. Headlines matched exact.

Cost may be a trifle more—but your readers and advertisers will appreciate the difference—to say nothing of stereotyper and pressman.

The International Syndicate - Baltimore, Md.

## CHICAGO AMERICAN CHANGES.

John N. Eisenlord, the new circulation manager of the Chicago Evening American, began his newspaper career when a youth as bookkeeper for the Memphis Commercial, of which his father was general manager. Later he served, in succession, the Milwaukee



JOHN N. EISENLORD.

Journal and the Colorado Sun and Denver Times before the consolidation of those two papers.

In November, 1900, he entered the employ of the Chicago American, with which he has been connected ever since and gaining promotion from the ranks to his present position at the head of one of its most important departments. He has a widespread and favorable acquaintance among newsdealers all through the Middle West. William Wesby, another long-time employe of the American, has been made city circulator by Mr. Eisenlord.

D. J. Hanlon, formerly circulation manager of the Atlanta Georgian and Sunday American, has been appointed country circulator of the Chicago Evening American, succeeding Mr. Eisenlord.

## Resigns from Bridgeport Paper.

Buckingham Marsh, for eight years treasurer and assistant manager of the Bridgeport (Conn.) Telegram, has resigned to become associated with Geo. W. Hills, founder and former publisher of the paper, who is now engaged in the printing and stereotyping business in that city. For about thirty years he has been connected with the business interests in which Mr. Hills has been prominent. When Mr. Hills first entered the newspaper field, through the establishment of the Post, Mr. Marsh became collector in 1883, and the following year bookkeeper. Shortly afterwards he filled a similar position on the Farmer and then for seventeen years was head bookkeeper and treasurer of the Pacific Iron Works in that city. Elmer S. Hulbell, of the Telegram's business staff, succeeds Mr. Marsh.

## 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.

## "Emergency Pages"

Have you any on hand? What for? To take care of an unexpected windfall of advertising; to catch your fast mail, or carrier's street car. In fact, to meet any emergency—such as a fire, etc. They are cheaper than metal. Write for a sample set.

World Color Printing Co.

ST. LOUIS, MO.

Established 1900

R. S. GRABLE, Mgr.

GET

## Today's News Today

## "By United Press"

General Office:

WORLD BLDG., NEW YORK

It is a fact that  
Without exception

THE BEST DAILY COMICS

AND

THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate

45 West 34th Street, New York City

## Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street

New York City

You Can Increase Your Advertising Revenue by Running a Moving Picture Department.

The picture theatres in your city would be willing to advertise if you run our Moving Picture News Service. It includes matrices or electrotypes of photoplay stars and scenes from pictures appearing in local theatres.

A very liberal proposition will be submitted to you if you write to

THE MOTION PICTURE NEWSPAPER PUBLISHING COMPANY, 1600 Broadway, New York City.

## MOST CONVENIENT

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

**MUNICIPAL PAPER FOR CHILDREN**

**London County Council May Establish One at an Early Date.**

The London County Council is considering a plan to establish a newspaper for the children attending the Council's schools. The proposition, which has been reported upon in a formal manner, provides that the paper shall contain the following features: (1) A short chronicle of the events told in such a fashion as to interest children; (2) original stories, serial or other, suitable for boys and girls; (3) biographical sketches of great personalities; (4) extracts from English literature in prose and poetry connected with current events or anniversaries; (5) articles on London history in its association with buildings, streets or districts; (6) a reproduction in each number of some noted picture or portrait, or a representation of some building of historic or architectural interest with simple descriptive details; (7) essays or other school work of exceptional merit; (8) problems for solution in such subjects as literature, history, geography and arithmetic; (9) accounts of pupils' visits to places of interest in town or country; (10) records of special achievements by pupils or ex-pupils in any field of distinction; (11) a correspondence column; (12) a page for parents.

It is believed that such a newspaper would be helpful to both parents and children and would be instrumental in arousing an interest in good books and good literature.

**NEWSPAPER ADVERTISING BEST.**

**Evansville Controversy Is Decided in Favor of Dailies.**

A lively discussion among a number of merchants and manufacturers in Evansville, Ind., as to which was the most economical method of advertising, has just been ended in favor of newspapers. Being named to investigate the matter, J. S. Oliver, advertising manager of the Evansville Brewing Association, wrote to twenty of the most prominent national advertisers in the United States and asked them which publicity medium, in their estimation, was the most valuable—newspapers, billboards, painted walls, street cars or direct circulars?

Nineteen of the twenty named newspapers without hesitation, and a number went so far as to recite their experiences in detail and named the reasons for their conclusion. One firm had been a persistent and successful advertiser for thirty years; practically all of them manufacture articles that have long been household words throughout the whole country, and who have had sufficient practical experience to qualify them as capable judges.

This disclosure has influenced the Evansville Brewing Association to appropriate a considerable sum to be expended for newspaper advertising.

**Press Club Cat a Suicide.**

The New York Press Club cat committed suicide on Monday by throwing herself from a window of the club house. "Ed" McGowan, the rotund and genial faced mixer of cooling beverages, was composing a thirst quencher on the fourth floor when the sad event happened. Ed says that the cat had been suffering of late from melancholia, and that when she couldn't endure life any longer put an end to her existence. The poker players of the club are wearing crape because her presence at a game frequently changed bad to good luck.

