

THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

THREE REPORTS DIFFER

PUBLISHERS MAKE VARYING INTERPRETATIONS OF NEWSPAPER PUBLICITY ACT.

New Yorker Staats-Zeitung Gives Total of "Paid Subscribers" as 2,001, When Net Circulation Is Previously Shown to Be 71,356 by A. A. A.—Premises as Passed on by Attorney-General Wickersham.

Though the constitutionality of the newspaper publicity law, as the Post-office Appropriation Act, of August 24, Public No. 336, has latterly been styled, has been affirmed by the decision of the United States Supreme Court, June 9, 1913, another test case may become necessary before the requirements of the act can be complied with uniformly and intelligently. Somewhat vague in terminology and intent throughout, the act is especially indefinite in certain provisions requiring publishers to submit to the Post-office Department a statement of "paid subscription."

This has led recently to the filing of circulation statements of greatly varying nature. Three of them are here given. That of the New Yorker Staats-Zeitung represents what may be termed the strict interpretation of the act. The statement of the New York Evening Post would seem to belong to the same class were it not that "the average daily circulation" is also given, while the data submitted by the New York Tribune represents the view more generally held by publishers who have included in the circulation the "average number of each issue * * * to paid subscribers."

STATEMENT OF THE STAATS-ZEITUNG.

On April 1, 1913, the management of the New Yorker Staats-Zeitung submitted to the Post-office Department, the following:

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 2,001.

HERMAN RIDDER,
President.

On the same day Mr. Ridder, on behalf of the Abendblatt, afternoon edition of the Staats-Zeitung, stated, in precisely the same terms, that the circulation of that paper for a like period and of the same nature, had been 651 copies.

These statements must have met with the approval of the Postmaster General, because so far the management of the two publications has not been notified to the contrary, in spite of the fact that the actual circulation of the New Yorker Staats-Zeitung—morning and evening—as attested by the A. A. A. was no less than 71,356 in April, 1912, when the last examination was made.

EVENING POST DRAWS DISTINCTION.

The statement of the New York Evening Post, made on June 23, 1913, here attached, is self-explanatory:

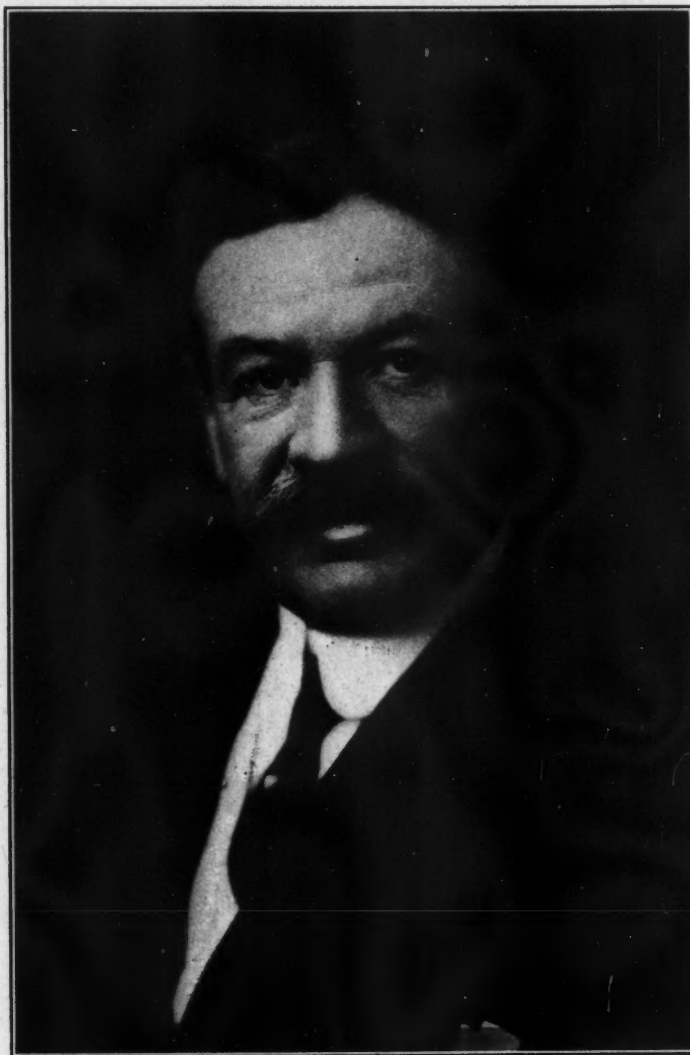
Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding April 1, 1913, 2,508.

Total average daily circulation for six months preceding April 1, 1913, 29,400.

W. J. PATTISON,
Publisher.

It will be seen that the management of the Evening Post gives first its subscription total as being 2,508, and then

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M. H. DE YOUNG.
WHO HAS JUST ACQUIRED THE SAN FRANCISCO CALL.

NEWSPAPER MEN LOCKED UP.

Americans Fare Ill in Mexico—Rebels Seize Hearst Property.

The State Department at Washington has been investigating the arrest in Mexico City of several correspondents associated with American newspapers and syndicates, and the destruction of American property by Mexican rebels.

N. A. Jennings, the Hearst correspondent, and Marvin Ferese, the correspondent of the Los Angeles Times, St. Louis Globe-Democrat, Wall Street Journal, United Press and other papers, were arrested by Mexican secret agents Sunday morning by order of Senor Urrutia, Minister of the Interior. It was charged that they are sending to United States newspapers dispatches regarded as hostile to the Huerta government.

A dispatch was received at Washington on Monday saying that Birge McFall, a newspaper correspondent, recently arrested in the City of Mexico, had been set at liberty. Mr. O'Shaughnessy personally looked into McFall's case and found that the correspondent's alleged offense was slight. He was held only a few hours, and then told to go on the representations made by the

Chargé, who cautioned McFall to moderate the tone of his dispatches.

According to State Department advices a small plantation belonging to Mrs. Phoebe Hearst, mother of William Randolph Hearst, the publisher, situated near Ciudad del Carmen, State of Tabasco, and adjacent property owned by the Mexican Exploitation Co. (American) had been occupied by insurrectionary forces under the leadership of Manuel Castilla Pascual.

Hartford Courant to Issue Sunday.

The publishers of the Hartford (Conn.) Courant announced editorially on Thursday that by October they will begin issuing a Sunday edition, in accordance with the policy of most of the morning papers of the country. They add that in this new venture there will be no departure from the traditions of the old Courant for accuracy, enterprise and entertainment.

Afternoon Paper for Little Rock.

A new afternoon daily will make its appearance at Little Rock, Ark., about Oct. 1. R. B. Young, who was business manager of the Memphis (Tenn.) Press, will occupy a similar position with the new publication.

DE YOUNG BUYS CALL.

OLDEST SAN FRANCISCO DAILY WILL BE DISMANTLED BY NEW OWNER.

Report Is Current That Hearst Is Interested in Deal—May Get Plant and Associated Press and Other Franchises—Status of the Post Said to Be Not Involved Though Rumors Are Insisted as to This.

(Special Correspondence.)

SAN FRANCISCO, Cal., August 13.—The biggest newspaper deal ever put through, affecting the Pacific Coast field, has just been consummated. By it M. H. de Young, proprietor of the Chronicle, obtains possession of the San Francisco Call and will retire it permanently from the field. F. W. Kellogg has handled the negotiation and is arranging the details. On Sept. 1 the Call will cease to exist. The Chronicle will take over the subscription lists, and the advertising contracts. It is believed that Mr. Hearst is included in the deal, and that he will get the plant and the Associated Press franchise.

There is a dearth of authoritative information as to Mr. Hearst's plans, but it is the belief in newspaper circles that he will begin the publication of an evening newspaper soon after the Call ceases publication. That belief is based to some extent on the assurance Mr. Kellogg is reported to have given to the staff of the Call that there would be a demand for more men after the Call passes into other hands than there is at present employed by it.

Mr. de Young authorizes the announcement that the Morning Call will cease publication permanently on September 1, and with the exception of two or three of the presses, which Mr. de Young proposes to utilize, the entire mechanical plant, office, furniture and fixtures will be sold.

CHAPIN DENIES OWNERSHIP OF POST.

The report has been current that W. W. Chapin, the general manager of the Call, had bought the Evening Post. He denies it. It is a fact, however, that three months ago he opened negotiations for the purchase of the Post with the idea of consolidating it with the Call and publishing an all-day paper. There are those who think of him in the light of a possible trouble maker and who thought it best to disarm him entirely.

Mr. Chapin plans to rest awhile and incidentally look over the field East and West. His success in Seattle and here makes him desirous of continuing in the newspaper business. His organization as such will go to pieces, but it is believed most of the members of the staff will find places with the new publication when it appears. This probably will not apply to his managing editor, A. R. Fenwick, and his business manager, C. H. Brockhagen, both of whom he brought to San Francisco from the Seattle Post-Intelligencer, and both of whom are given a share of credit for the good showing made by the Call in ten months. Chapin is said to feel keenly disappointed that his success in a measure blocked his plans to purchase the paper himself.

The Call is the oldest morning paper in San Francisco, up-to-date and has been a strong rival of the Chronicle. It was first issued in 1856 by a co-operative band of seven printers and made a success from the start. It is now over fifty years old, has a perfect and modern newspaper plant, the Associated Press

and other important newspaper franchises, and no one could hardly suspect that the paper was for sale or could be purchased from its present owner, John D. Spreckels.

M. H. de Young, the man who figures in this great newspaper deal, is one of the leading journalists of the country. He has been in active charge as owner and manager of a great newspaper since 1865, a period of over forty-eight years. His paper, the San Francisco Chronicle, has had a marvelous career. It started in 1865 as the Dramatic Chronicle and was distributed free daily throughout the streets. From the very start it created marked attention by its peculiar daily crisp criticisms of the daily papers.

MR. DE YOUNG'S CAREER.

Mr. de Young was president of the National Committee for the Paris Exposition of 1900, was president and director general of the California Mid-Winter Exposition, and vice-president and a member of the Board of Control of the Columbian Exposition. He was for eight years a member of the Republican National Committee and its vice-chairman. He has been a California delegate to four National conventions, and chairman of the delegation. For twenty-six years he was a director of the Associated Press.

The Board of Directors of the Panama-Pacific Exposition has accepted the resignation of M. H. de Young, proprietor of the San Francisco Chronicle, as chairman of the Committee on Concessions and Admissions. Objections to the attitude of President C. C. Moore of the exposition toward the committee brought about the resignation. Mr. de Young continues as vice-president and a member of the Board of Directors of the exposition.

A dispatch from Sacramento, Cal., announced last Saturday the incorporation of the Call Publishing Co., of San Francisco, a new syndicate, which was to take over the San Francisco Call.

CALHOUN IS NON-COMMITTAL.

An effort made to ascertain whether Mr. Chapin, the retiring general manager of the Call had bought the San Francisco Post, was met by a non-committal attitude on the part of Patrick Calhoun, of 30 Broad street, New York, who is reported to hold or manage the controlling interest in the Post. Interviewed by a representative of THE EDITOR AND PUBLISHER, Mr. Calhoun refused to discuss any phase of either his interest in the publication or its rumored transfer. He said, however, that he was not the owner of the paper. Further information could not be gathered from him.

Local representatives of Mr. Hearst say that they do not know anything of the case, and are, therefore, not in a position to say whether or not Mr. Hearst intends to add the Call plant and franchise to his holdings in San Francisco and Oakland.

Want Baseball Owners to Advertise.

It has been suggested to the Advertising Bureau of the A. N. P. A., that before the next baseball season opens an effort be made to get the major league owners to take a more equitable view of the publicity on which they depend, but for which they are loath to pay. Publishers all over the country are beginning to realize that the space now given baseball is nothing short of exploitation. The game during more recent years has gradually drifted into the amusement field, and to-day there are many who deny that baseball as followed by professional teams is any longer to be classed as sport. Appearances justify the belief that baseball managers will in the near future be obliged to pay for most of the space now given them gratis. The tendency now shown everywhere to eliminate baseball extras is said to be part of this.

James M. Thomson, publisher of The New Orleans Item, has entered a plea of not guilty to the charge of criminal libel filed by a woman. He was placed under a bond of \$200.

WASHINGTON TOPICS.

Bill to Extend Second Class Privileges to Publications Not for Profit—Senator Bryan's Attitude on Parcel Post Rates—Strong Attempt to Increase Mail Rates—One Cent Postage vs. Reduced Post Rates.

(Special Correspondence.)

WASHINGTON, Aug. 13.—Newspapermen with Democratic affiliations, who may have had their eye on the position of press representative of the Postoffice Department, from which Jesse L. Suter recently resigned, will be interested to learn that that position may be abolished.

At the Postoffice Department it is said that there is some question among the Postmaster-General's advisers as to whether the department ought to continue to place itself in the position of having what is called a "press agent." The position they take is that ethically the department ought to admit that it needs "press agenting." It is said by them that all the actual work that a press representative need do, under a Democratic economy and efficiency system, can be done in five hours a week, and that it is not Democratic economy to pay a man \$1,800 a year for that amount of work.

During the regime of Postmaster-General Hitchcock the office of press representative was a busy one, and Mr. Suer had an assistant, the late Charles E. Taylor. They obtained information for working newspapermen on all conceivable subjects connected with the department.

The privileges of the second-class mail be extended to certain publications if a bill introduced by Representative Stout, of Montana, is passed. The bill reads: "All periodicals issued from a known place of publication at stated intervals as frequently as four times a year by a commercial club, chamber of commerce, or other similar organization not organized for profit, or by any State of municipal subdivision thereof shall be admitted to the mails as second-class mail matter: *Provided*, That the same shall be published only for the purpose of setting forth or advertising the products, resources or agricultural or commercial possibilities of such State or any particular subdivision thereof from which said publication is issued and not for profit."

Senator Bryan of Florida, speaking of recent changes made by the Postmaster General in parcel post rates, has set forth the statement that it costs something like 9 cents a pound to carry second class mail. He put it this way: "The Government loses 7.39 cents a pound on second class mail matter."

As the Government receives 1 cent a pound, it would make a total of 8.39 cents a pound for carrying second class mail. This has been disproved time and again, and although Senator Bryan quotes the Hughes Commission as fixing that rate, that commission recommended that the rates be fixed at 2 cents per pound.

Senator Bryan also coupled his statement with another that has grown common to wit: that the reason we cannot have one-cent postage for letters is because the Government loses so much on second class mail. The campaign of the one-cent letter postage organization has been one continuous attack upon second class rates.

It is certain that a very strong attempt is to be made to increase second class postage rates during the present Congress. Not only Senator Bryan, but other influential members of the Senate are very anxious to increase the rates. And what is important to the newspapers in every part of the country is the fact that increases will not be confined to periodicals, but that newspapers also will be subjected to the increase.

One-cent postage rather than reduced parcel post rates was the plea of Senator Bryan in defense of his opposition

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TORONTO SCALE SETTLEMENT.

National Arbitration Board Renders Decision Favoring Newspapers.

A final decision in favor of the publishers has been rendered by the National Arbitration Board in the dispute between the daily newspaper publishers of Toronto, Canada, and Typographical Union No. 91.

The arbitration board selected to consider the protest of the union against the wage and working conditions in Toronto newspaper offices consisted of J. E. Atkinson, publisher of the Toronto Star; Atwell Fleming, of a printing company bearing his name, for the publishers, and W. R. James and W. J. Hambly, members of No. 91, for the union. These agreed upon President Falconer, of Toronto University, as a fifth arbitrator.

The board recommended an increase in wages of \$2 per week and the unionizing of the proofrooms. Members of No. 91 were not satisfied with the award and appealed to the National Board of Arbitration on the plea that the proceedings of the local board were irregular.

This board considered the matter at two sessions, each of which ended in a deadlock. At the third session a like condition prevailed, when a seventh man, Noble C. Butler, clerk of the United States District Court at Indianapolis, was called in to recommend a settlement. His decision dismisses the appeal of Typographical Union No. 91.

The scale awarded by the local board, which affects about 300 members, has been paid since July, 1912, and will be in effect for two more years of the three-year agreement.

Louisiana Governor Sues Newspaper.

The New Orleans Daily States, Robert Ewing president and publisher, and J. Walker Ross are defendants in a suit brought by Governor L. E. Hall of Louisiana. The complaint is based upon statements published in the States concerning a deal whereby the Texas Levee Board, a State institution, sold 900,000 acres of land to a Grand Rapids, Mich., company. The deal was made in 1898, and some time later a suit was brought by the Attorney-General charging irregularities in the transaction. The Federal Court of Appeals handed down a decision ordering retrial of the case, and since then the matter has been commented upon generally by newspapers.

Court Pays Honor to Dead Reporter.

A tribute to the memory of a newspaper man was paid at San Francisco last week when Judge Van Fleet, sitting in the United States District Court, adjourned court for a day out of respect to John Paul Cosgrave, a veteran reporter, who died recently. The order was made upon the motion of Acting United States District Attorney Benjamin McKinley. Cosgrave began his reportorial work in the Federal building when most of the men holding official positions there now were children.

To Deport Russian Newspaper Man.

Ernest Jaumsem, a Russian newspaperman, who arrived at Boston from Hamburg last week on the steamship Cincinnati, has been ordered deported by the immigration officials, who deem him "highly undesirable and unquestionably inimical to the best interests of the United States."

Since his arrival Jaumsem has been detained in the immigration station. He is said to have admitted escaping from prison in Siberia, where he was serving a five-year term.

Chippewa Falls Daily Suspends.

After existing for nine months and eighteen days, the Chippewa Falls (Wis.) Journal-Tribune, a new evening paper, suspended publication last week, its stockholders having lost \$10,000 in the venture. William R. Dobbyn, formerly of Minneapolis, was editor, and Congressman James Frear was one of the backers.

CHICAGO HAPPENINGS.

Union Labor Edition Plan of Examiner Causing Trouble—F. W. Heiskell Succeeds M. R. D. Owings as Ad Manager of International Harvester Co.—Goss Press for New Racine Paper—Banquet to Swedish Editor.

(Special Correspondence.)

CHICAGO, Aug. 4.—The plan of the Chicago Examiner to get out a Union Labor edition shortly, with Simon O'Donnell, president of the Chicago Building Trades Council as editor-in-chief, is causing trouble in the union ranks. The Building Trades Council is charged with favoring the Heart papers, which are on the unfair list of the American Federation of Labor, but not on that of the Building Trades Council. As a result of the action the painters have withdrawn from the Building Trades Council and others may follow, it is feared.

The Newspaper Drivers' Union the other day sought unsuccessfully to have the Chicago Examiner and American taken off the unfair list of the Chicago Federation of Labor.

F. W. Heiskell, for two years assistant advertising manager, succeeds M. R. D. Owings as advertising manager for the International Harvester Co. A. C. Seyforth gets Heiskell's place.

John T. McCutcheon has new stories to tell now as a result of his recent ride in Harold McCormick's new aeroplane. He told the members of the Aero Club about his experiences the other evening.

The Chicago Press Writers' League enjoyed its annual moonlight excursion on the steamer Theodore Roosevelt last week Friday evening. It took the place of its August meeting.

The Goss Printing Press Co. has just supplied a new web press for the Racine (Wis.) Daily Call, which made its first appearance last week. The Call also uses the Intertype.

An informal banquet was given at the Swedish Club last week Friday evening to celebrate the twenty-fifth anniversary of Alex J. Johnson as editor and publisher of the Swedish Courier. About one hundred were present. Ex-Congressman Frederick Lundin was toastmaster.

Charles H. Gallion, founder and publisher of the Calumet Weekly Index, of West Pullman, died Sunday, aged 44. He had lived in Chicago since 1892. He was president of the Cook County Press Association.

NEW INCORPORATIONS.

GREENVILLE, Tex.—Herald Publishing Co.; capital stock, \$20,000. Incorporators: Mrs. Edwin W. Harris, H. C. Harris, J. W. Harris.

CAMBRIDGE, Mass.—Advocate Co., newspaper; capital, \$8,000. Incorporators: J. Thomas Harrison, James H. Banks, Vernon R. Eaton.

RADFORD, Va.—Radford News Co.; capital, \$10,000. F. M. Jones, president; J. T. Maginnis, secretary and treasurer.

NEW CASTLE, Pa.—Treadwell News Co.; capital, \$5,000. Incorporators: A. W. Treadwell, Fred L. Rentz and J. T. Ray, New Castle.

SPRINGFIELD, Ore.—Lane County Publishing Association; to publish Lane County Star; capital, \$3,000. C. P. Poole, M. Fenwick, J. H. Brown and others.

MARIANA, Ark.—The Index Publishing Co.; capital stock, \$2,000. Z. T. Bennett, president and treasurer; Julius Bonham and Hugh Mixon.

