

THE EDITOR AND PUBLISHER

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NOT OUT OF WOODS.

CHICAGO NEWSPAPER PUBLISHERS STILL HAVE TROUBLE WITH DELIVERY OF PAPERS.

Normal Circulation Conditions Do Not Yet Obtain, Although the Papers Are Now of the Usual Size and Carry an Average Amount of Advertising—Cost of the Strike Estimated at Three Million Dollars.

(Special Correspondence.)

CHICAGO, July 2.—Although the recent strike of the stereotypers and pressmen on the daily newspapers of this city came to an end several weeks ago, normal conditions do not yet obtain. The stereotyping and pressrooms are in many instances manned by new crews. A few of the newspapers have re-employed those of their old men who were not too conspicuous in the recent strike. The pressmen who caused the most trouble have not been able to get back their old jobs, and many have left the city to seek positions elsewhere. The new men, brought in from distant cities, have already proved their worth and now seem to be as much at home in Chicago as they were in the cities where they formerly worked.

CIRCULATIONS SUFFER.

All of the newspapers are now issuing their regular number of editions and are running about the same number of columns of advertising. Circulations, however, have not returned to their old proportions, although it is quite likely they will do so in the near future. In some instances there has been a shrinkage of from 15 to 20 per cent., but the average is not more than 10 per cent. Among the afternoon papers probably the Daily News was the quickest to recover from the strike. It is running each day twenty-eight pages, well filled with advertising. Owing to the great popularity of the paper the circulation is now about normal. Of the morning papers the Tribune and the Record-Herald have been particularly fortunate in the matter of circulation.

The Chicago publishers are still having trouble with their distribution. When the newsboys and the drivers went out in sympathy with the pressmen and stereotypers they found themselves without any means for distributing their papers. A large number of newsboys were hastily brought in from outside cities to take the place of the strikers on the street corners. Many fights between the strikers and the newcomers followed, and in several instances the latter were brutally beaten.

CO-OPERATIVE DELIVERY SYSTEM.

The publishers organized a co-operative wagon delivery system which worked satisfactorily for some time. Then the man who had been engaged to superintend it resigned, and since then there has been some complaint of the service. Moreover, with the return of better conditions some of the larger newspapers re-established their own delivery system.

The scraps between the newsboys who went out on strike and their successors are still a matter of almost daily occurrence. (Continued on page 2.)



C. D. LEE,

PRESIDENT OF THE UNITED PRESS ASSOCIATIONS, WHICH IS HOLDING ITS ANNUAL MEETING AT CLEVELAND.

CHICAGO'S NEW DAILY.

It Will Be Devoted to the Northwestern Section of the City.

Chicago is to have a new daily newspaper. It will make its appearance early in August, and will be devoted to the northwestern section of the city, which has a population of about 105,000. The district contains a large number of retail stores and several foreign language newspapers.

It is reported that the new paper will be financially backed by R. T. Crane, one of Chicago's wealthy citizens, and that its manager will be a man named Brown, late of St. Paul.

The new paper will not, at the start, be circulated outside of the district for which it is published, the idea being to make it a local or neighborhood newspaper such as is published weekly in several sections of Greater New York. The advertising rates will be low to encourage the use of its columns by merchants in the Northwest section.

The San Francisco California Democrat will erect a five-story steel home.

PROHIBITS CAR ADVERTISING.

Chicago City Council Passes an Ordinance Excluding Such Publicity.

The Chicago City Council this week passed an ordinance prohibiting street railway lines, both surface and elevated, from displaying advertising of any kind in the cars. The ordinance is drastic, preventing even the advertisements of amusement parks. The Council took the ground that the car companies' franchises allowed them to operate transportation lines only, and did not allow them to enter the advertising field.

The ordinance was passed by a practically unanimous vote, and now goes to the Mayor for his signature. It was fought bitterly by the several companies. If the ordinance becomes a law it will cut heavily into the revenue of the several companies. The proposed law also prohibits the display of advertising matter in stations and on station platforms.

The Los Angeles Tribune now reaches Phoenix, Ariz., on the afternoon of the same day it is dated, a feat never before accomplished by Los Angeles papers.

STRENUOUS WORK.

NEVER IN HISTORY OF NATIONAL CONVENTIONS HAVE SCRIBES LABORED SO HARD AS AT BALTIMORE.

Tired Out from Chicago Affair, All Night Sessions at Baltimore Almost Drove Writers to Despair—Will Now Pitch Into Campaign With Their Usual Vigor—Receive Congratulations from Papers.

(Special Correspondence.)

BALTIMORE, Md., July 3.—Notwithstanding the severe strain of weeks of steady, strenuous work, starting with the beginning of the meetings of the Republican National Committee in Chicago on June 6, the majority of the newspaper men that reported the Democratic convention, which has just adjourned, gave to their respective papers service for which they received congratulations and commendation. Probably never in the history of National conventions has the work for the newspaper man been as hard. The sessions of the convention here have been continuous and prolonged beyond the expectations of any of those concerned. The all-night sessions almost drove the already tired writers to despair, but the excitement of the events kept them going and with the few hours of recess toward the end of the meeting the writer folks were able to wind up the convention in fair physical shape. The work of the newspaper men is not over, for all of them will now pitch into the campaign with their usual vigor and energy. A large contingent left with the National Committee members who went to Sea Girt, N. J., to confer with the nominee, Woodrow Wilson.

BALTIMORE WRITERS COMPLIMENTED.

The writers on the local papers have been showered with congratulations for their work. Louis Garthe, John S. Shriver and Oscar Anderson, Jr., for the American and Star did splendid work, and Mr. Garthe was praised on all sides for his clever descriptions and forecasts of the convention work. Frank Kent, managing editor of the Sun, and J. Fred Essary, of the same paper, were the recipients of many words of praise for their accurate and timely articles of the progress of the events of the conclave. They were particularly fortunate in having a paper which has backed the nominee for months past. The Sun was one of the first papers to boost Wilson, and Messrs. Kent and Essary were most active in covering all the news there was in connection with his nomination.

Mr. Bryan's absence from the press sections was the subject of much talk, for his writings appeared just as they did while he was covering the Chicago meeting. He did his writings in the privacy of his apartments at the Belvedere. It was repeatedly printed before he came here that he would not do any newspaper work, but it seems that he found time to give his views to the press and attend to his convention duties too.

VETERAN JIM FAULKNER.

Jim Faulkner, of the Cincinnati Enquirer, who probably wrote as many specials for his paper as any man at the

convention, had the satisfaction of seeing that his efforts were appreciated, for his terse and gripping stories were played up in big type, and all the papers that have the Enquirer service also appreciated the worth of his stories, for they, too, gave his work big display.

David S. Barry, who was for many years chief of the Washington Bureau of the New York Sun and now Washington correspondent for the Providence Journal and Bulletin, gave excellent service continuously to his papers, one being an afternoon edition and the other the morning.

Two writers in the press section attracted unusual notice, not that they were conspicuous for any particular reason other than their faithfulness to their work. Miss Kathryn Howard, of the Baltimore Star, who is Miss May I. Copinger in reality, and Miss Nelly Bly, who won worldwide fame years ago by making a trip around the globe in a remarkably short time, were present at every session of the convention regardless of the hour—day or night. Miss Bly, who is Mrs. Seaman in private life, wrote for the National News Service, and showed her wonderful vitality by looking fresh and alert when many others around her were plainly showing the signs of fatigue. Miss Howard, who wrote in a humorous vein, attracted wide attention by her clever description of events and personalities of the convention.

Telegrams of congratulations were constantly coming to the press section praising the correspondents for the successful way in which they were handling the big story. Ralph Smith, of the Atlanta Journal, got this one from his managing editor, J. S. Cohen: "We highly appreciate your successful efforts to give us nomination in time for the home edition. Town has gone wild. The band is booming."

The Washington Times staff, composed of Judson C. Welliver, John Snure and Theodore Tailler, received one from Managing Editor Walker saying, "You have all done fine. Come home and sleep."

TREMENDOUS AMOUNT OF COPY.

These are but samples of what all the correspondents were receiving. An idea of the tremendous amount of copy that was sent from the convention can be gained when it is said that the Western Union and Postal Telegraph companies sent about 4,000,000 words from the offices in the convention hall, and this large amount of telegraphing was independent of the special wires that several of the more prominent papers had. The Chicago Tribune, the St. Louis Republic, the Cincinnati Enquirer and the Chicago Record-Herald all had their own wires direct from their offices here to their home headquarters. Of course the press associations also had their own special wires. Leroy Vernon, who was President Taft's press agent and a member of the Chicago News staff, covered the convention here for his paper, along with Junius Woods. Mr. Vernon left immediately after the convention for his home in Everett, Wash., where he will spend a month's vacation. It has not been determined whether he will take up the campaign publicity work for President Taft or not, for his paper is anxious to have him give all of his attention to their service.

C. C. Brainerd, of the Brooklyn Eagle, came through the two conventions in better physical shape than he had anticipated. (Continued on page 14.)

HARRIET QUIMBY MEETS DEATH

Hurled from Monoplane at Height of a Thousand Feet.

Miss Harriet Quimby, of the editorial staff of Leslie's Weekly, former newspaper writer and the first woman to win a license to operate a heavier-than-air machine in America, was dashed to death in Dorchester Bay, near Boston,



MISS HARRIET QUIMBY.

Monday, while attempting to circle Boston Light in her high-powered Bleriot monoplane. Wm. A. P. Willard, a passenger, was also killed. The machine was probably a thousand feet in the air when something went wrong with the machinery. Suddenly the spectators below saw two forms shoot downward with terrific speed, turning somersaults in the air. The bodies struck the water about twenty feet away.

Miss Quimby was twenty-eight years old and was born in Arroyo Grande, Cal., her parents having moved to that State from New England. While but a girl she began to write for San Francisco papers and made several trips abroad for various publications. Later she became connected with Leslie's Weekly as dramatic critic. She also contributed to other departments. Miss Quimby was the first American woman to fly for a pilot's license. After receiving her degree she made exhibition flights in the United States and Mexico, and later abroad. Her most notable achievement was a flight across the English Channel.

Pressmen Uphold Berry.

By a vote of 130 to 80 the International Printing Pressmen's and Assistants' Union, in convention at Hale Springs, Tenn., recently, sustained President G. L. Berry in his action in calling a sympathetic strike of pressmen throughout the country after the Chicago strike. C. B. Crowley, of Massachusetts, who led the fight against President Berry, was unseated.

NOT OUT OF WOODS.

(Continued from page 1.)

rence. Some of the strikers are back in their old positions but many more will not be re-engaged under any circumstances.

In talking about the strike and its effect upon the newspaper industry in Chicago, a keen newspaper man who has had wide experience, expressed to your correspondent his opinion of the situation in these words:

"The strike was a good thing for the newspaper publishers of this city in many ways. In the first place they found out that they have many enemies who are not at all bashful in declaring on every occasion that the newspapers got what was coming to them. The list of these enemies include people who have been arrested for drunkenness, politicians who have been attacked because of their bad records, criminals who have been sent to jail through the activities of the newspapers, and others who have suffered from the criticism of the press.

"The newspaper publishers have been chasty for so long that they can hardly conceive that they, the great molders of public opinion, could have enough enemies in the city to work to their serious disadvantage. They now find out that they have been mistaken. These enemies of their's sided with the newsboys and delivery men in their strike and did all they could to help them. They went even so far as to engage in slugging people who bought newspapers of the new street newsboys.

"The co-operative delivery system, which was resorted to as a means of protection, and as a matter of economy, worked all right for a while, but was found inadequate in the end. There did not seem to be so much trouble in handling the morning papers as the evening—the reason being that the morning papers go to press at practically the same time, and are, therefore, ready to be delivered at the same hour; whereas in the case of the evening newspapers the time of going to press of the several editions varies.

"Moreover, there is a wide difference in the size of the afternoon papers. The News, for instance, carries twenty-eight pages and has a big circulation, while most of its contemporaries rarely publish over sixteen pages, and have comparatively limited circulation.

"But in spite of these objections I believe that it would be possible to establish a delivery system that would work satisfactorily for all of the newspapers in the city. Of course it would take time and the services of experienced men in the circulation game who could work out a system that would prove equal to the occasion. I, myself, cannot see why each newspaper in the city should be obliged to have its own delivery system. By co-operating the expense of maintenance can be reduced many thousands of dollars a year. One of the things that will really help to bring around a co-operative delivery system is the introduction of swift, well-built automobile wagons, in the delivery service. The horse delivery system undoubtedly is a thing of the past. Nobody knows yet how expensive the automobile delivery system will be because none of the papers has yet adopted that vehicle exclusively."

From conversations I have had with various publishers in Chicago I am convinced that the amount of money lost during the recent strike would easily amount up to \$3,000,000. This sum is

represented by loss of revenues, loss of circulation, loss in opportunities and the disruption of established working conditions. It will probably be two or three months before the newspapers will have fully recovered from the setback they received during the strike, and yet, as one of the publishers put it, "the strike was a good thing for us all, because it revealed our weakness. Never again will we be caught in the position that we were when the strike was inaugurated. Hereafter, we are going to control our own delivery system and our own force of newsmen."

The Vaniman Tragedy.

Henry Woodhouse, associate editor of the Aero Club of America's Bulletin, spent several days with Vaniman just before he lost his life through the explosion of the dirigible balloon Akron on Tuesday. He says that Vaniman expressed the opinion that the ideas on which dirigibles are made to-day are wrong and that they are, like bubbles, at the mercy of the elements. He included the Akron in this category and added that while the Akron was the best dirigible ever constructed—better even than the German airships—he did not think any of them worth anything considered from the standpoint of what they ought to be.

Plant Destroyed by Tornado.

During the tornado that struck Regina, the capital of Saskatchewan, June 30, the building and plant of the Regina Capital were destroyed. The property loss in the city is estimated at \$1,000,000, and the number of lives sacrificed is said to be in the neighborhood of 200.

Gettysburg Daily Sold.

The Gettysburg (Pa.) Star and Sentinel, the Republican organ of Adams County, has been sold by the Guyon H. Buehler estate to a company of local business men composed of Postmaster C. William Beales, J. Donald Swope, chairman of the Republican County Committee, and former State Senator Donald P. McPherson. Robert C. Miller will be the manager.

Buffalo Newsboys Join Hearst Strike.

Because the New York Evening Journal raised its price to three cents in Buffalo and refused to accept returned papers, the union newsboys of that city have joined the strike against the Hearst papers by refusing to handle the Journal.

Reporter Held as Spy, Released.

H. A. Scott, an American newspaper man who was arrested by Rayul Madero, accused of being a spy and sent to Mexico City on parole, has been released by the Minister of War. Scott had been taking photographs on the rebel side and when he came into the federal camp he was arrested and held for three days before a report was sent to the Minister of War.

Suspended for Wrong Advertising.

The contest board of the American Automobile Association has suspended the Wisconsin Auto Sales Co., of Milwaukee; the Howard Automobile Co., of San Francisco, and the Empire Motor Car Agency, of Boston, on the specific charge that they advertised, after the Indianapolis race, that the car they respectively represent, which made a showing at the race, was absolutely "a stock car" when it was not, or was not entered as such.

THE BOSTON MERGER. LAYING CORNERSTONE OF PULITZER SCHOOL OF JOURNALISM BUILDING.