**Hobo News Editor Pleads for Idle.**

Axel Gustafson is the editor of the Hobo News, the first number of which appeared recently. The paper is published in Chicago in the interest of the idle brotherhood. It is a six-page paper, small and much resembling a pamphlet. In the first number Mr. Gustafson makes an appeal for the hobo, who, he says, should receive pity for his lonely state.

**The Smoke Cleared Away**

**"The Largest Circulation in the High-Class Evening Field"**

For many years THE GLOBE has made this claim, which, through the publication of the circulation statements required by Act of Congress, has now been substantiated.

For over three years THE GLOBE has regularly published statements of net paid circulation and submitted to examinations and audits by the A. A. A., N. W. Ayer & Sons and Certified Accountants.

THE GLOBE in that time has insisted that the only fair basis of counting circulation is on the proven daily average sale for a full year.

The publication of the statements now absolutely demanded by the United States Government has compelled our bashful competitors to show up what they are selling.

Here are the statements. Read them for yourself. THE GLOBE clearly leads in its class:

**THE GLOBE—**

Daily average net sales for the six months ended	
September 30, 1912.....	<b>134,041</b>
Daily average net sales for the six months ended	
March 31, 1913.....	<b>130,524</b>
Daily average net sales for the year ended	
March 31, 1913 (proven).....	<b>132,299</b>

**THE EVENING MAIL—**

Daily average net sales for the six months ended	
September 30, 1912.....	<b>132,205</b>
Daily average net sales for the six months ended	
March 31, 1913.....	<b>120,904</b>
Daily average net sales for the year ended	
March 31, 1913 (approximately).....	<b>126,555</b>

**THE EVENING SUN—**

Daily average net sales for the six months ended	
September 30, 1912.....	<b>99,170</b>
Daily average net sales for the six months ended	
March 31, 1913.....	<b>104,396</b>
Daily average net sales for the year ended	
March 31, 1913 (approximately).....	<b>101,783</b>

**THE EVENING POST—**

Daily average circulation for the six months ended	
September 30, 1912.....	<b>27,549</b>
Daily average circulation for the six months ended	
March 31, 1913.....	<b>29,400</b>
Daily average circulation for the year ended	
March 31, 1913.....	<b>28,475</b>

For the year ended June 30, 1913, THE GLOBE had and proved a daily average net sale of **134,205**

For the month of June, 1913, the daily average net sale was **153,237**

**"The Largest Circulation in the High-Class Evening Field."**

And the Lowest Rate Per Line Per Thousand in New York



**O'MARA & ORMSBEE**

Foreign Representatives

Tribune Building, CHICAGO, ILL.

Brunswick Building, NEW YORK CITY

**WASHINGTON CORRESPONDENTS**

**Sketch of Oliver P. Newman, the New President of the D. C. Board of Commissioners.**

Oliver P. Newman, for many years a prominent Washington correspondent, is now president of the board of commissioners of the District of Columbia, a position of dignity and trust.

Mr. Newman's position is similar to that of the Mayor of New York City,



OLIVER P. NEWMAN.

only he does not have the political cares that Mayor Gaynor has to wrestle with.

Mr. Newman, previous to his appointment to his present position by President Wilson, was Washington correspondent for the Des Moines News and the Newspaper Enterprise Association.

He is the author of "The Fortunes of the Sun," a story about the newspaper game that appeared in the Saturday Evening Post about a year ago, and for the writing of which he received many compliments. Mr. Newman is very popular in Washington, and his selection for this high office was applauded by all.

**Columbia Students See Times Plant.**

The sixth of the university excursions of the Summer School at Columbia University to historical sites, museums and other institutions in and near the city, was made last week when some forty of the students visited the New York Times Annex. They arrived in Times square shortly after 10 o'clock, and the first thing on the program was a view of the city from the top of the Times building. Then they crossed to the Times Annex, and went through the plant from the library to the pressroom, seeing how a newspaper was made.

**Typo Credit Book Is Out.**

Publication of the 1913 Typo Credit Book has just been announced by the Typo Mercantile Agency of New York. The new edition contains 876 pages and, roundly, 90,000 ratings of firms connected with the trade, including newspapers, general publishers, printing houses, binders, engravers, paper makers and the dealers handling the output of these establishments. It also contains a list of representative trade papers connected with the industry. The business and rating of the firms noticed is given in logotypes in column formation, an arrangement which, with a key given down the center of every page, makes the gathering of the information sought an easy matter. Good and easily legible type has been used in the edition. When first issued the Typo Credit Book had 520 pages and contained only 62,000 names.

The new plant of the Mitchell (S. D.) Daily Republican will be ready for occupancy next week.

**The Paterson Press and Sunday Chronicle**

(Sunday Edition of Press)  
**Show Remarkable Advertising Gains, Notwithstanding Local Conditions**  
 During the first six months of 1913 The Paterson Press and Sunday Chronicle gained 481,390 lines of PAID advertising over the corresponding period of 1912, which period showed a gain of \$58,610 lines over same period of 1911, making a total gain first half of 1913 over first half of 1911 (just prior to change of management) of

**840,000 lines**

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

**Honest Advertising**

The National Dry Goods Association has adopted a resolution pledging its members to greater accuracy and sincerity in retail store advertising and to co-operation in efforts looking to the enforcement of laws against fraudulent advertising.

