

Jul 13 1912

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 12, No. 4

NEW YORK, JULY 13, 1912

5 Cents a Copy

### NO CHANGE IN RATES.

SENATE COMMITTEE DECIDES NOT TO LEGISLATE ON SECOND CLASS MAIL MATTER.

**Announcement Does Not Say, However, If the Question Will Be Taken Up by the Next Congress—The Two Rate Proposition Regarded as a Satisfactory Solution of a Troublesome Problem.**

(Special Correspondence.)

WASHINGTON, D. C., July 10.—The Senate Committee on Post Offices and Post Roads has set at rest those who were interested in the two-rate proposal for second class mail matter, by issuing a statement saying that no legislation effecting it will be enacted at this session of Congress. The statement does not announce, though, that the matter will not be taken up at the next session of Congress and then disposed of after more mature consideration.

The statement of the Post Office Committee in regard to the two-rate proposition is as follows:

"The Senate Committee on Post Offices and Post Roads to-day had under consideration an amendment to the post office appropriation bill establishing two rates for second class matter, the present rate of one cent per pound to be paid by newspapers and periodicals transported by freight and a rate of two cents per pound to be paid by newspapers and periodicals transported by fast mail trains, publishers to choose between the two rates.

"The discussion disclosed that there was some support of this plan as a solution of the problem of continuing the economies the department has instituted in cost of mail transportation, and yet not bar any publication from the best mail facilities. There was entire agreement upon the proposition that where publishers pay the same rate they should be entitled to the same service.

"However, the proposed amendment was voted down for the reason, as expressed by the members of the committee, that the legislation is of too great importance to be acted upon without more consideration than can be given it at this session. The committee also directed that publicity be given to the fact that this plan is under consideration, and will probably be taken up again at a subsequent session of Congress."

#### Indiana Daily Increases Capital.

At a meeting of the stockholders of the Terre Haute Post, recently held, the capital stock was increased from \$71,000 to \$100,000. The following officers were elected: W. C. Mayborn, of Denver, president; J. C. Harper, of Cincinnati, secretary-treasurer; R. F. Peters, editor-in-chief, and Fred R. Waldron, general manager, to succeed J. E. Dailey.

#### Fined for Contempt.

Frank M. Hartman, and Stephen Flanagan, publishers of the Free Press, a local Socialistic newspaper, at New Castle, Pa., were sentenced to pay a fine of \$100 each for contempt of court in criticising Judge Porter's disposition of various cases.



GEORGE J. AUER.

BUSINESS MANAGER OF THE KNICKERBOCKER PRESS, OF ALBANY, N. Y.

#### McCUMBER'S TAX ON PAPER.

##### Senator Seeks to Have a \$2 Rate Placed on Print.

In his efforts to repeal or to have repealed the reciprocity act, which was intended to promote trade relations between this country and Canada, Senator Porter J. McCumber, of North Dakota, is also trying to get Congress to impose a duty of \$2 per ton on print paper. Senator McCumber introduces his amendment repealing the trade agreement and imposing the duty on print paper to every tariff bill that comes before the Senate for consideration, and some that have not yet reached the Senate. He succeeded in getting his amendment attached to the steel schedule, but the House declined to agree to it, and sent the bill to conference. Up to the present time the conferees have failed to report an agreement upon it. The amendment has already been introduced in the cotton and wool bills, and should any others be considered by the Senate it is understood that it is the Senator's intention to offer it to them. At any rate, he is right on the job.

#### Bourne's Parcels Post Bill.

Senator Bourne's parcels post bill, which will soon be up for passage, reduces the number of classes of mail matter to three. The first and second are to remain as at present and the third includes all mailable matter not embraced in the other two. The limit on weight of packages is raised from four to eleven pounds and the cost is regulated by distance as well as weight. The country is divided into six zones, the first including all territory lying within 50 miles from a central point. With each zone the rate increases proportionately. This arrangement seems to be more equitable than the present rate.

#### Chicago Newspaper Assessments.

Personal property assessments on Chicago newspapers will be on the following valuations: Chicago Daily News, \$610,801; Chicago Tribune, \$432,000; Evening American Publishing Co., \$175,000; Chicago Herald Co., \$107,864; Inter-Ocean, \$65,000; Illinois Publishing and Printing Co., \$45,000; Chicago Journal, \$35,000; Abendpost, \$32,500; Chicago Evening Post Co., \$10,500.

### AD WRITERS LET GO.

NAVY DECIDES TO DISPENSE WITH MEN WHOSE COPY IS TOO ALLURING.

**They Paint Conditions Too Attractive for Recruits and So Unconsciously Cause Many Desertions—Washington Correspondents, All Tired Out from Their Ordeals, Favor Abolishing National Conventions.**

(Special Correspondence.)

WASHINGTON, July 10.—Declaring that the advertising agents of the Navy were describing the attractions of the life in the Naval branch of the National defence in too alluring terms, Senator Jones of Washington had struck from the Naval appropriation bill before it passed the Senate the provision giving authority to the Secretary of the Navy to engage the services of an "advertising agent" for the Marine Corps.

Senator Jones made a point of order against an amendment of the Senate Committee on Naval Affairs, which read: "Provided that authority is hereby granted to employ the services of an advertising agent in advertising for recruits under such terms and conditions as are most advantageous to the Government," the chair sustained him.

Senator Clapp of Minnesota joined Senator Jones in his protest against the amendment and declared that the many desertions in the Navy were primarily due to the over-alluring and attractive way in which the advantages of the Navy were described by the publicity agents for the Government. He said that he did not believe that the Secretary of the Navy was aware of the act of his agents or that he would have suppressed some of the matter he had seen posted for the youths of the country to read. In effect he said it was a case of publicity work run riot.

CORRESPONDENTS IN REVOLT.

Having just experienced two National political conventions and with a third in sight naturally the topic of conversation of the newspaper correspondents here is National conventions. Without doubt the last two were from the newspaper man's point of view the hardest on record.

That there should be a change in the method of nominating the presidential candidates is clearly seen by reading

(Continued on page 13.)

#### Plot to Wreck Newspaper.

Daniel W. Stone, former owner and editor of the Trinidad, (Col.) Advertiser, at present holder of about one-third of the stock in the company, in a suit filed in the United States district court, charges that half a dozen owners of stock in the paper have entered into a conspiracy to wreck the paper in order to break its political influence. One of the methods adopted, says the complaint, was to change the policy of the paper from Democratic to Republican. Stone asks that a receiver be appointed and an injunction granted preventing the officers of the company from further selling stock reputed to have been illegally issued.

## BULL MOOSE SUPPORT.

**Many Influential Republican Newspapers Backing the Oyster Bay Colonel in His Fight for a Third Party — No Lack of Wealth Among the Men Who Represent the New Progressive Movement.**

If the Oyster Bay Colonel's Bull Moose party blows up in the home-stretch, as the turf writers say, it certainly will not be because there were no influential newspapers behind it.

Already such powerful Republican and Independent papers as the New York Mail, the Press, the Chicago Tribune and Post, the Philadelphia North American, the Kansas City Star and Times, the Boston Journal, the Washington Times, the Baltimore News, the Pittsburgh Leader, the Emporia Gazette, the Spokane Spokesman-Review, the San Francisco Bulletin, the Los Angeles Tribune and Express, the Fresno Republican, the Madison Wisconsin State Journal, the Indianapolis Star, the Muncie Star, the Terre Haute Star, and the Louisville Herald have rallied to the support of this newcomer in the political field, and the same course has been followed, says the San Francisco Bulletin, by two-thirds of the country press of the Pacific Coast.