PUBLISHER FARLEY, OF THE HERALD, ON ADVANTAGES OF CONSOLIDATION.

The purchase of the Boston Traveler by the Herald of that city, as recorded in these columns last week, has aroused considerable interest among newspaper men especially in Massachusetts.

According to the announcement the Evening Herald and the Traveler were to be consolidated under the name of the Boston Traveler and Evening Herald.

Concerning the change in ownership J. W. Farley, publisher of the Herald, this week said to a representative of THE EDITOR AND PUBLISHER:

"I am very glad, in response to your request, to state the conditions and circumstances which have led to the recent acquisition by the Herald of the Traveler.

"The gist of it is that we believe that the present Boston situation was such as to make an obvious opening for a great one-cent evening newspaper, which should ultimately, at least, fulfill the requirements of general advertisers to the same extent that the Bulletin does in Philadelphia, or the News in Chicago, and, we believed that the quickest way to move toward this end was the combination of the Evening Herald and the Traveler.

"There is no question but what the evening field has heretofore been somewhat overcrowded in Boston, and this combination, besides assuring us a start with an evening paper that has a circulation of over 100,000, narrows the field. There is ample opportunity for the new newspaper to fit between the Transcript and the American, and there is now no other material competition.

In building up the Herald during the last year and a half, although both the morning and evening editions have advanced rapidly, the morning Herald which has now reached a circulation alone of over 100,000, was much stronger than the evening Herald, and we met some obstacles with advertisers who claimed that even the combined circulation of the Herald was not yet quite large enough, and who thought that for some lines of business there was too distinctive an element of quality about it.

"The acquisition of the Traveler, which has a circulation perhaps less distinctive in character, but at least equally valuable to many advertisers, will do away with any basis for such an objection, for together with the evening edition of the Herald and Traveler combined, we will have a circulation of over 200,000, and a mixture of quantity and quality of the best possible kind for obtaining results for all general advertisers.

"We hope, intend and expect to make the resulting circulation from the combination merely a starting point, and from that, by the same methods that have heretofore been successful in building up the morning and evening Herald, we shall advance and increase the circulation of the new paper."

The first issue of the consolidated papers appeared Monday Evening July first carrying sixteen, eight columns pages of which eight pages represented a "Pure Food and Beverage" section, with a titled head "The Boston Traveler" in 60 point followed by "and Evening Herald" in 30 point.

The columns are twelve ems wide and 300 agate lines deep. The column rules are six point.



DEAN TALCOTT WILLIAMS AND MRS JOSEPH PULITZER

PULITZER SCHOOL BEGUN.

Mrs. Joseph Pulitzer Lays Cornerstone for Structure at Columbia.

The cornerstone of the Pulitzer School of Journalism, Columbia University, was laid Tuesday morning by Mrs. Joseph Pulitzer, widow of the founder. There were present at the ceremony President Nicholas Murray Butler, of Columbia University, a number of the

trustees and members of the teaching staff of the institution. Several hundred spectators gathered around the spot.

"I declare this cornerstone well and truly laid," said Mrs. Pulitzer, as she held in her hands the trowel given her by the consulting engineer of the structure, Frederick A. Goetze, who is also comptroller of the student organizations. Mrs. Pulitzer officiated in the absence of her son, Ralph Pulitzer, who was in

Baltimore attending the Democratic convention.

The exercises were informal, as the opening of the building, a year hence, will be the occasion of a special celebration of this new step in education by the university and the building endowment provided by the late Mr. Pulitzer. Nicholas Murray Butler, president of Columbia University, and others made addresses.

MAKES HIT AT CARNIVAL.

Seattle Press Club the Whole Show During Portland Rose Festival.

The Seattle Press Club, under the inspiration of President Horace McClure, loomed large at the Portland Rose Carnival, which closed on June 15. The club was a feature during the parade of the Tilikums of Eltaes and departed with a record of having missed absolutely nothing. In the judgment of competent witnesses, the Seattle Press Club and the Seattle Ad Club never did anything smarter than the successful wooing of Miss Spokane. The occasion, as well as the method by which it was brought about, was unique.

Miss Spokane, in her representation of the city whose name she assumed, appeared as an Indian princess. She bore to the carnival a greeting that was more than friendly. The response to this greeting was made by President McClure after an introduction from President Blethen, of the Seattle Potlatch, as follows:

"Formerly and forever," President McClure's speech ran, "we have lived in your country, and we admire you more than words can tell. If you will do us the supreme honor of becoming our very own, all will go well with us; and as an earnest, a pledge of that high privilege, we beg to bestow upon you now this ring as a message from our innermost heart. You will gain a great chieftain, a worthy champion. May we not now hope, with this pledge in mind, that you will go with us for a ride in a swift automobile through the streets of Portland. There will be a banquet, a time of festivity and great joy. Come to us, Miss Spokane. It will be well, it will be well, it will be well. We are speaking to you the very truth, three times, coming straight from our heart."

And Miss Spokane was betrothed. She was wearing the ring of the Golden Potlatch, and by her own act had

assented to vows made in the dulcet "wawa," for which she stood sponsor as the copper-colored princess of the morning.

Perhaps the brightest retort of the carnival week is credited to George F. Vradenberg. It is needful to bear in mind that the Seattle men were taken up town by cattle cars labeled "Seattle's Thoroughbreds." At one of the Ad Men's luncheons, attended by about four hundred guests, the Spokane men thundered a group of yells at Seattle, thus—"We don't ride in cattle cars." There was considerable laughter, but it was as nothing compared with what followed when Vradenberg, as yell leader, signaled his men and came back without an instant's hesitation, "You're not thoroughbreds." Spokane was knocked off its pins, and will have to wait another year before attempting to "get even" for the clever repartee.

The Seattle Press Club certainly "did things" for the Potlatch. As the train pulled out they paid their parting compliment to Portland, and then said farewell in the words of Grass' song, which has made such a decided hit:

"In peace or battle
It is Seattle;
Our Seattle,--attle, -attle,
Is the best, best, best!"

NEW PUBLICATIONS.

COLDWATER, Mich.—A new daily morning paper made its appearance in Coldwater last week. It is the Daily Coldwater Courier, published by Gardner Brothers, who last fall purchased the Tri-Weekly Courier of C. H. Newell.

DALTON, Ga.—A new weekly newspaper, the Dalton Record, has made its initial appearance here. The paper is owned by Walter Clark. It is an eight-page, five-column weekly.

HARTLEY, Ia.—The Hartley Sentinel has been launched by Charles A. Charles, who has been identified with newspaper work in this section of the State for the past twenty years.

EARLSBORO, Okla.—The first issue of the Earlsboro Messenger is out. Francis Resch is editor.

MANCHESTER, Ia.—The Delaware County News, a weekly published at this place, is to become an afternoon daily. Roy Hilton will be the manager.

Kelly in Business for Himself.

John F. Kelly, who has had twenty-five years' circulation experience with Frank A. Munsey, Norman L. Munro, Street & Smith, Everybody's Magazine, the New York World, Journal, Press, Telegraph and Herald, and newspapers in other big cities, has opened an office at 64 Murray street, New York, as a premium promoter and circulation expert for daily newspapers and periodicals. Few men are better known in the circulation field than he. Mr. Kelly is the author of "The Confessions of a Bell Boy," which has made a distinct hit, especially with the traveling public, and is now in its second edition.

Pacific Coast Enterprise.

A feature of the new plant of the Los Angeles Times will be its modern stereotyping foundry. The Times will discard the hand-casting boxes for the latest improved double junior autoplant and auto-shaver equipment. It will not be possible, it is stated, for any Los Angeles newspaper to compete with General H. G. Otis' Times in the expedition with which the latest news can be offered for sale on the streets.

YOKEL GOES TO EUROPE.

American's Circulation Staff Wish Him Bon Voyage.

Berthold Yokel, circulating manager of the New York American, accompanied by Mrs. Yokel, sailed for his old home in Vienna, Austria, last Tuesday, to visit his brothers and sisters, from whom he has been separated for thirty-three years. He expects to be absent about three months.

The employees of the circulation department of the American went in a body to the steamship to wish Mr. and



BERTHOLD YOKEL.

Mrs. Yokel will make stops at Rotterdam, the gifts of friends, were tastefully distributed about the state-room they were to occupy. Many presents of things that voyagers are expected to need were showered on the happy pair.

During their absence abroad Mr. and Mrs. Yokel a bon voyage. Flowers in dam, Frankfort and Berlin, and also at several of the famous Austrian watering places.

Before leaving New York Mr. Yokel arranged for special train service for the American to deliver the city edition of that newspaper at Baltimore an hour ahead of some of its competitors. The train, which was subsequently run, carried the newspaper to the convention city, a distance of one hundred and eighty-seven miles, in one hundred and seventy-two minutes. This record was made nearly every day during the session of the convention, and is considered by the railroad officials as the fastest running time ever made for a period of one week between New York and Baltimore.

During Mr. Yokel's absence Fenton Dowling will be the acting circulation manager of the American.

Ad Men in Moving Pictures

Motion pictures of the scenes of the National Ad Men's convention, held in Dallas last month, are now being shown in every city of importance in the United States and Canada and the important centers of Europe. The pictures comprise 1,100 feet of films, and are introduced by the title that they are views of the National Ad Men's convention at Dallas. The films were taken by the Pathe Freres, who were retained by the Dallas Advertising League.

World Office Boy Writes Ballad.

William S. Dillon, an office boy in the employ of E. A. Pratt, superintendent of the Pulitzer building, is the author of a successful ballad entitled "The Dearest Old Lady."

No one paper on the
Pacific Coast
covers its field so thoroughly and entirely as does the
San Diego Sun

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

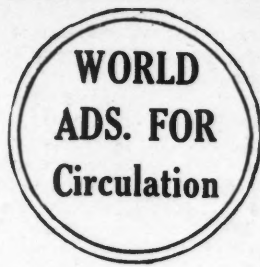
Largest proved high-class evening circulation.
THE NEW YORK GLOBE
holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

NEW YORK TRIBUNE
Readers have confidence in the integrity of its Advertising columns. And are therefore more liable to purchase articles exploited in them. This is a fact to be remembered by advertisers in placing announcements.

JUNE
In June *The New York Times* published 768,050 lines of advertisements compared with 654,025 lines in June, 1911, a gain of 113,425 lines.
Misleading announcements excluded.

Topeka Daily Capital
delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.
Arthur Capper
PUBLISHER.
W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Hartford Bldg., Chicago

GREATER THAN EVER!
The Boston Herald
now over 100,000
The Boston Traveler and Evening Herald
consolidated July first
over 120,000
A Quality and Quantity Combination that cannot be excelled
Sole Foreign Representatives
The S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis



THE NEW YORK WORLD'S ENORMOUS ADVERTISING LEAD

During the First Six Months of 1912 There Were Printed:

758,156 WORLD
Advertisements.

309,535 More than
the New York Herald.

 **63,266** More than ALL the 5 OTHER
New York Morning and Sunday
Newspapers COMBINED.

No, OTHER newspaper in the United States printed as many advertisements as even the New York Herald, leaving The World unapproached as the greatest advertising medium in the country.

The World's advertising supremacy seems but logical in view of the fact that its circulation in New York City alone, mornings and Sundays, exceeds that of the New York Herald, Times, Sun and Tribune ADDED TOGETHER.

Plan Your Advertising Campaign Accordingly



GENERAL AGENTS WHO MET AT PITTSBURGH TO FORM NATIONAL BODY.
 Top Row—A. W. PALMER, A. W. LYDIATT, ST. ELMO MASSENGALE, ALLEN COLLIER, STANLEY CLAGUE, A. W. ELLIS.
 Lower Row—W. C. D'ARCY, FRANK PRESBREY, E. M. WEST, WILLIAM H. JOHNS.

KERENS SELLS TIMES HOLDINGS.

Stock in St. Louis Daily Taken Over by E. L. Pretorius and Others.

Edward L. Pretorius and others have purchased the holdings of Richard C. Kerens, Ambassador to Austria-Hungary, in the German-American Press Association, which publishes the St. Louis Times. According to Mr. Pretorius, Mr. Kerens' interests were valued approximately at \$500,000.

Diplomatic duties keep Mr. Kerens from St. Louis so that he could not conveniently look after his interests, it was stated.

Strike Delays Chicago Post Home.

The Chicago Post is not entirely settled as yet in its new home. The strike followed almost immediately after the paper moved in, and since that time it has been impossible to secure workmen in other trades to complete the work.

SUN STAFF HONORS MALLON.

Associates Tender Retiring City Editor Farewell Luncheon at Brevoort.

Members and ex-members of the New York Sun staff to the number of more than 125 tendered a farewell luncheon to George B. Mallon Sunday at the Hotel Brevoort, the occasion being his retirement as city editor of the Sun, with which he has been connected for twenty-four years.

Mr. Mallon leaves newspaper work to enter the Butterick Publishing Company. He became a member of the Sun staff in 1888 and was made assistant city editor in 1895. Seven years later he was advanced to the city desk.

During the luncheon moving pictures showed Mr. Mallon at his desk giving out assignments. At the plate of each guest was a miniature copy of the Sun, in which appeared stories dealing with

Mr. Mallon's past, present and future.

Collin Armstrong, president of the Sun Alumni Association, called the meeting to order, and Chester S. Lord, managing editor of the Sun, presided as toastmaster.

Among those present were Richard V. Oulahan, Edward Hungerford, C. M. Fairbanks, D. W. Quinn, Roy Mason, Earl W. Mayo, Kenneth Lord, T. M. Dieuaide, Edward Fales Coward, Edward Mott, R. W. Ritchie, William A. Hay, John H. O'Brien, James B. Kilburn, George Barr Baker, Warren Bishop and "Deacon" Stillman.

A Wide-awake Country Daily.

The Marshall (Mich.) Evening Chronicle, published by J. M. Moses & Son, has taken the full leased wire service of the United Press. This is said to be the only paper in a town of 6,000 population in the United States that has a full leased wire service.

Troup Heads Reading Daily.

Alexander Troup, manager of the New Haven (Conn.) Union, has been elected president of the Reading Printing Co., publishers of the Reading (Pa.) Telegram (evening), and the Reading Times (morning). Walter F. Dunn, recently connected with the New Haven Union, has been made editor and general manager.

Adams Features

DON'T MISS THE SCOOP CAMERA SERIES

THE INTERNATIONAL SYNDICATE
 Features for Newspapers: Baltimore, Md.

NEW YORK HERALD SYNDICATE

For Samples, Proofs and Prices
 Address
 Herald Square New York City
 Canadian Branch
 Desbarats Bldg., Montreal

\$25,000 IN CASH

and
5,318 New Subscribers

is the result of our
Voting Contest

on
The Johnstown Leader

just closed.

Four big deals now running but can handle one more before the hot weather sets in.
 Results Guaranteed. Wire or Write.

The United Contest Company

Incorporated

CLEVELAND

OHIO

GET

**Today's News
 Today**

"By United Press"

General Office:

WORLD BLDG., NEW YORK

Tasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

**Chess, Bridge,
 Auction Bridge**

Exclusive rights given. No contract.



The Special Service Co.