THE NEW YORK TIMES excludes announcements tending to mislead and investigates all propositions offered for publicity in its columns.

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

**THE EVENING MAIL'S**

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

**203 Broadway - New York**

**Detroit Saturday Night**

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

**Foreign Advertising Representatives**

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

**THE HERALD**

HAS THE **LARGEST MORNING CIRCULATION**

IN **WASHINGTON**

**JOHN W. HUNTER, Publisher.**

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

**YOU MUST USE THE LOS ANGELES EXAMINER**

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

**REPORTERS IN GAS TUNNEL.**

**They Witness the Explosion Uniting the Two Ends of the Big Bore.**

Nearly a score of New York newspaper men helped make real history on July 17 when, after witnessing the final "holing through" of the new Astoria tunnel of the Consolidated Gas Co. of New York, far down below the rushing currents of the East River, they completed in the Bronx the first under-the-water trip ever made between Astoria, L. I., and the city's northmost borough. Clad from head to toe in rubber clothing, the reporters assigned to cover the concluding step in the making of this latest and, perhaps, most wonderful of New York's many tubes, descended into the tunnel by way of the Astoria shaft under the guidance of Robert E. Livingston, of the Consolidated Gas Co. After an underground journey of about three-quarters of a mile the party, which included also a number of high gas and electric company officials and engineers, halted at a point 246 feet under the surface of the East River and about 800 feet from the Bronx shore, where George B. Cortelyou, the company's president, and William H. Bradley, its veteran chief engineer, simultaneously pressed electric buttons, setting off a powerful charge of dynamite and tearing to bits the three feet of rock wall that divided the two tunnel borings.

The new tunnel, which will carry two—and possibly four—great mains, each seventy-two inches in diameter, represents one of the most notable engineering feats yet accomplished in tube building for gas purposes. It is almost a mile in length, twenty-one feet high, and nearly as wide, with a bore shaped much like the letter D turned on its straight side. It was cut through solid rock nearly 250 feet below the surface of the river. The total cost of the undertaking is said to be nearly \$5,000,000.

**CIRCULATION CONTESTS.**

The Boston Journal is conducting a contest for baseball fans which is arousing considerable interest throughout the city and vicinity. The first prize is a \$1,750 Cartecar; the second an \$800 Hallet & Davis piano player, and the third two trips to the world series, all expenses paid, or \$200 in cash.

The popularity contest being conducted by the Buffalo News has eight weeks to run, and the interest shown is increasing daily. The fifty persons receiving the largest number of ballots will be sent to the world's baseball series this fall.

The Asheville (N. C.) Citizen on July 21 started a \$2,500 prize subscription contest under the direction of Frank S. Adams, contest manager. The competition is confined to boys and girls under eighteen years of age. The prizes consist of a \$1,000 touring car, four ponies and carts, four \$100 diamond rings, bicycles, kodaks and gold watches. The territory is divided into four districts, a set of prizes to be awarded to the winners in each one.

**Sentinel's Fire Loss Adjusted.**

The insurance loss on account of the recent fire in the office of the Knoxville (Tenn.) Sentinel has been settled to the satisfaction of the newspaper and the insurance companies. The loss was comparatively slight. The Sentinel on the day following the fire printed in its plant a sixteen-page paper and came out not more than an hour late. Since that time the issue has been produced at the regular hour.

**Twelve-Page Grocery Ad.**

The Johnstown (Pa.) Leader, of which Bruce H. Campbell is president, has reason to be proud of the appearance in its issue of July 15 of a twelve-page advertisement of the Johnstown Grocery Co., a local concern. The advertisements were well written and artistically displayed.

**CHANGE IN PARCEL POST.**

**Weight of Packages to Be Increased to Twenty Pounds.**

(Special Correspondence.)

WASHINGTON, July 23.—Plans for the extension, improvement and reduction in rates of the parcel post were announced Saturday by Postmaster General Burleson. The changes, which are to become effective on August 15, include an increase from eleven pounds to twenty pounds in the maximum weight of parcels, a material reduction in the postage rates in the first and second zones, and the abandonment of the parcel post map as a means of computing rates, and the substitution for it of a rate chart individualized to every post office in the United States. The plans contemplate the purchase of a large number of automobiles to be used exclusively for the delivery of parcel post matter.

While, for the present, the maximum weight limit of twenty pounds and the reduction in rates will apply only to the first and second zones, from any given post office—a distance of about 150 miles—the changes directed Saturday constitute the first long step toward a universal extension of the system and a general reduction in the rates of postage on parcel matter.

Under regulations recently adopted the use of distinctive stamps no longer is mandatory, and the public now is permitted to mail parcels with ordinary stamps affixed.

A suggestion that the Congressional Record be made an illustrated daily, and that a regular cartoonist be employed by the Senate and House, was made by Senator Williams of Mississippi, speaking jocularly in a debate as to whether illustrations and maps should be inserted in the record. Senator Cummins of Iowa had requested that a map showing the percentage of protection given each State by the Democratic tariff bill be printed in the Record.