### THE NATIONAL ORGANIZATION.

While the new party has not held its convention, and is still officially nameless, correspondents report that the work of local organization is proceeding rapidly in Chicago, Boston, New Orleans, and many other cities, while the problems of national organization are in the hands of a temporary committee composed of governors, senators, newspaper proprietors, a judge, an ex-congressman, an ex-cabinet officer, and others, representing in all some fifteen States.

Although Governors Hadley of Missouri, Deneen of Illinois, and Aldrich of Nebraska, who fought under the Roosevelt banner in the Coliseum convention, refused to follow it beyond the Republican fold, the leaders who stand with the Colonel do not seem to be at all worried over these desertions.

"The new movement will go right ahead; nothing will stop it," declares Governor Johnson of California. "There must be no compromise, no straddle," says Colonel Roosevelt, who adds: "I shall fight the battle through to the end.

### DISTINGUISHED ADHERENTS.

In answer to the remark of a Taft delegate that it takes money to run even a reform campaign, and that "it remains to be seen whether the syndicate that has been underwriting the Colonel's aspirations for a regular third-term nomination will care to subscribe to any further issues of Roosevelt securities," a correspondent of the New York Times, (Dem.) points out that the new party already numbers among its adherents such men of wealth as Gifford and Amos Pinchot, Charles R. Crane, William Flinn, George W. Perkins, Frank A. Munsey, Daniel Hanna, Senator Bourne, Oscar S. Straus, and Alexander H. Revell. The same correspondent states that popular interest in the new party is spontaneously taking the form of contributions to its campaign fund.

### INSPIRED BY PERSONAL AMBITION.

Turning to those Republican and Independent papers which turn their guns against Mr. Roosevelt and the new party, the Philadelphia Inquirer, Chicago Inter-Ocean, and Milwaukee Free Press are found denouncing the movement as inspired not by principle, but

by personal ambition, the New York Evening Post jeering at it as the "Bull Moose party," the New York Tribune clamoring against the "dishonesty" of trying to take possession of the Republican organizations in the Presidential primary States, and the San Francisco Call and Chronicle and the St. Louis Globe-Democrat consoling themselves with historical evidence that "third parties always fail." Says the New York Tribune, an Administration paper:

"The Taft men had control of the machinery at Chicago, and used their control of it, according to the Roosevelt followers, to unseat certain legally elected delegates. The Roosevelt people have control of the machinery in certain States, and if the Flinn morality prevails in the new party they will use their control of it to unseat the Republican party from its legal place on the ballot. That may be politics, but to play that kind of politics is to confess that the methods alleged to have been used at Chicago were right."

### CHICAGO DAILY PRESS.

**L. V. Ashbaugh Is President of the Publishing Company.**

Further particulars concerning the new daily newspaper which is soon to be established in Chicago, a notice of which appeared in these columns last week, are contained in the July number of the Bulletin, published by the Northwest Side Commercial Association of Chicago.

The new paper will be known as the Chicago Daily Press and the first issue will appear about July 25.

L. V. Ashbaugh, vice-president of the United Press Association and principal owner of the St. Paul News, Minneapolis News and Omaha News, is president of the new company; W. B. Colver of the Newspaper Enterprise Association is vice-president; Walter S. Rodgers, private secretary to Charles R. Crane, the Chicago man interested in the paper, is secretary; and N. U. Reay, of the St. Paul News, is treasurer.

### DINNER TO MACALARNEY.

**Retiring City Editor of the Mail Is Guest of Staff.**

The members of the city staff of the New York Evening Mail tendered an informal farewell banquet Monday night to Robert Emmet MacAlarney, who has just concluded a long term as city editor. Mr. MacAlarney, is leaving the Mail to accept a chair in the Columbia School of Journalism. The banquet was held at Healey's on West Thirty-second street. Covers were laid for forty. The feature of the evening was the presentation to Mr. MacAlarney of a gold watch fob. All those present made short speeches.

Mr. MacAlarney will be succeeded by Charles Sarver, former city editor of the Globe, and recently with the World.

Among those present were Charles R. Heaslet, Julian Rosenthal, Frank Robinson, William Stevens, Hugo Holling, Harry Guest, William Evans, William Rouse, G. Jones, G. Alexander, E. Beattie, H. White, O. McIntyre, Charles Starr and B. Horway.

Several New York newspapers printed an extra on Saturday to the effect that Christian A. Luhnnow, publisher of Trust Companies, a financial periodical, had disappeared, and that his business friends and associates were much worried. It developed a little later, however, that Mr. Luhnnow had gone abroad.

## CLUBS AND ASSOCIATIONS.

The Tulsa, (Okla.) Press Club held its second annual High Jinks at the Hotel Tulsa, that city, Sunday evening, June 30. According to the reports sent east by those who were present it was a great occasion and the skids were all out. Several "has-beens" in the newspaper game, but who are now filling governmental positions of some importance were among those who enjoyed the festivities. Pat Hurley was toastmaster, J. Burr Gibbons, master of ceremonies and Glen Condon was the Grid-iron demon. The banquet was rich in good things in the grub line.

The Press Club of Dallas, Tex., has elected the following officers: President, Edward S. Eberly; first vice president, H. W. Blakeslee; second vice president, R. L. Sanders; secretary-treasurer, Walter B. McAdams; sergeant at arms, Edward A. Vaughan; directors: John H. Cullom, Ralph Millett, W. C. Barrickman, Harry C. Withers and Tom C. Gooch.

Under an agreement made in February last between George Weathers, editor of the Elkton Times, and L. W. Gaines, editor of the Todd County Progress, a dinner was given at the Hotel Whitelaw in Guthrie, Ky., last week to the press of the county.

The Milwaukee Press Club was entertained last week at Central Park, near Racine, Wis., as the guest of Capt. William M. Lewis and the Racine Times. Dinner was served in the big pavilion of the park, following which Capt. Lewis welcomed his guests and presented them with a gigantic loving cup. Oscar Morris, president of the Press Club, responded. Other speeches were made by Oliver Remy and Walter Haight of the Racine Times; Mayor G. A. Bading, who was the guest of honor; Henry Tyrrell and others.

The Federation Trade Press Association will hold its annual convention at the International Hotel, in Niagara Falls, N. Y., September 26-27. The convention will be attended by about 150 delegates and their wives.

The Wolverine Press Association of Michigan, will give its annual "family outing" in Monroe, Mich., on July 19, 20, 21. The members will meet in Detroit on Friday, July 19, and go to Monroe on special trolley cars as guests of the Detroit United Railways. Returning to Detroit Saturday the members and their families will be the guests of President Frank Mavin at the baseball game between the Tigers and one of the American League Eastern teams.

The Wisconsin State Press Association will meet in Milwaukee on Aug. 5 and 6. A dinner to the members by the Milwaukee Publishers' Association is one of the events on the program.

At the dinner of the Massachusetts Press Club at Nantasket, Joseph Walker, former speaker of the House; Secretary of State A. P. Lantry, Representative John Sharp of Nantucket and the Rev. William Snyder, author of "As Ye Sow," were speakers. During the evening President Thomas Leavitt of Dorchester was presented by the association with a handsome gift. Mrs. Leavitt was also remembered by the association.

### Binghamton Papers Merge.

The Binghamton, (N. Y.) Evening Herald has been consolidated with the Morning Republican, with the Southern Tier Publishing Company in control. The change leaves the afternoon field in Binghamton open entirely to the Press.