Composed of Men and Women of Newspaper
 Experience, Ability and Integrity

EXPERTS and SPECIALISTS in CIRCULATION CONTESTS

Write for details, etc., Room 33, 23 PARK ROW, NEW YORK

The Boston Herald Buys The Boston Traveler

The Boston Herald has taken over the Boston Traveler and merged it with The Evening Herald. The combined newspaper will be known as The Boston Traveler and Evening Herald. This consolidation became effective July 1.

Boston offers almost unlimited possibilities for a great popular home newspaper in the evening field, and the combined evening papers, starting with a circulation of 140,000, are morally certain to obtain an even more commanding position both in circulation and in influence.

The consolidation marks another step in the progress of The Boston Herald, whose combined morning and evening circulation passed the 150,000 mark almost two months ago. The Herald has made in the past year greater strides in circulation and in advertising than any other newspaper in the United States and now is in a position to give advertisers more for their money than any other newspaper in Boston, since the added circulation that comes with the Traveler will give the advertiser who buys space for all-day publication a circulation well over 200,000.

All existing contracts for space in the Traveler will be carried out by the combined evening papers.

The Herald will continue to solicit business for all-day publication, morning and evening editions combined, at its present rates, until further notice.

The Herald will be represented in the foreign field by the S. C. Beckwith Special Agency of New York, Chicago and St. Louis.

Both papers will be published from the present offices of The Herald, 171 Tremont Street, Boston.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

BY THE EDITOR AND PUBLISHER CO.
13 to 21 Park Row, New York City
Telephone, 7446 Cortland

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

THE JOURNALIST Established 1864
THE EDITOR AND PUBLISHER 1901

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

ADVERTISING RATES:

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

New York, Saturday, July 6, 1912

NEWSPAPERS AS POLITICAL AD- VERTISING MEDIUMS.

The Baltimore News calls attention to the enormous waste of advertising matter at the Democratic convention held in that city. It spoke of the mass of circulars, buttons, advertising novelties and things of that character that littered the floor each day at the conclusion of the session. It pointed out that this waste of advertising matter could have been avoided by the intelligent use of the advertising columns of the daily newspapers. It spoke of the tremendous effect a page of advertising appearing each day of the convention in behalf of any of the candidates would have had upon the delegates assembled.

It is gratifying to those of us engaged in the newspaper business to know that there has recently been a distinct movement among politicians and candidates for office toward the use of newspaper advertising columns in presenting the claims of the various candidates for office. In some sections of the country pages of advertising of this kind have been printed in the newspapers during municipal and State campaigns. The effect of this advertising has been exceedingly gratifying to the campaign managers who have tried it, because they have been able to place before the very men they desire to reach the arguments in behalf of their candidates that they are most anxious to present.

Although during the last two months a great deal of news matter has been printed in the newspapers concerning the candidates for the nomination for Presidency on both tickets, the most of it has been of a general character. Had the advertising columns of the newspapers been used in an intelligent way by any one of the candidates his chances, either at Chicago or at Baltimore, for landing the coveted prize would have been infinitely better than under the methods that have been in use for so many years.

The advertising managers of the

newspapers should be alert to the opportunity which the coming Presidential campaign will give them for securing advertising from the several national committees. The money that was formerly spent in torchlight processions, in barbecues and in many other ways will now be devoted to the more modern methods of exploitation. A campaign that has been carefully prepared by experienced advertising men will go a long way toward electing any candidate for the Presidency.

The people are more intelligent and better educated than they were twenty-five years ago. They are no longer influenced by spectacular displays of enthusiasm or by political picnics. What they now want are the facts and the arguments showing why their vote should be given to any candidate before the people.

The best way to reach the public is through the columns of the daily and weekly newspapers, and money spent on many of the other mediums is almost certain to be wasted.

EDITORIAL COMMENT.

The father of yellow journalism has been discovered. He is Don C. Seitz, business manager of the New York World, who confessed to the fact in his address before the Canadian newspaper men in Ottawa, as reported in these columns last week. It was he who suggested the colored comic supplement in order to provide work for a color press in the basement of the World building which had nothing to do. He made up the first supplement with a pair of shears and a paste pot out of the comic weeklies. R. F. Outcault, the artist, sent in a couple of drawings called "Hogan's Alley." The kid, who was the principal figure in the pictures, was printed in solid yellow and was ever after known as the "Yellow Kid." We hope that the future historian of journalism will not overlook this important fact and will give Mr. Seitz all the credit he deserves.

BACHELOR OF JOURNALISM.

No more degrees of Bachelor of Science in Journalism—B. S. in J.—will be conferred by the School of Journalism of the University of Missouri. Beginning with next commencement of the university the degree conferred will be Bachelor of Journalism—B. J. The simplified form was adopted because it was believed that it more nearly represented the work done.

Pennsylvania Daily Changes Hands.

Former Congressman Ernest F. Acheson has disposed of his controlling interest in the Observer Publishing Co., publisher of the Washington (Pa.) Reporter, evening, and the Washington Observer, morning, to John L. Stewart, of Washington. The new owner assumed charge July 1. The Reporter was established in 1808 and is the second oldest paper in Western Pennsylvania.

The Detroit News has been selected as the official paper of the city.

PAPERED ROOM WITH PICTURES.

Newsdealer Covers the Walls with Attractive Views.

H. R. Burghard, of Bergenfield, N. J., a newsdealer, has "papered" one of the rooms of his home with pictures cut from the newspapers. They are arranged in rows.

The pictures are arranged with similar subjects in one row as nearly as possible. The second row below the ceiling is given over entirely to half-tone reproductions of well-known places in Europe. Below that comes a circuit of Gibson pictures. The fourth row is given over to pictures of the World's Fair at Chicago in 1893 from a newspaper. Civil War scenes run entirely around the room in the third row, and the top row is a sort of a frieze made up of colored supplements of amazing variety.

The cutting and trimming to make the pictures fit exactly involved an immense amount of labor and careful pasting. The entire work occupied three months. There are nearly 500 pictures in all.

Modernity in Thought Stimulation.

EDITOR AND PUBLISHER:

Thought is a wonderful part of the human equipment. By means of it problems are solved and conquests made. The inventor would be constantly in the consummation except for thought in working out details. Even the editor finds its beneficial to occasionally think up some new feature for the benefit of his readers. Thus the circulation of his medium is increased as the direct result of the thought process turned into action.

The business man who becomes a captain of industry is always willing to acknowledge his debt of gratitude to thought in its conspiracy along his line of progress.

The thinker is therefore a man of power.

If a man is to rise above the common herd he must think and think hard.

The man of mediocre capacity is forever advancing as an excuse "I did not think." The stimulation of thought consequently becomes a most important desideratum. The mission of the university and the college is largely concerned with thought development, but academic thought is by no means always spontaneous. It has time limitations and other handicaps. This is an age of instantaneity and thought should come on flying instead of leaden feet.

Mental fag it said to be due to certain toxic influences. The very recent discovery of a drug called antikenotoxin, which neutralizes these poisons, is therefore highly important. It has led a German scientist, one Dr. Lorentz, to utilize antikenotoxin as a stimulant for brain work, otherwise thought.

By means of this drug he has secured some lightning speed in thought in a series of experiments tried upon his mathematical students, and European dispatches state that Dr. Lorentz's intellectual pills are now almost ready for the market.

The day is close at hand when upon the appearance of any kind of a problem a man will repair at once to the most convenient drug store and upon purchasing the proper kind of intellectual pill the solution of the problem and the pill will be practically simultaneous.

The word grows more wonderful each day.

W. G. BOWDOEN.

HUMORS OF REPORTING.

How a News Association Man Secured a List of District Delegates to the Tammany General Committee—An Early Morning Interview with an Angry Alderman's Brother Amused Entire Neighborhood.

In one of the primary elections held during the "Tweed regime" for the purpose of choosing delegates to the Tammany General Committee the New York Tribune took great interest in the result and wanted the names of all the delegates elected for publication the next day. It employed the New York News Association, of which I was president, to cover all the districts except two or three, which it reserved for its own reporters.

In one of these—Alderman Terence Farley's district—the reporter "slipped up," and at midnight had failed to report. It was the only district missing, and Dr. Wood, who was on the night desk, turned to me as I was standing by his side talking about the primaries and asked me if I would try to get the list of delegates elected from that district. I said "yes," although the News Association in which I was interested was not responsible for the slip-up, but I wanted to keep the doctor out of "a hole," for he was very anxious to report all the districts in the city and feared being beaten.

Accompanied by "O!" Stout I went to the place where the primary had been held—in the barroom of Cornelius Farley (a brother of the Alderman), on Third avenue, about Fifth street. Only the bartender was there, and he was pretty drunk and was about closing up. He did not have the election ticket I wanted, and said I could not get it that night. I learned that Alderman Farley lived in a fashionable neighborhood on a cross-street not far distant, and, although it was nearly one o'clock, I went to his residence and rang the doorbell violently. A woman's head, with a large frilled nightcap on it, was thrust out of a second story window, with the suddenness that Judy usually springs out in a Punch and Judy show. "Phat's that ye want at this time o' night?" she cried, in shrill tones of anger.

"I must see Alderman Farley immediately," I replied, "on the most important business. I have not a minute to spare."

She scowled at me, and retreated from the window, muttering what I took to be a "woman's imprecation" on my devoted head.

In a few minutes up went a third-story window, like a shot, and, like Punch in the show, out popped a head and a portion of a body. The head was encased in a nightcap, and the body in a red-flannel nightshirt; and, at the same moment, out again came the female head.

The head in the window above seemed to telegraph to the head in the window below and an electrical circuit of indignation appeared to be established. These were the batteries I was to storm and the question was: How to carry them by surprise?

The Alderman seemed to be in a "jolly condition," but, at the same time, very angry.

He roared out, "Phat the devil's the matter wid you? Phat do ye want uv me at this hour?"

I replied: "Every paper in New York has got the returns from every district except yours and they think you are

(Continued on page 14.)

PERSONALS.

W. R. Nelson, proprietor of the Kansas City Star, and H. J. Haskell, his chief editorial writer, who attended the Chicago Republican convention, arrived in New York this week after completing an automobile trip across the State.

W. C. Freeman, advertising manager of the New York Evening Mail, is confined to his home by an attack of ptomaine poisoning.

Thomas Balmer, advertising director of the Woman's World, of Chicago, was in New York this week on business.

Richard Harding Davis, war correspondent and novelist, and Bessie McCay, the actress who won fame in the "Yama, Yama" song in "The Three Twins," are to be married July 8. Mr. Davis was divorced June 18, from his former wife, Cecil Clark, of Chicago.

The Rev. Dr. George P. Eckman, for fifteen years pastor of St. Paul's (M. E.) Church, New York, was recently appointed editor of the Christian Advocate by the Quadrennial Council of the Church, at Minneapolis.

A. E. Floback, head accountant of the Minneapolis Daily News, has returned home from a two weeks' trip in the Glacier National Park, Montana.

H. L. Farley, city editor of the Minneapolis Daily News, is in Wisconsin hunting for fish and looking for some good place to lose indigestion. With both objects in view he has chosen a town named Luck.

Walter M. Ebel, editor of the New Era, Hot Springs, Ark., has resigned and resumed his old position as a member of the staff of the Daily News of that city.

W. E. Mayes, city editor of the Crowley (La.) Daily Signal, has become a member of the staff of the Lake Charles Daily Times.

Fred E. Logan, editor of the Morrison (Okla.) Transcript, and Miss M. Hillman, of Salisaw, that State, were married recently.

Charles Edward Russell, formerly city editor of the New York World and Journal, but more recently a magazine writer, was nominated for Governor by the New York State Socialist convention, held at Aurora on Sunday.

Elmer Adams, a young Boston journalist, and Miss Edith Ann Taylor, daughter of Prof. Frederick Taylor, of the University of Michigan, were married at Ann Arbor, Mich., a few days ago.

Thomas P. Philip, of the Detroit News, is acting as advance agent for the Willys-Overland Band, of 100 pieces, which is giving concerts in Pacific coast cities where the Overland Company has agencies.

D. D. Martin, formerly city editor of the St. Joseph (Mo.) Press, has become the managing editor of Lansing (Mich.) State Journal. For the past nine months Mr. Martin has been connected with the Detroit News.

G. D. Raine, proprietor of the News Scimitar, of Memphis, Tenn., was in Baltimore during convention week.

Willard R. Jillson, Jr., editor-in-chief of the Syracuse Daily Orange and for-

merly with the Syracuse Herald, has been appointed efficiency engineer with the A. E. Nettleton Company, of Syracuse.

F. B. Caruthers, assistant business manager of the New York World, and Mrs. Caruthers, returned this week from a week's vacation trip to Halifax.

A. B. Adamson, editor of the Beloit (Kan.) Daily Globe, has announced his candidacy for State Senator on the Democratic ticket.

C. F. Crandall, for the past two years managing editor of the Montreal Herald, has been appointed managing editor of the Montreal Star.

James Rascovar, president of the New York News Bureau, returned to New York this week on the Olympic, of the White Star Line, after an absence in London for nearly two months, where he has interests in the Central News. Mr. Rascovar was extensively interviewed by the New York papers on the political and financial conditions in Great Britain and on the Continent.

Henry Varian, at one time editor of the New York Sunday World and later assistant managing editor of the American Magazine, has been made assistant business manager of the New York World.

Advertising Man a Suicide.

Walter S. Hill, head of the W. S. Hill Advertising Co., of Pittsburgh, committed suicide by jumping from a third-story window at St. Francis Hospital, that city, early Friday. He suffered from a nervous breakdown early last March, and friends to-day think he was laboring under delusions. Hill was the son of one of the oldest and wealthiest families in Pittsburgh. Just after graduation from Notre Dame University he engaged in the advertising business and built up one of the largest concerns of its kind in Western Pennsylvania.

Will Represent Vancouver Sun.

David J. Randall, special agent, 225 Fifth Ave., New York, has been appointed eastern representative of the Vancouver (B. C.) Sun and Horace M. Ford, Chicago, western representative. Its publishers issue a sworn statement showing that the paper has an average daily circulation of 20,000.

Former Newspaper Man Killed.

Montelle R. Fletcher, former night editor of the Associated Press at Indianapolis, was killed in an automobile accident near San Francisco, last week. He was thirty-two years old.

Newspaper Man Barred from Office.

Frank M. Marlow, a contributing editor of a Richmond Hill (L. I.) newspaper, has been rejected for the office of recording secretary of the Congregational Sunday School because he is a newspaper man. Members of the congregation who opposed his election said: "He's a newspaper man; he'll get too much news about the Sunday school."

Wilson as an Editor.

While Governor Woodrow Wilson was in college he was the editor of the Princetonian. His friends thought, because of his cleverness with his pen, that he would become a journalist. Instead, however, after his graduation young Wilson decided to study law and in due time was admitted to the bar.

EDITOR HEADS AD CLUB.

He is Blacque Wilson, Managing Editor of the Blade.

While newspapers men have not been as active in the advertising club movement as they might the Toledo Ad Club has elected an editor as president. He is Blacque Wilson, managing editor of the Toledo Blade, who was chosen by unanimous vote at an enthusiastic meeting held in the grill room of the Toledo Yacht Club, Thursday evening, June 27.

The other officers are: E. A. Machen, vice-president; H. B. Van Sickle, secretary; Robert Coleman, treasurer; Roy Buell, L. H. Clemen, H. T. Irwin, M. R. Cohn and F. H. Aldrich, directors.