"Why could we not have a regular cartoonist and a daily illustrated Record, with proper headlines and loving and lovable caricatures of our friends across the chamber," said Senator Williams. "Why not employ Berryman for that purpose? He would be a very good man."

The cartoonist referred to by Senator Williams is C. K. Berryman, of the Washington Star, who is noted for the remarkable likeness in his pictures to the men he cartoons.

**OBITUARY NOTES.**

NELSON BENNETT, at one time owner of the Tacoma Ledger, died at Tacoma last Tuesday, at the age of seventy. Mr. Bennett lost most of his property during the 1893 panic, but later recouped his fortunes as a railroad contractor. Among his achievements was the building of the Northern Pacific R. R. Stamped tunnel. He started life as a freighter in the West.

ABNER TANNENBAUM, sixty-six years old, an editorial writer on the Jewish Morning Journal, New York, died Saturday from acute pneumonia at his home in this city. He had just returned from a vacation at Sharon Springs, N. Y. Mr. Tannenbaum was born in Russia, and came to this country in 1887. He had published numerous books, including "The Mysteries of the Russian Imperial Court." He is survived by one son and three daughters.

CYRUS H. STREET, one of the founders of the San Francisco Argonaut, a weekly paper of world-wide reputation, died in that city July 21.

H. J. SIMMONS, editor of the Kirksville (Mo.) News, died on July 18, at the age of forty-four, as the result of swallowing an ounce of carbolic acid. No motive has been assigned to the act, Mr. Simmons' affairs being in the best possible order.

**The Seattle Times**

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,036,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

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

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

**Buffalo News**

**EDWARD H. BUTLER**  
 Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
 220 Fifth Avenue      Lytton Building  
 NEW YORK              CHICAGO

Average Daily  
**NET PAID CIRCULATION**  
 of the  
**News League of Ohio**

for six months ending June 30, 1913:  
**DAYTON NEWS. - 30,886**  
**SPRINGFIELD NEWS, 11,606**

Exclusive of free copies of every kind.  
**Combination rate, 6 cents per line**  
 Contracts made on guaranteed net paid basis of 30,000 for the Dayton News, and 11,000 for the Springfield News.

**NEWS LEAGUE OF OHIO**  
 Home Office, Dayton, Ohio  
 New York—LaCoste & Maxwell, Monolith Bldg.  
 Chicago—John Glass, Peoples Gas Bldg.

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

"When the lion and the lamb lie down together, the lamb is generally inside."

In the same way, wild or undesirable advertising kills reputable ads alongside of it.

Only unobjectionable advertising accepted.

In New York it's

**The Globe**

**THE DAILY ADVOCATE**

2 cents a copy. **Stamford, Connecticut.** 2 cents a copy.  
 If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.  
 New York Representative,  
 O'FLAHERTY'S NEW YORK SUBURBAN LIST,  
 150 Nassau St.      New York City.

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

## Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

We are looking for advertising representatives in New York and Chicago.  
NICHOLAS GONNER, Editor-in-Chief  
Dubuque, Iowa

## The Minneapolis Daily News CIRCULATION Is Growing Faster

Than that of any other paper in the Northwest

June Daily Average, 53,054

A Flat Rate of Seven Cents Per Line

General Advertising Department

C. D. BERTOLET, Mgr.

1106-1110 Boyce Bldg., Chicago.

306 Gumbel Bldg., Kansas City, Mo.

366 Fifth Ave., New York City.

## GET THE BEST ALWAYS

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, Brunswick Bldg., New York

HORACE M. FORD, People's Gas Bldg., Chicago

## THE PEORIA JOURNAL

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

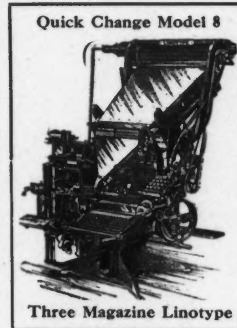
THE LARGEST CIRCULATION. NET PAID

H. M. PINDELL, Proprietor.

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

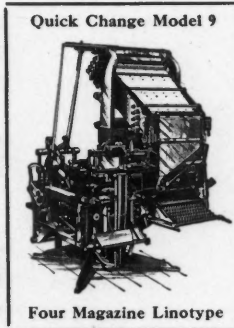
# SPEED

Speed commonly means hurry. But so far as speed in composition is concerned



Three Magazine Linotype

## MULTIPLE MAGAZINE LINTYPES



Four Magazine Linotype

Have given the word a new significance. With these machines speed is simply a synonym for economy—a very effectual means of conserving the operator's time by cutting out annoying delays and enabling him to make his own changes of face, body, and measure without assistance and without leaving his seat.

### The Multiple Linotype Way Is the Modern Way

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

## MERGENTHALER LINTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINTYPE LTD., 35 Lombard St.

## OPEN Pulitzer Building Office Club

Membership limited to out-of-town business firms, representatives of newspapers, Advertising Agents, hotels, Summer and Winter resorts, railroad and steamship lines, City and State Associations, patriotic and other societies desiring a New York address.

Dues \$100 per year, payable semi-annually in advance. With private desk \$180 per year.

Rooms are furnished in first-class manner with sanitary desks, fireproof safe vaults and large, comfortable leather chairs.