CHICAGO, Ill.—American Associated Newspapers; capital, \$2,500; printing and publication business. Incorporators: D. S. Donahue, M. E. Mork, John F. Tyrrell.

NEW YORK, N. Y.—Diario Del Salvador Publishing Co.; capital, \$25,000. Incorporators: Louis F. Corsea, Richard Krause and Charles A. Wood.

CLEVELAND, O.—The Automatic News Co.; capital, \$10,000; incorporators, Wallace B. Montgomery, Arthur F. Pope, Thomas C. Allison.

WISCONSIN EDITORS.

Notable Convention at Milwaukee Discusses Workmen's Compensation Law and Plans Protective Measures—Consider Mutual Insurance Plan—Sturtevant Prophesies State Regulation—C.W. Fraser, President.
(Special Correspondence.)

MILWAUKEE, Wis., Aug. 7.—In the number of members present and the character of the papers read, the 1913 convention of the Wisconsin Press Association has passed into the records as the most notable in the association's history. It was in session here August 4, 5 and 6.

More than two hundred members of the association were present, including several women editors and publishers. The large attendance was due not alone to the excellent program prepared, but also to the fact that the Perry centennial celebration was held in Milwaukee at the same time.

Last year's officers were re-elected, as follows: President, Cameron W. Fraser, Menominee Falls; secretary, Charles A. Booth, Evening Wisconsin, Milwaukee, and treasurer, E. J. Scott, Shawano Advocate. It was voted unanimously to hold next year's convention in Milwaukee.

A committee consisting of J. S. Hubbard, Beloit; H. E. Zimmerman, Burlington, and F. Gesler, Bangor, was appointed to investigate the feasibility of mutual insurance to carry publishers' compensation risks. A workmen's compensation law is in effect in Wisconsin and the newspaper publishers desire to protect themselves against it.

The program of addresses included "Responsibility of the Editor," John W. Hicks; "Unfair Competition," W. H. Bridgman; "Are Premiums and Contests of Value to the Country Newspapers," C. G. Starks; "The Editor in Politics," Emil Baensch; "The Printer and His Conscience," Harry S. Bolens; "Our Opportunities," Charles Lowater; "How to Make a Newspaper Pay," Wright W. Patterson, Western Newspaper Union; "The Greater Development of Wisconsin," A. D. Campbell, manager Wisconsin Advancement Association; "Recent Legislation Affecting Newspapers," J. L. Sturtevant; "Are You in the Old Rut?" T. J. Cunningham; "Country Advertising," F. B. Gesler; "The Legislature and the Press," O. F. Roessler; "Wisconsin and Japanese Newspapers," Frank P. Haight; "Old-time Editors," Col. J. A. Watrous, Milwaukee.

REGULATION OF PRESS.

Editor J. L. Sturtevant criticized the recent session of the Wisconsin Legislature for laws enacted that reflect unwarranted hardships upon the newspaper publishers. He objected particularly to the extension of the workmen's compensation law to the newspaper field. "I am not opposed to the law when applied to factories or occupations where there are apt to be accidents," he said, "but I do object to being forced to take out liability insurance unless I think best to do so. I further object to the enormous expense attached to the operation of the law through the industrial commission and its army of employes, with the resultant high taxes. All of these laws add to the cost of living. If legislation continues along this line it will be only a short time before another taxing commission will be added to the already long list in Wisconsin, and the newspaper will be under its control. This may seem absurd, but it is in keeping with the socialistic trend of the times, and it is entirely possible that the first effort of State regulation will be made in Wisconsin."

Col. Hicks pronounced the newspaper and the Church the two greatest instruments affecting public morals. He declared that the newspaper man has a heavy responsibility resting on his shoulders, a greater responsibility than that carried by any other professional man. "A newspaper should have at heart the greatest good for the greatest number,"



MARTIN H. GLYNN,
EDITOR ALBANY TIMES-UNION, WHO IS NOW ACTING GOVERNOR OF NEW YORK STATE.

he said; "it should not form hasty opinions on any subject and cast its views broadcast over the land, changing the opinions of its readers without due cause."

In his resumé of old-time editors, Col. Watrous recalled many noted names that have passed into Wisconsin history. Among the living that Col. Watrous reviewed in his resumé of distinguished editors in Wisconsin, are: George W. Peck and William D. Hoard. Governor Peck is famous in literature as the author of "Peck's Bad Boy," and Mr. Hoard is publishing a dairy paper at Fort Atkinson that has a large circulation. Col. Watrous himself is a veteran editor and speaks with the pen of an Aetias, "All of which I saw, part of which I was."

Frank P. Haight, of Waukesha, who has edited newspapers in Japan, gave amusing illustrations of the difference between American libel laws and those framed by the Japanese lawmakers. A peculiar institution is the Government censorship. The publisher puts up a \$2,000 bond. Discussion of the Government policy is tabooed. As a safeguard papers employ a prison editor. He is usually a half-witted boy or some other incompetent person, and when there is trouble he serves out the editor's sentence. As the publishers are prone to discuss Government affairs, this editor generally spends his time in the cell.

Miss Lura Dow, editor of the Palmyra Enterprise, discoursed upon women in the newspaper field. The publishing field is a good one, she said, that it pays, and that while some of the duties connected with it may be difficult for a woman, the interest and fascination of getting out a paper more than outweighs the drawbacks.

Monday night the Wisconsin editors were privileged guests at the Commodore Perry memorial meeting in the Auditorium, at which 10,000 people listened to an address by Bourke Cochran, of New York, upon the significance of Perry's victory to the United States.

Changes on San Francisco Chronicle.

M. H. de Young, proprietor of the San Francisco Chronicle, has placed the entire managerial responsibility of his paper on his son, Charles de Young, a Harvard graduate, who for the past years has been acting as business manager of the Chronicle, and has appointed him publisher. W. H. B. Fowler, who has been automobile editor of the Chronicle, succeeds Charles de Young as business manager. Edward Riggins, who has been assistant to Charles de Young is appointed office manager.

Chicago Inter-Ocean Seeks Relief.

The Inter-Ocean Newspaper Co., Chicago, is seeking permission from the City Council to transfer its electric service business to a new company, to be known as the Inter-Ocean Light and Power Co. The newspaper company supplies electrical energy and steam to buildings in the block in which it is located, and as it uses streets and alleys for that purpose, it operates under a contract ordinance granted by the City Council. It is planned to have a separate company handle this business.

Wood Pulp from Sweden Duty Free.

The State and Treasury departments at Washington have concluded the recent decision of the Customs Court that nations having "most favored nation" treaties with the United States were entitled to free wood pulp and paper because that privilege was granted to Canada is applicable in principle to Sweden. Russia will not be given free entry because of the abrogation of the treaty of 1832.

Geneseo Editor Commits Suicide.

Elliott W. Horton, fifty-five years old, editor of the Geneseo (N. Y.) Democrat, committed suicide last Saturday, shooting himself in the head with a shotgun in the cellar of his home in Geneseo. Horton launched the Democrat in 1885.

MARTIN GLYNN NOW GOVERNOR

Impeachment of William Sulzer Makes Albany Times-Union Editor Acting Head.

Following the Assembly's impeachment of Governor William Sulzer for "wilful and corrupt conduct in office and for high crimes and misdemeanors"—adopted after an all night session on Wednesday morning, Lieutenant-Governor Martin H. Glynn, president and editor of the Albany Times-Union, declared himself automatically ruled into the highest post of the State.

Mr. Glynn's career was moulded chiefly in the field of journalism and it was as a newspaper writer and editor that he brought himself first into public prominence. His political development has led him through a continuous line of successes, and in the last State campaign Mr. Glynn, with second place on the ticket, received about 18,000 more votes than were cast for Governor Sulzer.

Born in Kinderhook County, N. Y., on September 17, 1871, he started early to work his way up the ladder of success. When he had earned enough money as an accountant to put himself through college he entered Fordham College. He was graduated from there an honor man in 1894 and was admitted to the bar in 1897.

At the end of his college days Mr. Glynn went to Albany to look for an opportunity to enter business. It came in the form of a place on the staff of the Albany Times-Union. His rise there was rapid, and within a brief period he had become managing editor of the paper. Now he is the owner of the publication.

He was elected to Congress from the Albany district for the session of 1899-1901. President McKinley appointed him a member of the National Commission to the St. Louis Exposition and he was elected its vice-president. He was State Comptroller in 1906-'08. Last fall at the Syracuse convention he was one of two leading candidates for Governor.

Lieutenant-Governor Glynn's abilities as an orator brought him for the first time into the presence of the woman whom he finally married. It was when he was lecturing at Boston University on "Richelieu and Woolsey as Opposites" that he met Miss Mary C. E. Magrane, of Lynn, Mass., whom he married on January 2, 1901.

The only utterance made by Mr. Glynn after announcing himself as acting Governor was an assurance that nothing like violence will add to the deep tragedy of the situation. Mr. Sulzer refuses to abdicate until he is found guilty by a competent court of impeachment. Mr. Glynn gave this statement to the press:

"I regard myself as acting Governor of New York. I do not intend to enter into any physical contest with Mr. Sulzer over the office of Governor. As far as I am concerned, there will be no circus or military manoeuvres about occupying the executive chamber. The law is supreme."

Mr. Glynn stated that he would make no attempt to take possession of the executive offices now occupied by Mr. Sulzer, but would conduct his business as acting Governor from the Lieutenant-Governor's office, adjoining the Senate chamber.

Pulitzer Heirs Ask Construction.

In the friendly action of the trustees and executors of the estate of the late Joseph Pulitzer against the heirs to the estate, an answer of the defendants, William S. Moore and Mrs. Edith P. Moore, was filed Wednesday in Supreme Court. After denying knowledge of the matters in the complaint, it asks that the plaintiffs render an account of their acts; that the true construction of the will be adjudged, and that the rights of Mrs. Moore in the trust fund created for the daughters of Mr. Pulitzer by a codicil be determined.

NORTHWESTERN NEWS. THREE REPORTS DIFFER.

(Continued from page 165.)

O. U. Hawkins to Publish Bovill Record—Spokane Ad Club Will Aid Gov. Lister in Getting Official Flag for Washington—Morris Lectures on Cartoons—Goodwin Becomes Editor of the Davenport Tribune.

(Special Correspondence.)

SPokane, Wash., Aug. 11.—O. U. Hawkins, editor of the Deary (Idaho) Enterprise, was in Spokane this week purchasing printing machinery with which to begin the publication of another paper, the Bovill Record, fifteen miles from Deary. Mr. Hawkins founded the Hillyard News, the By-stander and the Daily Journal, and later the Northwest Modern Woodman, of Spokane.

The Spokane Ad Club has set about to aid Governor Ernest Lister in getting an official State flag for Washington, and will enlist the co-operation of the Seattle and Tacoma Ad Clubs in the task. H. J. Clemmer, Will S. Cole and Samuel R. Stern compose a committee appointed by President Raymond E. Bigelow to start the ball rolling. Washington's failure to possess a State flag was commented on by Governor Lister in his first message to the Legislature, and the Governor recently told newspaper men that he would welcome action seeking to establish an official flag on the part of the Ad Club.

F. H. Lloyd, secretary of the Spokane Ad Club, announced that a number of advertising men of more than national fame will visit Spokane this fall. William Woodhead, manager of the Sunset Magazine, and recently elected president of the Associated Advertising Clubs of America, is expected here in September. At other times Sam Dodds, the Coca Cola man and former president of the Associated Ad Clubs, and Joe Chappel, editor of the National Magazine, are expected.

W. C. Morris, formerly cartoonist for the Spokesman-Review, lectured on "The Cartoon and the Cartoonist" at the Spirit Lake (Idaho) Chautauqua last week. He illustrated his talk by a number of sketches made for the occasion. "The cartoon is an old thing, but has changed in its purpose until it has become an editorial in picture form," said Mr. Morris. "This is an age of pictures, and the cartoonist has become a historian, who must have a keen sense of humor, a vivid imagination, a strong sense of justice and a thorough insight into human nature."

Mr. Morris was recently a guest of honor at an informal dinner of the Spokesman-Review staff.

Arthur Hooker, secretary of the National Irrigation Congress for four years past, has returned to Spokane and is handling real estate news for the Chronicle, of which his father, Thomas Hooker, is business manager.

James Goodwin, county clerk of Lincoln County, has become editor of the Davenport Tribune, succeeding C. F. Lake. Mr. Goodwin was formerly with the Chronicle in Spokane and is well known among the fraternity in Washington State.

W. A. Logue, editor of the Record at Ione, Wash., has started the Democrat at Metaline, Wash.

Sackett Would Be Jersey Governor.

William E. Sackett, a Trenton newspaper writer, announced this week that he would be a candidate at the primaries for the New Jersey Democratic gubernatorial nomination. He enters the field against acting Governor Fielder and Frank S. Katzenbach with a proclamation of his independence of any master except the people. His statement of intentions is picturesque. He will depart from the beaten path in his campaign in order that he may take the people into his confidence. Mr. Sackett is the author of "Modern Battles of Trenton." He was born in New York, but has lived in New Jersey for forty-four years.

adds that the average daily circulation has been 29,400.

In the statement of the New York Tribune we find a general total of 50,984. It is dated July 3, 1913, and reads as follows:

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 50,984.

CONDE HAMLIN,
Business Manager.

Though using in every instance the language of the blank form which the postal authorities provide for the purpose, three publishers have taken what seems a widely diverging view of compliance with the law. Mr. Ridder understands this provision of the act to cover only paid subscribers, i. e., total of paid mail sales. Mr. Pattison takes a similar view, but adds an average daily circulation, while Mr. Hamlin makes his total daily average circulation the subject of the report.

ANXIOUS TO COMPLY WITH THE LAW.

Interviewed by a representative of THE EDITOR AND PUBLISHER, Mr. Ridder explained his position to the effect that he was willing to comply with the law in spirit as well as in letter, but that he had found it impossible to arrive, logically, at any other conclusion than that acted upon.

"It is my opinion that the law contemplates exactly such a statement as has been made by the Staats-Zeitung," he said. "Our paid subscribers number what we have stated, and since no interpretation of the act in question seems to contemplate more than that, I fail to see why the statement should contain more than what we have given."

"As far as we have been able to ascertain this, our report has been satisfactory to the Postmaster General. At least we have not heard anything to the contrary."

Bernard H. Ridder, one of the publishers of the Staats-Zeitung, added to this that in prior statements made by the company, all of them given promptly, the total daily average circulation of the two papers had been published, and that possibly the same information would be volunteered in the next report. Doing this would put the statements of the Staats-Zeitung and the Evening Post on the same footing.

WICKERSHAM'S OPINION STILL GUIDE.

Since the recent decision by the Supreme Court does not affect this phase of the law, except to affirm its constitutionality, publishers' statements are for the time being still subject to an opinion given by former United States Attorney General Wickersham. This was submitted to the Postmaster General on September 25, 1912. The question which Mr. Hitchcock wanted explained was:

"Whether or not this statement shall be limited to paid individual subscriptions, or shall include purchases in bulk by news agents or others for redistribution; also whether in your opinion the provision covers paid circulation of daily newspapers not distributed through the mails."

To this the Attorney General, after dwelling upon the meaning of the verb "to subscribe," replied that:

"The distinction between circulation among paid subscribers, and the casual or uncertain distribution to other purchasers has been recognized by the Post Office Department in its regulations (Ed. 1907, sec. 469), where, after pointing out that the news agent's right to mail second-class publications at the pound rate of postage, under the provisions of the act of Mar. 3, 1885, chapter 842, extends only to actual subscribers thereto, and to other news agents for sale, the regulations state that—

Actual subscribers to second-class publications are persons who personally order the same for a period of at least three consecutive issues. Subscribers, therefore, are clearly those who have by agreement undertaken to receive and pay for the publication for some specified period of time, as distinguished from casual purchasers who come under no obligation to take and pay for the publication in advance of its delivery. It is immaterial whether this subscription is for one or many copies. Subscriptions may be direct, or through an agent; but the delivery to agents for sale or distribution, unaccompanied by agreement to pay for any

definite number, would not be included within the term "subscribers."

WHAT THE BLANK SHOULD CONTAIN.

Further on the Attorney-General explains that the law

"makes it the duty of the editor, publisher, business manager or owner to file a sworn statement containing among other things the matters above specified, on blanks furnished by the Post Office Department. These blanks should call for the information required by the statute—no more, no less. If the statement is not filed as required by law, or if the information required is not what the statute demands, the publication may be denied the privilege of the mail if it fail to comply with the provisions of the law within 10 days after notice by registered letter of such failure."

The part of the blank which exacts a circulation statement from publishers is here given and reads:

"Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement."

Comparing the clause dealing with the number of copies distributed to paid subscribers with the opinion of the Attorney-General, it becomes evident, firstly, that a subscriber is a person "who personally orders the same (a newspaper) for a period of at least three consecutive issues"; secondly, that newspapers delivered to an agent for sale do not come within the sphere of the law, because the agent is not considered a subscriber; and, thirdly, it is shown that the blank furnished by the post office for the purpose does not intelligently show the intent of the law. The words "through the mail or otherwise" have at present the strong tendency to persuade publishers that the whole circulation distributed is subject to governmental scrutiny, a condition which is aggravated by the fact that carriers are given an uncertain status in the scheme.

Summing up his finding in the case, Mr. Wickersham finally gave it as his opinion that

"(1) It is immaterial whether or not the subscribers are individual or in bulk. The statement should include the average of the number of copies of each issue of such publication sold or distributed to all persons who have subscribed; that is, have agreed to take and pay for one or more copies of the publication for a definite period of time, and have paid for such subscriptions; and (2) in my opinion, the provision covers the number of copies of such publication distributed to such paid subscribers by any means, whether by the mails or otherwise."

LAW AIMS AT PAID SUBSCRIBERS.

The opinion given is unequivocal, and shows what part of a newspaper's circulation is to be made subject of the statement, to wit, paid subscriptions, but it also avers that distribution to bona-fide subscribers is to be made public in the statement, no matter what the means of distribution—whether mail or other method. It is plain, therefore, that under the act, as surveyed by Mr. Wickersham, subscriptions cared for by carrier must be included in the general category "paid subscribers"—an anomalous term which even the act itself employs.

STATUS OF AGENT IMPORTANT FACTOR.

It seems consistent to conclude that the stand taken by the New Yorker Staats-Zeitung is what the law expects—no more, no less. Considering the status given the agent or agent carrier, an order for a paper, even a subscription thereto, which does not reach the office of the publisher cannot be made an element in the publisher's statement, as long as delivery to the agent has been made for sale or distribution "unaccompanied by agreement for any definite number." Here also the terminology of Mr. Wickersham's opinion is vague, because it does not state whether or not an agent ordering a certain number of papers for a fixed period comes under the definition of "subscriber." The absence of what may be called a standing order does not make the agent a subscriber; this the opinion clearly asserts. Yet it is a fact that, especially in the large cities, the agents of all newspapers carry on a newspaper distribution which to all intents and purposes of the law are subscriptions. At the same time the fact that the agent does not engage to take for a fixed period a certain number of papers, nor pay for them in advance—the principal element of the "paid subscriber" as usually defined and considered by even the Post-office Department—seems to range all agents as without the sphere of the act.

BIGGER WAGES FOR PRINTERS.

Baltimore, Columbus and Houston Newspapers Grant New Scales.

Newspaper publishers of Baltimore have signed new agreements with Typographical Union No. 12, the contracts to be in operation until Jan. 1, 1920. The old scale was \$21 and \$22.50 for hand and machine work, respectively, on afternoon papers, and \$21.60 and \$24 on morning papers, with a seven-hour day, the handmen to work six hours more per week at single price if necessity should require.

The new scale is a straight seven-hour proposition. From July 1 to Jan. 1, 1914, the pay for night work will be \$24 per week and that of day work \$22.75. For the year 1914 the scale will be \$25 per week for night work and \$24 for day work; for the years 1915 and 1916, \$26 and \$25, and for the years 1917, 1918 and 1919, \$27 and \$26 per week. Overtime will be 75 cents an hour on afternoon papers and 80 cents on morning papers.

The scale committee of Columbus Typographical Union No. 5 has negotiated a new wage schedule with the publishers' association of that city, whereby wages will be gradually increased until May 7, 1916, when the pay of night workers will be \$29.50 per week and for day workers \$26.50 per week. This is an advance of \$2.50 per week over the wages previously paid. Other concessions secured are complete control of the proofroom, double price after two hours of overtime (the first two hours being price and one-half), seven hours' work on double-headers.