## PAPER MILLS BREAK RECORD.

**Their Product for May Reached 116,460 Tons.**

A number of newspaper publishers and printers have received the following notice from wholesale paper houses:

"The necessity for an advance in prices of paper has been apparent for some time. The cost of raw materials has been largely increased, and the mills are obliged to put on three shifts where two sufficed, thereby effecting a 50 per cent. increase in this one item alone.

"Prevailing conditions compel a revision of price. An advance is immediately effective and orders received after this week will be billed at an average advance of from 10 to 20 per cent. over the net price list. We anticipate another advance soon."

The May report of the American Paper & Pulp Association to the Commissioner of Corporations at Washington, shows that its mills were operated to full capacity, and that the amount of product, 116,460 tons, is the largest ever turned out in a single month, the previous high record being 110,890 tons in June, 1911.

The month's shipments were 115,568 tons, as compared with a previous high record of 111,248 tons, in November, 1911. Stocks on hand at the end of the month were 26,477 tons, as compared with 34,917 tons at the end of May, 1911.

## WASHINGTON OBSERVER SOLD.

**Controlling Interest Acquired by J. L. Stewart, Its General Manager.**

John L. Stewart, for several years prominent in journalistic circles in Western Pennsylvania, has purchased a controlling interest in the Washington (Pa.) Observer Publishing Co., publishers of the Observer (morning) and the Reporter (evening), from Ernest F. Acheson, and has taken charge of the property.

Mr. Acheson, who retires, was a member of the National House of Representatives for fourteen years and prominent in the work of the Rivers and Harbors committee. He has been one of the owners and editorial writers of the Observer for thirty-three years and of the Reporter for the past ten years. Desiring to be relieved of some of the cares of business life he disposed of his interests to Mr. Stewart, for ten years general manager of the concern.

While at Washington & Jefferson College Mr. Stewart did some work for the Observer and acted as correspondent for Pittsburgh and Philadelphia dailies. Later he spent two years at Harvard Law School, but seeing an opening at Washington he organized a company which acquired the Morning Observer and later the Evening Reporter.

The Reporter is one of the oldest papers in point of continuous existence, west of the Alleghany Mountains, being now in its 104th year.

### Newspaper Enterprise.

The Pittsburgh Post, on July 3rd, the day after Wilson's nomination, presented its readers with beautiful sepia duotone engravings of Woodrow Wilson. The plates had been prepared in advance at considerable cost, and when the nomination was made on the afternoon of July 2nd, word was given the printers to go ahead. The engravings were ready before the Post's presses started to run off the regular early edition at eleven o'clock that night.

## U. P. ANNUAL ELECTION.

### C. D. LEE RE-ELECTED PRESIDENT AND W. W. HAWKINS MADE GENERAL NEWS MANAGER.

Announcement was made on Thursday by Roy W. Howard, chairman of the board of directors of the United Press, of the recent election as director and vice-president and appointment as general news manager of W. W. Hawkins, "who has literally worked his way up from the bottom to near the top round in the ladder of success" with the United Press.

As yet no one has been appointed to the New York managership, and for the time being Mr. Hawkins will continue to devote a considerable portion of his time to the immediate affairs of the New York office. In New York, San Francisco and Louisville, where he was especially well known, the news of his promotion caused especial satisfaction among newspaper men.

A member of the United Press force ever since the organization of the association, Hawkins has had a varied career embracing practically every line of press-association work, from staff correspondent's duty in Latin-American countries to filing a wire and managing an office.

After having broken into the game as a cub reporter on the Springfield (Mo.) Republican and serving a general apprenticeship on Middle Western papers, Hawkins wound up on the Courier-Journal at Louisville. It was while he was assistant city editor that he joined the New York office staff of the old Publishers' Press.

When the United Press took over that organization, Hawkins, who had been doing general assignment and staff correspondent work, was placed in charge of the West and South wires of the U. P. A short time later he was made Albany manager, and served in that post for two sessions of the legislature, being called back to the New York office a short time prior to his transfer to San Francisco as manager of the Pacific Coast division. Two years later Hawkins was brought back Washington office of the U. P. as the successor of Ed L. Keen, the present general European manager of the association. After a year in Washington, during which he succeeded in injecting considerable Western virility and hustle into that conservative office, Hawkins came to New York as manager of the local office.

W. W. Hawkins, as final authority in the news department, succeeds Roy W. Howard, recently elected to chairmanship of the board of directors. Mr. Howard succeeded H. B. Clark, the organizer of the United Press and chairman of the board since its formation, who resigned to return to the publishing field, which he gave up five years ago in order to effect the organization of a news agency that would serve afternoon papers only. Mr. Clark is now associated with another Scripps man, Marlin E. Pew, in the Philadelphia field, where they are issuing a four-page penny afternoon sheet called the News-Post and which is said to have had a circulation on July 4 of 60,000.

The full list of officers elected by the United Press directors for the ensuing year is as follows: President and general business manager, C. D. Lee; first vice-president and general news manager, W. W. Hawkins; second vice-president, L. V. Ashbaugh; third vice-president, C. S. Jackson; secretary, J. C. Harper; treasurer, C. F. Mosler; chairman board of directors, Roy W. Howard.



GEORGE McMANUS, Jr.

THE CARTOONIST, WHO HAS BEEN ENGAGED BY THE NEW YORK AMERICAN.

## PAPER MILLS' REPORT FOR MAY.

### Book, Wrapper and Other Grades Advance—News Print Lower?

The May report of the American Paper and Pulp Association to the Commissioner of Corporations at Washington shows that its mills were operated to full capacity and that the amount of product, 116,460 tons, is the largest ever turned out in a single month, the previous high record being 110,890 tons in June, 1911, being partly due to the fact that five companies reported on a five-week or a thirty-day basis instead of a twenty-seven-day month.

The month's shipments were 115,568 tons, as compared with a previous high record of 111,248 tons, in November, 1911. Stocks on hand at the end of the month were 26,477 tons, as compared with 34,917 tons at the end of May, 1911.

Analyzing the report, we find that the shipments in May, 1912, were 4,320 tons more than in May, 1911, and that stocks on hand May 31 were 8,440 tons less than May stocks on hand 1911. These figures are significant when taken in connection with the figures submitted in John Norris' annual report, namely, that consumption is increasing on an average of 300 tons a day, and the further facts that about 450 tons additional have come on the market recently; that during hot weather consumption falls off about 1,000 tons a day, and the further facts that the Interterritorial shut down July 4 and will shut up shop Saturdays during July and August.

One of the most successful publishers said yesterday: "Yes, it's true book, ledger and other papers have increased prices, but news print paper prices are on the down grade and will be lower. It won't matter much who wins the election, the publishers are coming into their own. In the first place, they are watching their raw material as never before, which will mean eventually that we will all get a better sheet. And, then, the 'little rider is doing the business'; things are working out our way all O. K."

## LET GEORGE DO IT—HE DID.

George McManus, Jr., whose newly-weds cartoons in the World established him as one of the leading comic artists in the business, has gone over to the Hearst people. This announcement will cause something of a surprise to McManus' friends. It was the World which discovered George, or rather say it was on the World that George really discovered himself, for this talented man had to leave St. Louis, his native city, before he could convince editors that he had the goods.

As for leaving the World, the surprise is that they Let George Do It. Mr. McManus, when approached cautiously the other evening in Louis Martin's Cafe and asked why the change, rubbed his thumb and forefinger together. Judging from the cracked ice he wears in his scarf, the Journal must have offered him a million dollars a picture. George takes his good fortune with characteristic aplomb.