Secretary Van Sickle, who was re-elected, was presented with a beautiful gold watch as an appreciation of his efficient activities in the recent convention of the Central Division, held in Toledo.

Mr. Wilson is regarded as one of the ablest of Ohio editors. He is fearless and aggressive and has an accurate idea as to the news values.

GOVERNORS TO EDIT AMERICAN.

They Will Have Charge of Boston Paper Sundays in July.

The Boston American, on July 1, announced that the Governors of five New England States have agreed to edit the Sunday American—one each week in July and the first Sunday in August. The Governors will take their turns as editors in this order:

Sunday, July 7, Governor Fred W. Plaisted, of Maine; Sunday, July 14, Governor Robert E. Bass, of New Hampshire; Sunday, July 21, Governor Eugene N. Foss, of Massachusetts; Sunday, July 28, Governor Aram J. Pothier, of Rhode Island; Sunday, August 4, Governor John A. Mead, of Vermont.

This, we believe, is one of the most novel newspaper enterprises that has recently been brought to our attention. When a newspaper can induce five busy Governors to occupy the editorial chair of a daily newspaper for a day each it is something worth talking about. Undoubtedly the sale of the American on the Sundays designated will be larger than ever before in its history.

\$35,000

buys leading daily newspaper property in city of 17,000. No job department. Annual volume of business over \$28,000. Cash necessary \$12,000. Owner, having located elsewhere, is interested to sell. Equipment includes 3 linotypes. After paying salary to owner would probably pay 10% profit first year on price asked. Proposition E. A.

C. M. PALMER

Newspaper Broker

277 Broadway New York

HELP WANTED

POSITIONS OPEN.

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

CLASSIFIED ADVERTISING MANAGER WANTED

for the Pacific Coast; one who can take entire charge of department and details; morning paper, good field; state age, references, married or single, salary expected, etc., in first letter; all letters will be confidential. Address "PACIFIC COAST," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word.

WANTED—AN EDITORIAL

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

MR. PUBLISHER!

Do you want a man who will pull off his coat, get into the harness, and make your paper PAY? Are you willing to pay a fair price for a business manager with the ability and disposition to render this kind of service? Write me and I will satisfy you absolutely in regard to character, ability and reasons for desiring change. Address "WORKER," care THE EDITOR AND PUBLISHER.

EDITOR AND PUBLISHER

experienced, resourceful and indefatigable, desires a position where his ability will find the proper scope and appreciation. Has traveled the world over; speaks, reads and writes German fluently; is an expert make-up man; experienced in politics; has handled the biggest story of the decade; does not drink, has sold more than 200 articles to the leading magazines. Daily, weekly or monthly needing a man who can take hold successfully of any and all departments and make good, no matter under what conditions, address CAPABLE, care EDITOR AND PUBLISHER.

GOOD WRITER

desires employment on country daily or weekly. Address J. T. MUNSON, 410 W. 20th St., New York.

EXPERIENCED WRITER,

An expert book compiler, solicits writing feature articles, compiling books and abridgment work. References from compiler of Government works. Age 38. Address ALVA SNYDER, 440 K St., N. W., Washington, D. C.

FOR SALE

FOR SALE CHEAP

Three Model 3 Linotype Machines, all in splendid condition. Mats: One set 30-point Gothic caps (head letter), one-half set Gothic caps (head letter) new, never used; distributor in pi channel; one set 5 1/2-point No. 1 with extra set 5-point figures; one set 5 1/2-point (bold-face) one letter; No. 1 head letter magazine; one set 10-point italics with small caps; set 9-point German; set 6-point English with boldface; also dozen steel lockers, never used. Three linotype motors, 220-volts, direct, splendid condition, not suited to Syracuse current. Good reason given why above is for sale. Address HERALD, Syracuse, N. Y.

FOR SALE

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

LINOTYPE MACHINES

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

RICH & McLEAN, New York.

FOR SALE.

One Model No. 1 Linotype, No. 1113, and one Canadian Linotype, No. M3204. Both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S. Canada.

FOR SALE—NEW NO. 4 MODEL

Linotype, complete with motor, four magazines; 8, 9, 10 and 12 pt. matrices, Rogers tabular at discount. Address "BARGAIN," care THE EDITOR AND PUBLISHER.

FOR SALE

Duplex flat-bed Perfecting Press, latest pattern, double drive, angle bars, tapless folder. Prints 4, 6 or 8-page papers. Boxed ready for shipment. Address "ANGLE BAR," care THE EDITOR AND PUBLISHER.

FOR SALE—THREE NO. 2

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

MISCELLANEOUS

IN THE MARKET.

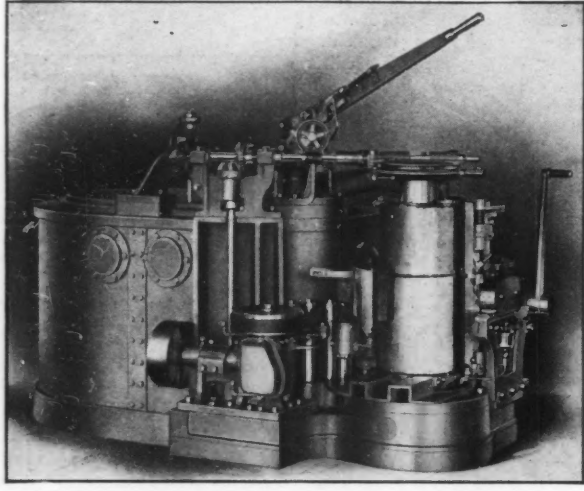
I am in the market for a web perfecting press and stereotyping outfit complete. I want a second-hand or rebuilt press—Goss, Hoe or Scott—a press that will print from two to 24 pages with color deck. It must be located on the Pacific Coast or in the West, so that freight charges will not be too high. **SAMUEL M. EVANS, Editor and Publisher of the Klamath Falls Northwestern, Klamath Falls, Ore.**

HALF INTEREST IN

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

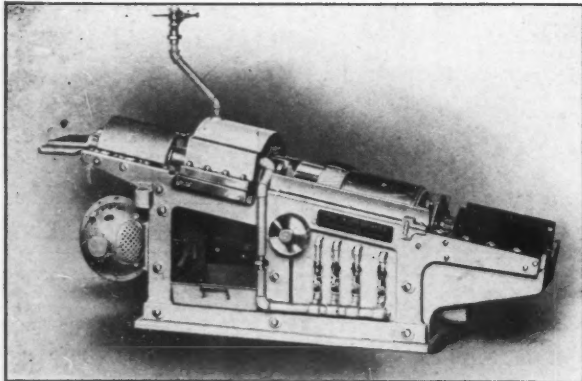
DAILY NEWS

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



The JUNIOR AUTOPLATE Single Equipment. Three Plates a minute, Cast and Tail-Cut. Front View.

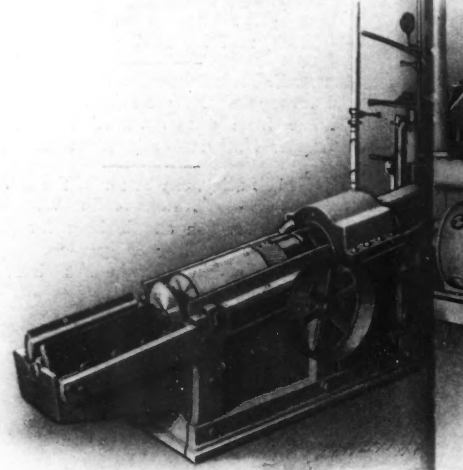
It places the newspaper's second mechanical department upon an equal footing with its first and third departments; the foundry can now keep pace in speed, economy of operation, and quality of production, with the most modern composing and press rooms. Without AUTOPLATE machinery this cannot be so.



The AUTOSHAVER. Completes the work of the JUNIOR AUTOPLATE. Delivers plates finished, cold and dry, ready for press. Front View.

Automatic la Dominated

Everywhere, at home and abroad, AULA
all other kind



The Complete JUNIOR AUTOPLATE
plates, finished, cold and dry, repress.

New York Times	7 machines	Toronto Telegram
Chicago Daily News	6 "	New York Comm
Los Angeles Times*	3 "	Jersey Journal
Dallas News	3 "	Scranton Tribune-Ean
Minneapolis Tribune*	3 "	Chicago Staats Zet
Philadelphia Record*	3 "	Newark Star
Boston Post	1 machine	Hudson Observer

*In these offices the AUTOPLATE

AUTOPLATE COM

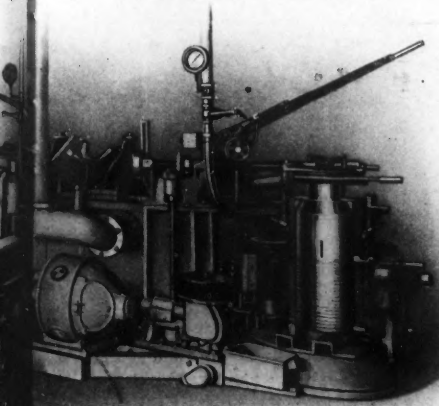
HENRY A. WISE WOOD

President

1 MADISON AVENUE

late Making the Field

PLATE machinery has swept out of use
kif apparatus.



PLTOSHAVER Equipment. Delivers
press, at the rate of six a minute.

am . . . 1 machine	New York Morning Telegraph . . . 1 machine
me . . . 1 "	Milwaukee Leader 1 "
. . . 1 "	Oklahoma Oklahoman 1 "
le-han . . . 1 "	Scranton Times 1 "
Zet . . . 1 "	Fort Worth Star-Telegram . . . 1 "
. . . 1 "	St. Joseph News-Press 1 "
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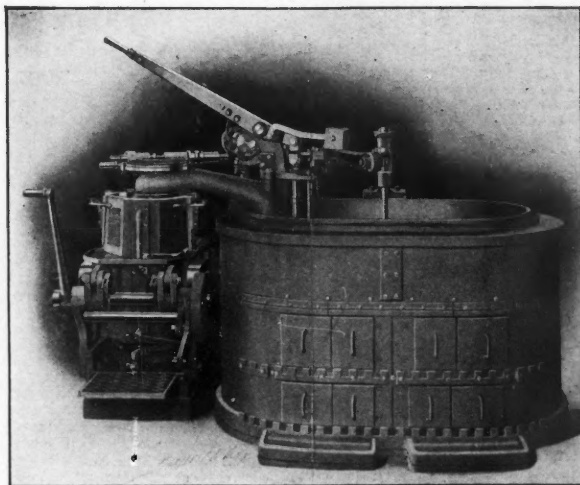
TEplant Hoe Plate Finishing Machines.

ANY OF AMERICA

BENJAMIN WOOD

Treasurer and General Manager

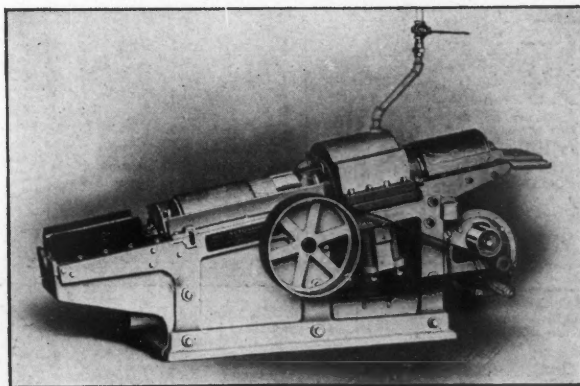
NEW YORK, U. S. A.



The JUNIOR AUTOPLATE Single Equipment. Three
Plates a minute, Cast and Tail-Cut. Rear View.

We have no need to publish a list
of users; they are to be found every-
where, and comprise the prosperous
and progressive members of the news-
paper press throughout the world.

Below are the names of those for
whom plants happen at the moment
to be under construction.



The AUTOSHAVER. Completes the work of the JUNIOR
AUTOPLATE. Delivers plates finished, cold and
dry, ready for press. Rear View.

PUBLICITY AND THE PUBLIC WELFARE.

"WE HAVE CERTIFIED MILK AND CERTIFIED CHECKS. THE DAY OF THE CERTIFIED AD IS AT HAND."

Extracts from an address on "Publicity and the Public Welfare as Related to Products," delivered before the Sagamore Sociological Conference by Alfred W. McCann, Advertising Manager of Francis H. Leggett & Co., New York City.

The business interests, particularly with regard to advertised products, have been threatened throughout the States, not so much from outside interference as from inside trickery. Eggshell policies have bankrupted not only the schemers but also honest industries which, through similarity of products have suffered in the exposure of the bad.

The canned beef scandal of the Spanish War delivered a blow to the great canning industries which has cost them hundreds of millions of dollars at home and the good will of all Europe. For more than ten years the whole canned goods industry has suffered as a result of the sham and deceit of a dishonest few. The canned beef scandal opened the eyes of the people, made them anxious, fearful, suspicious. The country clamored for an investigation. Probers became active. Spurning gloves they used their naked hands. Evil industries which had thrived on the doomed gospel of "get-the-money-but-get-it" fell one by one. The food industries were stricken with panic. The people called for laws to exterminate the false and the foul. The Fifty-ninth Congress acted. Europe laughed at our humiliation.

THE LESSON OF HONEST PRODUCTS.

By our shams we destroyed our exports. Not until a new generation grows up across the Atlantic with no memory of those hideous exposures will we again come into our own as exporters of foodstuffs.

Despite our bitter experience we did not learn the lesson of honest products, honestly exploited by honest advertising.

A few months ago we saw the Attorney General of the State of New York proceed against the sausage adulterators. Those wretched creatures in their insatiable thirst for more profit have destroyed the sausage industry. The honest sausage maker must shed his tears in silence for the public has been told about dishonest sausage and has lost its taste for that product.

We hear a great deal about the necessity of getting our by-products into money making circulation.

Our newspaper advertising teems with transparent lies. Claims of glory, claims of virtue, claims of miracle-working wonders greet every eye. All things are cheap. Nearly everybody has something to sell at less than the cost of production.

One big advertiser says, "Yes, our product contains caffeine. We do not apologize for its presence. On the contrary, we are proud to have produced a beverage that is so perfect a combination of delightful and wholesome ingredients." The advertisement quotes authorities to tell us how refreshing, sustaining and free from poison caffeine is.

Another advertisement, seeking to exploit another product, tells us that caffeine is a deadly poison. It tells us about the collapse of a poison squad member under the test of caffeine at Hanneman Medical College. It quotes medical authorities to prove the insidious, subtle, destroying qualities of caffeine as used in foodstuffs.

FIFTY-TWO CASES FOR DISTRICT ATTORNEY.

The Vigilance Committee of the Advertising Men's League of New York City, created for the purpose of discouraging fraud and sham in advertising, has prepared in less than six months, fifty-two cases for the district attorney. Every one of these cases was obviously a fraud, but in every case the advertisement was prepared so skillfully that expert legal scrutiny could discover no technicality on which to base action in the courts.

The plain truth poured into a newspaper advertisement is swallowed up by its surroundings of gush and glamor. It may contain the very information which the public wants, but the public has lost faith and has no standard by which to judge. As a result the truth must be hammered at a terrific loss of energy and an enormous waste of money before an advertising campaign begins to produce returns.