A new scale of wages for all composing room employes other than machine operators on Houston, Texas, newspapers was signed on July 17, to be in operation for the ensuing five years. The old scale was \$4.60 for day work and \$4.80 for night work, eight hours per day. Under the new agreement the hours remain the same, but there is an increase of \$1.20 per week the first year, sixty cents per week the second year, and at the beginning of the third year another increase of sixty cents per week will take effect, when the scale will be \$30 per week for day work and \$31.20 for night work.

Publishers Enjoin Americana Co.

The injunction applied for in the suit instituted by Munn & Co. against the Americana Co. and others was granted Monday by Chancellor Emery in the Court of Chancery at Trenton, N. J. Munn & Co. publish the Scientific American. The Americana Co. has for years published the Encyclopedia Americana under a contract with Munn & Co. for the use of the name and circulation of the book. When Munn & Co. refused to renew the contract the present suit to enjoin the encyclopedia company from using the name "Scientific American" followed.

Will Fight Outdoor Advertising.

At a well attended meeting of the National 1913 Club in New York last week it was decided to start at once a campaign against all obtrusive advertising disfiguring the city. The next action of the club will be to secure the indorsement to this effect of the Sanitary Commission and medical boards and to make a nation-wide campaign. The purpose is to obtain the discontinuance of placards on railways, subways and street cars, interiors and stations, so that the traveling public may get relaxation while traveling.

Former Minister and Editor Dead.

William R. Finch, for many years editor and publisher of the La Crosse (Wis.) Republican and Leader, was found dead Saturday in a bathroom of his home at La Crosse. Death is thought to have been due to apoplexy. Mr. Finch was sixty-eight years old, and from 1897 to 1905 was U. S. Minister to Paraguay and Uruguay.

HISTORY MAKING EVENT

M. H. de YOUNG BUYS THE San Francisco Call

THE OLDEST MORNING NEWSPAPER IN SAN FRANCISCO

Including all its circulation—mailing lists—presses—machinery—franchises—good will and property of every description, and the Morning Call will be consolidated with the

San Francisco Chronicle

On August 31st. The last issue of the Morning Call will occur on that day and commencing on September 1st there will be only two morning papers published in San Francisco and only two Sunday Newspapers.

The Call's fine color press will immediately be taken down and moved to the Chronicle press-room and the bulk of the other machinery will be sold, as the Chronicle does not need the same in its present magnificently equipped newspaper establishment.

The Chronicle, Call Consolidation Means in Circulation

Sworn <u>Net</u> <u>Paid</u> Circulation of the Morning Chronicle	-	66,087
Sworn <u>Net</u> <u>Paid</u> Circulation of the Morning Call	- - -	<u>54,290</u>
TOTAL,		120,377

Chas. J. Brooks, Eastern Manager, 313 Temple Court Building, New York.
Will T. Cresmer, Western Manager, 824 Harris Trust Building, Chicago.

OSWALD TO GINGER UP N. E. A.

Will Promote Its Welfare by Constant Attention.

John Clyde Oswald, the newly elected president of the National Editorial Association, will do everything possible to have that organization take the place it ought to have. Instead of adopting the usual eleventh-hour method, the new president has decided to start work without delay, or, as he puts it, he "will be on the job for the whole of the year," laying plans which he hopes his successors will carry to fruition.

Mr. Oswald has just returned from an extended trip over the Pacific slope and Alaska, following the Colorado Springs convention.

An expression by him in the American Printer, of New York, of which he is the editor, shows in what direction his endeavor will be exerted. He says:

It is doubtful if there is another industry or profession of the same importance as that represented by the National Editorial Association that has not a stronger national organization. In the neighborhood of 25,000 publications in the United States are eligible to membership, in consideration of which fact the number actually enrolled is lamentably small. One reason for this state of affairs is to be found in the fact that although advertising is as the breath of life to the newspaper fraternity, that panacea for business ills has never been applied to the affairs of its national body; instead of being the best known national association it is among the least known, which in view of the ready means of publicity possessed by its members is most remarkable.

It will be the endeavor of the incoming administration to correct this condition. The time and place of next year's convention will be determined upon at an early date; a program of the greatest possible strength will be prepared also far in advance of the date of the convention, and every means taken to keep the facts constantly in the minds of those who are expected to be in attendance. A criticism of previous conventions has been that business has been subordinated to entertainment and sight-seeing; next year's gathering will be characterized by plenty of entertainment, but equal if not more emphasis will be put upon the business and educational features, and it is hoped by those in charge that they will be able to offer a program so important and potential that no newspaperman will feel that he can afford to stay away.

FIXED PRICES AND BUSINESS.

Public Should Be Educated in What Constitutes a Monopoly Price.

A most interesting little pamphlet has just been issued by Robert Francis Nattan, of the Jewelers' Circular, New York, being part of an address delivered by him recently. Mr. Nattan draws attention to the difference between fixed prices and trust prices, and takes the stand that the retailer is obliged to show the public when prices asked for commodities are not of his own making. He assumes the position, however, that under certain conditions fixed prices are reasonable and not necessarily the result of monopoly.

Mr. Nattan's pamphlet reads in part: "The decision recently handed down by the United States Supreme Court, preventing a manufacturer of patented articles from enforcing by law a license restriction fixing the resale price of patented articles, makes organization as an educational force more essential than ever for our own mutual protection. If fixed prices ever come, they must come from the public, and now is the time for those retailers who really want fixed prices, on the ground that such prices mean better quality and more honest merchandising; now is the time, I say, to educate the public to see clearly the difference between fixed prices and trust prices, and thus effect the enactment of a new law.

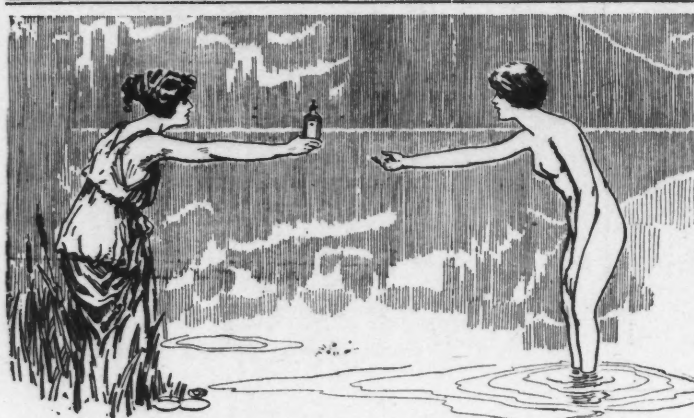
"Did you notice how prices were slaughtered by department stores right after the United States Court's decision? A well-known safety razor, selling regularly for \$5, right after the decision handed down by the United States Supreme Court, were advertised for sale by a New York department store for \$1.95. Now, according to the manufacturer's own testimony at a hearing of the Oldfield bill, the cost to produce these razors, plus the overhead charges, is \$2.25. The cost of the razors to the retailers is \$3.75. Some trade demoralization, eh?"

Frederick Evans Stricken at Work.

Frederick Evans, editorial writer on the Wall Street Journal and former editor of Hampton's Magazine, was taken suddenly ill in his office Monday and removed to the Hudson Street Hospital in a serious condition from preemic poisoning and heart disease. Mr. Evans began his newspaper career on the Newark (N. J.) Advertiser and later became secretary to Vice-President Ho-

A CONTROVERSY—WHAT WOULD YOU DO?

Aug. 8—No. 5111—Capehart's Methods—Times



If you want to appear as clean and fair as a "September Morn," use SYNOL in your daily bath.



Synol Soap replaces all other toilet soaps because it does things that no other one soap can do.

RECOMMENDED AND SOLD BY ALL DRUGGISTS.

NEW BRUNSWICK. NEW JERSEY.

The above advertisement, prepared by Capehart's methods and published in many New York newspapers, was refused publication by the New York Times on the ground given by Louis Wiley, business manager of that paper. What those interested in the matter had to say should prove interesting at a time when newspapers inquire into the character of advertising as never before.

Mr. Capehart, in bringing the matter to the attention of THE EDITOR AND PUBLISHER, said:

"I am enclosing a proof of an advertisement which is now appearing in the New York papers. I wish you would inspect it and let me know your opinion as to its admissibility in newspapers; whether it intrudes upon the sense of propriety of the most scrupulous, or presents an admirable soap announcement.

"The New York Times refused to run the advertisement on account of the figure, which, somewhat a parody on 'September Morn,' is said to stand out too nude. All other papers are running it in preferred position."

THE EDITOR AND PUBLISHER submits the case to its clientele in the hope that expressions, pro or con, will be heard. The line of admissibility is here so finely drawn that those likely to be confronted with the same problem may do well to give this some serious thought.

He was editor of Hampton's Magazine at the time that publication was merged with the Columbian Magazine, three years ago.

Baltimore Sun's Gain Was Misplaced.

In its August issue the Mail Order Journal draws attention to the fact that in its July number the gain in advertising of the Baltimore Sun had been inadvertently placed in the "decrease" column. Thus what appeared a loss of advertising to the extent of 317,937 lines is in reality a gain, as a comparison of the business done in July, 1912, 4,811,424 lines, with that of July, 1913, 5,159,761 lines will show.

Mr. Wiley, asked to define his position in the case, said:

"We edit our advertising columns as carefully as we do our news columns. The advertisement seemed to us likely to give offense to the public, and, since we follow the principle of 'When in doubt, leave it out,' we had to decide against the advertisement.

"The artistic or ethical status of 'September Morn' has nothing to do with our action. The picture has, rightly or wrongly, become notorious all over the country, and we are averse to extending this condition to our advertising columns. The ad is plainly an effort to give the fame of the original a utilitarian value."

R. F. Powell Heads New Troy Paper.

The Troy (Ala.) Herald Publishing Co. has filed articles of incorporation, the capital stock being \$5,000. The names of the incorporators are: R. F. Powell, E. P. and M. H. Dodson and B. G. McCalman. The following officers were named: R. F. Powell, president; E. P. Dodson, vice-president; M. N. Dodson, secretary; and general manager. The purpose of the company is to do a general newspaper publishing business.

The Gardner (Mass.) Journal is erecting a two-story concrete building to house its plant.

CONVENTION OF OHIO DAILIES.

Summer Sessions in Co-operation with Cost Congress at Toledo.

The annual summer meeting of the Associated Ohio Dailies will be held at Toledo, Sept. 4, in co-operation with the Ohio Printers' Federation, which holds its third annual trade and cost congress Sept. 1 to 6. One of the features of the convention will be an excursion to Put-in-Bay and Cedar Point, where the delegates will be given an opportunity to inspect the Perry Centennial Memorial site and view Perry's flagship Niagara.

The program committee of the Cost Congress has arranged a splendid list of practical addresses and discussions covering such topics as efficiency in print shops, salesmanship, advertising, organization, equipment and systematizing, price maintenance, credits, accounting, appraisals and inventory and costs plus profit. Among the speakers are Governor Cox, Secretary of the Navy Josephus Daniels and Elbert Hubbard.

A special program of sight-seeing, automobile and trolley trips, moonlight excursion on the river and lake, lawn parties, musicales and luncheons has also been arranged for ladies. Daily sessions of cost and estimate schools for printers will be conducted by experts, and moving pictures and stereoscopic exhibits of paper making and printing will be given.

Cost Systems and Labor Problems.

Ed. E. Sheasgreen, formerly secretary of the Ben Franklin Club of America and now manager of the Standard Cost Finding Service Co., recently gave before the combined classes in labor problems and employers' associations in the University of Chicago a lecture illustrated by the stereopticon on "Relations of Cost Systems to the Labor Problem." The lecture was both interesting and instructive. The speaker suggested means for solving both problems of business and of society through the installation of a proper system of cost finding. The question of the high cost of living, a shorter work day, minimum wage, prevention of strikes and a reasonable profit to the employer were shown in their relations to an adequate system of cost finding.

Pancoast Has New Departure.

Chalmers L. Pancoast, chief of the Chicago Tribune's promotion department, may be said to have hit a brand-new one in his "Ginger Talk" series. The copy consists in a short and apt boost for Chicago and then ends in "Advertise Every Day in the Chicago Tribune." There is much "punch" in what is said and the presence of judicious brevity is just what people think they need at this time of the year. The use of 11x7 board of good quality and the effective application of red gives the effort additional force, as does also the occasional use of cartoons. The Ginger Talk series are decided "class" and a welcome new departure in newspaper circularization.

Phoenix Republican's Enterprise.

Enterprise of commendable character is shown by the Arizona Republican. Phoenix, in a page of ads by merchants of that city offering prizes to players in the local baseball game for good plays or remarkable stunts. The prizes are of a semi-humorous nature, and the ads are proving a strong drawing power for the Phoenix merchants. The practical results of this clever idea are shown in the eagerness with which space in this page has been sought by the advertisers.

How One Editor Became Rich.

An editor who started about twenty years ago with only fifty-five cents is now worth \$100,000. His accumulation of wealth is owing to his frugality, good habits, strict attention to business and the fact that an uncle died and left him \$99,999.

Securing Customers in Chicago

¶ The Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, which is one of the first eight morning newspaper circulations of 150,000 or more in the United States.

¶ This circulation fact, coupled with its inherent qualities, the rich possibilities of its field, the prompt responsiveness of its readers to intelligent advertising, and its reasonable advertising rates, makes it a profitable medium of publicity for all active and prospective national advertisers desirous of increasing their trade.

THE CHICAGO RECORD-HERALD

The Second Largest Circulation in the Chicago Morning Field
The Eighth Largest in America

JOHN B. WOODWARD
Eastern Advertising Representative
708-10 Times Bldg., New York City

NIXOLA GREELEY SMITH, HUMANIST.

Star of the Evening World Employs Talent Recalling Illustrious Forbear in "Creamy" Journalism That Has No Lemons—Advocates Use of Style with Punch and Cultivation of a Direct and Sincere Mind.

By A. C. Haeselbarth

Statistics recently published showing the number of women employed in various occupations in the United States say that 2,193 women are journalists. That leaves 2,192 without Nixola Greeley Smith, long the star reporter of the New York Evening World and one of the best pen-pushers in newspaper work to-day. The taste for writing was probably inherited from her eminent grandfather, Horace Greeley, in whose old homestead at Chappaqua, N. Y., she was born some years after his death. Her mother was Mr. Greeley's eldest daughter, Ida, who married Colonel Nicholas Smith, who was later United States Consul at Liege, Belgium.

Miss Smith was in pinafores when she began to write. At twelve years of age she wrote a short play, "The Lady Killer," and the New York World printed it. As a girl she was a poetess, and during the war in the Transvaal she was a vigorous champion of the Boers. Her verses, "The Prayer of the Boers," were printed in October, 1900, and at the following Christmas season appeared her poem, "Invocation." Shortly after that she joined the staff of the Evening World. Her first bit of newspaper reporting was an interview with Mrs. Charles H. Parkhurst, in 1901. Since then Miss Smith has had countless notable talks with all sorts of folk, high and low, rich and poor. Her energy seems to be tireless, she is never afraid to call a spade a spade, and she has written for the Evening World alone enough stuff to make a column width "string" which would stretch across the Brooklyn Bridge and back—and then some more.

CHAMPION OF VIGOROUS STYLE.

A few days ago I asked Miss Smith to tell the readers of THE EDITOR AND PUBLISHER what she deemed to be the necessary qualifications in a woman who would win in journalism. She promptly replied:

"In defiance of all known traditions on the subject, I entertain the belief that the best equipment for the woman who seeks to succeed in newspaper work is a knowledge of and a respect for the English language. Style alone may not constitute the raw material of success, for it is possible to be correct and dull, polished and timid. When an anemic style finds its way into a newspaper office it does not stay there very long, for it is properly pronounced to be without "punch," or sometimes its critics say it has no "wallop." This is a crude but true description of the sort of writing that reminds one of an automobile that is in a constant state of being cranked up, but never gets started and never gets anywhere. A newspaper story must have an electric starter. It must get in motion at once and follow the straight line the shortest distance between two points to its conclusion. This applies not to the story only, but to its writer, who must add to her equipment of a vivid but not involved manner of writing the qualities of mental and physical vitality and resourcefulness.

"If a young woman hopes to do newspaper work as a preliminary to other forms of writing—if she hopes some day to shine as a 'short story writer'—I believe she had better keep away from the newspaper office. A first hand contact with life is not conducive to romance or to the romantic point of view—the first essential to the production of popular fiction.

"But if a girl has the desire to write about life and persons as she sees them a newspaper office is the only place for her. It may be years before any one

there will discover she has a point of view of any sort, years may elapse before anyone will realize that her individual opinions are worthy of print. But in the end, if she has the qualities of success, she will achieve a freedom



NIXOLA GREELEY SMITH,
ONE OF AMERICA'S FOREMOST WOMEN JOURNALISTS.

and a scope which no amount of magazine writing would ever give her.

FRENCH IS VALUABLE ACCESSORY.

"Besides the ability to write in her own language correctly and interestingly, a young newspaper woman finds the possession of another language of great assistance. In the exercise of her profession she may have to meet and interview distinguished foreigners, many of whom do not speak English, but practically all of whom speak French. A genuine knowledge of the French language and the ability to speak it easily and gracefully is an asset not only as a means of communication with men of all nations, but in the effect it cannot fail to exercise on any writer of English. To read French is to acquire an admiration for the direct phrase, to learn to seek the right word instead of the unusual one, and to forswear hypocrisies of style and thought.

"A sense of justice is a very important thing for a newspaper woman to have. Many persons, men as well as women, are apt to want to get even for a personal slight in the story they write. They fail to understand that it is impossible to cheapen the person about whom they write without injuring their value as material to a newspaper. Now and then, of course, some inevitable subject of satire presents itself, but in general the woman who succeeds is the woman who is impersonal—who does not use her job for purposes of personal retaliation.

"I do not believe that any person can make a marked success in newspaper work who approaches it with a sopho-

morish sense of superiority. To-day the best minds of the United States are focused upon the editing and writing of newspapers. There is no better work. The girl who thinks there is had better stay at home and write little love stories and call herself an author."

PREFERS CREAM TO THE LEMONS.

Five years ago, speaking at the twenty-fifth reception of the Entertainment Club, at the Waldorf-Astoria, Miss Smith said of herself:

"I describe myself as a cream-colored journalist, because I prefer the rich cream of fancy to the skimmed milk of the baldest fact. Some people, I

"Without any invidious distinctions I would say that the writing of Miss Nixola Greeley Smith is a most admirable illustration of feminine intuition brought to a logical conclusion."

Several years ago Miss Smith gave this tip to young reporters:

"If the man you are interviewing hasn't a personality, it is the correct thing to give him one; and if he hasn't sense or tact enough to express an opinion, you should branch out with a brilliant epigram or some other pearl of thought and wind up with the question, 'Don't you think so?' Ten to one he will eagerly say 'Yes,' and you can put it down as his saying."

Miss Smith has a charming personality and has a legion of friends in and out of the newspaper field. She is the wife of a well-known newspaper man, Andrew W. Ford, of the editorial staff of the New York Evening Telegram, to whom she was married on April 1, 1910.

PITTSBURGH AD FIELD NOTES.

Pittsburgh is booming, even through the hot summer days.

M. H. Bash Sons, retail furriers, are erecting a new six-story building on their old site, Fifth avenue at Market street.

The Kaufman-Baer department store's new home, twelve stories high, covering half a square, will be finished in November.

The Kaufman department store, known as the "Big Store," is being remodeled. The six-story addition has been torn down and will be replaced by a twelve-story building.

The Hilton Company opened a new store on July 19.

The May Drug Company have opened up two new stores within the last month and are now operating nine stores.

The Frank & Seder, ladies' wearing apparel store, are building considerable additions.

The Boggs & Buhl store is making large additions.

These and other building operations, together with the cutting of the "hump" has made Pittsburgh a real busy city this summer.

JOHNSTOWN LEADER BOOMS.

Runs Thirty-six Full-Page Advertisements in Five Days.

What is considered a record in advertising carried in single instances by a paper less than two years old, has just been accomplished by the Johnstown, Pa., Leader. In addition to the copy specified below the Leader had a big increase in other ads.

The following is an itemized list of the advertisements carried: Four full pages, Nathan's department store; two full pages, Glosser Bros.; eight full pages, Schwartz Bros., the largest single advertising ever carried in the State of Pennsylvania; twelve full pages, Johnstown Grocery Co., the largest grocery advertising ever carried in the State; eight full pages, Cupp Grocery Co., the largest retail grocery ad ever carried in Pennsylvania, and a double-page ad for the Great Eastern Clothing Store.

Winners in Ad-Setting Contest.