## A NEWSPAPER CONFERENCE.

### Well-Known Editors Will Assemble at Madison, Wis., This Month.

The program for the newspaper conference at Madison, Wis., on July 29, 30, 31 and August 1, has been announced by the committee on arrangements. The conference will be conducted under the auspices of the University of Wisconsin.

The speakers will include Melville E. Stone, general manager of the Associated Press; C. D. Lee, president of the United Press Association; Geo. H. Dunlop, editor of the Los Angeles Municipal News, the first newspaper in the United States to be owned by a municipality; Frank P. Stockbridge, of the World's Work; Fremont Older, of the San Francisco Bulletin; A. M. Simons, editor of the Nation; Don Seitz, business manager of the New York World; Livy S. Richards, editor of the Boston Common; Will Irwin; author of the series of articles in Collier's Weekly on "The American Newspaper;" Charles Zeublin, editor of the Twentieth Century Magazine; H. H. Tamm, editor of the Denver Post; W. M. Reedy, of the St. Louis Mirror; Samuel Strauss, of the New York Times; Charles Grasty, of the Baltimore Sun; Hamilton Holt, of the Independent Magazine, and Louis Post, of the Chicago Public.

## NEW PUBLICATIONS.

CUMBERLAND, MD.—Herbert Montgomery has secured quarters in Piedmont, W. Va., and will shortly establish a new newspaper in Piedmont.

ZANESVILLE, O.—Zanesville Socialists are to have a newspaper to assist them in conducting their campaign this fall in Muskingum county.

ARCOLA, ILL.—Now comes the startling rumor from Mattoon that a Bull Moose paper is to be started to represent the Roosevelts.

PONCHATOUA, LA.—The Ponchatoula Headlight is the latest journalistic venture in this parish, J. B. Adams is editor of the new paper and owner.

VINTON, IA.—The Rhode Tribune, Vol. 1, No. 4, is a new arrival on the Times exchange list this week. The paper is edited and published by H. J. Reger.

## RECENT SUSPENSIONS.

The Perkiomen Ledger, a weekly printed by Charles O. Treickler at East Greenville, Pa., has suspended.

The Birmingham Times, the only Republican paper in Alabama, has decided to quit the game. The editor in his valedictory says frankly concerning his lack of support, "the Republicans are too busy scrapping among themselves about patronage to look to the upbuilding of the party."

In the current issue of the Rhinelander Herald, the only Democratic paper in Oneida County, Wisconsin, announcement is made by the publisher, Charles F. Barnes, that the Herald will not be published after the issue on account of poor business.

## Will Advertise America.

One of the greatest advertising and promotion schemes for boosting American scenery and passenger traffic that has ever been projected has been launched in Chicago in the temporary organization of a "See America First" Association by passenger traffic officers of Chicago terminal rail and steamship lines and resident representatives of other rail and steamship lines.

## GETTING AT CIRCULATION FACTS.

### PART THEY SHOULD PLAY IN DETERMINING THE VALUE OF MEDIUMS TO THE ADVERTISER—QUALITY BETTER THAN QUANTITY DISTRIBUTION.

By William A. Thompson,  
Of the New York Globe.

It is such an easy matter to get up a real argument that it seems like a waste of time to discuss a question upon which every one is agreed. This is a platitude, but even as a magazine cover often hides some real reading matter, so a platitude has been known to serve as the shell of a succulent oyster to thought.

Let's open it up. Walk into the office of an advertiser, take the proffered chair and cigar, look him in the eye and say: "Is it reasonable to ask a publication to prove a given quantity of circulation before you close a deal for space?"

Probably he will answer "Yes," if he be a mild mannered person. He may say "Sure!" if he be emphatic, and possibly go as far as "Absolutely!" if he be both decided and exact in his method of speech.

But he will not leap out of his chair, nor will he change color at the query; neither will he remark "That depends," or anything that suggests debate.

#### POSITION OF THE ADVERTISER.

If you are really looking for an argument you ask him next whether he uses space in any publication that does not prove its circulation figures. In most cases he will admit that he does patronize some mediums whose circulations are "generally conceded" to be so much, or so little, but which general concession is never reduced to a definite quantity. Then ask him "Why," in view of his prompt admission of the reasonableness of the known circulation theory first propounded, and then the paths of conversation begin to diverge.

Unless you happen to be the representative of a publication that has been "left off the list," he may continue to take you into his confidence. He uses So and So because he likes it, because he knows plenty of persons who read it, because its publisher says it has a bigger circulation than Such and Such, and because he thinks it is a result producer, and because it will do anything on earth except prove quantity of circulation.

Then you ask him how the publisher of So and So fixes a rate for his space; how he arrives at the charge which our friend the advertiser pays in real money, 100 cents to the dollar.

#### LACK OF SOME JUDGMENT.

And before you go away, you show him that if he used the same judgment in buying merchandise or supplies that he uses in purchasing advertising space, he would last about as long financially as a bubble would glitter on the brink of Niagara.

Not every time, praise be; for the practice of the known circulation theory is spreading, and a big percentage of advertisers are buying circulation like salt in barrels, and nails in kegs. But the fact that so many publications that decline to deal in circulation on the commodity basis still live and thrive, shows that more missionary work is needed before we can eliminate one of the biggest sources of waste in the advertising business.

Circulation is the only part of the publication business that has not kept pace with the development of modern standards. Time was when the business of advertising was scarcely respectable, when the term "advertisement" was synonymous with "pleasantry" or "blatant buncombe."

#### COMMERCE'S MOST POTENT FORCE.

As the press has grown in influence, advertising has become, by gradual stages,

the most potent force in commercial life. We have succeeded in upbuilding the confidence of readers in advertising, and recent years have seen the successful development of a movement that is crowding out all objectionable forms of publicity. The serious purpose of reputable advertisers is in a large measure behind this movement. Men who are investing large sums of money in legitimate publicity have insisted that publications "clean-up" their advertising columns, and this insistence has been a big factor in the development.

But the fact that conditions surrounding the circulation question still savor of the dark ages is in a large degree due to the apathy of advertisers. There is no getting away from this. It is a hard thing to say that newspapers deliberately falsify circulation claims in order to influence business. But if this be true, the attitude of the advertiser frequently may be blamed for the condition.

#### IGNORANCE OF PERTINENT FACTS.

In many newspaper offices there is a great distance between the man on the street who gets the advertising, and the publisher who fixes the rates. Frequently the man on the street knows little or nothing about the actual circulation of his newspaper, because the publisher has not been forced by advertisers to make an official show-down. In his eagerness to get business a solicitor often follows the simple rule of "out-quoting" the other fellow when it comes to circulation figures.

"How much circulation do you claim?" asks the advertiser. The very fact that the word "claim" is allowed a place in our circulation vocabulary is enough in itself to start the imagination of an ambitious copy-gatherer, and the monumental pipe dreams for which good money is paid in advertising bills are the result.

#### WHAT THE GLOBE DID.

New York, the greatest city in the country, has long been notorious for inexactness in circulation figures. The keenness of competition, and the absence of any concerted demand on the part of advertisers for definite, proven statements of circulation facts, developed a condition in which every advertiser was entitled to a guess, but no one really knew.

This was the situation that confronted The New York Globe a couple of years ago when it began its battle to make known circulation something more than a theory. The Globe, feeling that the best way to make good a battle for circulation facts was to set an example to its contemporaries, called in the Association of American Advertisers, and obtained an audit of its circulation books. In addition to this, The Globe decided to count as circulation only newspapers actually sold for cash, and thus eliminated all question of waste, returned or unsold copies.

#### GETTING AT REAL VALUE.

The Globe's statement was received with a certain amount of interest, but in the absence of proven figures from its contemporaries, its showing meant virtually nothing in a comparative way. How did its value per line per thousand circulation compare with that of its contemporaries, who were selling the same quality circulation, but in unproved quantity?