If the sham advertiser had not destroyed confidence the mere publication of the vital truth by an honest advertiser would compel response. On the other hand successful advertisers whose product is honest make desperate attempts to convince the people that the cost of advertising is not borne by the consumer. Certain heavily advertised honest baking powders which cost 11 cents per pound to produce reach the consumer at 60 cents per pound. The exorbitant price asked for the honest product makes it possible for the dishonest manufacturer to sell his adulterated stuff containing sulphates, alum, etc., at a more attractive price.

ADDS TO HIGH COST OF LIVING.

Certain highly advertised jams which cost about 9 cents per 13-ounce jar to produce retail at 35 cents. The jams are pure; the price is impure.

Advertised sauces which cost 6 cents per bottle to produce retail at 25 cents per bottle. Any product sold at a margin of from 200 to 400 per cent. adds its mite to the high cost of living.

The women's clubs, notably at the Housekeepers' Experiment Station, Colonia, New Jersey, are thoroughly aware of this fact. They discuss it among themselves.

In the meantime the manufacturer and advertiser is apparently ignorant of the agitation which his methods are provoking.

Our experiences of the past have not frightened us. We apparently need the money. Are there not two ways of getting the money? Can we not have stone under us or shall we continue to believe that our national prosperity must be built on an eggshell foundation?

Surely sufficient money can be made through real service to satisfy the most avaricious. Surely the advertiser will admit that he has duties toward humanity. He will admit that the false scheme of conscienceless advertising built up the great curse of patent medicines. He will admit that while that curse was laid upon the heads of the people, thousands of stricken creatures died before their time. He will admit that habit-forming drugs were self-prescribed to such an enormous extent that when the crash of discovery came an aroused public sentiment broke down the false structure and destroyed it. No human endeavor founded on wrong principles can endure.

Advertising to attain its noblest possibilities must begin with a conscience. It must recognize that it is a servant of the people. It must recognize that commensurate with the integrity of its service its life will be long and its reward great.

ELIMINATION OF ADVERTISING ABUSES. When advertising degenerates from true service into selfish exploitation it forgets its duty toward the prosperity, health, happiness and well being of the nation.

To the extent to which it distracts the public from simple, normal and healthful habits of life, substituting in their stead unnatural and worthless extravagancies, advertising becomes not only bad but intolerable.

Happily, advertising men are beginning to realize the abuses to which their profession has been subjected and are beginning the reform from the inside, but the reform will be successful only to the extent to which the manufacturer lends his co-operation.

The great burden lies on the shoulders of the man who makes the product will not tell the truth or cannot afford to tell the truth about it the duty of the publisher is plain. That hideous doctrine "let the buyer beware" does not absolve the publisher from responsibility.

We have certified milk and certified checks. The day of the certified ad is at hand.

NEW AD INCORPORATIONS.

NEW YORK.—C. V. Boller Co., advertising. Capital, \$50,000. Incorporators: Claude V. Boller, Freeport, L. I.; William G. Bushnell, 913 Lafayette avenue; Pauline A. Thomas, both of Brooklyn.

CHICAGO.—Commercial-National Advertising Agency. Capital, \$15,000. General advertising and merchandising service. Incorporators: H. M. Mills, A. L. Epstein and Nicholas J. Pritzker.

LOUISVILLE, Ky.—The Thomas E. Basham Co. Advertising, Incorporated. Capital stock, \$25,000. Thomas E. Basham is at the head of the concern.

A. & S. Appears in New Form.

With its June issue Advertising & Selling discards its old magazine form and appears in a new dress. The size of the page is about the same as that of THE EDITOR AND PUBLISHER, with three columns to the page. Typographically A. & S. is a delight to the eye. The type is artistic, the paper is cream toned and the press work is first-class. Its contents is of the same high character that has characterized this popular journal under the editorial direction of Leroy Fairman. We regard Advertising & Selling in its new form the handsomest advertising trade publication in the field.

New Paper for Resident British.

The British Gazette, a newspaper devoted to the British residing in America, has been launched in New York by H. J. Laughton, late with the New York Sun, and formerly of Financial America, the Liverpool Post and Mercury, who is the editor and publisher. The purpose of the Gazette is to keep British residents informed of what their fellow countrymen are doing and saying in this country. The size of the page is 10 1/4 by 8 1/4. The first issue is brimful of personals, comments on plays and players, school and university notes, sports and pastimes, books and authors, etc. We see no reason why such a periodical as the Gazette should not make a go of it as there are in the United States a large number of Englishmen who are permanently located here and who will be glad to avail themselves of the information it contains.

It Pays to Advertise.

Another demonstration of the fact that it pays to advertise was made in the responses received by the Hotel Cadillac from an ad in the New York Telegram. The hotel people offered \$250 for the best name for the new Broadway cafe they are presently to open. The result was enough suggested names for a string of cafes three miles long.

A Mules Won't Power.

"Is you gwine ter let dat mewel do as he please?" asked Uncle Ephraim's wife. "What's you' will power?" "My will power's all right," he answered. "You jest want ter come out byar an' measure dis here mewel's won't power."—Christian Register.

1911—BIG YEAR GERMAN DAILY GAZETTE Philadelphia, Pa.

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

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

Total 5,121,866 Lines

NOTE—The leading English Daily published for the same period 4,574,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper

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

THE Mexican Herald

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative.

The S. C. Beckwith Special Agency
NEW YORK ST. LOUIS CHICAGO

The Elizabeth (N. J.) Times

Only Democratic daily
in Fifth Congressional District

The News Scimitar OF MEMPHIS, TENNESSEE

is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.,
250 Fifth Avenue, NEW YORK.
Steger Building, CHICAGO.

YOU MUST USE THE LOS ANGELES EXAMINER

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

GET THE BEST ALWAYS!

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Brunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

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

The Evening Wisconsin

MILWAUKEE

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

JOHN W. CAMPSIE, Business Manager

Foreign Advertising Representatives

CHAS. H. EDDY
Metropolitan Building, New York City

EDDY & VIRTUE
Peoples Gas Building, Chicago



THE ONLY NEWSPAPER THAT COVERS
THE CAPITOL DISTRICT
POPULATION 1 350,000

THE PRESS CO., PUBLISHER

OFFICERS
LYNN J. ARNOLD, PRESIDENT
STEPHEN C. CLARK, VICE-PRESIDENT
FRANK W. CLARK, MANAGING EDITOR
GEORGE J. AUER, SECRETARY & TREASURER

THE KNICKERBOCKER PRESS

ESTABLISHED 1842

ALBANY, N. Y.

Hon. Martin H. Glynn,
President of the Times Union,
Albany, N. Y.

June 28th, 1912.

My dear Mr. Glynn:

In this morning's edition of The Knickerbocker Press
appeared the following:

"BULLETIN No. 14

A Statement of Fact

The Knickerbocker Press ASSERTS:

FIRST—That it has the LARGEST NET PAID CIRCULATION of any
newspaper in the Capitol District (which includes Albany, Troy and
Schenectady, and all territory within one hundred miles of any of
these cities).

SECOND—That if any NEWSPAPER cares to challenge this
statement The Knickerbocker Press will submit to a COMPARATIVE
EXAMINATION by a committee of advertisers and an expert accountant;
if it is FOUND that The Knickerbocker Press is WRONG in its
statement, it will pay the WHOLE COST OF THE EXAMINATION.

THIRD—REMEMBER, The Knickerbocker Press is the ONLY
newspaper in the Capitol District PUBLISHING a SWORN STATEMENT
of its DAILY and SUNDAY CIRCULATION."

In the afternoon edition of the Times Union appears the
following:

"The statement made by a local newspaper in Bulletin
No. 14 is hereby challenged on behalf of The Times Union.

One representative of each paper to be present during
examination, which is to determine the net paid daily circulation.

As evidence of our good faith, we have deposited with
The First National Bank of Albany our certified check for \$5,000."

Will you kindly write me the names of the advertisers
whom you suggest to act on the committee and also the name of any
expert newspaper accountant. It will be very agreeable to
The Knickerbocker Press to have this investigation start as soon
as possible.

Very sincerely yours,

Lynn J. Arnold,

President.

LJA/MPA

Later—No other newspaper has been heard from.

Lynn J. Arnold,

President.

JOHN M. BRANHAM COMPANY,

225 Fifth Avenue, New York City.

Mallers Building, Chicago, Ill.

Chemical Building, St. Louis, Mo.

STRENUOUS WORK.

(Continued from page 2.)

pated, for he has just recently recovered from an operation for appendicitis.

George E. Miller, of the Detroit News, who is one of the original Wilson men, is particularly gratified that his man landed the nomination and his paper has showered him with congratulations on his remarkable foresight, as he predicted months ago that Mr. Wilson would be nominated.

William Van Benschoten, representing several Michigan papers, came through the strenuous work covering the two conventions and the Republican National Committee in fine shape. His running stories met with hearty approval by the home offices.

ILLUSTRATED WEEKLIES REPRESENTED.

Colonel Harvey and William O. Inglis, of Harper's Weekly, were two of the most constant attendants in the press sections. Collier's Weekly was represented by Richard Washburn Child, while the interest of Leslie's were very ably looked after by John A. Sleicher and Robert Heinl. Mr. Heinl is the Washington correspondent of Leslie's.

Ernest W. Emory, the special telegraph operator for the Associated Press, who is better known as "Flash" Emory, from the fact that he originated the system of flashing in an important event from the convention. Mr. Emory has been the Associated Press standby for many conventions, and it was through his efforts in getting the copy off promptly that the association was able to give such efficient and pleasing service. The United Press also gave their subscribers the events of the convention in record time. It was mainly through the efforts of Roy O. Howard, Perry Arnold and Mr. Geddes, the latter two from the Washington office, that they were able to give such reliable service.

The newspaper men almost in a body are praising William R. Skidmore, the purchasing agent of the convention and general manager of equipment, for the way in which he tried to please the working press. It is the hope of the newspaper men that Mr. Skidmore will receive recognition of his unflinching energy by being elected sergeant-at-arms at the next convention.

New York papers used the billboards of Baltimore to advertise the fact that they were getting papers on the streets early the date of publication. The New York American special train on the Baltimore & Ohio made a record run of 187 miles in 172 minutes, placing the American on sale in Baltimore at 6:30 a. m., an hour before other papers. The B. & O. people were so pleased with the record that they "sniped" the city with posters announcing the record. The New York Herald posters announced, "We have no axe to grind," meaning that they had no candidate, etc. The New York Times had a special on the Pennsylvania for the first few days. The New York American posters around the convention

announced that they were printing all the news and giving it out promptly.

The correspondents that were free to go to their homes after the adjournment of the convention lost no time leaving the city, for hardly a corporal's guard of correspondents could be found in the hotel lobbies the morning after adjournment. All were glad that the big show was over, but none seemed to regret the experience.

The inscription, "Who Never Sold the Truth to Serve the Hour," which was spread across one end of the convention hall, along with the picture of Andrew Jackson, attracted much attention in the press sections, as some thought it applied particularly to the press. Many unusual remarks were heard about this quotation. Bryan in a speech connected it with Thomas Jefferson, another said it had been said about Lincoln, some said it was in connection with the life of Andrew Jackson and others rightly credited it to Tennyson. Robert Crain, chairman of the National Democratic Convention Committee, and who had the inscription placed in the hall, said it was from Tennyson's ode on the death of Wellington, and that he had applied it to Andrew Jackson, as he thought him to be one of the greatest and cleanest Democrats of all times.

THE EXODUS OF WRITERS.

The Baltimore & Ohio and the Pennsylvania railroads, who anticipated the great exodus of writers, had special trains ready at 9 o'clock the morning after the adjournment for New York. These specials were filled as the staffs of the big metropolitan dailies lost no time in leaving the recent scene of activity.

Josephus Daniels, who had charge of the press arrangements and who handled them in perfect style, said he did not know there were so many newspapers in the United States until he came to the convention, for practically every one after once viewing the hall and seeing the advantageous position of the press sections decided that they had newspaper connections and wanted representation in the press gallery. Although the sections were commodious and comfortable it would have been an impossibility to have granted one-fifth of the applications made for press tickets and left any room for the actual writers.

JOHN A. SLEICHER HONORED.

President of Leslie-Judge Company Tendered Dinner by Ad Staff.

The advertising department of the Leslie-Judge Co., New York, tendered President John A. Sleicher a complimentary dinner at the Hotel Cumberland Monday evening. Besides Mr. Sleicher, the guests included several prominent advertising agents in New York and the entire male office staff of both Leslie's Weekly and Judge.

The dinner was unique, inasmuch as

the hosts of the evening were Frank Leslie and Judge, the parts being taken by Mr. Hoffman and Mr. Kibbe respectively. The various departments in both publications were burlesqued, conspicuous among them being "The Girl Who Goes Wrong," "The Suffragette," "Sis Hopkins," "Judge's Favorite," etc., as you will see from the enclosed menu.

OBITUARY NOTES.

FRANK JENKS, city editor of the Pittsburgh Gazette-Times, died last Saturday at his home. He suffered a stroke of paralysis five weeks ago while at his desk. He was one of the best known newspaper men in Pittsburgh and held responsible positions with the papers of that city during thirty-one years. Mr. Jenks spent several years working on the newspapers in New York, being associated with his brother, George C. Jenks, a well-known writer now living in Auburn, N. Y. Mr. Jenks was born in London, England, fifty-six years ago.

CHARLES L. DANIEL, a well-known newspaper man, died in Grace Hospital, Toronto, last week, after a long illness. He went to Toronto six years ago from Buffalo, where he had been editor of the Sunday Courier, and for twelve years associate editor of the Buffalo Sunday Express. He went to Toronto as editor of the pictorial section of the Sunday World and was recently with Collier's.

WILLIAM A. WILKINS, for years a well-known newspaper correspondent, died in the State Soldiers' Home, Lafayette, Ind., last week, from locomotor ataxia. He was sixty-six years old and was a veteran of the Civil War. Wilkins for years was a staff correspondent for the old Indianapolis Journal and traveled all over the country for that paper.

DR. LUDWIG F. THOMA, of this city, at one time one of the editors of the New York Staats-Zeitung and chief clerk of the Essex Market Police Court, died in Bremen, from a complication of diseases, on June 23.

B. F. VOGLE, for many years a prominent newspaper man of Pennsylvania, died at his home in Greengburg, Pa., on recently. For a quarter of a century he was, with T. R. Winsheimer, joint editor and owner of the Westmoreland Democrat. Mr. Vogle was born in Greengburg May 10, 1854. During the oil excitement he was editor of the Oil Times, published in Edinboro, Clarion County. Later he was editor of the Daily Breeze and Daily Era at Bradford, Pa. In 1882 he moved to Pittsburgh and was engaged in newspaper work, returning late that year to Greengburg, where, with Mr. Winsheimer, he purchased the Westmoreland Democrat.

CAPT. MERVYN B. DAVIS, sixty-eight years of age and one of the best known newspaper men in the State of Texas,

died at Houston recently, after an illness of three weeks. Dean of the newspaper corps of Houston Captain Davis had worked in Fort Worth and Dallas in his earlier editorial career. Last fall when his health first began, to fail he was retired by the Dallas News on a full salary for life.

HUMOROUS REPORTING.

(Continued from page 8.)

keeping them back from your district because you dare not have them published."

"Holy Mother of Moses!" he roared out; "and do yees think I dare not give the diligation?"

"That's exactly what they think, and they are going to give you a blast in the morning," I roared back, as loud as I could yell.