An ad-setting contest held in connection with the recent convention of the Florida State Press Association, at Tampa, brought out some very creditable work. The contest originated with Glenn-Reagan, an advertising service at Tampa. Fourteen contestants were entered for three prizes offered by Glenn-Reagan and four others provided by the Waterman Pen Co. The successful competitors were, in the order named: A. J. Youngblood, Gustis Lake Region; C. J. Powell, Rinaldi Printing Co.; H. Ahlstrom, Ft. Pierce News; I. Clyde Rinaldi, Rinaldi Printing Co.; E. J. Gower, Kissimmee Gazette, and the Sanford Herald. Another prize was given to the Rinaldi Printing Co. It is planned to make ad-setting contests a feature of future State conventions.

know, don't like cream in their journalism, any more than they do in their tea—and I have no quarrel with them if they prefer lemon in both. A cream-colored journalist is one who interviews a distinguished clergyman in the morning, stops at the Tombs to obtain the views of a condemned murderer, gets a pen-picture of a big Wall Street man, and then goes out of town and gets the opinion of some prima donna about some vital subject and telegraphs it in for the first edition of the following morning's paper."

Before entering regular newspaper work Miss Smith had several articles accepted by magazines. After she had turned over four or five publishers' checks to her landlady that worthy said to her:

"Do you know, there seems to be money in this sort of thing. I think I'll stop taking boarders and start writing."

And once, when she was visiting a poor scrubwoman in an East Side tenement, the forlorn mother, amid surroundings of squalor, said gratefully:

"I'm mighty glad, lady, you've come, 'cause I want to be a reporter. I can speak three kinds of Yiddish, and I think it would pay better than scrubbing."

HER GREAT POWER OF ANALYSIS.

In his summing up at the Thaw trial in 1907, Delphin Michael Delmas, who had full charge of the defense of Harry Thaw, said of Miss Smith, after describing as marvelous "the power of analysis and description displayed by the woman writers during this trial":



The Knickerbocker Press LEADS ALL THE REST

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS	-	1,572,858 lines
Times-Union	- - - - -	1,512,910 lines
Journal	- - - - -	1,036,840 lines
Argus	- - - - -	322,448 lines

THE KNICKERBOCKER PRESS leads the Argus by	- -	1,250,410 lines
THE KNICKERBOCKER PRESS leads the Journal by	- -	536,018 lines
THE KNICKERBOCKER PRESS leads the Times-Union by	-	59,948 lines

Remember, The Knickerbocker Press Leads in All That Is Worth While!

The Knickerbocker Press

ALBANY, N. Y.

JOHN M. BRANHAM CO., Representatives

Brunswick Bldg., NEW YORK

Mallers Bldg., CHICAGO

Chemical Bldg., ST. LOUIS

CRITICAL STUDY OF POSTERS.

"Posters: A Critical Study of the Development of Poster Design in Continental Europe, England and America," is the title of a new work by Charles Matlack Price, published by George W. Bricker, of 114 East Twenty-eighth street, New York. Mr. Price is the editor of the Architectural Record and is well qualified to speak on this application of poster art because of his familiarity with art in its larger exemplification—architecture. The book itself is undoubtedly the best and most pretentious ever published.

Reproductions in color are given of posters by Theophile Alexander Steinten, Jules Cheret, Robert J. Wildback, Tom Hall and Earl Horter. One of the most interesting chapters in the work to the layman, and especially to the advertising man, refers to the wonderful development of the poster art in magazine covers, in which examples of the works of many of the leading poster artists of the day are given.

The possibilities of the poster artistically and from an advertising standpoint are thoroughly discussed by the author.

Fair Trade League Organizes.

According to its recently ratified constitution, The Fair Trade League, just organized, has the following objectives: Continuance of fair competition, honesty in manufacture and merchandising, education of the public in economic aspects of commercial evils, prevention of waste in distribution, and the promotion of sound legislation in all fields affecting commerce. The following are the officers of the organization: Charles H. Ingersoll, of Robert H. Ingersoll & Bro., president; Dr. Lee Galloway, of New York University, vice-president, and Edmond A. Whittle, secretary. The treasurer has not been finally determined upon. Louis D. Brandeis, of Boston, is the counsel of the league.

Lynch Retains Control of I. T. U.

At the Friday session of the International Typographical Union convention, at Nashville, Tenn., this week, President James M. Lynch won a decisive victory when the Seattle proposal to change executive control was defeated by a vote of 204 to 27. Providence was chosen as the next meeting place. President George L. Berry, of the International Pressmen, made an address favoring closer affiliation.

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.

Wanted—New York Representative

By syndicate of newspapers soon to open New York office. Must be experienced and capable advertising man. Give full details, references and salary expected. All replies will be treated as confidential. Address "R. R. H.," care THE EDITOR AND PUBLISHER.

Wanted—A Losing Newspaper

In city of 25,000 to 50,000 preferably Middle West; paper must have good field, with prospect of profits under new and capable management. Price must be reasonable.

AMERICAN NEWSPAPER OWNERS' EXCHANGE, Rand-McNally Bldg., Chicago.

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.

NEW EXAMINER HOME PROMOTE PURE-AD ORDINANCE.**Eminent Men and Large Gathering at Laying of Cornerstone of New Los Angeles Structure—Mr. Hearst's Address.**

The laying of the cornerstone of the home of the Los Angeles Examiner and the raising of the California bear flag at the site of the new structure on Monday was witnessed by a great gathering of representative citizens, including business and representative men and members of leading civic and fraternal organizations. These ceremonies were preceded by a large parade which acted as the escort to William Randolph Hearst and Mayor H. H. Rose to the new building site.

The ceremonies at the grounds began at noon and were under the auspices of the Los Angeles Advertising Club. Ernest Ingold, president of the club, introduced B. H. Wagner as master of ceremonies, and the latter presented the bear flag to the Examiner and the people of Southern California.

Douglas White, of the Advertising Club, presented a silver trowel to Mayor Rose, who officially laid the cornerstone and then presented the trowel to Mr. Hearst.

In acknowledging the gift of the trowel Mr. Hearst delivered an address in which he voiced his confidence in the great future of Los Angeles and Southern California. Mr. Hearst said in part:

"This is a notable occasion for us of the Examiner. It marks a milestone in the progress of the paper. Yet with all its importance and significance it is only one of many occasions which we gratefully remember where you have kindly encouraged our efforts and stimulated us to further endeavor.

"Under such circumstances and stimulus the Examiner has grown until it is one of the biggest and best of all my publications. Certainly there is no publication of mine from Los Angeles to London in the success of which I take a greater pride and pleasure.

"I take pleasure in the success of the Examiner, first, because I am a Californian and take pleasure in the success of everything Californian.

"I want my system of publications to be essentially a national institution, and to be national it must have representation in Los Angeles as adequate as in any other of the great cities of the nation.

"I am truly proud and pleased to have a newspaper here to do its share in the development of this great city, to play its part in the progress of this great State. I am happy, too, to have a newspaper system to sow the seeds of this progress in other parts of the nation and to cultivate it there so that it may take root and flourish and blossom and bear fruit.

"My devout wish is that Los Angeles may ever continue to be a leader in the moral and material development of the country, in the economic and political progress of the nation, and that the Examiner may be a potent factor in this development, an effective force in this progress, a cornerstone in the splendid structure of Californian achievement."

Court Tries to Stop Press Reports.

Because newspaper correspondents forecasted the results of an arson trial that was being held in Mineral County, W. Va., they were forced to cross the State line into Cumberland, Md., for fear of being held in contempt by Judge Reynolds, of the Circuit Court there. No specific charges of contempt were made and there had been no previous instructions from the court in regard to press reports. The reports in question were the usual accounts of the trial, such as every newspaper prints under such circumstances, and the tenor of these reports, which provoked the contempt proceedings, was amply justified by the verdict of acquittal which the jury rendered.

ERIE, Pa.—Chronicle Co.; capital, \$25,000; to publish newspaper.

Forth Worth Ad Club Works Hard for "Smith" Emblem.

So enthusiastic has the Fort Worth (Texas) Ad Club become in its advocacy of truth in advertising that a committee appointed by the club for that purpose has succeeded in impressing upon the Mayor of that city the necessity of a pure-ad ordinance. No action has been taken in the matter since then, owing to the fact that the legal department of the city has yet to establish the constitutionality of such an ordinance.

In the meantime, the Ad Club continues to urge upon the Fort Worth advertisers the advisability of using the copyrighted "Truth" emblem of the A. A. C. of A. on all copy, with the result that the following advertisers have adopted it: The Fair, Jamieson-Diggs, A. & L. August, Burton Dry Goods Co., H. C. Meacham and the Missouri, Kansas & Texas Railway Co.

According to a resolution passed by the Ad Club on June 29, the organization itself becomes liable for all losses suffered by purchasers as the result of advertising containing the "Truth" emblem.

Knickerbocker Want Ad Contest.

The Knickerbocker Press, of Albany, N. Y., is running a very successful Want Ad. contest in connection with the Morton Opera Co. playing for the summer months at the Colonial Theater, in this city. Ten prizes are offered each week, ranging from a six chair box to orchestra seats. The contestants are required to search the want ad. columns for words regarding the play, as well as to submit an example of a want ad. of different classification each week. E. F. McGowan, the classified advertising manager of the paper, believes that this contest will be the most successful he has ever undertaken.

THROTTLING RUSSIAN PRESS.

Freedom of the press was granted to the people of Russia by the Czar's manifesto of Oct. 17, 1905. The censorship was officially abolished, and pending the enactment of new laws relative to the press "temporary rules" were introduced.

These "temporary rules" placed the editors practically at the mercy of the gubernators and chiefs of police, who were empowered to fine them not more than 500 rubles or imprison them for longer than three months for any article which seemed objectionable for some reason or other. No appeal could be had against their decisions. As a consequence, the Russian newspapers have been full of accounts of fines imposed, editors imprisoned, editions confiscated, and other forms of persecution of which the officials of the Czar only are capable.

But, notwithstanding all the persecution, the periodical press of Russia has grown in number as well as in influence all over the country, and become an important factor in the political life of Russia. The Government saw danger, and it is now making an effort to reduce the press to the position it formerly held. The Minister of the Interior has submitted to the Council of Ministers a press bill which is a frank step backward. It would revive the censorship and create new obstacles to the further growth of the press of Russia. The newspapers, with little exception, are unanimous in condemning the bill as reactionary and utterly inadequate.—*Novoye Vremya* (St. Petersburg).

Jonas Goes to Woolworth Building.

The newsstand of L. Jonas & Co., formerly located in the vestibule of the Old Astor House, and almost as famous as the hostelry itself, will in the future be located in the Woolworth Building.

The Enterprise, at Liberal, Mo., has suspended publication, after a career of twenty-two years.

Our Mailing List

Should keep you in touch with what we are doing along feature lines.

If proofs aren't reaching you—

WHY?

The International Syndicate
BALTIMORE

Daily News Mats

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

INTERNATIONAL NEWS SERVICE
200 William Street New York City

Emergency Pages

save money during the summer months, when advertising is light. Use these pages and you can cut off a machine or two. It's a great idea—money saver. Write for sample pages.

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

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

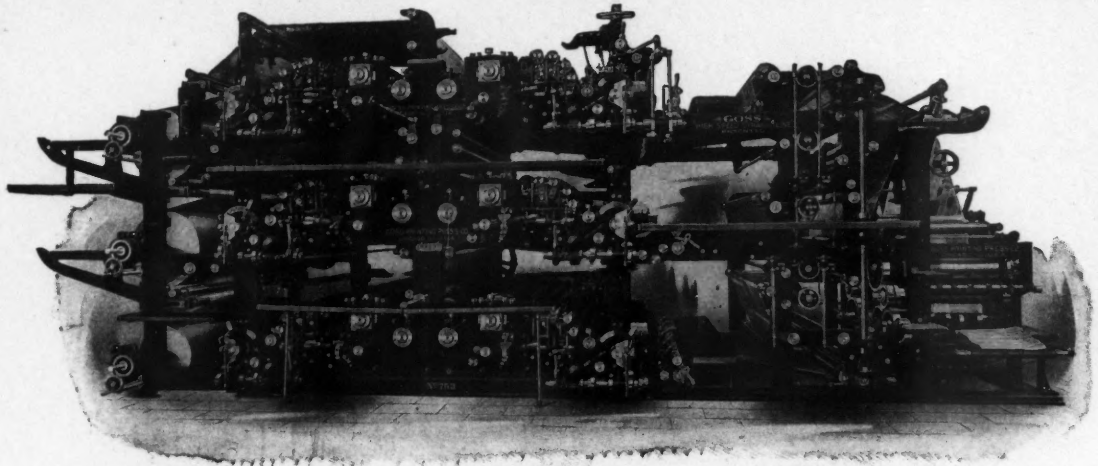
MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

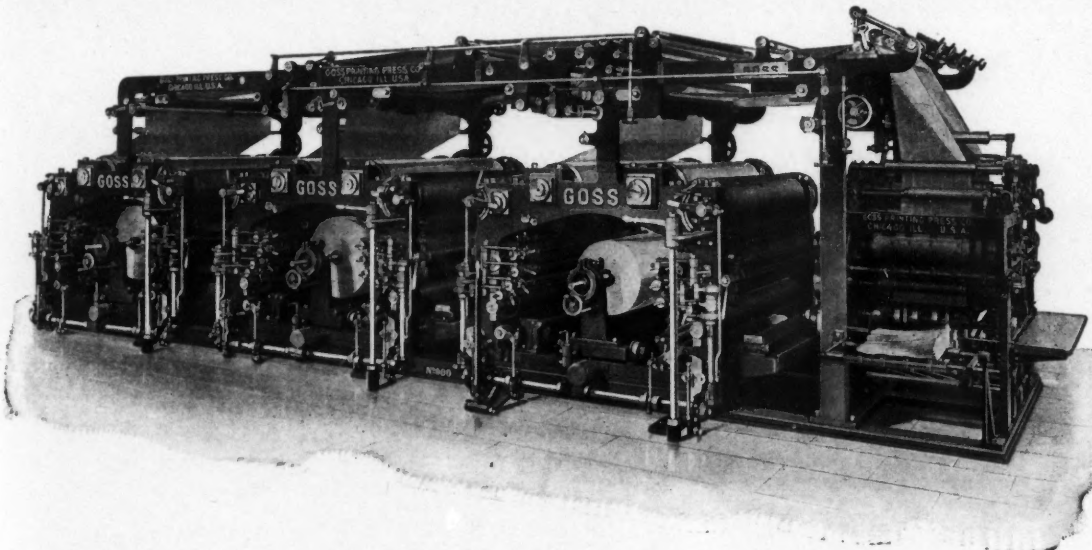
CENTRAL PRESS ASSOCIATION, Cleveland

The
GOSS
High Speed
Sextuple Press
No. 160

The Fastest Newspaper
Press Ever Produced
Patented



Prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44, 48 pages.
Built in all sizes up to double Octuple. Paper rolls at one end, presses in center, folds at other end.



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

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

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

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

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

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

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

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

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

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

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

PATENTED PAPER ROLL CHUCKS—with automatic roll tighteners.

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

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

AND MANY OTHER IMPROVEMENTS TOO NUMEROUS TO MENTION.

ALL LOWER DELIVERIES ARE TWENTY INCHES ABOVE FLOOR.

WE TAKE THE LEAD—OTHERS FOLLOW.

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

THE GOSS PRINTING PRESS CO.

New York Office:

1 Madison Ave., Metropolitan Bldg.

16th St. and Ashland Ave.

CHICAGO, ILL.

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 LE ROY BLANCHARD, Editor. GEORGE P. LEFFLER, Business Manager.

New York, Saturday, August 16, 1913

WHAT IS A "PAID SUBSCRIBER?"

Publishers who have taken for granted that the so-called Publicity Act requires them to submit to governmental scrutiny their entire circulation can learn, in another part of this issue, that they have been mistaken. The statute in question says nothing of circulation and mentions only "paid subscribers," a term which Attorney General Wickersham's opinion explains emphatically and clearly enough.

But what is to-day a "paid subscriber" is not as easily established as Mr. Wickersham seems to believe. Following his interpretation of the act literally, the publisher must do what Herman Ridder, of the New Yorker Staats-Zeitung, has done. Paid subscriber is a term, which, according to precedents established by the Post Office Department, means merely a person who engages with the publisher direct to take his publication for at least three consecutive issues—contracting for same in advance. Thus the carrier who maintains his own delivery routes and buys papers distributed over these routes in varying quantities is not a "paid subscriber" nor a clubbing device. This clause of the Publicity Act, rightly interpreted, becomes, therefore, no more than a very ineffectual inquisition. It does not gauge the volume of papers distributed to paid subscribers through the mail, because the publisher must include in his report all paid subscriptions to his papers filled by carriers, but made with the office of the paper direct. The law, moreover, does not obligate the publisher to submit his net paid circulation, because, as Mr. Wickersham has opined, or definite contract as to time and consideration given, do not come within the sphere of the act.

It seems timely, therefore, to ask the question: What was the intent of Congress? The statute does not show this, though the reasonable view has been held that what the Government wanted was a circulation statement covering the entire distribution of a newspaper. But the demand for such a statement might not stand a test of constitutionality. At any rate, if this is the intent of the law, "net paid circulation" or "total paid circulation" should be substituted for "paid subscribers." If, on the other hand, the fathers of this act wished to ascertain the number of paid subscribers served through the United States mail, the term "paid subscriber" should be amended to read "paid subscribers served through the United States mail."

The least citizens can expect of Congress is that it make the meaning of its statutes clear and definite.

In some quarters the view is held that the Publicity Act has proven of value in identifying those financially interested in newspapers, and that to this

extent its operation has been beneficial. To make the law a rational whole, that will permit no equivocation and be easily understood, Congress should amend it to show what part of the newspaper's circulation it wants to bring to the attention of the Government. In the absence of such a measure some publisher is likely to establish what is a "paid subscriber" at his own and needless expense.

A MATTER NEEDING REFLECTION.

In submitting his report to the convention of the International Typographical Union, in session this week at Nashville, Tenn., James M. Lynch, president of the organization, pointed with pardonable pride to what has been done for the members:

Chief among these attainments are the very substantial raises in wages which the union has effected. Mr. Lynch drew attention to the various increases which have taken place since 1909. In that year the average earnings per member were \$897, rising in 1910 to \$953, in 1911 to \$974, in 1912 to \$992, and in 1913 to \$1,023, making the increases for the years included respectively \$56, \$21, \$18 and \$31, or \$126 per year for the entire period. In that time the membership of the union has increased from 44,921 to 55,614, and the total earned by the membership has risen from \$40,293,738 to \$56,944,486.

This means that the employers concerned have within a space of five years been obliged to meet a payroll fourteen per cent. greater than in 1908, giving a yearly average increase of 2.8 per cent. The figures given demonstrate, firstly, that the cost of high living is apt to have causes not amenable to the edicts of the Interstate Commerce Commission; secondly, that co-operation may have the desired effect, and, thirdly, that publishers of newspapers will soon be obliged to ask their editorial staffs to work for nothing. The latter is all the more appropriate since during the period covered by Mr. Lynch's report there has been a general decrease in newspaper net revenues, caused by a variety of conditions traceable to better pay of employes having a card.

The showing made in the report substantiates the impression that the arbitration agreement between the typographical union and publishers, made in 1908, has not been a detriment to union members as was feared. Before the position of the newspaper publisher can be fully understood, in the light of Mr. Lynch's report, it would be necessary to know the increases given since 1908 to stereotypers, pressmen and photo-engravers.

"Too many changes" would be the verdict of the diagnostician in the Trenton True American case. Founded in 1801, the paper seems to have had no difficulty keeping alive when circulations generally were much smaller than they are to-day. That modern competition did have no deadly effect normally is shown by the fact that while under the management of Joseph L. Naar the paper had 30 prosperous years. Then the price was reduced to one cent from two cents. Money was lost right and left. To counteract this the paper was again sold for two cents under a new management. Last October the price was again lowered to one cent. False circulation claims were made by the management and the representatives. In addition there was just a wee bit too much politics. Result: A debt-free and income-producing property went to the scrap heap with some \$300,000 that had been invested by those who thought they could save it. Lesson: The loss of a good editor and LACK OF STABLE POLICY are more than most papers can stand.

Editors and publishers too much given to "policy" in news are like the gentleman of Greek mythology who sowed dragon teeth and raised a crop of trouble that came near being his undoing. In the end the fair, square, honest, unbiased and impartial policy is the thing. To withhold what is disagreeable to some is not fair to the public, on the principle that what is sauce for the goose must be sauce for the gander. To hush up the scandal involving the family of a big advertiser or friend and dwell in

extenso on a similar episode in some other family is about as mean a piece of business as can be imagined. Since murder will out anyway, and since the public is not half as stupid as some fondly believe, "all the news all the time" should be the motto of every paper hoping to have good claims on being what it represents to be—a newspaper.