For the benefit of advertisers who were looking for some basis of fixing values, and to throw light upon its own figures, The Globe, after a careful investigation, published estimates of the circulation of its contemporaries, and offered to pay \$5,000 to charity if the newspapers in question would prove that The Globe had underestimated their strength. This offer was not accepted, and the tacit admission of the correctness of The Globe's estimates furnished to advertisers a basis of computation. Later on, two New York evening newspapers opened their books to the Association of American Advertisers, and it does not take a prophet to predict that the custom of proving circulation figures will become general in the Metropolis before long.

#### PLIGHT OF THE DODGERS.

Publications that decline to prove some quantity of circulation advance various reasons for their attitude. But there is only one reason for unproved circulation worth considering. A newspaper that refuses circulation proofs to advertisers is getting too much money for its space, and

it is ashamed to admit this by divulging the smallness of its distribution.

"Quality" circulation must always bring a higher price than mere quantity circulation, but it is impossible to fix a rate for space in any publication, be it high-class or low-class, unless a definite amount of distribution is first shown. The value of the dollar is fixed under our system of currency. Every time an advertiser pays a definite dollar for space in a newspaper whose value has not been fixed by the yardstick of known circulation, he makes a voluntary contribution to the millions of dollars that experts tell us are wasted annually in advertising.

It is up to the advertiser. Mr. Dooley once told a story about a friend of his who came back from a trip abroad and stood before the custom's officials. He assured the inspector that he had brought nothing from Europe that he might have purchased at twice the price in this country, and swore to it with emphasis. The inspector's reply was something like this:

"I believe ye, and the government believes ye. Now go down stairs and be searched."

And to every bit of conversation about circulation in place of proven facts, the custom's inspector's remarks make a very timely reply.

## NEWSPAPERS AID UNCLE SAM.

### Another Reason Advanced for Not Changing the Postal Rates.

Jacob Ginsburg, of the Jewish Morning Journal of Philadelphia, believes that Uncle Sam is not only unfair in his attitude towards the newspapers of the country in the matter of postal rates, but is ungrateful as well. He says, in short, that the Government doesn't appreciate the free press notices which it receives daily.

"The news which the Government gives out in the form of department and bureau reports and messages," said Mr. Ginsburg the other day, "and which the papers exploit prominently, is just so much free advertising, to disseminate which otherwise the Government would have to pay liberally."

"In fact, our national treasury of necessity would have to spend large sums of money in order to reach even a small portion of the great reading public that is now being reached through the medium of the daily newspapers. Thus, the Government is a direct beneficiary from the free publicity it receives, amounting in actual space value to probably more than the total receipts derived by the Post Office Department from that source which is known as 'second class mail.'"

"We can adduce it, therefore, as the highest reason of public policy that the daily newspaper shall, as far as possible, be assisted, or at least not hampered by the Government."

"The magazines are excellent in their way, and we would not begrudge them the cheapest rate which is compatible with an efficient service. But the daily newspaper is a public servant, as a disseminator of useful and official information, and is entitled to exemption if anything is. It is only the shrinking modesty of the up-to-date journalists which keeps us back from asking more governmental support in the shape of cheaper postal rates."

"The teachings of sound finance inclines us to the belief that all present postal rates, for magazines as well as for dailies, should remain as they are, and Uncle Sam will still be able to balance his accounts with favorable results."

JAMES HANNAN, assistant circulation manager of the Chicago News, died at his father's home at Somers, Wis., last week, from tuberculosis. He was thirty-three years old.

## SOME ANXIETY IN BOSTON.

### Combination of Traveler and Evening Herald Has Big Staff Guessing.

(Special Correspondence.)

BOSTON, July 10.—We have to report that there is trepidation and trembling along Tremont street, due to the consolidation of the Traveler and Evening Herald. Said trembling is confined to the staff, or more correctly speaking the staffs of the combined sheets.

When the Traveler moved from Summer street to the Herald office it took along everybody. The Herald kept its force intact, and the inevitable process of weeding out is expected to begin at any time. Hence the trembling.

The consolidation let out about 200 men in the mechanical department of the Traveler, a fact which keeps the boys in the editorial and reportorial rooms glued to the anxious seat.

The venerable Bishop Pollock, Elias McQuaid, the political wizard of Manchester, N. H., who helped to make Plaisted governor of Maine and then spoiled his record by being defeated in his efforts to effect reciprocity with Canada; and James E. Donaghue, the Democratic boss of Lawrence, covered the Chicago and Baltimore conventions for the Boston American. They returned "all in," as Bishop Pollock says

The Newspaper Artists' Society of New Orleans held an exhibition of work at the St. Charles Hotel recently.

Charles Stephenson, editor of the Skaneateles (N. Y.) Free Press, was instantly killed in an automobile accident Sunday.

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

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

It is Quality and not Quantity that Counts in Advertising

## THE NEW YORK TRIBUNE

is read by the Best People because it is Clean, Progressive and Aggressive.

## Six Months

In six months of 1912 The New York Times published 4,487,359 lines of advertisements, compared with 4,164,186 lines in the corresponding period of 1911, a gain of 323,173 lines—a greater growth by over 140,000 lines than the combined gains of three other New York morning newspapers ranking with The Times in quality of circulation.

### 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

# Display Advertising In Boston Newspapers

DURING FIRST SIX MONTHS OF 1912

**The Boston Post**

LED the Display Advertising Procession  
23 Weeks Out of the 26

**The Boston Post**

LED Its Nearest Competitor  
by 263,401 Lines

**The Boston Post**

LED in Local Display by 95,646 Lines  
LED in Foreign Display by 167,755 Lines

**The Boston Post**

LED in Automobile Display Advertising  
Carrying a Total of 228,129 Lines

*Post Led Globe by . . . . .* **263,401** Lines of Display

*Post Led American by .* **423,323** Lines of Display

*Post Led Herald by . .* **1,277,869** Lines of Display

## The Reason Why

AVERAGE JUNE, 1912, CIRCULATIONS

(No Voting Schemes, No Coupon Contests. Just Bona Fide Legitimate Circulation)

**Boston Daily Post**

**408,007**

A Gain of **66,551** Copies per day  
Over June, 1911

**Boston Sunday Post**

**328,529**

A Gain of **40,131** Copies per Sunday  
Over June, 1911

WESTERN REPRESENTATIVE:

C. Geo. Krogness - - Marquette Bldg., Chicago

EASTERN REPRESENTATIVES:

Kelly-Smith Company, 220 Fifth Ave., New York

## NORTHWESTERN NEWS.

**Eight-Story Building in Course of Erection to House the Journal Plant of Edmonton, Alta.—New Home Is Being Constructed Around Old Quarters and the Paper Will Not Have to Move in the Meantime.**

(Special Correspondence.)

EDMONTON, ALTA., July 10.—When the Tegler building is completed this summer the Edmonton Journal, now occupying a two-story brick structure in First street, will have one of the most pretentious homes in the Canadian Northwest. The plant will occupy two floors, each eighty by one-hundred feet, with a large press room in the basement. The building will be 150 by 150 feet, facing First, Elizabeth and Howard streets. The first unit at First and Elizabeth streets, is seven stories. The rest will be eight stories. However, only two stories are to be finished this year. The structure, entirely of reinforced concrete, will cost about \$450,000, of which \$300,000 is for the new portion.