### Advantages

A New York business address in the Pulitzer (World) Building, best advertised and located building in New York and always open. The leading arteries of travel to all Boroughs and New Jersey land passengers at our door or within five minutes' walk of same.

You can print this New York address on your business stationery and have your mail and telegrams addressed here and forwarded to the home office each day if requested and make it your office when in town.

You can write letters, make business engagements, meet your friends here and have your catalogue and literature displayed and given out by the attendant without further cost.

There will be a uniformed attendant at the door to receive members and guests, to receive and forward mail and take telephone calls.

Outgoing telephone calls at cost and paid for when used; no charge for incoming calls.

Newspapers and magazines on file, stationery free, and public stenographer in attendance whose charges are reasonable.

The members will have free use of the New York World Travel and Information Bureau.

For \$5 a year additional members can have their names put in the New York telephone directory, the New York City directory and the directory in the building. Names of all callers will be mailed daily to home office.

Your membership will start on the first of the month following the acceptance of your application and the payment of \$50, the first six months' dues.

The management reserves the right to reject any application; and later, if we find any one who is objectionable to the building or other members, after 10 days' notice we will refund him his unused dues and expel him from the Club.

Tickets of Membership will be issued to Members. None others will be admitted except parties wishing to see members and their guests.

Every firm doing business should have a New York address.

If you haven't, this will give you a chance to have one at a very low cost, and when your business grows, as it will, so that you will need an office, here is where you will want to locate.

Only high class men and business firms will be accepted.

Furnished connecting private office for board meetings and the Assembly Hall or Room can be rented by the day, week, month or year at reasonable rent.

Apply to E. A. PRATT

ROOM No. 420

PULITZER (WORLD) BUILDING, 53-63 Park Row, Opposite City Hall. NEW YORK

Booklets ready about August 1st; if you are interested, drop us a card and we will mail you one.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, N. Y.

JOHN GLASS, Peoples Gas Bldg., Chicago

The Circulation of  
THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

## Metal Economy

WILDES' REFINED METALS

PLUS

OXODIO

THE METAL FLUX AND PRESERVATIVE

Thomas Wildes & Son  
METALS

14 Dover Street, New York

## Conditions Are Ideal



IT'S CLEAN

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

The  
Pittsburgh Sun

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

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

## The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.

The New Orleans Item..... 48,525

The Daily States..... 30,501

Item's lead..... 18,024

The Times-Democrat and Picayune have not filed second statements.

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

HERE'S A GOOD BUY—

## THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 224 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

Cincinnati Ad Club's New Idea.

The Cincinnati Advertisers' Club has placed in commission a new sightseeing auto car for the purpose of giving visitors a chance to see parts of the city that they cannot see from the street cars. Two trips are made daily.

**TIPS FOR THE AD MANAGER.**

George Batten Co., Fourth Avenue building, New York City, is placing experimental orders with Connecticut and Rhode Island papers for Lehn & Fink, "Riviere Talcum Powder," 120 William street, New York City. The agency is also figuring on a campaign for the fall advertising of Mishawaka Woolen Manufacturing Co., Mishawaka, Wis.

Carpenter & Corcoran, 26 Cortlandt street, New York City, are making contracts with a few Pennsylvania papers, and later will extend the list throughout the State, for Artistos Co., "Mondex Auto Devices," 250 West Fifty-fourth street, New York City.

Cowen Co., 50 Union square, New York City, will place shortly some large copy for Lorillard Tobacco Co., "Zira Cigarettes," Jersey City, N. J.

Cramer-Krasselt Co., 854 Milwaukee street, Milwaukee, Wis., is issuing orders with some Western papers for Belfour Co., Milwaukee, Wis.

Eddy Advertising Service, White building, Buffalo, N. Y., is contracting orders for 1 in. 2 t. a. w. for three weeks with Ohio papers for R. W. B. Co., Corn Remedy, 117 Seneca street, Buffalo, N. Y.

The Charles H. Fuller Co., 623 South Washash avenue, Chicago, Ill., is placing 2 in. 39 t. and 1 in. 13 t. orders with Mississippi papers for Arthur Peter & Co.

M. P. Gould Co., 120 West Thirty-second street, New York City, is issuing orders to a selected list of papers for Fellows & Co., "Sterling Brand Collars," Troy, N. Y.

John M. Leddy, 41 Park Row, New York City, is again placing 2 1/4 t. orders with Indiana papers for Lotus Chemical Co., 29 West Thirty-ninth street, New York City.

Scott & Bowne, "Scott's Emulsion," Watesing Station, Bloomfield, N. J., are now taking up contracts for the ensuing year.

Spafford Advertising Agency, John Hancock building, Boston, Mass., is placing 8 in. 13 t. orders with New England papers for Cigar Makers' Union, Boston, Mass.

M. Volkmann Advertising Agency, Temple Court, New York City, will handle the advertising for the Vapo-Cresolene Co., "Vapo Cresolene," 62 Cortlandt street, New York City, who are reported to be making up newspaper list. The orders will not be placed until September. It will also place the advertising for Prof. Burns, New York City, who is reported to be making up a newspaper list for readers.

The Vredenburg-Kennedy Co., 456 Fourth avenue, New York City, is issuing orders for 1 in. 2 t. a. w. for one year with some Pennsylvania papers for H. Planten & Son, "Blair's Pills," etc., 98 Henry street, New York City.