What is a "wagenlied"? Mr. Mears, champion globe circler of the Evening Sun, says that he traveled "in" one, though what he might have said, with equal success, would have been that he traveled "to" one. Wagenlied, translated into English, means car song, a thing which actually exists, if you have ever followed the rhythm of the wheels hitting the rail joints. But Mr. Mears' "wagenlied" is the French *wagon-lits*, equivalents of the German "*Schlafwagen*" or American Pullman—a bed wagon, in other words. Since then another newspaper writer has transferred the place of origin of the famous Neanderthal skull to France, when as a matter of fact the primitive human remnant was discovered in a narrow gorge part of the Duessel valley system in Western Germany. Accuracy is still a quantity writers should strive for. To these wholly accidental gleanings of one week we may add one which two weeks ago confounded the occipital foramen with auditory "holes" of the human skull. Is improvement needed?

The assertion that gradually the editorial page is losing its standing, and with this its value, is not altogether as unreasonable as one would think. It has been fashionable for several years now to put as little good sense and as much supercilious fatuity in the editorial columns as the smartest saphead in the office could devise. What the average modern editorial page needs is a little more quality of thought, sincerity of purpose, and a whole lot of human sympathy. Smart drivel of the sort usually dished up may look well in type, and may even read well. But it lacks the quality that distinguishes the human voice from the squeak of the phonograph. Hence the failure of some editorial pages—so-called.

THE EDITOR AND PUBLISHER:

After reading your editorial regarding the boycott of the New Haven Journal-Courier by the local department stores because that paper chose to publish advertising asking New Haven citizens to take their New Haven earned money out of that city and spend it with New York competitors of New Haven merchants, I can't for the life of me see wherein the merchants are so very wrong in the stand they have taken.

New Haven is 73 miles from New York, and it is a city of 150,000 people. It is blessed with stores that pay taxes, support families and are part of New Haven—stores that as they prosper add to the prosperity of the city.

New Haven has newspapers that owe their existence to local support, papers whose aim it is to tell the news of the world, and which should at all times preach keeping New Haven money in New Haven for the upbuilding of New Haven.

Now the publisher of the New Haven paper would be in a fine position if the New Haven merchants were to point out to the citizen that New York papers are larger, newsier and better in every way than the New Haven papers—that they are delivered in New Haven every morning—and are more desirable than the smaller, less expensively produced local papers.

But that is just what the New Haven publisher has done for his fellow citizens who are in business—he has stepped on their toes—has taken part of their business away from them and they have justly resented it.

It strikes me that the New Haven publisher who takes money for driving trade away from home stores has no kick coming, ethically or otherwise, if the local stores say—"go to it, but without us."

H. R. DRUMMOND.

New York, Aug. 14, 1913.

PERSONALS.

Frank A. Munsey is at Carlsbad, where he recently gave a dinner party at the Savoy West End Hotel to a number of well-known Americans at the resort.

Victor F. Lawson, publisher of the Chicago Daily News, left this week for a short vacation in Europe, going on board the Baltic. His trip will be in the nature of a holiday, and he has no definite program, although most of his time will be spent in London.

Dr. J. A. MacDonald, editor of the Toronto (Canada) Globe, has been announced by the Perry Centennial Commission as the speaker to represent Canada at the exercises at Put-in-Bay, September 10. Ex-President Taft and President Wilson also will deliver addresses.

Harrison M. Parker, publisher of the Chicago American, was a visitor to New York this week.

C. P. J. Mooney, editor of the Nashville (Tenn.) Commercial Appeal, was the orator at the twenty-second annual reunion of the Bradford Bivouac, Confederate Veterans, held at Brownsville recently.

Fleming Newbold, business manager of the Washington Star, spent several days of this week in New York.

John E. O'Mara, of O'Mara & Ormsby, publishers' representatives, and E. A. Westfall, business manager of the New York Globe, are spending six weeks rambling over continental Europe. When last heard from they were on the Rigi, where, in addition to getting a fair survey of at least part of the Alps, they purchased picture postals enough to let all friends know their whereabouts.

GENERAL STAFF PERSONALS.

T. G. Russell, editor-in-chief of the Mercantile Gazette, of New Zealand, arrived in New York Saturday in the course of a "round-the-world" tour.

W. W. Brown, editor of the Cumberland (Md.) Daily News, sailed from New York last week on a two months' tour of Europe.

Ralph Tennial, editor of the Kansas City (Mo.) Weekly Star, has resigned because of ill health.

Charles H. Greer, editor of the Marion (Ala.) Standard, has announced his candidacy for Secretary of State in the coming Alabama elections.

Ida M. Tarbell is spending the summer at Redding Ridge, Conn., about eight miles from Mark Twain's home.

W. W. Ball, for several years managing editor of the Columbia (S. C.) State, has been put in charge of the editorial department of the paper in the absence of W. E. Gonzales, who was recently nominated as Minister to Cuba.

B. C. Forbes, business editor of the New York American, has gone to Europe for the purpose of studying the laws in force concerning the responsibility of corporation directors and promoters.

Professor A. F. Wilson, of the Department of Journalism at New York University, is spending his summer vacation at Lake George, N. Y.

William F. Barry, formerly night city editor of the Albany (N. Y.) Argus, is doing city staff work and acting as assistant city editor of the Bridgeport (Conn.) Morning Telegram.

W. J. G. Myers, Connecticut correspondent for the Associated Press, with headquarters in New Haven, is away on his annual vacation. G. E. Stansfield is substituting during his absence.

IN NEW YORK TOWN.

Frank Clifford, of the Brooklyn Eagle, is developing into a successful farmer. He owns a little farm in Fanwood, N. J., where he lives, and rises each morn at 4 o'clock, so as to be at his desk in Brooklyn on time.

Henry C. Terry, the blue-eyed "Deacon," is as active as ever grinding out copy daily for the American.

Arthur Greaves, city editor of the Brooklyn Times, is very popular with members of his staff, and all other newspaper men who come in contact with him.

John Black, formerly of the Brooklyn Times, is doing musical stunts for the Eagle.

Harry Schultz, of the International News Service, is developing a voice like Caruso. He is in charge of the pony telephone news service, and has to talk all night long to Poughkeepsie, New London and other points.

Charles Fisk, former city editor of the old New York Recorder, is one of the busiest men in town. He is the supreme boss of the mechanical department of Harper & Brothers.

John Tregaskis, one of the old-time Herald men and G. A. R. veteran, now edits warrants and summons in a Brooklyn police court, John being chief clerk of the same.

John Brockway, of the Brooklyn Standard-Union, has been on one job ever since the days of the Civil War, and he still gets to the office ahead of time every morning, and hustles through his work as spry as a colt.

Daniel Nicoll, circulation manager of the Evening Mail, has chosen Sea Bright, N. J., as the place in which he will spend a two weeks' vacation.

Edward J. Barry has resigned from the Herald to become circulation manager of the Tribune.

James S. H. Umsted, for the past four years editorial manager of the News Bureau Association, has been elected manager of the statistical department recently established by Albert Frank & Co.

T. E. Niles, managing editor of the Evening Mail, has returned from an invigorating vacation.

The daily poem, which appears on the editorial page of the Brooklyn Eagle, signed "J. A.," is written by John Alden. John's stronghold is the classical, and Brooklyn scrap books are filled with his output.

Over in Williamsburgh it is whispered that some day Editor John N. Harman, of the Brooklyn Times, is to receive a nomination for State Senator, or something like that.

WASHINGTON PERSONALS.

W. W. Jermane, of the Minneapolis Journal, Senior Warden of the Grand Lodge of Masons of the District of Columbia, is the highest ranking Mason in the District of Columbia, as all the other officers of the lodge are absent at this time.

H. B. Guest, political writer of the Montreal Telegraph was a visitor to the press galleries of Congress this week. While he was present in the Senate gallery debate on the subject of a countervailing duty on wheat was in progress.

W. W. Price of the Washington Star is enjoying an extended European trip. At present he is at the famous Vichy Springs in France.

Waldon Fawcett, syndicate writer, sailed Saturday from New York for an extended European trip.

John B. Smallwood, city editor of the Washington Star, gave a farewell dinner at the University Club last Saturday to Ralph Graves, formerly of the Washington Post, who has become general publicity agent for Richard Bennett, producer of "Damaged Goods." Those present were John Corrigan, Jr., of the Atlanta Constitution; Austin Cunningham, of the San Antonio Express; Dudley Harmon, of the New York Sun; Norman Robinson, of the Boston Globe. Frank Morse, who succeeds Mr. Graves on the Post, and James Hay, Jr., the well-known magazine writer.

Marvin Ferree, correspondent of the Washington Times, has been arrested in Mexico City, Mexico. News sent by him to the United States is believed to have caused his arrest. Secretary of State Bryan has started an investigation of his arrest.

Arthur Johnson, of the Denver News, and Mrs. Johnson, are the happy parents of a baby girl which has been christened Rebecca.

Louis Seibold, of the New York World, appeared before the House Lobby Investigating Committee last week and told his story of his connection with the Mulhall charges. Mr. Seibold prepared the now famous story of the Mulhall letters for the World.

WEDDING BELLS.

Miss Josephine Hersh, daughter of the late Nelson Hersh, who at the time of his death was Sunday editor of the New York World and associated with the late Joseph Pulitzer, was married July 31 to John A. Githens, Jr., editor of the Progressive Times, of Asbury Park, N. J. The ceremony was performed at Asbury Park, by the Right Rev. John Scarborough, Episcopal Bishop of New Jersey, who also performed the marriage ceremony for the bridegroom's parents, thirty-two years ago.

Hartley C. Parsons, editor of the Geauga (O.) Republican, and Miss Edna Eliza Hickox, of Russell, were married at Chardon, O., last week.

Robert McCutcheons Blood, of the Boston Globe, and Miss Olive Whitmore were married Saturday at Newtonville, Mass.

The marriage of Miss Marjorie I. Stone to William E. Severn took place at Brooklyn last Monday. Mr. Severn has been for twenty-five years connected with the Brooklyn Daily Eagle.

PUBLISHER'S NOTICE.

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.

ADVERTISING MEDIA

ILLINOIS.

Chicago—New York—Philadelphia, for 30 years the coal trades' leading journal. Write for rates.

FOR SALE

\$5,000 CASH makes first payment on national weekly trade paper paying publisher \$4,000 annually. Growing field. Particulars from "OWNER," care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

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.

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

HELP WANTED

WANTED

A thoroughly reliable and experienced business manager for daily afternoon newspaper having a circulation of over 15,000 copies, the leading paper in an eastern city of 50,000 inhabitants. Must, by reason of experience, sound judgment, energy and industry, be able to take effective supervision of the local advertising and circulation departments as well as the job printing and hindery connected with the place. Address "D-1066," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

ART AND PUBLICITY MANAGER, a business developer who can write, draw, sell and superintend the construction of advertising or promotion copy, wants work. Best of references; 15 years' experience. Address "ROOT," 1514 Addison Road, Cleveland, Ohio.

DO YOU NEED CIRCULATION? An up-to-date, hustling circulation man who has had 12 years' experience on "100,000 circulation" papers, desires a position as circulation manager. I am thirty-two years of age. Have been with present employer six years. Can build up, or put in a circulation and also the money. Would consider city circulation management on large paper. Address "D, 1074," care THE EDITOR AND PUBLISHER.

A PUBLISHERS' ADVERTISING REPRESENTATIVE, New York, with years of experience in advertising solicitation in Eastern territory, desires to make connection with several good publications as special advertising representative or manager; well acquainted with all principal advertisers and agencies. "Can get the business." Address "D, 1072," care THE EDITOR AND PUBLISHER.

DO YOU NEED A BUSINESS MANAGER?

Is your competitor making greater circulation and advertising gains? I want to take charge of a live daily newspaper, eastern town preferred. I am really sincere when I say that it is the opportunity rather than a large salary that I am looking for. Am twenty-seven years of age; have been in the newspaper and advertising fields for over ten years. If you have only one-tenth the confidence in me that I have in myself, we will get together without delay. At present engaged. Address "D-1067," care THE EDITOR AND PUBLISHER.

NEWSPAPER MAN

with seven years' experience, desires position as managing editor of large weekly 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.

STEREOTYPE FOREMAN,

For years with big middle west daily and Sunday, wide experience, good executive capacity, best of references. Interview solicited. Address "P. C.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

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.

DAILY NEWS

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.

51 Chif St.

\$3.00 YEARLY, BUSINESS OF YOUR OWN; mail order; success sure; honest, legitimate; small capital; original methods. Write M. Clement Moore, Specialist, New Egypt, N. J.

CONSCIENCE OF THE ENGLISH EDITOR.

Carefully Hedged About by Libel Laws, Contempt of Court Rules, and Conservative Public Sentiment, Ye Main Squeeze in England, Finds It Difficult to Be Enterprising.

By Alex. Kenealy.

Editor of the London Daily News.

If a man is tried in England the editorial attitude is entirely different from that evidenced in America.

First of all, the editorial attitude in England is governed by law. The strictest kind of rules prevail by which every editor is guided in all stories that he prints about any person.

The libel laws are so stringent that it is as much as a newspaper is worth to print anything of a libelous character. Therefore, a newspaper man must almost be a lawyer in the writing of reports when he mentions a name.

No one may gainsay but that New York papers are in the habit of trying and convicting—virtually lynching—men who come in conflict with the law. In England, it is the privilege of the law alone to convict or acquit, and any editor who even hints at taking the judge's place in this connection is certainly made to remember his responsibilities by drastic libel laws and contempt of court rules.

ACCUSED ARE WELL PROTECTED.

I remember a few years ago a very notorious American woman, with a past several miles long, named Madame Diss Debar, was on trial in England for several offenses. She was being tried under some other name. Every newspaper man in London knew her name was Diss Debar, and knew all about her record, but under the rules that apply here not a single paper ventured to mention it until it was brought out in court after her conviction. To have mentioned anything about her career, damaging to herself or prejudicial to her case, would have involved possibly the committal of the editor of the paper to prison for contempt of court. This because it would have given information to the jury prejudicial to the prisoner which, under the rules of procedure here applied, is not admissible in England until after the verdict.

Having been in the editorial field both in America and England, I think these laws are justified. We are all but human at best, be we judges, juries or convicts and are bound to be influenced unconsciously and prejudiced to the detriment of one who might suffer on account of that influence and prejudice.

To so word a paragraph as to cast reflection on a supposed guilty party, is sure to reach the minds of many people and form an opinion that might not otherwise have been formed.

EDITOR'S RESPONSIBILITY IS GREAT.

I think the responsibility of an editor is almost equal to that of a judge. He should be fair and just inherently, irrespective of fear of consequences, and not because he is going to be shot, or punched, or sent to jail, or made to pay damages, if he errs.

In some countries it is customary for a newspaper editor to act, not only as judge, but as jury and hangman as well. These offices he sometimes fills without hearing the evidence of defense. This I disapprove of.

An editor usually direct his forces from his office. I know many editors who have scarcely ever been in a court room to study the attitude of a prisoner, enabling them, perhaps, to judge from the very testimony or the prisoner's demeanor as to his guilt or innocence. He takes the hearsay opinion of the world generally or the word of reporters and acts accordingly.

WHAT THE PAPER SHOULD BE.

The every-day sheet is a public institution setting forth the woes, vicissitudes and joys of those who for any reason come into print. It should present the facts fearlessly and truthfully, as nearly as possible. But when it distorts the language so as to cast reflec-

tion on the party whose interests hang in the balance, it has lost its mission as a public recorder.

From the very earliest conception of the English newspaper it has practically been regarded in this capacity of public reporter of facts, the criterion of truth. Fair play seems to be the keynote. The Englishman has not yet entirely lost this attitude toward his newspaper. Libel laws, together with the unwritten law of publishing only those things which are fit to print, are needed to direct the editorial conscience when moral instincts fail to guide.

HARD ON AMERICAN EDITORS.

To change the conditions in England would take the Herculean task of revolutionizing the English character and temperament. As an evidence of this, several American editors have come over here and tried the sensational, bombastic methods, but John Bull balks and the American takes himself off a loser but a much wiser man.

The very story that is given a three-column spread in an American paper is accorded a stick of space in the English journal. Yet the speech of a member of Parliament on some popular measure, though full of technicalities, must be given its full space.

Such customs and usages can only be changed by the public. To be sure, several American methods for gaining the attention of the English have been introduced with success. Sometimes an American advertising idea will bring as good results here as it does in Uncle Sam's domain. The strictly sensational does not carry appeal to the Englishman. He will have none of it. He regards it as purely sensational. His early training and temperament makes him crave for more conservative measures. He is fully cognizant of the American attitude toward the sensational, and his feeling may be summed up in the words of the Englishman who said, "Truth is stranger than the American press."

Therefore, the editorial attitude must of necessity conform with a character that is, seemingly, as unchangeable as the laws of the Medes and Persians. He must introduce American methods of journalism cautiously. While in America the opinions of the press may change a multitude of people in one night to its way of thinking, of the English public this cannot be said. The tendency of the English temperament may be summed up in "*verily, everything new is looked upon with suspicion,*" and its worth must be substantiated and assured before it is given credit and accepted. The editor in England must ever have before him these conditions if he would succeed.

Printers' Exposition Is Planned.

Delegates to the third annual Ohio Printers' Trade and Cost Congress, to be held this year at Toledo, on Sept. 1-6, inclusive, are to be treated to a million-dollar exposition, showing the advances made recently in printing, binding, photo-engraving, machinery and equipment. The effort of the general committee in charge of the exposition reports that much interest is being shown and that the lines exhibited will be unusually well represented. Henry C. Vortriede is president of the exposition committee, and H. V. Buelow managing director. The Terminal Exposition building has been selected as the home of the undertaking.

The South Jersey Progressive, the new weekly newspaper started at Pitman, has not suspended.

THE GADFLIES OF THE PRESS.

Dr. Clark Tells Why America and Americans Are Not More Esteemed Abroad Than They Are.

The Rev. Francis E. Clark, head of the Christian Endeavor movement in America, contributes to the last issue of the Continent a valuable article on "The Gadflies of the Press," in which he touches upon the real cause of much of the unpopularity of our country and our people abroad.

After saying that one rarely sees an unfair or sneering remark concerning Great Britain in reputable American newspapers, or hears one from a reputable public speaker, Dr. Clark goes on to say that sneers at America and Americans are the stock in trade of many English writers from the days of Dickens' Mrs. Trollop to the present year of grace.

The English newspapers more frequently found in the Continental cities are the London Standard and Daily Telegraph and the Paris Daily Mail. These papers rarely contain anything complimentary to America, the most of the articles alluding to the country or people having their fling at American manners, American business, American pronunciation, American heiresses and American worship of the dollar.

Continuing, Dr. Clark says:

"It may be said that the uncomplimentary things about America are mostly matters of news; and if America does not wish such things published to the world, she must reform her manners and her morals. I admit that there is truth in this, but at the same time the question arises, 'What is news?' Is an unsavory divorce case, or a terrible railway catastrophe, or a horrible lynching the only news? In the doings and disasters of a hundred millions of people it is easy, undoubtedly, to find such 'news,' but is this the only kind worth recording? I have sometimes thought this was the opinion of certain editors, as I have searched the endless columns

of some metropolitan journals for news from my own country.

"However, it is not the 'news,' though its proportions often seem distorted and grotesque, that pricks American sensibilities, callous as they ought to be by this time, but the editorial comments on the news, or the contributed articles about the States, that they most seriously resent. When Canadian Pacific stock goes down, it is more than intimated that it is due to 'the dishonest methods of the New York Stock Exchange.' When strikers become especially belligerent I have seen it accounted for by the fact that they are taking a leaf out of the frightful book of American labor troubles. When a peculiarly atrocious murder is committed we are assured that 'scarcely anything more fiendish could be expected in the Southern States.'

"One would think that in America alone, of all the countries in the world, and in the last century of all centuries since the commencement of recorded time, money and the power that money brings were desired and sought; least of all that in Great Britain there could be anyone who would soil his hands with filthy lucre! These writers conveniently forget that in the United States ninety-nine people out of a hundred are poor, or only moderately well-to-do.

"They forget that the 'four hundred' are almost literally numbered in this designation, and that the other ninety-odd millions of people, the great majority, are not bitten by the gold bug but cherish lofty ideals for themselves and for their children, and try to realize them. These writers overlook the hundreds of thousands of ministers, professors and public school teachers who have chosen professions that give no hope of large wealth; the physicians, most of them poor men, whose ambitions would be sadly thwarted if they sought chiefly money; and the vast multitude of traders and mechanics who seek only a comfortable fireside and a happy, virtuous home."