### BUILDING AROUND THE OFFICE.

One of the unique features of the improvement now under way is that the Journal plant will not be disturbed, the new structure being built around and over it. The office will have a handsome front of plate glass, bronze and stone to conform with the rest of the building, the floors are to be extended twenty-four feet and the ceilings raised on the ground and second floors.

M. R. Jennings, editor and managing director of the Journal, which is owned by the Canadian Newspapers, Limited, is a capable journalist and a thorough business man. He began his career in Buffalo, afterward being identified with the foremost journals in Montreal, Toronto and other cities in Canada. He also served a syndicate of newspapers during the Spanish-American war. He came to Edmonton three years ago, when the Journal was on its last legs, and built it up to a paying proposition. John MacLaren, formerly of Toronto, is business manager of the paper.

### FINANCIERS ON A JAUNT.

W. Leonard Palmer of the Financial News of London, and a party of sixty-one British financiers and manufacturers, representing \$250,000,000 capital and employing 100,000 men and women, visited Edmonton on June 28 on a tour of Western Canada. They were entertained by H. Milton Martin, president of the Board of Trade and members of the organization. The freedom of the city was given by Alderman Lundy on behalf of the people of Edmonton.

In the party are J. E. Puffe of London, art printer, and J. G. Locks, publisher of several newspapers in Essex, and author of a number of books on travel in Ireland, Scotland, Norway and Austria.

### LOOKING OVER THE FIELD.

Mrs. Arthur Murphy of Edmonton, widely known as "Janey Canuck," whose first book opened a new path in the literature of western Canada, and whose latest work, "Open Trails," is lauded by the first critics in England, and George B. Fraser, formerly of the Alberta Homestead, now a special writer for the Edmonton Capital and a number of eastern journals, accompanied J. K. Cornwall on his annual inspection tour of the northern part of the province of Alberta. They went to exploit the literary possibilities of the new settlement beyond the end of railway steel, a field not yet touched by the descriptive writer or the novelist. The district, known as

the Peace River country, is rich in characters and color and it may not be out of place to venture that it will furnish the text and setting for more than one virile western story.

C. H. Lugrin, editor of the Colonist of Victoria, B. C., one of the oldest journals in Canada, established when Victoria was a crown colony, was in Edmonton the last week in June as a representative of the Board of Trade of the coast city. His particular mission was to interest the business men of Edmonton in a projected transmountain railroad, which would start at Edmonton and traverse the Rocky mountains by way of the Yellowhead Pass, to the Pacific coast, cross the Seymour Narrows to Vancouver Island and have its terminal at Victoria, intersecting the Grand Trunk Pacific and the Canadian Northern railways on the way and connecting the island system with the mainland road. Mr. Lugrin's plan is to urge a government guarantee for the proposed road.

### LEAVE JOB PRINTING FIELD.

The Saturday News of Edmonton, a clever week-end journal edited by A. B. Watt, announces that its publishers have decided to retire from the job printing business, in which they have been engaged five years, to devote their entire attention to making the publication the equal of any paper of its kind from typographical and literary standpoints. The editorial and business offices will remain in the Hutchings building.

F. G. McDermid of Spokane, Wash., and local investors have organized the McDermid Engraving Co., Ltd., to engage in a general engraving business in Edmonton. The company is establishing a plant in Rice street, within two blocks of every newspaper office in the city, and it is planned to give day and night service. Commercial photographing and art departments will be added at once.

John P. McConnell, managing editor of the Daily Sun of Vancouver, B. C., and editor of the Saturday Sunset, also published in that city, was in Edmonton the latter part of June. He also visited Athabasco Landing in company with J. K. Cornwall and party.

H. Thornton Bolt of Calgary, Alta., has come to Edmonton to engage in business as an advertising specialist and counsellor.

John Boyd of Montreal, Canadian representative of the Financial News of London, and George H. Ham, general advertising agent of the Canadian Pacific Railway Co., were in Edmonton on June 28.

### ENDORSES NEWSPAPERS.

**They Are the Best Advertising Medium, Says Coal Merchant.**

Newspaper advertising received another endorsement last week when C. Frank Williams, delegate to the Pennsylvania Retail Coal Merchants' Association, in session at Reading, declared that when all other methods of publicity had failed he came back to the newspapers. He said in part:

"Advertising depends on localities. I have tried various ways of advertising to bring my business before the public, but in the end I have always gone back to the newspapers. I tried circulars, personal solicitation and post card methods, but none was as successful as the newspaper. Change your 'ad' from time to time and people will read it, especially if it is an attractive 'ad.' A whole lot depends on the 'ad.' I believe in that remark made by John Wanamaker several years ago, when he said that by advertising in newspapers a man received five times as much for his money as he could in any other way."

## TWO-YEAR COURSE IN JOURNALISM.

**New York University to Provide Instruction for Five Classes of Students.**

A two-year course in journalism is announced for next year at New York University. It has been designed to meet the needs of five classes of students: First, those who expect to go into magazine work; second, those who expect to go into newspaper work; third, those who expect to go into trade journalism; fourth, those who expect to go into the advertising department; fifth, those who expect to go into the circulation department.

The student will, with certain limitations, be allowed to select the studies that best prepare one for the work to be taken up after graduation. In addition to the technical courses each student will be required to take a certain number of courses in economics, history, sociology, commerce, finance, statistics, etc.

### SHORTENING THE DEAD TIME.

"The shortening of the time that exists between the closing of the last form and the start of the last press is of vital importance to the success of a paper," says Benjamin Wood.

"Don C. Seitz, who narked at a recent meeting of the Canadian Press Association, at Ottawa, for his receipt for newspaper success, laconically replied: 'Get the good news there first.' In these few words Mr. Seitz has hit the nail directly on the head. In other words, the newspapers, which by the possession of a modern mechanical equipment, can hold forms open for later news and be the first to sell this news on the streets, is the paper that is bound to succeed. The quick starting of the first press is, of course, important, but the starting of all presses quickly is of far greater importance.

"Among some of the recent newspapers, the publishers of which have realized the truth of Mr. Seitz's remark, might be mentioned the Philadelphia Record, the Los Angeles Times, the Minneapolis Tribune, the Dallas News and the Toronto Telegram. Junior Autoplates and Autosavers in these offices will replace hand-casting boxes. The Philadelphia Record, with its new machinery, will be able to start its last press thirty minutes earlier than it can with its present outfit of four hand-boxes and two so-called plate-finishing machines."

ANAMOSA, IA.—The Hartley Sentinel is a new paper. The editor, C. A. Charles, has been for twenty years identified with various newspapers in the state.

The best-paying investment—a subscription to THE EDITOR AND PUBLISHER.

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

## NEW YORK HERALD SYNDICATE

### COLOR PAGE

Close to the News

Furnished in Black and Three-Color Matrices. Shipped one week before date of publication. Herald color work — no further recommendation is necessary.

Write or wire for sample proofs and prices.

### Full-Page Sunday Features

### Special Cable and Telegraph Service

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to

**NEW YORK HERALD SYNDICATE**  
Herald Square, New York

Canadian Branch:  
Desbarats Building, Montreal.

### GET

## Today's News Today

### "By United Press"

General Office:

WORLD BLDG., NEW YORK

### \$25,000 IN CASH

and  
**5,318 New Subscribers**

is the result of our

### Voting Contest

on  
**The Johnstown Leader**

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

## Adams Features

### The Best Comic Issued

## SCOOP

THE INTERN'L SYNDICATE, Baltimore, Md.



## 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 Globe's Best Six Months

During the six months ending June 30, 1912, the Boston Globe printed **4,325,616 Lines of Advertising**

This was the largest number of lines ever printed by the Globe in the first six months of any year, and was 918,661 more lines of advertising than appeared in any other Boston newspaper.