By this time heads were cropping out of the windows on both sides of the street for the space of nearly a block, and I could see a policeman standing on the corner at each end of the block and soon one of them approached.

It was a picture—a midnight tableau—and having a keen sense of the humorous I "took it all in," and awaited developments.

"Be jabers," the Alderman yelled from his window, "ye think I want to kape my diligation from ye; that I dare not give it. Begorra, the only thing is I have lost me ticket. I know ivery mother's son of thim. Go down by the lamp post and I will call them out to ye."

There was a lamp post a short distance from the door and "Ol" and I stationed ourselves there—I with my notebook in one hand and pencil in the other, and my risibilities hardly under control, for, by this time, there was not a vacant window on either side of the street, and the "Punch and Judy" show was in full blast.

There were about thirty delegates and I told the Alderman he must hurry up and call them out as loudly as he could, for I was hard of hearing.

"All right, me boy," he replied, and then roared out some Milesian names, which I pretended not to hear, making him repeat them, which he did in a tone which would have "downed" the "Bull of Bashan," and until he became so red in the face that I feared he might have a fatal attack of apoplexy. This performance had gone on until he had given about twenty names, and I had nearly died of surcharged laughter and the neighbors had a most unique impromptu entertainment, when the Alderman suddenly triumphantly exclaimed:

"Hould on; be jabers I have found the ticket," and, twisting it up, he dropped it to me as I stood on the stoop. The neighbors roared and some of them cheered as Ol and I climbed on a car and started for the Tribune office with the coveted list. JAMES POOTON.

Class Circulation in Pittsburgh

The kind that pays for book, financial, steamship, resort and automobile advertising. For over 70 years this field has been covered best by using

THE POST

The only Democratic paper reaching a clientele exclusively its own.

E. M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN,
Special Representatives

NEW YORK ATLANTA CHICAGO

THE WASHINGTON HERALD PAYS

JOHN W. HUNTER, Publisher

Ask our representative for net circulation rates

Representatives:

J. C. WILBERDING. A. R. KEATOR.
Brunswick Bldg., 715 Hartford Bldg.,
NEW YORK CHICAGO

Detroit Saturday Night

Does not accept Whiskey, Beer or Cigarette advertising.

Neither does it accept Patent Medicine advertising.

The publishers reserve the right to reject any advertising which, in their opinion, is undesirable or does not conform to the General Policy of the Paper.

Foreign Advertising Representatives:

GEO. H. ALCORN H. L. SELDEN & CO.
Tribune Bldg., New York Peoples Gas Bldg., Chicago

The Evening Post

PORTLAND, ME.

"The People's Paper"

During the next thirty days will cover every home in Portland, South Portland and Westbrook.

Maine's only Penny Paper

PERRY LUKENS, JR., GEO. L. MCFARLAND,
Tribune Bldg., New York Boyce Bldg., Chicago

CLUBS AND ASSOCIATIONS.

The Cherokee County (Kan.) Press Association has been organized with W. B. Lowry, of the Columbus Modern Light, president, and Arthur McNay, of the Galena Republican, secretary. The editors will co-operate through this organization to give the county publicity as well as to advance their own business interests by an exchange of ideas.

Wilkes-Barre has been selected as the starting point for the annual outing of the Pennsylvania State Editorial Association, which will include a trip through the Adirondacks, down Lake George and Lake Champlain and the Hudson River.

The "Fourth Estate," the newspaper play with a realistic atmosphere, was presented at Syracuse last week. The employes of all the departments of the Herald and Journal attended as guests of the management.

The happenings of the Baltimore convention were flashed to the Pittsburgh public this week by means of an electric bulletin machine operated by the Pittsburgh Post. The paper received many congratulations on its enterprise.

Preparations are being made for a royal welcome for the editors of Nebraska when they visit Omaha the second week of July to attend the annual convention of the State Editorial Association.

Visiting newspaper men attending the Baltimore Convention were given the hospitality of the Baltimore Press Club quarters at 412 West Franklin street. Every active newspaper man received a ticket welcoming him to the courtesies of the club. The Press Club was kept open day and night during the convention.

South Carolina Change.

A new company has been organized to take over the subscription lists and good will of the Salisbury (N. C.) Post with J. F. McCubbins, Jr., a prominent business man of Salisbury as president. J. F. Hurley, of Concord, for many years editor of the Tribune at that place, will be editor and business manager of the rehabilitated Post. A model press and two linotypes have been purchased and the new paper will be up to date in every respect. The new management is expected to take charge about the middle of July.

Will Continue the Bulletin.

The convention of the General Federal Woman's Clubs, which is being held in San Francisco this week, has decided to continue the Federation Bulletin, the official publication of the organization, of which Mrs. Harriet Bishop Waters is editor. Mrs. Waters reported that 260,000 copies of the Bulletin have been circulated among the members of the Federation at a cost of \$18,000, all of which was earned by the publication.

FIRST OF DEPARTMENT STORE PAGE AD.

"THE FAIR," A CHICAGO CONCERN, SET THE FASHION OF USING FULL-PAGE NEWSPAPER SPACE TWENTY-FIVE YEARS AGO.

By W. D. SHOWALTER.

[The article printed below is the first of a series prepared by W. D. Showalter, of New York, for a syndicate of French papers, showing the part advertising has played in the industrial development of America.—Ed.]

The first retail store in America—or anywhere—to use one entire page of a daily newspaper for its announcement was "The Fair," a Chicago department store. This was a little more than twenty-five years ago.

Now the full-page advertisement is no longer rare; and within the past few months there have been department store advertisements in American newspapers occupying a space of thirty-three full pages of one issue!

When "The Fair," of Chicago, used its first full page of newspaper space, the other merchants of that city concluded that the store would kill itself by such methods. The store, however, prospered amazingly, and is to-day one of the greatest retail establishments in America.

In this first full-page advertisement the fashion was set of presenting "Store News" in a store's advertisement—not merely claims and statements and generalities, but prices of things, details about articles of merchandise. The advertisement became a source of information for any prospective buyer. It possessed news value, for it described opportunities to save money—chances to secure unusual things at attractive prices.

As a matter of course the example thus set by the Chicago store was quickly followed by stores in every big city in America—although many merchants felt that the example was an evil one, and had simply set a ruinous pace, which only stores with great financial resources could afford to follow—even for a little while. That, everywhere in America, the full-page store advertisement was to become as common as had been the three-inch one did not seem a reasonable supposition.

Up to the time mentioned the merchants of America had looked upon advertising wholly as an expense—not as a means of income and of profit. Cost alone was considered, not benefits to be derived.

There had been an idea prevalent that a good store need not advertise; and so long as that idea prevailed in America there were no really great stores. The advent of the full-page advertisement was also the advent of the full-sized store—of the store devoted to public service, rather than to "private bargaining," as theretofore.

For the day of full publicity for stores marked the final passing of the store that had no fixed prices. The fashion of advertising prices made necessary an

undeviating policy as to them and placed all patrons upon an equal footing. In the days when publicity was unfashionable few stores adhered to marked prices, and few patrons expected to really pay the prices demanded. The buying and selling of merchandise was, therefore, founded upon the business methods of the itinerant Assyrian peddlers, who relied upon their shrewdness and knowledge of human frailties and vanities for their immodest profits. With the coming of the new method of advertising prices no store would be able any more to give to one buyer an advantage over another one.

Within the quarter of a century that has passed since the "full-page" advertisement came into use store management has undergone, in America, a complete and admirable change. Now a store must make service its watchword. It is a public institution. It purveys merchandise to the people in the light, and explains in its advertising why and how it happens to be able to offer goods of a particular kind at unusual prices.

And the people have come to view the functions of the stores in a better light. There still remain stores that do not advertise—but in America there is not, to-day, a single one of the slightest importance of which this may be said. So that the store that does not advertise is at once under suspicion—suspected of not being able to prosper under the "publicity test"—of not having goods to sell that would sell more readily because people were told all about them. So, where, in the old days, unprogressive merchants argued that it was undignified for a good store to advertise, the managements of even the most exclusive stores nowadays realize that nothing at all can be accomplished without publicity.

It seems to me quite indisputable, therefore, that adequate store advertising has changed the conditions of merchandising and re-made the buying and selling habits of the people of America completely. And that the change has been vastly for the better seems too evident to require comment.

Decorated for the Fourth.

The Pulitzer Building on July 4 was one of the most artistically decorated buildings in New York City. Besides using many American flags, the flags of forty-six nations, probably the largest number of foreign flags ever assembled in the city, were displayed. These flags were presented to the World by foreign governments, by citizens and by the Chamber of Commerce, and some were purchased. It was a notable display of national emblems and attracted much attention.

CLUBS AND ASSOCIATIONS.

The Southern California Editorial Association, in session at San Diego, last week, elected officers for the coming year as follows: President, C. E. Jones, of Antelope Valley, re-elected; first vice-president, Katherine Tingley; second vice-president, E. O. Wickizer; third vice-president, H. Kinney; secretary, W. A. Rennie; treasurer, C. H. Randall, re-elected; executive committee, J. P. Baumgartner, re-elected; J. E. Randall, J. R. Gabbert and H. G. Tingley.

The summer meeting of the Southern Iowa Editorial Association will be held in Burlington, July 11 and 12. Following the business session the editors and their wives will leave by steamer for a trip down the river to Keokuk.

The Illinois Press Association, in session at Chicago, last week, elected officers as follows: President, George W. Hughes, of the Clinton Register; vice-president, Charles B. Mead, Geneva Republican; secretary, Joseph M. Page, of the Jerseyville Democrat; treasurer, S. J. Porterfield, of the Cullom Chronicle. J. M. Sheets, of the Oblong Orator; G. A. Crowden, of the Ottawa Fairdealer, and Charles W. Warren, of the Hoopes-ton Chronicle, were chosen members of the executive committee.

Arrangements have been completed for the entertainment of 150 members of the Minnesota Editorial Association, who will take a seven-day outing to Duluth and other points of interest, starting July 12. On July 13 the party will take a lake trip on the steamer America to Isle Royale. An automobile trip through Duluth and neighborhood and a visit to the Mesabi and Vermilion iron ranges are scheduled for the week. The outing will conclude with a banquet tendered the editors by the Duluth Commercial Club.

The Washington State Press Association will meet at Mount Vernon, July 11, 12 and 13. President Fred Ornes, publisher of the Mount Vernon Argus, announces a program of great interest. Following the convention the editors will leave by special train for Concrete, where the cement plants will be inspected. They will also enjoy a scenic ride up Baker River and will partake of an open-air lunch on the bluff overlooking the confluence of Skajet and Baker rivers.

Scribes Will Try Rain Making.

Six newspaper men of Battle Creek, Mich., have signed a pledge to take part in the rain-making experiment to be conducted in that city in August by C. W. Post. They will participate with fifteen others in handling the dynamite on the firing line. Post announces that 3,000 pounds of explosive will be used in connection with the experiment to be fired in charges of two pounds each.

THE
**NEW YORK
EVENING
JOURNAL**
Prints and sells more
copies than any other
Daily Paper in America.

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

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

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

ARE VOTING CONTESTS PROFITABLE?

ANALYSIS DISCLOSES THAT ACTUAL RESULTS IN WAY OF PERMANENT CIRCULATIONS DEPENDS ON MANY AND DIVERSE CONDITIONS.

By J. T. Toler,

Circulation Manager of the Atlanta Constitution.

Whether voting contests are worth the candle depends altogether on the time, the place and the conditions under which they are run, and, of course, the method of conducting same and the quality, and desirability of prizes given and the manner of distributing them.

Voting contests have been run for many years. It was predicted at the beginning that they would not last long, but they are still with us. Some papers have run contests and lost money on them without any noticeable increase in circulation, and they are not likely to conduct others; other papers have had voting contests which resulted favorably. Much can be said against voting contests under the most favorable conditions, and there can be much said in favor of them under certain conditions. An old-established paper with a creditable circulation and a thorough organization to back it up, as a rule, will lose money on a voting contest, and at the same time secure little, or no, permanent results.

PROFITABLE ON NEW PAPERS.

There is no disputing the fact that a voting contest properly conducted on a new paper is one of the very best methods of putting the paper quickly before the public. Contestants can reach people and secure their subscriptions, that no newspaper solicitor, or solicitors, can hope to reach. Yet it would hardly be a fact to state that a contest can only be conducted profitably on new papers. Some of the oldest papers of our country have conducted voting contests with satisfactory results. Some papers have had voting contests at intervals of every two or three years for many years, and the results seem to be in a measure satisfactory.

In considering the advisability of putting on a voting contest the local conditions should be thoroughly understood, the time of the year and the prosperity of the people in that particular locality should also be taken into consideration. If all of the conditions seem to be unfavorable it is well to refrain from resorting to voting contests for the purpose of securing permanent results in the way of increased circulation unless the paper is willing to stand a heavy loss. However, if after due consideration, all of the conditions seem to favor a voting contest, the next thing to be considered is the securing of prizes that will appeal to the people—prizes that people want. A contest campaign in which prizes are offered that appeal in all districts alike will, in many instances, when properly conducted, prove to be worth the candle; but in other instances and under unfavorable circumstances, it would prove to be a flat failure, both in financial loss and permanent increase in circulation.

I know of one instance where a voting contest was conducted on a certain paper and the total amount of revenue taken in was about \$22,000. The contest was considered a failure. On the same paper within less than two years another contest was run and the revenue taken in was over \$59,000. It was considered a success from every point of view.

QUESTION OF PRIZES.

Special care should be taken every time not to use prizes of sufficient value that they will lead the paper conducting the contest with a burdensome expense, yet, at the same time too much short-

sighted economy should not be resorted to in the selection of prizes.

To enter a contest and secure subscriptions for a paper, whether it be a popular or an unpopular newspaper, means a lot of hard and persistent work on the part of the contestant, and very disagreeable. If the prizes are in return not worth the candle then the results will

matter what method may have been used to obtain them at the beginning.

CUTTING SUBSCRIPTION RATE.

One of the great objections to a voting contest is that it is not always the case that the contestants who do the most work and secure the greatest number of valuable subscriptions for the paper in the contest that wins the valuable prizes. It is too often the case that contestants with money, or who have friends with money, will take subscriptions at about half price to the subscribers, and pay the difference, and in this way walk away with the most valuable prizes. While the publisher secures his full subscription

success on another paper just a few months before. The other two which I advocated were run and the success of the contests was such that the publishers were well pleased. In each instance I considered the conditions, the time and the necessity of running the contest.

On one paper and under certain conditions I would oppose them with all of my ability; on another paper under different conditions which I would consider favorable, if absolutely necessary, I would advocate a voting contest with all the persistence that I possessed.

A voting contest is a form of a premium or compensation for securing circulation. On general principles we are all opposed to premiums, yet we use them, and use them enthusiastically, because they are a means of increasing circulation which we must have and a voting contest is one of the means, though good in some instances and bad in others. Yes, Voting contests are worth the candle and permanent results can be obtained through them. In making this statement I must shut my eyes to many of the bad features and after effects of any voting contest however successful it may be.

CHANGES IN INTEREST.

ALTA, Ia.—John C. Bell, who for a number of years was editor of the Sheffield Press, has bought the Alta Advertiser. He assumed control July 1. Mr. Bell is said to now possess one of the best equipped country offices in the State.

MUNDEN, Kans.—H. N. Boyd has sold his interest in the Republican County Democrat to Sam Rogers.