THE POLICY OF THE New Yorker Staats-Zeitung

TOWARDS CIRCULATION STATEMENTS

☐ The Association of American Advertisers examined the circulation of the Daily, Evening and Sunday Editions of the

NEW YORKER STAATS-ZEITUNG

for the period of Nov. 1, 1911, to Apr. 30, 1912, and in Certificates 1086 and 1087 guaranteed the circulation to be:

Daily and Evening, Net, 68,457
Sunday, Net, 60,564

☐ The Staats-Zeitung will ask for a circulation examination every two years by the Association of American Advertisers.

☐ Should any advertiser prefer, however, an examination through some other recognized agency, the Staats-Zeitung will gladly permit such examination to be made.

New-Yorker Staats-Zeitung.

"The Great German Daily."
Established 1834
Herman Ridder, Publisher
182 William St.
New York, N. Y.

The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.
Association of American Advertisers
No. 2354 Whitehall Bldg. N. Y. City

Carries more paid advertising than all other German newspapers of New York combined.

THE CHICAGO EXAMINER

has the Largest Circulation in the City of Chicago of All Morning Newspapers—Daily and Sunday.

There have been so many conflicting representations, and misrepresentations, of the morning newspaper situation that the CHICAGO EXAMINER determined to submit to the public

UNASSAILABLE PROOFS.

In its issue of July 31 it published the first installment of this Proof in a list of over 400 principal newspaper stands selected at random throughout the city. Each stand is definitely designated, and opposite it is the number of copies of each Chicago morning newspaper purchased by the stand-owners on Tuesday, July 29, which is his regular daily order.

Here is the Record of the Stands:

EXAMINER	-	48,608	Copies	Daily	(Sunday not included).
Record-Herald	-	13,366	"	"	"
Tribune	- - -	41,425	"	"	"
Inter-Ocean	- -	4,362	"	"	"

The location of each stand is plainly located, and the EXAMINER invites all interested parties to interview the stand-owners and to check and recheck the count.

These stands are the distributing channels of all Chicago newspapers and offer *Unimpeachable Testimony* that the CHICAGO EXAMINER has

More paid Circulation in the City of Chicago than the Tribune, and Three or Four Times More than the Record-Herald.

In its issue of August 2 a second installment of news-stands and carriers is given which brings the total thus far to

EXAMINER	-	81,974	Copies	Daily	(Sunday not included).
Record-Herald	-	31,152	"	"	"
Tribune	- - -	76,019	"	"	"
Inter-Ocean	- -	7,650	"	"	"

CHICAGO EXAMINER

M. D. HUNTON, Representative,
220 Fifth Avenue, NEW YORK.

HEARST BUILDING,
CHICAGO.

MODEL NEWSPAPER MECHANICAL PLANT

Description of the Hartford Times Equipment—Occupies Separate Building, But Is Directly Connected With Editorial and Business Office—Press Room Is Two Stories in Height.

The unmistakable superiority of the Hartford Times as a family newspaper and an advertising medium over many of its Connecticut contemporaries is due, in a measure at least, to the policy of the late Alfred E. Burr, its publisher, in keeping its mechanical equipment thoroughly up to date. Beginning with the Washington hand press upon which the first copies were printed more than seventy years ago, the Times has installed improved presses as manufacturers have perfected them, until now it operates two of the latest and best octuple Hoe machines.

It has been declared by those qualified to speak from expert knowledge that in no other city of the size of Hartford is there a newspaper so admirably equipped as the Times for doing its work expeditiously and at the minimum of physical effort. Its mechanical building, especially erected a few years ago to meet the present and future needs of the paper, is entirely separate from the building in which are located the editorial, news and business departments, although the two are so connected as to be all intents and purposes a single structure.

STRUCTURE THREE STORIES HIGH.

It is three stories in height, the ground floor including the deep and airy basement, in which are the press room, an immense storage room for carrying in stock hundreds of tons of white news print paper; the boiler room, where steam is generated not only to furnish heat for the entire plant in winter, but also for power for tenants in the group of Times buildings the year round. Here is also located the compressed air generator which furnishes the motive power in the tube service connecting the several departments of the paper and for the elevators.

The press room is practically two stories in height, but without the intervening second floor. It is located on the Grove street side of the building, large circular-topped windows furnishing plenty of light and air and affording a curious public the opportunity to see the two great presses at rest or in action.

HAS LARGE MAILING ROOM.

On the floor above the basement is the large mailing room, with every facility for handling in the quickest and easiest manner the daily circulation of the Times, which has now very nearly reached the 24,000 mark. Connected with the mailing room is a large fire-proof vault, in which are stored bound files of the Times from the year of its founding in 1817 as a weekly to the present time. Here, too, are kept bound volumes of the files of other Hartford papers for more than seventy-five years back. On the top floor are the composing room, the stereotyping room, the proof room and the art department.

The mechanical building is as nearly fireproof as modern building methods can make it, being of brick, stone, steel, slate and concrete, with iron safety doors separating its connections with the other buildings. Particular attention has been paid to the sanitary arrangements and all toilets are furnished in tile and marble.

The composing room is admirably arranged in its distribution of equipment. One side is the battery of twelve linotype machines forming a double row. In addition to these are two monotype machines, which are devoted almost exclusively to the advertising end. The casting apparatus for the monotype output occupies separate quarters near by. In the center of the room are the desks of the news copy man and the advertisement foreman, together with the banks for the galley man, and close by is the desk of the foreman of the composing room—all so

situated as to serve all parts of the room easily and quickly. Proof presses and other incidental machinery in the composing room are of the most modern style.

COMPOSING ROOM FACILITIES.

Some idea of the facilities which the composing room affords may be had when it is stated that the Hartford Times averaged twenty-four and a quarter pages for every publication day in 1912. It has no Sunday edition. It is probable that no other newspaper in the country averaged so many pages during the same period.

The stereotyping room is on the same floor with the composing room and separated from it by a partition, a wide sliding door connecting them. The make-up department of the composing room and the matrix-making department of the stereotyping room are so arranged that completed forms can be pushed on the caster-bearing make-up tables from one to the other with the least possible expenditure of time—a consideration of the utmost value and importance during the rush of the last few minutes before getting to press.

The stereotyping room is paved throughout with thick iron flooring. Its tools and equipment are efficient. These include a battery of four steam tables for drying the matrices, the pressure being furnished by compressed air; an improved matrix rolling machine, an auxiliary hot-air rotary dryer for rush work and a power screw-driven shaving machine for making uniform the height of flat work.

TWO CASTING FURNACES.

There are two casting furnaces, one of a capacity of 5,000 pounds of metal, the other of 4,000 pounds. Each is fitted with the pumping system of forcing the molten metal into the plate casting boxes. The central feature of the room is the Hoe automatic curved stereotype plate finishing and cooling machine.

In the stereotyping room is a complete reserve set of machinery for preparing the plates for the press should the automatic machine go wrong; also a combined saw table and trimmer for use in preparing casts of any sort for the forms, a flat routing machine, improved jig saw and drilling machine and an ingot casting furnace.

Each of the machines has its individual electric motor. Ventilation of the room, which is high and well lighted, is obtained by means of a forty-eight-inch exhaust fan with a capacity to clear the air every two and a half minutes.

THE MODEL PRESS ROOM.

The press room is a model of completeness in equipment, economy of space and light and air. It is seventy-five feet in length, twenty-five feet in width and twenty-five in height. In it are two Hoe octuple presses—one installed a few years ago and the other within a few months when it became evident that the steadily increasing circulation of the Times urgently demanded additional press facilities and the necessity to guard against a temporary breakdown of the one already in use. The room has a cast iron corrugated floor with ample space underneath for any necessary shafting and the electric wiring. Each press is driven by an individual electric motor of eighty horsepower.

Although the new press takes up floor space of eighteen by twenty-seven feet, it is nevertheless the smallest of its kind ever turned out by the Hoe company, being built especially for the Times and for the particular place which it occupies. It carries sixty-four printing plates and turns out complete copies of the Times at the rate of 36,000 thirty-two page papers an hour.

The older press is of the straight line

style, using four rolls of paper and carrying sixty-four plate pages. It has a capacity of 24,000 thirty-two page papers an hour.

USES KOHLER SYSTEM.

The manipulation of these two great presses by the Kohler system of small push buttons is one of the interesting features of newspaper printing, starting the press, stopping it or regulating its speed. Each press has button stations and at each station there is a "safe" button, which protects every pressman against the sudden starting of the machine. If he pushes that button to "safe" he literally locks the press so that no one can move any part of the machine until that particular switch has been moved to "run" position. A five horsepower motor starts the press and graduates its speed. At a given point the load is automatically shifted to a eighty horsepower motor which drives the press to full speed. So delicate is the mechanism that a movement of an eighth of an inch can be made while putting on blankets or plates.

The motors used with this system of control are so adjusted that when the load on the motor exceeds a certain predetermined point the power is automatically shut off and the press comes to a standstill in a few seconds without shock. Aside from this insurance against accident, the electrical manipulation gives a complete control over its operation, saving electrical energy, reducing waste of white paper and of the printed product, dispensing with a brakeman and increasing the product per hour. It protects the machinery against jars or jerks.

Included in the press room equipment is an electric crane which carries rolls of paper to any part of it for loading upon the presses, compressed air hoists for conveying the printed papers to the mailing department, and compressed air elevator for the transportation of press plates to and from the stereotyping room and for other material.

The average weight of white paper in rolls used in printing the Times is 10,000 pounds, or five tons, per day.

CONNECTICUT NEWS NOTES.

(Special Correspondence.)

Harris Lindsay, a former city editor connected with the New Haven Union, has resigned and gone to Troy to engage in newspaper work.

William F. Barry, of the Bridgeport Telegram's city staff, has been appointed city editor, succeeding Louis J. Reilly, who goes to the Standard as a special political writer. He formerly was city editor of the New Haven Registry and a city editor for the Albany (N. Y.) Argus.

Miss Cleo Arnold, formerly special writer for the Bridgeport (Conn.) Sunday Post, has been added to the staff of the Bridgeport and Waterbury Sunday Herald.

Daniel O'Donnell has resigned as sporting editor of the New Haven (Conn.) Union to accept a similar position with the Newark (N. J.) Evening News.

Clergyman Editor Blew in His Fee.

The proximity of the editorial sanctum of the Scranton Tribune-Republican to the court house may prove a Greta Green to Pennsylvania folk, since the editorship of that paper was taken over a few weeks ago by the Rev. Dr. Joseph H. Odell. The editorial rooms are directly across the square from the court house, and when Frank Falker and Miss Mayme Anglemier obtained a license to wed last week the marriage clerk directed them to the nearest clergyman. Dr. Odell admitted the couple, and in the presence of Chauncey Derby, city editor, and the society editor the ceremony was performed. The ten-dollar fee of the bridegroom to the editor was used to buy soft drinks for the members of the city staff.

The Southwest News Co. is to erect a four-story reinforced concrete building in Kansas City, Mo., to cost \$65,000.

\$30,000.00

will buy a full one-half interest in daily newspaper property in one of the best cities of the Middle West. This property is doing a gross business of over \$100,000 per annum, and earning around \$15,000 per year net.

HARWELL, CANNON & McCARTHY
Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

\$7,000 First Payment

Buys an illustrated weekly magazine, devoted to special scientific subject. Circulation world-wide. Established only 3 years, but already profitable, clearing approximately \$4,000 last year. Steadily growing. Occupies a comparatively new field, having great possibilities. Owner's reason for selling is personal, in nowise connected with the business itself. Seldom so good an opportunity for so small an investment. Price, \$12,000; cash, \$7,000, time on balance.

AMERICAN NEWSPAPER OWNERS' EXCHANGE,
Rand-McNally Bldg., Chicago.

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

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

TURNER'S 37 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.

For Sale—New Jersey Daily and Weekly

in city of 13,000; now profitable; good chance to grow; politics, progressive. Price, \$3,500. Terms—Cash, \$1,500; notes for balance.

AMERICAN NEWSPAPER OWNERS' EXCHANGE,
Rand-McNally Bldg., Chicago.

For over six full years the Sunday Post-Dispatch has led all St. Louis newspapers in the columns of business carried. The count, July 20, showed 203 columns of advertising and a circulation of 311,949.

PATENT NOTICE

LINOTYPE vs. INTERTYPE

We desire to announce that we have recently instituted an action in the United States District Court for the Southern District of New York, against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of United States Letters Patent to O. Mergenthaler, No. 614,229; to O. Mergenthaler, No. 614,230; and to J. R. Rogers, Reissue No. 13,489.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

WASHINGTON TOPICS.

(Continued from page 166.)

to Postmaster General Burleson's orders reducing parcel post rates in the first and second zones on Aug. 15.

"If we lose more than 7 cents a pound in the transportation of newspapers and magazines, how can we expect to make a profit in the transportation of merchandise, which is liable to be much more bulky and expensive?" he argued.

"A former Postmaster General has transported second class matter by freight. With much further extension the present Postmaster General will be transporting freight by mail. Unless we stop until we have more information, pretty soon the people will go to the freight office to get their mail and to the post office to get their freight."

Edwin M. Hood, of the Associated Press, is a State Department specialist. There is nothing that he does not know about foreign questions and the relations of the United States with foreign governments. Second Assistant Secretary Ade, of the State Department, is often called the "walking encyclopedia" of the department, and often the trouble borrowers inquire what would happen if he should be rendered unfit for service.

Well, Mr. Hood could take his place. He knows as much State Department history, is every whit as well informed in diplomacy, and has possibly even a broader and more comprehensive view of our foreign relations and entanglements than Mr. Ade. That is because his long career as a newspaper man has brought him into contact with more people and given him a wider range of information, and, what is more important than all else, a better understanding of human nature. Mr. Hood has been familiarizing himself with foreign work for a quarter of a century.

Richard M. Austin, who represents the Second Tennessee District in Congress, was once a newspaper man. He ran a weekly paper at Knoxville, Tenn.,

and graduated into politics. He has been United States Marshal, a clerk to a Congressman, Consul General at Glasgow, and now seems to be anchored for all time in his present position.

Washington can boast of a bunch of transplanted Des Moines newspapermen who have made good. Quite a number of years ago Robert H. Patchin drifted into Washington and secured a small reportorial job on the Times. He grew rapidly, especially in salary, and wrote back to Des Moines for other friends to "come on in, the water is fine." And so they came. There were Philip H. Patchin, Oliver P. Newman, John Snure, Judson C. Welliver, Jackson S. Elliott and Charles S. Smith.

All went to work on the Times first and last, and Welliver and Snure are still there, though both have branched out. Welliver is a magazine writer and a farmer and Snure is displayed in black letters in most of the Munsey papers. Newman is President of the Board of Commissioners of the District of Columbia. Elliott is superintendent of the Eastern Division of the Associated Press. Bert Patchin, the pioneer, is at the head of the Washington Bureau of the New York Herald.

Charley Smith was managing editor of the Nashville Tennessean, but is now the circulation manager of the News-Advertiser at Vancouver, B. C. Phil Patchin ran a paper in China for a time, was at one time the Havana correspondent of the New York Sun, and now looks after the diplomatic field in Washington for the New York Tribune.

A party of Washington newspaper men will be the guests of Captain W. R. Bontwell, of the Virginia Pilots' Association on a boat trip around Chesapeake Bay for a week, leaving Washington on September 6. Admiral Isaac Gregg, of the New York World, will be in command. Others in the party: M. M. Milford, Indianapolis News; Jesse L. Suter, press agent Post-office Department; Robert M. Ginter, Pittsburgh Gazette-

Times; H. B. Nesbitt, Kansas City Star; Parker R. Anderson, Greensboro, (N. C.) News; Isaac Gregg, New York World; Frank P. Morse, Washington Post; John Flenner, Muskogee Democrat; B. A. Maltingly, Washington Post; Pete Day, Washington Herald, Jos. Little, Western Union; former Congressman Ed. G. Taylor, of Ohio; Geo. W. Summers, West Virginia Newspaper Syndicate, and W. F. Keohan, New York Tribune.

EVER HAD THIS EXPERIENCE?

George A. Murphy, the versatile editor and manager of the Middletown (O.) Journal, invites attention to the accompanying poem, "What She Did to It." He said that it evidently came from the pen of some man who has a stenographer in whom he has abundant confidence.

WHAT SHE DID TO IT.

Can you sympathize with the Chicago journalist who dictated a poem to his typewriting lady; and had this handed to him?

"In the church the bride was standing on her head. The orange blooms in her heart. And in her spirit are a dozen sweet perfumes. Down the aisle the groom comes walking, on his hands. There was her ring in his ear! The organ music made him think. His soul must sing through an alley. Sweet with flowers, the band is on the march, blowing huggles with their noses! They inhale the scent, the arch and the flagstones in the floor. Echo forth the happy day! Then the groom cuts off her head. One small tress to wear for aye."

AS HE DICTATED IT.

"In the church the bride was standing
Or her head the orange blooms;
In her heart and in her spirit
Are a dozen sweet perfumes;
Down the aisle the groom comes walking
On his hands there was her ring;
In his ear, the organ music made him think
His soul must sing!
Thru an alley, sweet with flowers,
The band is on the march,
Blowing huggles! With their noses
They inhale the scent! The arch
And the flagstones on the floor
Echo forth the happy day.
Then the groom cuts, off her head, one
Small tress to wear for aye."
—Ryan's Never-Sleep Gazette.

R. W. Schoonmaker has suspended publication of the Frankfort (S. D.) News-Messenger.

NEW PUBLICATIONS.

DEERWOOD, Minn.—H. E. Mussey, of Thief River, will soon launch the Times, a new weekly.

CORAM, Cal.—The Booster made its first appearance last week, with Harry B. Wiese, who conducts the Kennett View, as proprietor.

ROCKFORD, Ind.—The Progressive News is the name of the new paper issued this week. The paper is devoted to the interests of the Progressive party. C. E. Alshire, formerly of Missouri, is the editor.

GALVESTON, Tex.—The Journal, a German weekly, made its appearance recently, under the editorship of Carl Unger.

BRANDON, Ia.—Brandon is to have a new newspaper, to be edited by H. B. Lizer, editor of the LaPorte Progress Review.

GRIMMS, Wis.—The Gazette, a new weekly, has made its first appearance in Manitowoc County.

HARRISBURG, Ore.—The Commonwealth has recently been launched by Virgil Massey.

Women Protest Against Fair Poster.

The Oregon Women's Christian Temperance Union is up in arms against the Portola poster that is being sent broadcast over the country to advertise the festival to be held in San Francisco in October. Mrs. Ada Wallace Unruh, State president, contends that a poster depicting a woman with the legs partly bare in a dancing posture, is an insult to womanhood, and should not be allowed to represent any festivity on the Pacific Coast.

Editor Ends Life by Hanging.

L. W. Goen, editor and publisher of the Independence (Ia.) Conservative, committed suicide last week by hanging himself in the basement of the newspaper plant. Ill health is attributed as the cause of his act. Mr. Goen was sixty years old and had resided in Independence most of his life. He published the Conservative for over thirty years.

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

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

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

LIVE AD CLUB NEWS.

Re-organization of the San Diego (Cal.) Ad Club went through with a bang at the meeting of the organization last week. T. H. Shore was elected president over the caucus candidate, Hugh Strong, by an unexpected vote. The new president was given an ovation when the result was announced. Austin W. Cordby was elected vice-president and Ray M. Logsdon was chosen secretary. The report of the special committee on re-organization was adopted practically without change. Wesley Knorpp who chosen new chairman of the membership committee, and I. G. Lewis, chairman of the entertainment committee. James Aubrey was chosen on the education committee.

Silk shirts shone resplendent last week on the manly forms of the members of the Advertising Club of Baltimore and of the Walbrook Athletic Club at the reception to the publicity men by the athletes at the Walbrook Athletic Club. Before this came a business meeting, the alleged purpose of the gathering. W. E. Lowes, member alike of the advertising and of the athletic club, began proceedings and introduced President J. M. Berry, of the Walbrook club, and then President E. J. Shay, of the advertising club. President Shay said that definite plans for permanent headquarters would be completed soon and outlined the immediate necessary action to prepare for establishing the headquarters.

The Dallas (Tex.) Ad Club has started its educational work with a lantern slide lecture on "Co-operation of the Dealer With the Manufacturer," prepared by W. P. Werhein. The lecture, which told of the result of a careful investigation conducted by the show committee, proved highly interesting and of direct value to the members. Fruitful discussion of the subject followed the lecture.

The inefficiency of the Columbus (O.) Advertising Club's meetings in advancing material benefits to its members was conclusively proven last week, when a jury of six members sustained such a charge, following a mock trial in the club's quarters. S. M. Levy presided as chief justice and C. F. Fisher, associate justice. The clerk of the court was Frank P. Morse; the bailiff, L. A. Downey; the attorneys for the prosecution, Ernest S. Jaros and James E. McKinney, and the attorneys for the defense, Charles S. Andrews and George W. Gillette. A proposal to co-operate with the chamber of commerce in providing publicity for a campaign to advertise Columbus products was tentatively made at the meeting.