The Wyckoff Advertising Co., New Marine Bank building, Buffalo, N. Y., is making 500 inch contracts with some Virginia papers for E. L. Carswell Medicine Co., Americus, Ga.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing 1 in. 18 t. with Mississippi papers for the Southern College of Pharmacy, Atlanta, Ga.

H. Webb, of Dayton, O., is contracting for 6,000 1. one year contracts with papers in a few selected towns for Hewitt Bros.

Lord & Thomas, Chicago, Ill., are issuing 2,500 lines, one year contracts, in the Middle West for Rauch & Land Co.

The Gardner Advertising Co., Kinloch building, St. Louis, Mo., is making contracts for 600 lines, one year, in the South for the Washash and Union Pacific railroads.

**Phillipsburg (N. J.) Post Suspends.**

The Phillipsburg (N. J.) Post, the oldest daily newspaper in that city, has suspended operations, after an existence of more than twenty-one years. The paper was started April 1, 1892, and since that time it has been under the management of Michael T. Lynch.

**IN NEW YORK TOWN.**

W. E. Lewis, editor of the New York Morning Telegraph, is spending his vacation at his old home near Painsville, O.

Rothven Wallace has been added to the staff of copy readers of the Morning World.

R. H. Lyman, of the Morning World, has returned to his post after several weeks' absence.

Arthur D. La Hines, of the Globe, is on a two weeks' vacation up the State.

Zoe Beckeley, of the Evening Mail, is off on a two weeks trip to Nova Scotia, where a forty-mile "hike" and numberless canoe trips are in store for her.

J. V. Ranck, art manager of the Mail, returned Monday after a recuperative vacation in the mountains.

Glenn B. Winship, financial editor; Lucien Hubbard, rewrite man; J. S. Murphy, copy reader, and P. F. Hanley and H. W. Butler are two-week vacationers on the Press.

**WASHINGTON PERSONALS.**

W. F. Monahan, of the Johnstown (Pa.) Democrat, was a visitor to the city this week.

John F. Kerrins, of the Syracuse (N. Y.) office of the Associated Press, visited Washington last week and was shown the sights of the Capitol building by Col. Charles P. Higgins, sergeant-at-arms of the Senate, whom he knew years ago in St. Louis.

Joseph Branch, who runs several prosperous trade papers in Chicago, was here this week. Fifteen years ago he was a resident of Nashville, Tenn., and while there was a close friend of Attorney General McKeenolds, on whom he called while here and from whom he received a warm welcome.

H. C. Hallam has added the Bridgeport (Conn.) Post to his string of papers.

Walter Cain, former Washington newspaper correspondent, is in the city looking after his candidacy for the collectorship of the Port of Memphis, Tenn.

F. A. Richardson, formerly chief of the Baltimore Sun bureau, is spending the summer at Buena Vista, Pa.

Everyone thinks there is a new superintendent of the Senate press gallery because James D. Preston has shaved off his mustache. Jim looks ten years younger.

**How to Keep Track of Things.**

H. A. Baltenges, of the Port Huron Times-Herald, writes: "I find THE EDITOR AND PUBLISHER of great value to me in keeping track of old friends in the newspaper business, and in getting new ideas for features calculated to promote newspaper breadth of vision."

**NEW INCORPORATIONS.**

NEW YORK, N. Y.—The Exhibitors Times, Manhattan; capital, \$25,000. Incorporators: J. M. Allen, E. Lemberger, J. A. Kruglewitz, all of New York City.

L'ANSE, Mich.—The L'Anse Chronicle Publishing Co.; capital, \$5,000.

WINNSBORO, Kv.—The News and Herald Co.; capital, \$5,000. Officers: T. H. Ketching, F. C. Withers, W. D. Douglas.

For the purpose of carrying out the plan for the organization of a Northern New York Press Association a meeting of all the newspaper men of northern New York has been called for Saturday, July 26, at Clayton, N. Y.