WAKEFIELD, Kans.—J. N. Squier has sold the Wakefield Pointer to Kipela & Meyers.

EATON RAPIDS, Mich.—R. D. Gifford has bought the interest of his partner, H. B. Outwater, in the Eaton Rapids Review, and hereafter will publish the paper on his own account.

COLONY, Kan.—W. E. Payton has purchased the Colony Free Press and will immediately equip the plant with power presses and new type.

SHEFFIELD, Ia.—George B. Tracey has purchased the Press of this city from Editor Salisbury. The paper will be enlarged and improved.

Fire in Pulitzer Building.

A fire in the composing room of the New York World, located on the thirteenth floor of the Pulitzer building, caused damages to the extent of \$1,000 early Monday morning. The blaze was caused by defective insulation of telephone wires.



J. T. TOLER,

CIRCULATION MANAGER ATLANTA CONSTITUTION.

not be worth the candle. So, viewed in its final analysis, whether or not a voting contest is profitable, or worth the candle, depends on the time of the year, the condition of the country in the particular locality in which it is contemplated being run, whether or not other voting contests have recently been run in that territory, the prizes to be offered, the method of conducting the voting contest, and whether or not the paper is driven to the necessity of resorting to such methods of obtaining circulation.

There is always more or less dissatisfaction among the contestants who enter but fail. As a rule there are several hundred contestants and there are only a few prizes. Those who win the first prizes are satisfied, but those who win the smaller prizes are disappointed in not being able to secure one of the larger prizes, but are somewhat satisfied to know that they won something.

The circulation obtained through such contests is, to a limited extent, forced, and cannot, therefore, be maintained. Or, to state it in another way, many subscribe for the paper through the solicitation of friends who do not want it, many subscriptions are sent to relatives and friends outside of the territory belonging to the paper in which it is published. These subscriptions cannot be renewed. However, we must always count on a certain per cent. of subscriptions expiring which we will not be able to renew, no

price it is nevertheless a fact that it is a difficult matter to renew these subscriptions when they expire at the regular published rate, for the reason that they only paid half rate at the beginning.

Personally, I am opposed to voting contests, yet, at the same time, in two instances I have advocated them enthusiastically and in one instance when I believed that the conditions were not ripe I opposed the running of a voting contest and only yielded when the publisher's opinion was unalterably contrary to mine to the extent that I readily saw it was not advisable to oppose longer, yet knowing that I could prevent its being run. In this instance the contest was not a success, although conducted by a contest company which had made a phenomenal

Metal Economy

This is the subject I have chosen for my weekly contribution to this paper. I will interpolate a few asides from time to time, but they will bear on the subject, *Metal Economy, or Prevention of Waste*. If you want to get further personal information at any time let me hear from you.

Thomas Wilder's Son
METALS
NEW YORK

Press Clippings

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

BURRELLE

46 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

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

THE TRADE PRESS AS A TEACHER.

PROFESSIONAL JOURNAL FAR EXCEEDS THE NEWSPAPER IN EDUCATIONAL VALUE—ITS HISTORY AND ITS PROVINCE.

By Frank Leroy Blanchard.

Managing Editor of the Editor and Publisher.

(Extracts from an address delivered before the National Press Association, at Chicago, June 25, 1912.)

It may seem somewhat heretical for me to say in this presence that while the newspaper press, next to religion, is the mightiest, civilizing force on earth, in educational value it does not begin to compare with the professional or trade press. We have been so accustomed to ascribe superhuman powers to newspapers that it may seem presumptuous for us to even suggest that there is, or may be a limit to their activities. Those of us, however, who have been engaged in newspaper work during the last twenty-five years know, as a matter of fact, that the limitations are becoming more and more numerous and more sharply defined as the years go by.

FIRST NEWSPAPER CONTAINED NOTHING BUT NEWS.

The first newspaper ever printed, which was founded in Strassburg about 1602, contained nothing but news. Johann Carolus, its editor, had but one idea in giving it to the world, and that was to present in convenient form such information as he could gather through correspondents in the seventeen largest cities of the world, or could himself secure from travelers and others in the old city of Strassburg. In some respects he had as clear an idea of the mission of the newspaper as we of to-day. In an edition of his paper published in 1609 he recorded the invention of the telescope. It was Carolus who conceived the idea of having correspondents to gather the news and send it in to the paper.

Those of us who have given much study to present conditions in the publishing field are firm in the belief that the newspaper of the future will be much smaller in size and contain fewer pages than at present. Much of the literary and miscellaneous matter now carried will be omitted, and the current news will appear in a more condensed form and will be so classified that the reader will be able to find all of the items the paper contains on one topic in one place.

The advent of the professional and trade papers was due to the demand for publications that would segregate from the mass of current news those items that pertain to a given occupation.

FOUNDED BY NEWSPAPER MEN.

They were founded by newspaper men who saw in this new field an opportunity for making easy money. They were crude in appearance and contained little original matter—the most of the articles being clipped bodily from the daily newspapers in which they had appeared. The editorials were perfunctory in character, and, because of the inexperience of the writers in the particular trade or profession represented, they contained many mistakes. Quite a number of these earlier trade publications were established for the sole purpose of "pulling the leg" of the more important manufacturing or retailing concerns through their advertising columns.

To-day trade newspapers are conducted by experts who have won a high position in the business to which their periodicals are devoted. They receive large salaries; in fact, the publishers are obliged to compete with the technical schools, the colleges, the manufacturing, industrial and commercial houses that are always on the lookout for brainy men for their service. The editorial pay rolls of some of

these journals aggregate \$1,000 a week, and even at that the number of men employed is often small, but each member has received a technical or professional education and has a practical knowledge of the business.

The trade journal of to-day is rich in advertising, is printed on fine paper, is generously illustrated and typographically attractive. Its province is to supply its readers not only with the news of the trade, but to give them the results of the experience of men who are the recognized leaders in the field. Take The Engineering News as an illustration; this journal contains each week a record of the new electrical plants that are in contemplation or have been established, papers on or discussions of vexatious or intricate problems encountered by engineers in their regular work, descriptions of new inventions that promise to be of value to machinists or manufacturers, news articles that have been collected by special correspondents, etc.

TRADE JOURNAL AS EDUCATOR.

The value of such periodicals to their readers cannot be measured. They enable the engineer way out in the wilderness of the Far West, or in the jungles of Africa to keep in touch with his brothers in the great cities and receive the benefit of their experience, and if a better way is found to accomplish a given result the technical journal tells him all about it.

The man who doesn't read at least one of the leading technical journals devoted to his line of work is seriously handicapped by his ignorance when he attempts to compete with those who do. His estimates of the costs of construction are certain to be higher and less accurate than those of engineers who are acquainted with up-to-date methods. In no other business is the reading of a technical paper more necessary than in engineering and its allied trade. The changes in practice, in machinery, and in processes are made so rapidly that one finds difficulty in keeping track of them even with the assistance of the trade press.

While there are many technical publications in the field some of the leaders are The Engineering News, covering the four divisions of engineering—civil, mechanical, mining and electrical; the Engineering and Mining Journal, covering the mining field especially; the Electrical World and the Engineer. The managers of these publications spend money liberally to secure the latest news of the field and the best articles by specialists for their column.

THE MEDICAL PRESS.

The journals devoted to the medical profession are among the ablest of all class papers. They are invariably conducted by graduate physicians who add to their skill in practise the ability to write plainly and skillfully on medical topics. There are in the United States about 150,000 physicians, in whose behalf 203 periodicals are printed.

Let us now turn our attention for a moment to the legal publications, of which the American Newspaper Annual of 1912 enumerates eighty-eight. Owing to the fact that every State has its own Supreme, District and Municipal Courts in which decisions are continually being handed down that affect legal practise, it is vitally important that the men engaged in the profession should be kept acquainted with these decisions, which are published in two forms: One in official reports printed in book form at stated intervals, and the other in the periodicals devoted to the profession itself.

Printing and publishing is now the sixth industry in the United States in the value of its yearly output. This great field of activity is represented by journals of a high degree of excellence. Who has not read and admired such periodicals as the Graphic Arts, Printing Art, the Inland Printer, the American Printer and the National Printer Journalist?

Before closing I desire to call your special attention to a new class of professional publications that has arisen within the last twenty-five years, namely, those devoted to advertising and its allied interests. Whether or not we are warranted in regarding advertising as a profession at this stage of its development, is a question, but that it is approaching that position is plainly evident. Advertising is certainly taking its place as one of the most influential business forces in modern times. It is attracting

to its ranks the brainiest men in America. Through long-continued study certain foundation principles have been established and certain rules have been adopted that have had the effect of raising the occupation from a position of uncertainty, and I might say disrespect, to one whose worth and importance is generally recognized and which commands the high regard of the whole world.

The publications devoted to this new industry or profession are numerous and employ able men in their editorial and business departments. The work they are doing to spread a knowledge of advertising is most valuable. They are aiding in the development of new business by showing what may be accomplished by intelligent and well-directed publicity.

I am enthusiastic, perhaps, over this class of publications because my working hours are largely devoted to the publication of one of these papers. In our own field the element of timeliness is of paramount importance. We are only a few hours behind the daily newspaper in giving the news to the editors, publishers and advertising men who compose our corps of readers. Money is liberally spent to present information that may help as soon as it becomes available. Staff correspondents are sent to far-off cities to report conventions by wire, or to gather news that is important.

That it is not possible for me within the limits of this address to discuss even in a brief way the educational value of all the different classes of periodicals that may rightfully come within the scope of our inquiry is shown by the fact that no less than 1,700 of these journals are enumerated in the American Newspaper Annual and Directory for 1912.

You cannot think of a trade or occupation that does not have its representative journals. Some of them rank in value as properties with prosperous daily newspapers in large cities. There are in New York, for instance, two that could not be purchased for a million dollars each. Their receipts from advertising in several instances run up to \$500,000. Their circulations are small when compared with the popular magazines, few going above the 20,000 mark, but as they represent selected lists of people who are specially interested in the trade or profession named they have a value that directly appeals to national advertisers who desire to reach them.

Wanted Uncle to Croak.

"This bill was innocent on its face, but beneath there lurked a most sinister significance."

The speaker, Senator Clarke, was discussing in Little Rock a measure of which he disapproved.

"The bill reminded me, in fact," he said, "of a Little Rock urchin's question. His question, innocent enough in appearance, dear knows, was this:

"Would you mind making a noise like a frog, uncle?"

"And why," said the uncle, with an amused smile, "why, Tommy, do you desire me to make a noise like a frog?"

"Because," replied the urchin, "whenever I ask daddy to buy me anything he always says, 'Wait till your uncle croaks.'"—New York Tribune.

Worth a Million to Texas.

Amos G. Carter, business manager of the Fort Worth Star-Telegram, in a letter to THE EDITOR AND PUBLISHER has this to say about the recent Dallas ad. club convention: "Texas feels that the convention has been the greatest thing we have ever had in the State, and it has really been worth a million dollars to us in advertising, while it probably did not cost all the cities together over \$50,000 or \$60,000."

The Chicago Journal has just issued a ready reference volume of prominent citizens of the State, entitled "Notable Men of Illinois and Their State." The book is issued as a practical publication to meet newspaper demands for illustration.

THE SPORTING EXTRA.

HOW ONE DAILY GETS IT ON STREET THREE MINUTES AFTER LAST PLAY IS RECEIVED.

By C. H. Motz.

Circulation Manager of the Cincinnati Times-Star.

Time, as all who have experienced know, means everything with the baseball extra. Every effort has been made by us to cut this factor down to the minimum. The result is that three minutes from the time the last play is received over the wire to the street is about the best average time than can be made. Our composing department being on the top floor, and the stereotyping department and pressrooms in the basement, we were placed to a considerable expense in perfecting the machine, so to speak, to make this time.

We installed in our composing room a stereotype electric table outfit. The baseball page is made up in its usual form, with the full details of the game to the sixth inning, then closed, with fudge space left in the mat for the remaining part of the game. The telegraph operator and the necessary editorial adjunct are brought alongside the electric table beginning with the seventh inning. As each play is received it is set up on the machine and placed in the fudge space of the form up to the last half inning, when lines are used. Every possible play that can be made by a regular or substitute player is in stock.

As the last play is received the page is closed on the instant. Twenty seconds are needed to dry the fudge space, and the mat is then dropped to the basement in a box chute arranged down the freight-elevator shaft. Stereotypers at the basement receive the mat and begin casting. Two plates are needed to start, and the first press usually starts grinding from two and a half to three and a half minutes from the time the last play is received. The former time, two and a half minutes, is demanded by myself and usually made, particularly when I am present. This is how we get out our baseball extra.

New Western Union Rate.

Announcement is made by the Western Union Telegraph Co. that on July 1 it will establish a new thirty-cent minimum rate zone for telegraphic messages applying all over the country. There has been no intermediate minimum rate between twenty-five cents and forty cents, except in a few cases, and consequently many messages only slightly in excess of the twenty-five cents minimum zone distance have been subject to the forty cents minimum zone rate. Under the new arrangement therefore the cost of a great many ten-word telegraphic messages heretofore forty cents will be reduced to thirty cents.

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. HENRICH, Newspaper Broker
Litchfield, Ill.

SATURDAY SPORT PAGE!

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

Expert Comment. Best Illustrations.
YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE
200 WILLIAM ST. NEW YORK CITY



THE WARD SYSTEMS CO.

Operators of

The Ward Paid-in-advance Contest System

(The Sure System)

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

TIPS FOR BUSINESS MANAGERS.

The Matos-Menz Agency, Bulletin building, Philadelphia, is placing orders for four inches, twenty-six times, with Pacific Coast papers, for Dr. D. Jaynes & Son, Philadelphia, Pa.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is sending out orders for four inches, twenty times, to Florida papers, for the Shorter College, Rome, Ga.

P. F. O'Keefe, 43 Tremont street, Boston, Mass., is making contracts for 2,200 lines, six months, for the Winchester Repeating Arms Company, New Haven, Conn.

The George Batten Company, Fourth Avenue building, New York, will shortly make renewal contracts for Waitt & Bond, Blackstone Cigar, 67 Endicott street, Boston, Mass. At present readers are being placed with New York State papers.

Ewing & Miles, Fuller building, New York, are gradually placing orders with large city papers, for the American Volite Company, 251 West Thirty-ninth street, New York. These agents are also placing orders for twenty-eight lines, one t. a. w. for one year, with a large list of papers, for Ford, Bacon & Davis, 115 Broadway, New York.

The M. P. Gould Company, 31 East Twenty-second street, New York, is sending out orders to New York City papers for the present for Daggett & Ramsdell, Perfect Cold Cream, 314 West Fourteenth street, New York.

Hall & Ruckel, Sozodont and Sulphosol, 215 Washington street, New York, are placing orders with some southern papers.

Lord & Thomas, Mallers building, Chicago, are making contracts with Middle West papers, for the Smith-Scott Tobacco Company, Paducah, Ky.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is sending out orders for four inches, ten times, to some southern papers, for the Wesleyan College, Macon, Ga.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders with some Middle West and Texas papers, for the Republic Rubber Company, Republic Tires, 229 West Fifty-eighth street, New York. This company is also making 2,000-line contracts with Canadian weekly papers for Dr. H. Sanche & Co., 489 Fifth avenue, New York; also for the Oxydonor Sales Company, Detroit, Mich.