Advertising from a woman's viewpoint was the feature of the annual mid-summer ladies' meeting of the Oklahoma City Advertising Club last week at Fair Park. Following the business session a general round-table discussion of advertising was continued until the close of the session. A wide range of advertising topics was covered, the women giving free expression as to their opinions and theories concerning advertising. From the standpoint of real practical ideas and suggestions for the advertising manager, the meeting was unquestionably one of the very best the advertising club has ever held.

Human interest in advertising brings the best results, just as a human interest story in a newspaper attracts the most readers, according to the statement made by H. M. Harwood, secretary of the Associated Advertising Clubs of Iowa, in an address before the monthly meeting of the Des Moines Admen's Club, held last week at the Waveland Golf Club. Mr. Harwood quoted some of the most successful ads ever written to prove his contentions. Nearly the entire membership of the club and their wives were present at the meeting. An elaborate banquet was served during the evening.

To Spot-Light Metropolitan Markets.

To educate merchants, manufacturers and mail order houses in the possibilities of the New York, Philadelphia, Baltimore and Washington markets, George M. Burbach, manager of foreign advertising for the Munsey newspapers, has asked advertising agencies to co-operate with him in a campaign of education toward this end. It is Mr. Burbach's intention to give the project some free space, twice or three times a week, equaling seventy-five lines, double column, in the New York Press, Baltimore News, Philadelphia Times and Washington Times. The copy will be dressed up with a suitable heading, will be impersonal and signed by the agencies.

Progress at Richmond, Mich.

Henry F. Harris, editor and publisher of the Richmond (Mich.) Review, celebrated the beginning of the fourth year of his ownership of that paper by printing an article in a recent issue telling what improvements had been made in the Review during that period. Among those were enumerated the adoption of home print, the addition of many columns of local reading matter, the installation of two new presses and an electric motor. During these three years the business of the paper had doubled. This is a good record and one of which Mr. Harris may well be proud.

Plain Dealer Treats Its Newsies.

Two thousand carriers and newsboys of Cleveland, O., had a busy day on Aug. 5, availing themselves of the outing provided for them by the Cleveland Plain Dealer at Cedar Point. About 1,800 of the youthful distributors were taken to the resort on the steamer Eastland at 8.30 in the morning, to be joined at Cedar Point by over another 200 who had come there also as guests of the Plain Dealer. Races and games added interest to the regular program, the high mark of which, according to the boys themselves, was a dinner as had never been cooked before.

New Toledo Advertising Agency.

The H. H. Stalker Advertising Company, Toledo, O., is a new agency launched by Herbert H. Stalker, who recently resigned as secretary of the Miller Advertising Company, of that city. Edmund W. Beatty will be associated with him in the new concern. Mr. Stalker has been active in the Western advertising field and prominent in the advertising club movement. At the present time he is a member of the National Vigilance Committee of the Associated Advertising Clubs of America and also secretary of the Toledo Rotary Club.

Publications Issued in Kansas.

Kansas has 798 newspapers and periodicals, according to the list issued last week by the State Historical Society. The list is corrected up to January 1, 1913. Sixty-nine dailies are published in the State; 603 weeklies, one tri-weekly, twenty semi-weeklies; one is issued every three weeks and the rest are issued at longer stated periods. In the file room of the society, at Topeka, are 25,957 bound volumes of Kansas newspapers and periodicals. They come from all the 105 counties of Kansas and record the history of all the communities and neighborhoods.

Powers' Base Ball Team Victorious.

The Powers Engraving Co.'s baseball team defeated the nine of H. B. Claffin by the score of eleven to six at Prospect Park last week. Last year Powers' nine won the championship of the Publishers' and also the Photo Engravers' League, and judging from the form they have displayed so far there should be no great difficulty for them to hold it down. Keller, who twirled the team to many victories last year, is still performing in his usual reliable manner.

The Evansville (Ind.) Reporter has suspended after a twenty-three-year continuous record in the field.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

"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

We mean just what we say when offering you space in

The News League Papers

on a GUARANTEED NET PAID CIRCULATION BASIS—30,000 for The Dayton News and 11,000 for the Springfield News. Combination Rate 6 cents per line. Know what you are buying.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio
New York—La Coste & 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.

Some day all reputable newspapers will adopt the **GLOBE** policy of quoting only NET CASH SALES, averaged for the ENTIRE YEAR. On this basis, when you ask for the "best buy" in the high class evening field you will find

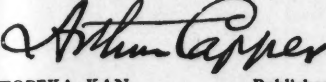
In New York it's

The Globe
"The Complete Address Book"

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.
Advertising in the *Advocate* is advertising that gets into prosperous homes. Circulation 5,000.

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

Topeka Daily Capital
LEADS IN TOPEKA AND KANSAS
Average Net Daily Total Circulation in July, 1913 **33,302**
Net Average in Topeka in July, 1913 **9,491**
It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.
Only 7-day-a-week paper in Kansas.

ARTHUR CAPPER
TOPEKA, KAN. Publisher
W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallers Bldg., Chicago

Guarantee to Advertisers!
The Hartford Times.
HARTFORD, CONN.
Guarantees 50 per cent. more net cash paid circulation than that of any other Hartford paper.
An analysis of circulation will be sent to anyone upon request.
KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

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

GET THE BEST ALWAYS
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE, HORACE M. FORD,
Brunswick Bldg., People's Gas Bldg.
New York Chicago
H. C. Rook,
Real Estate Trust Bldg., Philadelphia.

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
Times Democrat..... 22,823
Picayune..... 21,140
THE JOHN BUDD COMPANY,
Advertising Representatives
New York Chicago St. Louis

John Golobie, editor of the Guthrie (Okla.) State Register, has been elected president of the Cimarron Valley Fair Association.

THE HAPPY REPORTER
Gets Best in the Land for Nothing While Plain Citizen Must Spend His Coin—Just How It Works Is Explained Here.
By B. H. CARROLL, JR.,
Of The Houston Chronicle.
Has the reporter a right to attend a public amusement such as a ball game or theater, free, where another man would have to pay, or has he any kind of right another man would not have? Hoping to hear from you, I remain,
Respectfully yours,
J. McNEIL WEEKS.
Nacogdoches, Texas.

This illuminating query opens up the whole fruitful field of the rights of reporters and it is the kind of conundrum that ought to be answered.
Categorically, then, no; a reporter has no right to attend a public amusement such as a ball game, theater, banquet, church wedding, baptizing a baby, conflagration, dog fight or election rally free where another man would have to pay.
No reporter should attend any of these things free, but should insist on a handsome remuneration for his services in attending, and those reporters who do habitually attend any of these forms of enjoyment have to be paid for so doing.
A real nifty reporter can not be beguiled to attend a ball game as played by a Texas League team by any such chaff as a free pass, even if it is accompanied by free pop and peanuts, and even an annual pass to the movies would not give a thrill to the blasé heart of a seasoned reporter.

NO SUCH ANIMAL IS KNOWN.
The reporter knows that there ain't no such animal as a free pass. The newspapers, through some unexplained mental obsession, choose to spent about steen million dollars a year in pink sheets to exploit the physical prowess of various hired athletes, and the managers of ball parks who want their twirlers and hurlers and base pilferers and stick artists to be duly noticed and to have their dreary views on matters and things detailed through the columns of a long suffering press and unloaded on a still longer suffering public; as said, the managers of the hall parks and the teams pay the newspapers about one-sixteenth of 1 per cent. on their investment, mostly in the shape of passes, which only the gladsome cuh reporter hails as almost the equivalent of cash.
The real name of a pass, Mr. Weeks, is a quid pro quo, and it is usually a very small quid for a very large quo, and is about as valuable as a quid of Navy chewing tobacco.

Passes, as known in newspaper offices, are a kind of paper currency issued on a large gold reserve of publicity.
As for theater passes, the passes for the good shows are usually omitted by the management, which suspends the free list when anything worth while is on hand, or they are utilized by the dignitaries and the business office of a newspaper, and theater passes administered to the average reporter are those that entitle him to see Eliza skipping across the papier mache ice pursued by a large flock of bloodhounds in the thrilling drama known as "Uncle Tom's Cabin," or the "Bull Whip of Simon Legree."

TRAMPLES CONSCIENCE IN RETURN.
All the return that he is expected to make for this privilege is to prostitute his intelligence, trample on his conscience and slug his imagination to sleep in order that he may windjam a bunch of hamfats and praise them as actors.
Kind philanthropists ought to waylay every reporter at the bloody angle where the dark alley intersects the great white way and club him over the head with lead pipe and take away the pernicious passes that make a privileged class of the reporters. A dime should then be slipped into the jeans of the recumbent form and the philanthropist should pass on.

Also you ask, Mr. J. McNeil Weeks, if the reporter has "any other kind of right

another man would not have." To this the answer is yes. Practically all the rights he has are rights that no other man would have—as a gracious gift.
When you go to a banquet, Mr. Weeks, if you will observe there is nearly always some melancholy man there, sitting with his head propped in his hands and smiling sadly at the floods of oratory that conclude every banquet and inexorably wash out the recollection of any toothsome tid-bit that by mistake got on the bill of fare.
That hollow-eyed dyspeptic is a reporter.

WHAT IT HAS DONE FOR HIM.
Once he had a digestion that would put a camel to shame, but now all that he cares for is a little touch of pepsin, a little yellow condition powders and some good sterilized bran. Caviar is a mockery to him and the clammy and moribund fowls that are served on toast at banquets trussed up between a mushroom and a thimbleful of buckshot colored with Paris green and masquerading as French peas only evoke a groan. He did not pay \$3 a plate as did his fellow sufferers. He would not give \$3 for all the banquets that will be served this side of the crack of doom. He came in on a pass and all he has to do is to sit there in an agony of gastronomic revolt and listen to dull witticisms, banal platitudes and frowsy anecdotes until such time as he can escape and spend a couple of hours over his typewriter evoking a glowing description of the happy banquets and retailing the choice things the after-dinner speakers said, furbishing the dull metal of their utterances until it shines, astonishing the speakers themselves when they note in the paper the next day what clever things they said.

SCAPEGOATS OF PROFESSION.
The list of a reporter's rights is a mere bag o' shells as compared with the recital of his wrongs, but in that list of rights must be included the privileges of furnishing repartee to orators, grammar and adjectives to politicians and a working knowledge of the English language to prominent citizens who wish to be interviewed.

Reporters are not entitled to human, but only to humane treatment. They represent a class of unorganized labor and are the general scapegoats of the newspaper profession. They are not numbered with the list of guests at the functions they attend free, but get lumped into the general mention as "representatives of the press."
If any gay and festive reporter has been presuming on his rights as a pass toter he should be dealt with to the uttermost extent of the outraged proprieties. Scalp him and send the scalp to this office preserved in alcohol. The scalp will be nailed to the wall and the alcohol, if it is wood alcohol, which is not the kind preferred, will be used to clean the windows with.


P. S. If there is anything in this answer that is not entirely satisfactory it may be due to the fact that your query was carelessly given to a reporter to be answered.

East Tennessee Press Meeting.
The East Tennessee Press Association meeting at Chattanooga last week elected its officers for the ensuing year, choosing the following: President, J. B. Hedge, editor, Athenian, Athens; vice-president, H. O. Eckles, editor, Sevier County Republican, Sevierville; secretary, E. M. Hary, editor, Sun, Morristown. Preceding this order of business, several interesting discussions of trade topics were had, after which an automobile tour of sections of the city was enjoyed.

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

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

Seven Months
In seven months of 1913 THE NEW YORK TIMES published 5,313,630 lines, a gain of 314,920 lines compared with the corresponding period in 1912.
The more than two hundred thousand regular purchasers of THE NEW YORK TIMES represent the greatest buying power in the world.

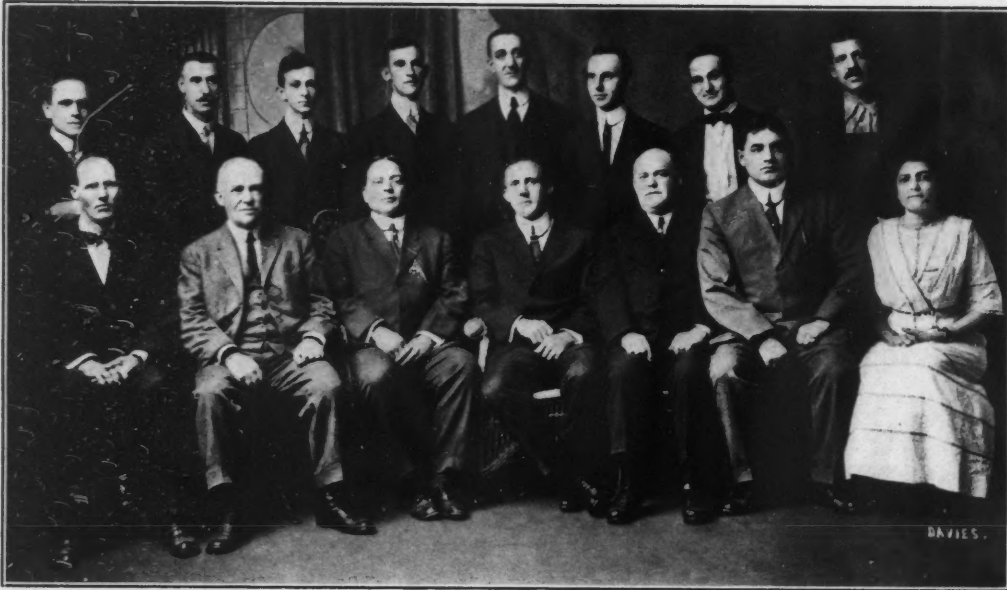
What! Snoodles Again!

Without exception, "Snoodle's Diary," by Hungerford, is one of the best daily comics ever put out. It gets the laugh and is looked for with interest in every issue. Well executed, clever, daily comics. Samples on request.
Address
The Post, Pittsburg, Pa.
EMIL M. SCHOLZ, General Manager.

THE PEORIA JOURNAL
is the only newspaper in Peoria which opens its books to the A. A. A.
THE LARGEST NET PAID CIRCULATION.
H. M. PINDELL, Proprietor.
CHARLES H. EDDY, Representative.
1 Madison Avenue, NEW YORK.

HERE'S A GOOD BUY—
THE READING NEWS
A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 128 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY
The Detroit News and News Tribune
(WEEK-DAY COMBINATION)
190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

The Men Who Are Making The Wilkes-Barre (Pa.) Times-Leader A Bigger and Better Newspaper.



Back Row, Reading from Left to Right: John D. Williams, Chief Accountant; Charles Fritz, Foreman Ad Setting Department; A. L. Jones, Foreman Job Department; Jas. A. Crawley, Superintendent Collection Department; William B. Cleary, Superintendent Plymouth Department; C. Hugh Acheson, Linotype Machinist; Bert Evans, Foreman Stereotype Department; A. E. Neuer, Foreman Press Department. Front Row, Reading from Left to Right: Peter A. Golden, Circulation Manager; H. H. Miller, Superintendent Composing Room; F. C. Kirkendall, President and Editor; Ernest G. Smith, General Manager; John A. Burke, Advertising Manager; Will F. Maguire, City Editor; Mrs. Elizabeth White, Editor Woman's Page.



F. C. KIRKENDALL,
President and Editor.



ERNEST G. SMITH,
General Manager.



THE "DAYLIGHT" COMPOSING ROOM IN THE TIMES-LEADER'S NEW HOME.

MOVES INTO NEW HOME

Wilkes-Barre Times-Leader Now Issues from Modern Newspaper Home—Building Occupied Is Planned for Purpose It Serves—How Two Struggling Sheets Became a Publication Really Worth While.

Wilkes-Barre's Times-Leader, composed to-day of the Leader, as reorganized in 1905, and the Times, merged with it in 1908, may well be considered one of the recent newspaper successes in which hard work and perseverance have been the main ingredients. In 1907 the Leader had a circulation of 7,330, and that of the Times was 6,220; to-day the Times-Leader has a net circulation of 19,161 in daily average. From a permanent staff of thirty-eight employes in June, 1905, and a pay roll of \$2,718, the newspaper has grown until now it employs seventy-eight adults, who in June of this year were paid \$5,795, not including over fifty cor-

respondents and a carrier personnel of 200. •
"The Paper with a Policy," as the Times-Leader has become to be known in Wilkes-Barre and vicinity, recently found its old quarters at 35 West Market street out of harmony with progressive tendencies. In January of this year it was, therefore, decided to find a better home, and with this in view the best available site was acquired, at 44, 46 and 48 West Market street. Upon this has been erected a newspaper plant that is modern in every sense of the word, the entire building being devoted to the use of the Times-Leader. The building has a ground plan of 40x120, has three stories, and gives a maximum of comfort and usefulness by virtue of

having been planned for its purpose by men fully familiar with the needs of modern newspaper production. One of the features of the structure is a daylight composing room, which, in addition to giving the best ventilation, causes a great saving in lighting bills. Rooms to be used for other purposes have been laid out with the same foresight, and nothing has been left undone to secure the greatest comfort for employes and the most effective sanitation. Many improvements have been made in the mechanical equipment of the paper, chief among them being a new Hoe sextuple with Kohler starting device. The stereotype room has been rendered up-to-date by Hote plate-finishing machine and other accessories.

The new building is owned by Fred C. Kirkendall, and Ernest G. Smith, president and general manager of the Leader Publishing Co., respectively. The Times-Leader has since its reorganization in 1908 pursued an independent course in politics, and deals in net circulation, as certificates of the A. A. A. and C. G. Turner show. It is a six-day afternoon paper, with from twelve to thirty-six pages, or a yearly average of eighteen and one-half pages per issue. Three editions are made daily, at 2:20, 3:20 and 4, the last being the regular home edition. The population that may be reached by the Times-Leader numbers 130,000 within a five-mile radius, 200,000 within nine miles and 500,000 within the twenty-mile circle.

AD FIELD PERSONALS.

William C. Freeman, advertising manager of the New York Tribune, has started a series of "Advertising Talks" in the Tribune that bids fair to eclipse the 1,000 ad talks he wrote for the New York Evening Mail, from which he recently resigned. The "talks" appear every other day, but will not be syndicated as previously.

J. W. Ferguson has been appointed manager of the Tribunal, the new department of the New York Tribune, which will guarantee advertisements. Mr. Ferguson was for some time connected with the advertising department of the New York Herald.

A. H. Ludwig, of Paul Block, Inc., Chicago office, has joined the Knill-Chamberlain, Inc., organization. Mr. Ludwig has been actively engaged in the advertising field in Chicago for the past ten years, having formerly been connected with the Chicago office of O'Mara & Ormsbee, and later with Paul Block.

Fred Rose has been appointed advertising representative of the Tablet, Brooklyn, succeeding Frank M. O'Connor.

Wiley W. Thomas, for the past year with the advertising department of the Knoxville (Tenn.) Sentinel, has become manager of Hauger's, Knoxville.

George Cummings, Sacramento ad-man, delivered an address last Sunday in the Westminster Presbyterian Church of that city on "Why a Church Should Advertise." He told of the filled pews that resulted in Philadelphia and Boston from business-like advertising on the part of the various churches.

Bowden Caldwell, advertising manager of the Kentucky Wagon Manufacturing Co., Louisville, has become connected with the advertising department of the New Orleans Item. His brother, Morton Caldwell, is advertising manager of that paper.

L. J. Abrams, formerly space buyer for the Chas. Fuller Agency, Chicago, is now in the advertising department of the St. Louis Star.

Carlton E. Williams, formerly advertising manager of the Halifax (N. S.) Chronicle, is now associated with his father, Fred C. Williams, advertising agency, New York.

J. A. Behringer, of the advertising department of the New York Call, points with pride to the increased volume of business in his publication. "If one may judge his business by the increase in business we show, times are certainly good," said Mr. Behringer.

Elon G. Pratt, for some time New England representative of the Butterick Trio, will join the J. Walter Thompson Co. at its New York office, Sept. 1.

NEW AD INCORPORATIONS.

BUFFALO, N. Y.—Miller's Publicity Service; capital stock, \$20,000; general advertising and printing business. Incorporators: William N. Schumer, John E. Barry and John G. Herb.

MILWAUKEE, Wis.—Universal Advertising Co.; capital, \$1,500. Incorporated by Raymond Close, Charles I. Madden and A. C. Moeller.

NEW YORK, N. Y.—Jos. A. Richards & Staff; advertising; capital, \$10,000. Incorporators: Milton Towne, Robert J. Holmes, Eliza Banta and others.