**ROLL OF HONOR**

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

<b>ARIZONA.</b>		<b>MISSOURI.</b>	
GAZETTE—Av. Cir. Feb., 6,339....	Phoenix	POST-DISPATCH .....	St. Louis
<b>CALIFORNIA.</b>		<b>MONTANA.</b>	
ENTERPRISE .....	Chico	MINER .....	Butte
RECORD .....	Los Angeles	<b>NEBRASKA</b>	
TRIBUNE .....	Los Angeles	FREIE PRESSE (Cir. 128,384)....	
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.		<b>NEW JERSEY.</b>	
INDEPENDENT .....	Santa Barbara	PRESS .....	Asbury Park
BULLETIN .....	San Francisco	JOURNAL .....	Elizabeth
CALL .....	San Francisco	COURIER-NEWS .....	
<b>ORCHARD AND FARM IRRIGATION</b> San Francisco		<b>NEW YORK.</b>	
The leading Farm Journal of the Pacific Coast and the Irrigated States.		KNICKERBOCKER PRESS.....	
RECORD .....	Stockton	BUFFALO EVENING NEWS....	
Only newspaper in Stockton that will tell its circulation.		BOLLETTINO DELLA SERA, New York	
<b>GEORGIA.</b>		EVENING MAIL.....	
ATLANTA JOURNAL (Cir. 54,989) Atlanta		STANDARD PRESS.....	
CONSTITUTION .....	Atlanta	<b>OHIO.</b>	
CHRONICLE .....	Augusta	PLAIN DEALER.....	
LEDGER .....	Columbus	Circulation for June, 1913.	
<b>ILLINOIS.</b>		Daily .....	
POLISH DAILY ZGODA.....		Sunday .....	
SKANDINAVEN .....		VINDICATOR .....	
HERALD .....		<b>PENNSYLVANIA.</b>	
NEWS.....		TIMES .....	
HERALD-TRANSCRIPT .....		DAILY DEMOCRAT.....	
JOURNAL .....		DISPATCH .....	
STAR (Circulation 21,589).....		PRESS .....	
<b>INDIANA.</b>		GERMAN GAZETTE.....	
THE AVE MARIA.....		TIMES-LEADER .....	
<b>IOWA.</b>		GAZETTE .....	
REGISTER & LEADER.....		<b>SOUTH CAROLINA.</b>	
THE TIMES-JOURNAL.....		DAILY MAIL.....	
<b>KANSAS</b>		THE STATE.....	
CAPITAL .....		(Sworn Cir. June, 1913. D. 21,733; S. 21,960)	
<b>KENTUCKY.</b>		<b>TENNESSEE.</b>	
COURIER-JOURNAL .....		NEWS-SCIMITAR .....	
TIMES .....		BANNER .....	
<b>LOUISIANA.</b>		<b>TEXAS.</b>	
DAILY STATES.....		STAR-TELEGRAM .....	
ITEM .....		Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.	
TIMES-DEMOCRAT .....		CHRONICLE .....	
<b>MARYLAND.</b>		The Chronicle guarantees a circulation of 35,- 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.	
THE SUN.....		<b>WASHINGTON.</b>	
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		POST-INTELLIGENCER .....	
<b>MICHIGAN.</b>		<b>WISCONSIN.</b>	
PATRIOT (Morning).....		EVENING WISCONSIN.....	
Daily (Except Monday) Average, Year of 1912		<b>CANADA.</b>	
Daily..... 10,589 Sunday..... 11,629		<b>ALBERTA.</b>	
<b>MINNESOTA.</b>		HERALD .....	
TRIBUNE, Morn. & Eve.....		BRITISH COLUMBIA.	
Minneapolis		WORLD .....	
		<b>ONTARIO.</b>	
		FREE PRESS.....	
		<b>QUEBEC.</b>	
		LA PATRIE.....	
		LA PRESSE Ave. Cir. for 1912, 114,371 Montreal	

**New Orleans States**  
Sworn Circulation, 42,320 copies daily  
City 29,386—Country 12,934  
Carrier circulation in June averaged over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.  
The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
New York Chicago St. Louis

**AD FIELD PERSONALS. LIVE AD CLUB NEWS.**

George B. Adams, advertising manager of the American Asphaltum & Rubber Co., Chicago, has resigned. He will locate in Los Angeles.

Nelson C. Hyde, advertising manager of the E. B. Van Wagner Manufacturing Co., and the Enterprise Metal Co., Syracuse, N. Y., has resigned to become associate editor of the Syracuse Herald. No successor will be appointed.

James Montgomery, of the Richard A. Foley Advertising Agency, has gone abroad to confer with the foreign representatives of several American manufacturers whose accounts are handled by that agency.

John F. Fairbanks, recently field manager for Collier's, is now manager of the subscription department of the Butterick-Ridgway publications.

Ralph Peck, formerly merchandise manager of Simpson-Crawford Co., New York, has been appointed general merchandise manager of the May Co., St. Louis, Cleveland and Denver.

William A. Engard, of Philadelphia, Pa., and well known in newspaper circles there, has joined the staff of the Peck publications at Stratford, Conn., and will devote his time to the advertising end. Circulation Manager I. P. Howe is passing a three weeks' vacation in Ward, Pa. Ralph D. Hurd has been made advertising manager.

William Woodhead, president of the Associated Advertising Clubs of America, arrived in Detroit Tuesday morning, July 21, and gave a noonday address before the Detroit Aderaft Club.

S. E. McPhee, formerly with the advertising department of Rogers & Co., of Pittsburgh, is now connected with Stevens, Malone & Co., of Chicago.

With a frank admission of shortcomings in the past that bodes well for the organization of the future, members of the San Diego Ad Club are initiating plans for a complete reorganization and change of constitution and by-laws that will, in the course of time, place the club on a par with the strongest and most efficient ad clubs in the country. A committee has been appointed to find ways and means for the reorganization. There had been a deplorable falling off in membership, efficiency and general interest.

At the recent meeting of the Fall River Ad Club Fred P. Tubby, of the E. S. Brown Co., spoke on "Human Interest and Timeliness in Advertising." This subject embraced a wide scope, and a lively discussion followed, which was participated in by Messrs. Wilmot, Hedge, Holmes, Gaudet, Kramer and Watson. The next three lectures of the club will be as follows: "That Drop of Ink," July 30, George Dover, of the Dover Press; Aug. 6, "The Bargain Sale Explained," W. B. Hedge, of the R. A. McWhirr store; Aug. 20, "Advertising and Law," Representative Benjamin Ferring.