The Wyckoff Advertising Company, 14 Ellicott street, Buffalo, N. Y., is making contracts with Vermont papers for the Plastengon Wall Board Company.

Lord & Thomas, Trade building, Chicago, are sending out orders to Middle-west papers, for forty-two lines, thirteen times, for Bauer & Black, Chicago.

The R. M. Seeds Company, Claypool building, Indianapolis, Ind., is making contracts for 5,000 lines, one year, with Eastern paper, for the Pinex Company.

The Taylor - Critchfield Company, Brooks building, Chicago, is placing orders for twenty-one lines, thirty times, with Southern papers, for the Pennoyer Sanitarium, Kehosha, Wis.

The Felton Advertising Agency, Chicago, is making 10,000-line contracts, to be used within one year, with Middle-west papers, for the Wavenlock Company.

NEWS OF THE AD CLUBS.

The Advertisers' Club of Baltimore will elect officers on July 10. The election is considered important as the men voted into office will have charge of the big convention next year. The slate follows: E. J. Shay, president; Wm. Woodward Cloud, first vice-president; Henry Morton, second vice-president; Leslie H. Peard, secretary; Paul Hilken, treasurer; Rignal Baldwin, counselor. Board of Governors: William E. Lowes, Edwin L. Quarles, Charles E. Ellis, Joseph M. Mann, J. William Strobel, Omar F. Hershey, John R. Moore, Siegmund B. Sonneborn, W. E. Thomsen, Herbert Sheridan, H. H. Owens, Joseph Katz, Alfred I. Hart, E. L. Gunts, W. Stran McCurley, F. D. Webb and John E. Raine.

About 65 members attended the monthly dinner of the Pittsburgh Publicity Association at the Hotel Schenley last week. Following the dinner there was an entertainment, which included a series of stereopticon views made from photographs taken on the trip to the Dallas convention.

The Syracuse Advertising Men's Club held the first meeting in its new quarters, No. 215 South Warren street, last week. Plans were made to furnish the rooms at once, and the club will begin to-day serving daily lunches to its members. Following the regular business meeting a pearl and diamond stickpin was presented to President R. H. Egleson, who retired from office. The presentation speech was made by Jerome D. Barnum. The following were elected officers: Lincoln J. Cleaves, advertising manager, Bell Telephone Co., president; George H. Bryant, advertising manager, H. H. Franklin Co., first vice-president; F. Ware Cleary, advertising manager, Crouse-Hinds Co., second vice-president; Ray Von Benschoten, Countryman-Von Benschoten Advertising Agency, secretary, and F. R. Peck, treasurer.

Members of publicity clubs of New England nearly 400 strong held an outing last week at Rocky Point, R. I. Delegations from Boston, Worcester, Springfield, New York and New Haven were included in the party.

The annual meeting and election of officers of the Portland Advertising Men's League was held on June 19 in the library of the Evening Press, of Portland, Me. There was a large attendance of members and much enthusiasm was shown throughout the evening in the various matters discussed. The following officers were elected and installed for the ensuing year: President, W. H. Allen; vice-president, O. P. T. Wish; secretary, John A. Peterson; treasurer, Fred H. Drinkwater; executive committee, Chas. M. Billings, E. H. McDonald, Louis N. Kamber, E. H. McDonald, the retiring president of the league, carries with him the good wishes of all his associates as well as their praise for the great work he had done during his incumbency of the position. He has made it a power in the city and with an influence spread far outside and has built the foundation in good shape and upon which his successor may build.

The annual dinner and meeting of the Cleveland Advertising Club was held on June 17 in the banquet hall of the Hollenden. Three hundred members and guests were present. Thos. E. Dockrell, of New York, advertising counselor, addressed the club on department store advertising. Robert Forthingham, of New York, also spoke on "The Courage of the National Advertiser."

ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

ALABAMA.	MISSOURI.
ITEM Mobile	DAILY & SUNDAY GLOBE.... Joplin
CALIFORNIA.	POST-DISPATCH.....St. Louis
ENTERPRISE..... Chico	MONTANA.
INDEPENDENT Santa Barbara	MINER Butte
BULLETIN San Francisco	NEBRASKA.
CALL San Francisco	FREIE PRESSE (Cir. 128,384)....Lincoln
EXAMINER San Francisco	NEW JERSEY.
RECORD Stockton	PRESS..... Abury Park
Only newspaper in Stockton	JOURNAL..... Elizabeth
that will tell its circulation.	COURIER-NEWS Plainfield
FLORIDA.	NEW MEXICO.
METROPOLIS Jacksonville	MORNING JOURNAL Albuquerque
GEORGIA.	NEW YORK.
ATLANTA JOURNAL (Cir. 55,117) Atlanta	BUFFALO EVENING NEWS.... Buffalo
CHRONICLE Augusta	BOLLETTINO DELLA SERA, New York
LEDGER Columbus	EVENING MAIL New York
ILLINOIS.	STANDARD PRESS Troy
POLISH DAILY ZGODA..... Chicago	RECORD Troy
SKANDINAVEN Chicago	OHIO.
HERALD Joliet	PLAIN DEALER Cleveland
HERALD-TRANSCRIPT Peoria	Circulation for May, 1912
JOURNAL Peoria	Daily 108,886
INDIANA.	Sunday 132,655
NEWS-TRIBUNE Marion	VINDICATOR Youngstown
THE AVE MARIA..... Notre Dame	PENNSYLVANIA.
IOWA.	TIMES Chester
CAPITAL Des Moines	DAILY DEMOCRAT Johnstown
REGISTER & LEADER..... Des Moines	DISPATCH Pittsburgh
THE TIMES-JOURNAL..... Dubuque	GERMAN GAZETTE Philadelphia
KANSAS.	PRESS Pittsburgh
CAPITAL Topeka	TIMES-LEADER Wilkes-Barre
KENTUCKY.	GAZETTE York
COURIER-JOURNAL Louisville	SOUTH CAROLINA.
TIMES Louisville	DAILY MAIL Anderson
LOUISIANA.	THE STATE Columbia
ITEM New Orleans	(Cir. May, 1912, S. 19,045; D. 18,681.)
TIMES-DEMOCRAT New Orleans	TENNESSEE.
MARYLAND.	NEWS-SCIMITAR Memphis
THE SUN..... Baltimore	BANNER Nashville
has a net paid circulation of 124,000	TEXAS.
copies daily, 80,000 of which are	RECORD Fort Worth
served in Baltimore homes.	CHRONICLE Houston
MASSACHUSETTS	WASHINGTON.
THE HERALD..... Boston	POST-INTELLIGENCER Seattle
Guaranteed daily circulation 110,714 (average	WISCONSIN.
for whole year 1911). The Herald is the newspaper of the home owners of New England.	EVENING WISCONSIN Milwaukee
MICHIGAN.	SENTINEL Milwaukee
PATRIOT Jackson	CANADA.
The Six Months Average Was	ALBERTA.
A.A.A. Figures..... D. 10,366; S. 11,289	HERALD Calgary
Patriot Figures..... D. 10,331; S. 11,235	BRITISH COLUMBIA.
MINNESOTA.	WORLD Vancouver
TRIBUNE, Morn. & Eve..... Minneapolis	ONTARIO.
New Orleans States	FREE PRESS London
32,000 Daily, net	QUEBEC.
Guarantees the largest Carrier delivery	LA PATRIE Montreal
HOME circulation, also the largest WHITE	LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal
circulation in New Orleans.	TRADE PAPERS.
From May 20th to June 9th, inclusive,	NEW YORK.
States carried 358,355 gate lines, beating	RETAIL BAKER..... New York
Item by 46,985 gate lines, and crediting	
them with exchange space.	
Truthful Statements Carry Weight!	
Don't be misled by wild, unsupported	
claims.	
We PROVE everything we say. The evidence is in our columns.	
The S. C. BECKWITH SPECIAL AGENCY	
Sole Foreign Representatives	
New York Chicago St. Louis	

THE New Orleans Item
 Has made New Orleans a "one paper city."
 The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.
 That's why The Item month after month carries as much advertising as The Picayune and Times Democrat Combined, and from 300 to 500 Columns more than The States.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

AD FIELD PERSONALS.

Julius Schneider, advertising counsel of the Chicago Tribune, addressed the business men of Cincinnati Monday, under the auspices of the Advertisers' Club of that city. Mr. Schneider's topic was "How to Organize for Profits."

Thomas E. Dockrell, of New York, delivered one of his live-wire advertising talks before the Detroit Board of Commerce last week.

Lloyd R. Wasson, eastern manager of Home Life, New York, who knows how to handle a camera with unusual success, has presented to a number of the New York delegates who attended the recent Dallas Ad Club convention, a set of twenty-five pictures taken by him during the trip. They represent scenes at Dallas, Fort Worth, Waco, San Antonio, Galveston and on the steamship Creole on the voyage from New Orleans to New York. The lucky recipients consider them among their most prized souvenirs of the convention trip.

W. O. Gundlach, formerly connected with the Woman's World and later with the Nichols-Finn Advertising Co. as space buyer, has been made advertising manager of the Nebraska Farmer.

Ben Hampton, formerly publisher of Hampton's Magazine and recently connected with the Riker-Hegeman Corporation, is now connected with the Tuxedo department of the American Tobacco Co. Mr. Hampton will act in an advisory capacity.

John T. Harrman, Jr., succeeds E. M. Scovill as acting manager of the New York office of the Boston News Bureau. Mr. Scovill will devote his time to the Doremus Agency.

George Young, formerly connected with Biggs, Young, Shone & Co., has been appointed advertising manager of Das Morgen Journal.

Thomas L. Briggs, for the last two years assistant advertising manager of the Franklin Automobile Co., has resigned to accept a position on the advertising staff of the Remington Arms-Union Metallic Cartridge Co.

H. Jenkins, for some time past advertising manager of the West Disinfecting Co., has resigned. Following a trip to Europe he will return to his former home in Chicago.

Harry L. Marshall has resigned as manager of the Eddy Advertising Service, of Buffalo.

Byron W. Orr, well-known in Toledo advertising circles, and prominent in the affairs of the Toledo Ad Club, has been chosen to take charge of the Ad Copy Bureau just established by the Pittsburgh Post and Sun. Mr. Orr will assume his new duties July 8. Following the announcement of Mr. Orr's removal from Toledo, the advertising club of that city, through its president and secretary, complimented Mr. Orr for the

very able manner in which he recently filled the office of convention secretary in connection with the Central Division Conventions Associated Ad Clubs of America held in Toledo June 13-14.

INCREASES CAPITAL STOCK.

Announcement was made this week of the increase of the capital stock of the MacManus Co., of Detroit, Mich., and Toledo, O., from \$25,000 to \$75,000.

The personnel of the company remains identically the same as the present, with the addition of Detroit and Michigan interests upon the directorate and among the stockholders.

The business of the MacManus Co. has grown rapidly during the past two years, since its interests were centered in Detroit.

Those actively associated in the business are Theodore F. MacManus, Kirkland B. Alexander, E. A. MacManus, D. Minard Shaw, William S. Power, C. Arden Yinkey, Charles F. Remington, William H. Porter, Louis C. Ling, A. D. Pierce, George Fletcher and Robert E. Cummings.

The MacManus Co. will enlarge its present offices and continue at 601-609 Ford Building.

Newspaper Gives a Concert.

The Philadelphia Public Ledger on Wednesday afternoon gave a free open-air concert for the benefit of those who could not attend the great Saengerfest held in that city this week. The soloist was Mme. Marie Rappold, of the Metropolitan Opera Co. of New York. The concert was attended by a great concourse of people who crowded the plaza north of the City Hall to its utmost capacity.

\$50,000 CASH

IMMEDIATELY AVAILABLE for the purchase of a half or controlling interest in a Daily newspaper property, carrying with it the business management. Location not important if other conditions are favorable.

HARWELL, CANNON & MCCARTHY

Brokers in newspaper and magazine properties that are not hawked.

200 Fifth Ave., New York, N. Y.

THE BLACK DIAMOND Chicago - New York - Pittsburgh, for 80 years the coal trades' leading journal. Write for rates.

No Printing Plant is Perfect

None will do its best work at the least expense, none will save all the time thus reducing the daily cost without our

STEEL COMPOSING ROOM EQUIPMENT

We furnish blue prints of the layout and equip throughout any office.

Barnhart Brothers & Spindler

Chicago St. Louis Omaha New York Dallas St. Paul Washington Kansas City Seattle

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
115 Broadway, New York
Tel. 4280 Rector
- GEORGE W. BRICKA, Adv. Agent.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 3831
- HOGUET ADVERTISING**
New York Office,
20 Vesey Street
Tel. Cortlandt 2252
- HOWLAND, HENRY S., Adv. Ag'cy**
20 Broad St., New York
Tel. Rector 2573
- KIERNAN, FRANK & CO.,**
156 Broadway, New York
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**
41 Park Row, New York
Tel. Cortlandt 8214-15
- NAMROD ADVERTISING AGENCY**
926 Tribune Bldg., New York
Tel. Beekman 2820
- MEYEN, C., & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
27 William St., New York
Tel. Broad 1420

ILLINOIS

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

PENNSYLVANIA

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

CUBA and WEST INDIES

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

ADVERTISING MEDIA

ILLINOIS.

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,308—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Publishers' Representatives

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

"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.



For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

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

INTERNATIONAL PUBLISHERS SUPPLY CO.

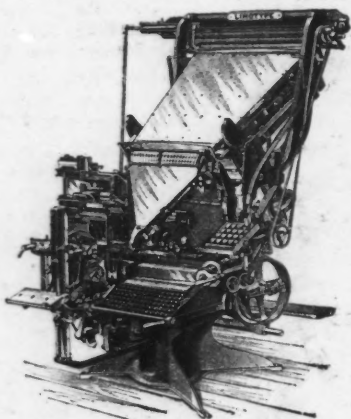
LOUIS A. HOFFMANN, Gen'l Mgr.

Proven Newspaper Supplies

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

THE TITANIC DISASTER

QUICK CHANGE MODEL 8



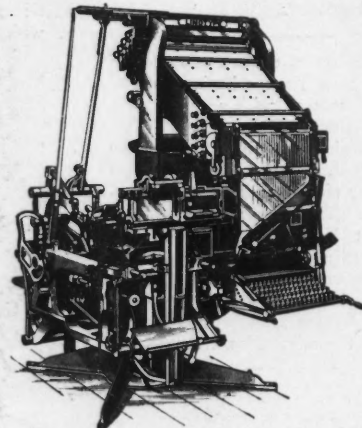
THREE MAGAZINE LINOTYPE

convinced
the

BOSTON GLOBE

of the
efficiency of the

QUICK CHANGE MODEL 9



FOUR MAGAZINE LINOTYPE

Multiple Machine Idea

It had just installed

Two 4-Magazine Quick Change Model 9's
Six 3-Magazine Quick Change Model 8's
when the ship struck the iceberg.

For days the text matter of the "Extras" that were issued was composed on the six Model 8's. The operators swung from 7 point to 8 point body matter without loss of time, thus enabling the forms to be closed early enough to beat all competitors to the street.

The Multiple Linotype Way Is the Only Way

THE MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Avenue

SAN FRANCISCO:
638-646 Sacramento Street

NEW ORLEANS:
549 Baronne Street