ROCHESTER, N. Y.—Motor Register Co.; general advertising; capital stock, \$25,000. Incorporators: Trevor B. Pratt, Carl A. Huber and Charles F. Mosher.

LOS ANGELES, Cal.—Peerless Advertising Co.; capital, \$50,000. Directors: B. F. Taylor and J. E. Halden.

ADVERTISING AGENTS WIN.

Court Dismisses Demurrer to Complaint for Ad Money Due.

Supreme Court Justice Bartow S. Weeks has dismissed the demurrer interposed by Otto Singer, Inc., to the complaint filed by Albert Frank & Co., advertising agents, for \$1,833.46 for newspaper advertising claimed to be due them by the Brooklyn building corporation.

McLean & Hayward, counsel for the Otto Singer Company, demurred to the complaint for inefficiency, stating that it was fatally defective, because it failed to allege any promise to pay on the part of the Otto Singer Co., or any facts upon which a promise can be implied.

The Albert Frank & Co.'s lawyers, Gettner, Simon & Asher, asked for judgment in the case against the Otto Singer Co., after the filing of the demurrer, and Justice Weeks granted the motion, overruling the demurrer, with \$10 costs, with leave to withdraw it and serve an answer within twenty days.

CIRCULATION NOTES.

J. L. Boeshans, circulation manager of the Augusta (Ga.) Chronicle, has just closed a music lovers' contest. There were 105 awards, amounting to \$2,469.50.

James F. Haigney, manager of the Borough Hall branch of the Brooklyn Times, states that the circulation and advertising of the Times compared with August of 1912, shows a forty per cent. increase for this year.

In reply to the question "How is Circulation on the Citizen?" Fred Stone, circulation manager said, "Figures are pleasing;" a modest way of saying that both the daily and Sunday Citizen shows increased gains in circulation.

James Hennessey, circulation manager of the Brooklyn Standard Union, well-known as one of the non-vacationists, gives as his reason for staying at work 365 days of the year, "too busy to get away."

Chas. Newman, circulation manager of the Eagle, now that the real "summer period" of the Eagle's activities has passed, is away on a rest trip.

AGENCIES AND TRADE PRESS.

F. G. Cramer, president of the Cramer-Krasselt Co., advertising agents, of Milwaukee, thus defines the attitude of his agency toward trade paper advertising:

"We consider the trade press a legitimate advertising institution, and in planning campaigns for commodities distributed to or through the readers of trade papers we invariably consider their possibilities as media.

"Because some trade paper publishers do not pay commissions, or commissions when allowed are small, we charge a special fee for handling trade paper advertising, making possible the rendering of efficient service without loss.

"We know that in every line there are good trade papers and poor trade papers, and we do not hesitate to base our recommendations solely on merit, disregarding entirely the publishers' commission arrangement or the amount of commission involved."

Students to Study Foreign Papers.

The study of the leading French and German newspaper will constitute a part of the course in journalism at the University of Wisconsin next year. Students will read representative German daily newspapers in connection with the course in journalistic German to be given by Prof. M. H. Haertel. The leading Paris daily papers will be read and studied under the direction of F. A. C. Ernst, who was formerly a reporter on l'Humanité, Paris, and who was afterwards connected with several Belgian papers.

PRESS ASSOCIATIONS.

The Pica Club, composed of the editors of the papers published in Passaic County, N. J., visited Coney Island last Saturday. They came from Jersey in ten automobiles and made a shore dinner, supplemented by speeches from Vice-Chancellor Vivian M. Lewis, Congressman Robert Brenner, State Senator Peter J. McGinnis and others, the raison d'etre of the affair. The officers of the Pica Club are August Epple, president; Duncan Cameron, vice-president; Niel G. Adair, secretary, and George H. Burke, treasurer. The newspapers represented were the Paterson Call, Press, Guardian, Evening News and Sunday Chronicle, the Passaic Daily Herald and Daily News, the Ridgewood Herald, the Hackensack Republican and Evening Record, the Englewood Press, Sussex Independent, Little Falls Eagle, the Sussex Register, the Newark News and the Traveler and Pacer. Over sixty editors made up the party.

Following a luncheon as guests of the Commercial Club of Seattle, the Washington State Editorial Association held a short meeting last Saturday, when the old officers were re-elected and South Bend was decided upon for the next meeting, in place of the 1913 summer meeting, which was transferred to Seattle. E. E. Beard, of Vancouver, was elected chairman of the executive board to succeed Arthur Hayes, of Camas, who has left the State. J. C. Kaynor, of Ellensburg, was chosen treasurer to succeed G. A. Haynes, of Prosser, who has also gone from Washington.

The editors of the newspapers of Tazewell County met in Peoria last week and effected an organization which will be known as the Tazewell County Editors' Association. In addition to the organization and election of officers of the association, interesting talks were made by many of the editors present. The officers elected are: President, Paul R. Goddard, Washington; vice-president, C. S. Darling, Green Valley; secretary-treasurer, E. M. Garlich, Hopedale. The executive committee is composed of the president and secretary of the association, R. C. Crihfield, of Minier; Albert Weiss and B. C. Allensworth, of Pekin.

The Northern New York Press Association was organized last Saturday at Watertown, with the following officers: President, L. B. Sutton, Theresa; first vice-president, Hugh Abbott, Gouverneur; second vice-president, F. B. Corse, Sandy Creek; third vice-president, Frank H. Lewis, Watertown; treasurer, W. G. Barney, Lowville; directors, E. N. Smith, Watertown; F. T. Swan, Potsdam; C. M. Redfield, Malone; Gary Willard, Boonville, and B. G. Seaman, Pulaski. May Irwin has been elected an honorary member of the association. The actress was hostess to fifty newspaper men and their wives at her island home. After spending two hours at Irwin Isle the party steamed away, singing "She's a Jolly Good Fellow."

The Connecticut Editorial Association held its annual summer outing Aug. 11 at Greenwich, by invitation of F. W. Lyon, editor of the Greenwich News. The party took steamer for Island Beach Park on Little Captain's Island, where a shore dinner was served and entertainment provided for the guests.

The Birmingham (Ala.) Newspaper Club has filed its incorporation papers, and announcement is made that the twenty-fifth story and roof of the new skyscraper will be leased and clubrooms opened, and 1,000 associate members from Birmingham, the district and the State at large will be sought. John R. Hornaday is president of the club.

The Grayson County (Tex.) Press Association has been organized with the following officers: E. C. Hunter, of the Sherman Democrat, president; J. L.

Harbison, of the Collinsville Times, vice-president; Charlie Andrews, of the Van Alstyne Leader, secretary and treasurer; Henry E. Ellis, of the Denison Herald, J. H. Waggoner, of the Whitewright Sun, George W. Actor, of the Whitesboro News-Record, and W. J. Minton, of the Texas Advertiser, executive committee.

The Dallas (Tex.) Press Club at its regular monthly meeting and luncheon held last week voted to enter into a contract with United States Senator Robert M. La Follette to deliver a lecture in Dallas on Nov. 4 under the auspices of the club.

Not entitled to the preferment of the "favored nation clause," Russia, one of the largest producers of wood pulp in Europe, will not be able to export this product to the United States free of import duties.

The Floyd County (Ga.) Publishing Co., publishers of the Rome Daily Press, has gone into involuntary bankruptcy Graham Wright is now receiver.

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.

Turn to Page 72
of the new convenient Barnhart's Specimen Book

PREFERRED TYPE FACES
and see the superb effects obtainable with **Old Roman Semitone**
A soft, shaded face of rare beauty and distinction. Your customers will be delighted with it. It is just one of seventy. They are all thoroughly good.

Barnhart Brothers & Spindler
168-172 West Monroe Street
Washington CHICAGO Kansas City
St. Louis St. Paul Atlanta
St. Paul 200 William St. Seattle
Omaha NEW YORK Dallas

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24 **THE FASTEST ENGRAVERS ON EARTH**

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beckman

"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.

TIPS FOR THE AD MANAGER.

The Siegfried Co., Inc., 50 Church street, New York City, is again handling the advertising account of Prof. H. W. Titus, physical culture director, who has recently removed to 56 Cooper square. Orders for fall campaign are now going out.

Rowland Read & Co., Aeolian Hall, New York City, are now handling the advertising account of F. R. Wood, W. H. Dolson Co. This business was formerly placed by J. Walter Thompson Co.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing 56 l. 23 t. orders in Texas papers for Mrs. Potter's Hygienic Supply Co.

J. H. Hartzell Co., Bulletin building, Philadelphia, Pa., is issuing 5 l. 35 t. contracts to a few select Sunday papers for Dr. Chase Co., of the same city.

The Metropolitan Agency, 6 Wall street, New York City, is making 5,000 l. one year contracts with 1,470 l. schedule to start for Geo. P. Ide & Co., Troy, N. Y.

The International Harvester Co., Chicago, Ill., is sending direct to agricultural papers 189 l. 4 t. orders.

The Morse Advertising Agency, 35 Milwaukee avenue, West, Detroit, Mich., is renewing a few contracts for the Herpicide Co., of that city.

Frank Presbrey Co., 456 Fourth avenue, New York City, is issuing 75 l. 5 t. contracts to a few weekly papers for Marlin Firearms Co.

H. W. Kaster & Sons Advertising Co., Gumbel building, Kansas City, Mo., are forwarding 28 l. 27 t. orders to Middle West papers for J. Rieger & Co., Kansas City, Mo.

MAKES NOVEL INFLUENCE TEST.

Atlanta Constitution Gets Encouraging Information from Readers.

A most interesting test of its readers has just been completed by the Atlanta Constitution. To 1,000 women, selected at random, the management of the paper sent a letter calculated to gauge the influence which the Constitution exerts over its clientele.

The replies received number 317, an unusually high return. It was discovered that of this number of readers, 292 had taken the Constitution for an average period of over 10 years, and that of the 317 women readers, 304 read the paper regularly, most of them at a specified time ranging between 7 and 9 a. m., only nine reading it in the afternoon, while twenty-two had no fixed time.

What should be of interest to advertisers is that out of 315 women, 271 confessed reading the ad pages, leaving 44 not giving attention to this part of the Constitution. Of 279 women who answered this question, 241 admitted that they were influenced by advertisements, thirty-eight stating that such was not the case.

Big Gathering of Newspaper Women.

At the recent International Woman Suffrage Congress in Budapest 230 women newspaper correspondents were present taking notes for papers in all the countries of the civilized world. It is said that there never was such a gathering of newspaper women before.

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

WASHINGTON STRATEGISTS.

Newspaper Men Haunt State, War and Navy Departments and Work Out Campaign.

"War correspondents" are those who are supposed to follow armies in the field, but there is another corps of "war correspondents" who figure prominently all the time when there is trouble, and they haunt the corridors and offices of the State, War and Navy departments. The small guard of half a dozen that are always found in the building is increased by a score of correspondents as soon as big things break loose, like the Mexican situation. They all question the Secretary of State, the Secretary of War and the Secretary of the Navy, in order to get something that will give them a "line" on the situation and something to say in addition to what has been already published.

Quite a number of these "war correspondents" become "war strategists" as complications increase, and they discuss the situation as if they had the responsibility of action. Among other things, besides sending warships and guarding seaports, they decide upon the necessity of a mobile army. Just at present these "strategists" have been somewhat embarrassed, as no doubt the officials have been, because the Army of the United States is said to be entirely inadequate to meet an armed conflict in a foreign country. The Washington "war correspondents" have not been able to overcome that difficulty.

It was while the correspondents were interviewing Secretary Daniels one day that he recollected that he was still a newspaper man. After the crowd had left he turned to a personal friend and remarked: "It reminds me of the days when you and I were trying to get information out of Government officials. The tables are turned now."

Valuable Aid to Linotype Users.

The Mergenthaler Linotype Co. has issued a twenty-page booklet descriptive of the display advertising figures made for use on the linotype. The booklet also contains considerable information about a convenient matrix galley, an automatic sorts stacker, display fractions and logotypes, and baseball figure matrices. The brochure should prove of value and interest to all linotype users.

When the "Final Sports" Are Late!

(From the Typographical Journal.)

It's a sin for a big evening paper When the "Postscript" don't go out on time; Then, the editor cuts quite a caper, Still, the public will stand for this crime. It's worse when the "Financial" issue Is slow, while the money-kings wait— But the greatest crime at any time Is when "The Final Sports" are late!

There's a hustle and bustle each morning To put the first issue "on street;" Let some great man "cash in" without warning, 'Tis said if the paper don't "beat." If the "sheet" doesn't "scoop" that fire story, Seems bad, but it's charged to cruel fate— But the greatest crime at any time Is when "The Final Sports" are late!

There may be an earthquake in Frisco, A flood in the South or the West; The headline-man works like Mephisto To make the heads scream at their best. The "Extra" is stereod a moment behind— Hear the editor fume and berate! But the greatest crime at any time Is when "The Final Sports" are late!

To-day councils pass on the water bill, But, what care the public for that? Of political "dope" they have had their fill— Tell them more of the ball and the bat! Why, the "N. Y. Giants" meet the "Daisies" to-day, And as every "fan" will relate: The greatest crime at any time Is when "The Final Sports" are late!

How the "fudge-men" ramble and scramble To get every "run" in on time! Like lightning the "turtles" they handle As "box-scores" are set line by line. For the Big-League teams are in town to-day And The Times must tell their fate— On time, for it would be a crime To put "The Final Sport" out late!

ROBERT F. SALADE.

Bromfield & Field, 1780 Broadway, New York City, are asking for rates on automobile advertising.

ROLL OF HONOR

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

Table with columns for various states: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC. Each entry lists the publication name and its circulation figures.

A FITTING MONUMENT.

Imposing Stone Marks Grave of Man Who Assembled on It Types of Paper, He Served 36 Years as Printer and Editor.

In its issue of July 19 THE EDITOR AND PUBLISHER printed the interesting fact that a few days previous there was erected in Oakdale Cemetery, at Jefferson, O., a most unusual monument over the grave of Joseph Alexander Howells, the veteran journalist. We are now indebted to Editor E. C. Lampson, of the Jefferson Gazette and Astabula County Sentinel, for the following data concerning this remarkable memorial to a man who was for more than a half century the editor of the famous old Astabula Sentinel. The stone was placed by direction of Mr. Howells' widow.

Enclosing the late Mr. Howells' photograph and a picture of the memorial, Mr. Lampson writes:

"The Howells memorial is the old imposing stone upon which both as editor and printer for many years the veteran editor each week helped to place the type for the Sentinel before it went to the press. Almost the last thing Mr. Howells said to the writer was the hope that nothing would happen to the

old stone, then being kept in this office to await the day when it should be needed as the headstone for the well-known citizen of the village.

EPITAPH WRITTEN BY BROTHER.

"The inscription was written by W. D. Howells, the famous author and editor, a brother of J. A. Howells, who had himself used this same stone when employed in his father's printing office, then the office of W. C. Howells, later a United States consul. It is an interesting fact that this family has furnished three United States consuls.

"The memorial, as pictured, stands just west of the Joshua R. Giddings monument and close by that of the late Congressman S. A. Northway. Near the plot lies the moldering dust of three members of Congress, a judge of the Supreme Court of Montana, a circuit and a common pleas judge, and many soldiers, officers in the United States army.

"It was a special request of the late Mr. Howells that the old stone should not be polished and as few of the marks of toil and stain of years should be removed as possible. Even in the half-tone cut the scratches of chase, and of quoin, and of type can be seen."

The inscription on the old imposing stone is as follows:

To the memory of
JOSEPH ALEXANDER HOWELLS.

Born at St. Clairsville, Ohio, 1832; died at Auburndale, Florida, 1912. American Consul at Turk's Island from 1905 to 1912. Printer, and then editor, he imposed in pages on this stone, which he desired should mark his final resting place, the types of the Ashtabula Sentinel from 1861 to 1905.

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.

W. D. HOWELLS.
ELIZA, HIS WIFE
1838, 19

WHY PAPER TURNS YELLOW.

Chemistry of the Change Explained by a Scientific Expert.

The discoloration of paper is a subject that often puzzles printers and publishers. They cannot understand why paper that is white should become yellow and crumbly in a few years. V. Schoeller, of Duren, in a recent article gives a scientific explanation that is enlightening.

Mr. Schoeller points out that papers containing straw and mechanical wood pulp discolor very readily with age, and papers containing straw and esparto pulp are likewise subject to discoloration. Chemical wood pulp turns yellow to a less extent, while a paper made entirely from rags suffers slight discoloration.

The coloring may be due to: (1) Destruction of the ultramarine or other blue color used in the manufacture of the paper; (2) actual yellowing of some component of the paper. The color of ultramarine may be destroyed by atmospheric oxidation or by acid residues in the paper causing the sheet to return to its natural yellow color. This is leaving out of account discoloration by external causes, such as exposure to coal gas, etc.

The liability of a paper to discolor may be deterred by: (1) allowing to lie in absence of light for at least one year; (2) exposing to action of air and light for about one week; (3) heating under uniform moisture at ninety-five degrees for five and thirty hours. The intensity of color developed by warming indicates the discoloration to be expected when the paper is aged.

Unsize, unbleached cotton or linen half-stuff shows no tendency to discolor. Moderately bleached stock, washed immediately after bleaching,

does not discolor, but over-bleached stock or one which has been allowed to rest in the drainer for even one day before washing will turn yellow with age. This is due to the oxidation of the cellulose fibers.

The most important cause of the discoloration of paper is the rosin size. All rosin-sized papers turn yellow. This may be due to: (1) reagent used to ppt. the size; (2) formation of iron-rosin compounds; (3) oxidation of the rosin by atmospheric oxidation; (4) auto-oxidation or polymerisation of the rosin. The precipitant used has little effect on discoloration.

Experiments showed that papers sized with rosin pptd. by com. Al₂(SO₄)₃, AcOH, MgSO₄, and AcOH, CO₂, alum, HCl, and from alc. soln. by water turned yellow on heating to the same extent. Comparative tests showed that within the limits of common practice presence of Fe or Fe resinates has little effect on discoloration of paper. Care must be taken, nevertheless, to use an alum low in iron.

Discoloration due to the action of atmospheric oxidation on rosin is very slight in all cases, but, nevertheless, rosin develops a darker color on standing, due to the polymerisation, or auto-oxidation, and it is to this fact that the discoloration of rosin-sized papers is chiefly due. By previous treatment of the rosin with bleaching powder this polymerisation may be accomplished, and size made from rosin so treated has no effect on the discoloration of paper.

The Pittsburgh Leader building has been thoroughly remodeled, both inside and out. New office furniture and fixtures have been installed, and it is said that the Leader's offices compare favorably with newspaper offices anywhere.

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
- 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.

OBITUARY NOTES.

CAD ALLARD, one of the veteran newspaper men of Oklahoma, died of heart disease at his home in Chickasha last week. Allard was the founder of the Enid Eagle, former editor of the Chickasha Star, Guthrie Capitol, Hot Springs (Ark) Hornet, and for the last year was editor of El Reno American. He was for eleven years postmaster at Beardstown, Ill., where he published the Daily Star.

ROBERT EMMETT CULBRETH, sixty-eight years old, former owner and publisher of the City Argus and New San Francisco, died of pneumonia at San Francisco recently. He was one of the oldest newspaper men of that city, starting in the business more than forty years ago. He worked on most of the papers of San Francisco and Oakland.

DANIEL MILLER, author, historian and one of Reading's best-known citizens, died at a Philadelphia hospital July 30 after an operation. Mr. Miller was in his seventy-first year. For many years he was editor of the Reformed Church Record. Mr. Miller was the author of "History of the Reformed Church in Reading," "Rambles in Europe" and "Pennsylvania Germans."

ROBERT E. BUTLER, aged forty-eight years, died last week at his home in Hawkinsville, Ga. As a newspaper man

he was well known and held important positions. His last newspaper work was on the Dispatch and News, with which he was connected for about fifteen months as associate editor.

SIR MACKENZIE BOWELL, probably the oldest newspaper man on this continent, who entered the Belleville (Ontario) Intelligencer office as a printer's devil three years before the rebellion of 1837, passed away this past week. He was born in Suffolk, England, Dec. 17, 1823, and served one paper for seventy-nine years.

MAJOR WILLIAM WALLACE SCREWS, editor of the Montgomery (Ala.) Advertiser, died Aug. 8 at his country home at Coosada of acute indigestion. Major Serews was born in 1839 and had been connected continuously with the Advertiser since the close of the Civil War. From 1893 to 1897 he was Secretary of State for Alabama.

J. FRANK CLARK, fifty-five years old, for many years a member of the New York Herald staff, died Saturday in Lyndhurst, N. J. During the Spanish-American War he went to Cuba as correspondent for the United Press Associations. At the close of the war he became a member of the Herald staff, filling various editorial positions until 1912, when he joined the staff of the Associated Press.

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