The advertising and trade extension committee of the retail merchants' division of the New Orleans (La.) Association of Commerce last week outlined a plan for joint action to promote the retail trade interests of the city. The latter committee, with Gus Mayer as chairman, and members A. G. Newmyer, Mike Ber, J. E. Keifer and M. B. Kreeger, advertising committee, met with S. J. Besthoff, chairman, and five members present. A survey of the city to discover what obstacles there are in the way of increased retail trade was authorized by the trade extension committee. This is to be accomplished by the sending out of 1,200 letters to retail

**DIRECTORY OF ADVERTISERS AIDS.**

**Publishers' Representatives**

- ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago
- ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., N.Y., Mallers Bldg., Chic.  
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHEERER SP. AGCY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN**  
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.
- HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Tel. Randolph 3465
- KEATOR, A. R.**  
601 Hartford Bldg., Chicago, Ill.  
Tel. Randolph 6065
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- O'FLAHERTY'S N. Y. SUBURB. LIST**  
150 Nassau Street, New York  
Tel. Beekman 3636
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
200 Fifth Ave., New York
- PULLEN, BRYANT & FREDRICKS CO.**  
225 Fifth Avenue, New York.  
Tel. Madison Sq. 9729.
- PUTNAM & RANDALL,**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 962

**Advertising Agents**

- STOCKWELL SPECIAL AGENCY**  
286 Fifth Avenue, New York  
People's Gas Bldg., Chicago
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent**  
114-116 East 28th St., New York  
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573
- LEE-JONES, Inc.,**  
General Advertising Agents,  
Republic Building, Chicago.
- KIERNAN, FRANK & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY**  
Classified Specialists  
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY**  
Clearing House For All Agencies  
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.
- THE BEERS ADV. AGENCY**  
Lat.-Am. Off., 37 Cuba St., Havana, Cuba  
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY**  
Specialists on Export Advertising  
Chicago, Ill.

merchants asking them to give to the committee a list of all impediments. When these are received, the committee will meet to complete plans. Speeches by various members indicate that the Northern mail order houses took \$5,000,000 a year out of the States of Louisiana and Mississippi. It was held that the mail order trade of this region properly belongs to New Orleans.

The Wheeling (W. Va.) Ad Club met at the Hotel Stratford for an enjoyable dinner last week, which was followed by an open session at which reports were received from the delegates to the Baltimore convention. The meeting was very well attended and was enjoyed by all present. Addresses were made by Fred J. Fox, Paul M. Nemeyer, I. Isenberg, Rev. L. B. Lewellyn, E. R. Bullard, J. C. Borland and H. F. Gordon, who covered, in his accurate style, the details of the Baltimore convention as the club's official delegate.

"Testing the Beatitudes. A Twentieth Century Experiment," was the subject of an address by James Schermerhorn, publisher of the Detroit Times, at the annual banquet of the Cleveland Advertising Club, given last week at the

Hollenden. Harry Tipper, of New York, advertising manager of the Texas Oil Co., talked on "The Value of Research in Advertising." The banquet was preceded by the annual meeting of the stockholders at which directors were elected and the regular business of the corporation taken up.

The Walbrook Athletic Club has extended the courtesy of the club house and grounds to the members of the Advertising Club of Baltimore during July, August and September. Advertising Club membership cards will be given the same courtesies as Walbrook Athletic Club membership cards. The same privileges have been extended the ladies of the Advertising Club.

"The tendency in advertising is toward truthfulness and honesty, and no other kind is of any use," said Joseph S. Myers, editor of the Pittsburgh Post and the Sun, in an address to members of the Pittsburgh Publicity Association at their regular weekly luncheon. The subject of his talk was "The Greatest Publicity Man." After describing the characteristics and requirements of the successful publicity man, he concluded by giving the honor to the editor.

**INTERTYPE**  
**US.**  
**LINOTYPE**

We desire to announce that we have made arrangements with a responsible Surety Company to furnish any INTERTYPE purchaser, at a small cost, with a Bond protecting him from patent litigation.

**International Typesetting Machine Co.**  
BROOKLYN, N. Y.



# The Knickerbocker Press

*Albany-Troy-Schenectady*

**The One Newspaper Covering The Capitol District**

Again breaks all records for percentages of gains.

## NET PAID CIRCULATION:

January, 1913	-	-	-	24,210
February, "	-	-	-	25,155
March, "	-	-	-	28,059
April, "	-	-	-	26,774
May, "	-	-	-	27,554
June, "	-	-	-	28,774

*NOTE—In "Net Paid Circulation" we include only papers sold for cash at the full subscription price.*

### Also Breaks All Previous Records in Advertising Gains

For the six months, ending  
July 1st, 1912 . 1,874,656 lines  
For the same six months in  
1913 . . . . . 2,286,130 lines  
GAIN . . . . . 411,474 lines

### Classified "Want Ads" Gauge the Strength of a Newspaper as a Producer

Number of Classified "Want  
Ads" for six months, end-  
ing July 1st, 1912 . . . 26,661  
Number for same months, 1913. 51,518  
SIX MONTHS GAIN . 24,857

*The Motto of*

# The Knickerbocker Press

*Is "Service"*