The Cash Receipts of the Globe from Circulation during the six months ending June 30 exceeded those of any similar period in its history.

## Six Months' Totals

The total lines of advertising in the four Boston newspapers having Daily and Sunday editions for the six months ending June 30, 1912, were :

<b>The Boston Globe</b>	<b>4,325,616 Lines</b>
<b>Boston Post</b>	<b>3,406,955 Lines</b>
<b>Boston American</b>	<b>3,109,470 Lines</b>
<b>Boston Herald</b>	<b>2,209,350 Lines</b>

The above totals include all kinds of advertising from the smallest want advt to the business of the big department stores.

### Want Advertisements in Boston Papers

Total want advertisements printed in Boston during the six months ending June 30, 1912:

<b>Boston Globe</b>	<b>258,479 Advts</b>
<b>2nd Paper</b>	<b>81,675 Advts</b>
<b>Globe's lead</b>	<b>176,804 Advts</b>

Want Advertisers know what they get in return for the money they expend in advertising. IN BOSTON THEY USE THE GLOBE.

Total Want Advts Month of June:

<b>Boston Globe</b>	<b>47,470 Advts</b>
<b>2nd Paper</b>	<b>16,049 Advts</b>
<b>Globe's lead</b>	<b>31,421 Advts</b>

### Automobile Advertising in Boston Papers

The total lines of Automobile Advertising printed during the six months ending June 30, 1912, were:

<b>Boston Globe—</b>	
Display	214,947 Lines
Classified*	109,615 Lines
<b>Total</b>	<b>324,562 Lines</b>
<b>Boston Post—</b>	
Display	225,850 Lines
Classified	19,320 Lines
<b>Total</b>	<b>245,170 Lines</b>

\* A large part of the Auto Advertising printed on the Globe's classified pages is display and is paid for at the regular Automobile rate.

The Boston Daily Globe has a larger circulation than any other two-cent newspaper published in the United States. It brings splendid results to advertisers.

The Boston Sunday Globe, with its tremendous clientele in the substantial homes of Boston and New England, is one of the best advertising mediums in the world.

## Quality—Quantity—Results

You Get Them All When You Advertise in the Boston Daily and Sunday Globe

## WHEN GREELEY SWORE.

**Violent Explosion by the Grand Old Man of the Tribune One Peaceful Sunday When Frohman Forgot to Have Him Copy Paper—New Stories of the Great Editor by One Who Knew Him in His Prime.**

The very best and greatest men have been known to use emphatic expletives on extreme occasions. Even Washington let Gen. Charles Lee know in no uncertain terms what he thought of him at Monmouth.

How many stories can be told about good old Horace Greeley, one of the best and greatest men that journalism has seen since Franklin's time, but who, under aggravating circumstances could forcibly express himself occasionally.

Just before Greeley ran for the Presidency I was doing law and court work for the Tribune, and early on one Sunday afternoon, while I was recasting some left over copy, I heard grumbling sounds in Mr. Greeley's den, and I knew something was wrong, and also knew he was in a hurry to leave the city. It so happened that I was the only one in the main room, and was hidden from view by a portion of the desk at which I sat.

Soon Mr. Greeley, with spectacles pushed up on his forehead, emerged from his den, and, casting hasty and impatient glances around, and seeing no one there, loudly soliloquized: "Copy-paper! copy-paper! where in thunder is some copy-paper? Frohman has left none on my desk, and what in hell shall I do about that editorial? My God, there is enough copy-paper in the Tribune office to shingle a roof with, and I can't find a damn page of it."

Mr. Greeley had not seen me, but I knew there was a pile of copy-paper in "Willie" Winter's desk, and I quickly went there and took out about a ream of it.

### STRENUOUS WORK FOR SUNDAY.

As I advanced to Mr. Greeley with my burden his beatific face was a study of mingled surprise, mortification and pleasure.

Handing him the paper, I said, "Mr. Greeley, here is a little; all I can find at present, but it may last you till I can find some more."

He took the paper without saying a word, but when he got about half way to his den, he turned, and looking at me with a quizzical expression, said, "look here Pooton, if Frohman had been half as liberal as you, I would not have been betrayed into raising hell in the Tribune office on a Sabbath day on account of a few pesky sheets of copy-paper."

Mr. Greeley finished a more than usually brilliant and snappy editorial in time to catch his train, and never afterwards ran short of copy-paper.

Of all the great editors of this country, Greeley was the most picturesque and unconventional, and stories with-

out number have been told of his peculiarities.

### HIS RUDENESS TO SPEAKERS.

I have seen him introduce a lecturer in Steinway Hall and then sit down in a chair on the front part of the platform, in full view of all the audience, stretch out his legs, clasp his hands as he settled into a comfortable position, throw back his head, shut his eyes, go sound asleep, as though in his own bed, and not wake up until the speaker was through—all this being done with the utmost nonchalance, as though it was merely a matter of course; and, strange to say, being received in much the same spirit by most of the audience, who received it as merely one of the idiosyncracies of "The White Coated Philosopher?" as he was popularly called.

To see Greeley fully dressed and equipped for a travelling excursion would excite as much curiosity and surprise and, I might add, as much mirth in the minds of strangers, as would be caused by the sudden appearance on the streets of an indescribable funny character from the Comic Opera Stage. Strangers, as I have said, on seeing him, gazed at him with wonder and amazement, and, even those who knew him would stop and point him out to others. And he seemed to thoroughly enjoy the interest he excited.

### POINTED OUT BY CROWDS.

I remember on one occasion he had just returned to the Tribune Office from one of the many trips he used to take, and was standing in front of the bulletin on the corner of the old building. Well, he was a sight to see. He wore a wide-brimmed felt hat on the back of his head; his moon-like face, fringed with a bushy aureole of grey whiskers and beard, was upturned toward the bulletin, which he was apparently sedulously reading.

He wore a long white coat which reached to the ground. He carried with his left hand an enormous carpet-bag, which would hold as much as a good-sized trunk. He wore old-fashioned boots reaching up to his knees. The left leg of his trousers was pulled up so that its bottom sat on top of the huge outside straps at the top of the boot-leg. Scores of people were scattered around pointing at him and talking about him. It was truly a sight to see. He could not help but see the curiosity he excited, and hear much of what was said, but he stood there for about twenty minutes apparently oblivious to it all, but, undoubtedly, "taking it all in," as a sort of personal tribute.

Greeley was a "many-sided man." He seemed to be thoroughly imbued with the Scriptural idea to "try all things, and hold fast that which is good." He was, by turns, an advocate of "woman's rights," of temperance, of abolition, and, in short, of all the "isms" of the day.

Just before the war caused by secession he was in favor of allowing the "erring sisters to depart in peace;" this was followed by his frantic shouts of

"On to Richmond!" and when the war was over he went on "Jeff" Davis' bail bond, and became the Democratic candidate for the presidency.

I was present at his residence when he was officially notified of his nomination. The house was crowded, and I asked to see him in private for a few minutes, which he graciously accorded, leading me to the bathroom, where we sat on the side of the bathtub, and he told me, in an impassioned manner, that the time had come for reconciliation, and if elected he would leave "no stone unturned to bring back a reunited country." But it was not to be. He died shortly afterward, and thus passed from time to eternity one of the ablest and kindest-hearted of our public men, whose eccentricities seemed to deepen the interest and affection of his countrymen.

JAMES POOTON.

### WEDDING BELLS.

Phillip E. Fox, a member of the staff of the Dallas, (Tex.) Times-Herald and Miss Gladys N. Scoggins, formerly of Fort Worth, were married July 1.

Thomas F. Morton of the editorial staff of the Bridgeport, (Conn.) Sunday Herald, and Miss Olive S. Lownds, daughter of Samuel Lownds, vice president of the Bridgeport Fabric Co., were recently united in marriage in that city.

Edward Cannady, editor of the Portland, (Ore.) Advocate, has taken unto himself a wife in the person of Miss Beatrice Morrow of Austin, Texas, a graduate of Wiley University.

Walter D. Schmitt, editor of the Belleville, (Mo.) News-Democrat, has become a Benedict, Mrs. Schmitt was Miss Ida G. Klein, a clerk in the corner's office where her husband first made her acquaintance.

Frank E. Harrold, city editor of the Muncie, (Ind.) Morning Star and Miss Hazel McCrillins were married July 1 in that city.

### HAS A PAGE FOR FARMERS.

**Boston Sunday American Starts New Feature for Its Readers.**

A full page of agricultural news is now one of the features of the Boston Sunday American, the first metropolitan daily to make a specialty of rural topics. It has been most favorably received by its New England readers and emphasize distinctly the "back-to-the-farm" sentiment of the present day.

The page is edited by Robert Wilson Neal, professor of agriculture in the Massachusetts State Agricultural College at Amherst. Last week's paper continued articles by Prof. Neal, Secretary of Agriculture James Wilson, L. F. Rettger, F. H. Stoneburn and F. H. Hall of the New York Agriculture Experiment Station.

### State Laws and Newspapers.

Walter Williams, dean of the School of Journalism of the University of Missouri, has issued in pamphlet form a digest of the Missouri laws effecting newspapers. While its contents are applicable to the one state the pamphlet is especially interesting to editors and publishers all over the country, inasmuch as there is a great deal in common in the laws of every state governing newspapers and periodicals.

Employees of the Tacoma News and Ledger held a rose show recently. E. R. Roberts, the News and Ledger horticulturist, acted as judge.

## 1911—BIG YEAR GERMAN DAILY GAZETTE Philadelphia, Pa.

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

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

Total ..... 5,121,866 Lines

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

## THE DEMOCRAT Nashville, Tenn.

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

## The Evening Wisconsin.

### MILWAUKEE

The daily average circulation for 1911 was 44,766 copies per day, an increase of 3,000 per day over 1910.

It is the recognized HOME newspaper of the City and State and it has the confidence of its readers. This gives it a "pulling power" as an advertising medium worth the advertisers' attention. It is "home circulation" that counts for sales.

JOHN W. CAMPSIE, Business Manager

### Foreign Advertising Representatives

CHAS. H. EDDY  
Metropolitan Building, New York City

EDDY & V RTUE  
Peoples Gas Building, Chicago



# The Knickerbocker Press

(July 1st, 1912)

## BULLETIN No. 16

### Holding the Record

It is KNOWN to all well informed MEN, WOMEN and CHILDREN that The Knickerbocker Press is the METROPOLITAN NEWSPAPER of a METROPOLITAN DISTRICT, to wit: the Capitol District, which includes all territory within a hundred miles of Albany, Troy and Schenectady.

One of the LEADING AUTHORITIES on newspapers and newspaper advertising in the United States WROTE The Knickerbocker Press on June 27, 1912, as follows:

"I know of no paper in the United States that has made such remarkable progress in the same length of time, and especially in a city that is supposed to be as conservative as Albany. This is an added testimonial as to the editorial character of your paper."

# The Knickerbocker Press

(July 2nd, 1912)

## BULLETIN No. 17

### MORE TRUTHS

IN BULLETIN No. 16 we published an extract from the letter of one of the LEADING AUTHORITIES on newspapers and newspaper advertising in the United States. This morning we give below the ACTUAL FIGURES showing that the advertisers and the readers of advertising are beginning to know JUST HOW GOOD The Knickerbocker Press is. The figures show the number of inches of advertising published by EACH OF THE NEWSPAPERS NAMED in the months of MAY and JUNE, 1912, and the number of inches GAINED and LOST in the month of June as compared with the month of May.

**The Knickerbocker Press** is the only newspaper that GAINS. The others LOSE.

	May	June	
The Knickerbocker Press	22,679 inches	28,203 inches	Gain 5,524 inches
The Times-Union	35,760 "	30,454 "	Loss 5,306 "
The Journal	25,950 "	21,557 "	Loss 4,393 "
The Argus	11,493 "	10,020 "	Loss 1,473 "

Advertising READERS will kindly NOTICE that they get the ADVERTISING NEWS in The Knickerbocker Press. Advertisers will kindly NOTICE that the average daily sworn circulation of The Knickerbocker Press last week was 31,680.

Publication Office, Albany, N. Y.  
Business Office, 18 Beaver Street, Albany, N. Y.

Troy Office, 382 River Street  
Schenectady Office, 406 State Street

Foreign Representatives :

### JOHN M. BRANHAM COMPANY

225 Fifth Avenue  
New York City

Mallers Building  
Chicago, Ill.

Chemical Building  
St. Louis, Mo.

## 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

Published 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 13, 1912

### WHY THE PULITZER SCHOOL OF JOURNALISM SHOULD TEACH BUSINESS OFFICE ETHICS.

One of the most serious criticisms that has been made of the curriculum of study of the Pulitzer School of Journalism, which opens in September, is that no provision is made for giving instruction in advertising or in any other branch of the business end of newspaper making. It is understood that Mr. Pulitzer's idea was that the institution should be devoted solely to the preparation of men for the editorial departments. This is one of the reasons why a printing plant will not be a part of the equipment of the school building which is now in process of erection.

If instruction is to be confined to the editorial end the graduates will be seriously handicapped when they finally attempt to conduct newspaper properties. If there is any one thing that the modern journalist needs it is a working knowledge of the business end of newspaper production. If schools of journalism are to be of real value they must give instruction in the business and mechanical departments, as well as the editorial. Not that all of the graduates of these schools are to become newspaper publishers, but surely many of them will, in which case the more they know at the start about business practices and the clearer understanding they have of the mechanical department the better able they will be to manage successfully a newspaper property.

The school of journalism that gives instruction in editorial work only, is one-sided. Much of the friction that now exists between the editorial and business departments in newspaper offices would be eliminated if the men in both departments understood the problems and difficulties that each has to face. The best editor, so far as efficiency is concerned, is the man who knows something about the business department, and the best business manager is he who has an accurate conception

of the work of the editorial department.

We talk a great deal about specialists these days—specialists in circulation, specialists in office management, and specialists in mechanical efficiency. These men all have their place in the journalistic world because they render valuable assistance to those who need expert advice. The object of the ideal school of journalism should not be to produce editorial experts, but rather newspaper men who have an all round knowledge of the business.

So far as we are aware, neither Dean Williams nor President Butler has made any official statement in regard to the attitude of the Pulitzer School toward the subject of advertising. Naturally, they are inclined to carry out the wishes of Mr. Pulitzer as far as possible in their conduct of the school. For our own part we do not see how it is possible to give a degree in journalism to graduates who have no knowledge of the business end of newspaper publishing.

The candidates for journalistic honors should know how to prepare advertising matter and be acquainted with the various mediums that are employed; they should be able to make valuable suggestions to advertisers. They should have a thorough knowledge of business administration; they should be posted on circulation methods, on mechanical efficiency in the press and composing rooms; they should understand accounting.

If the graduates of the Pulitzer School know nothing about the advertising department or the business department they will be seriously handicapped in trying to gain a foot-hold in the newspaper field.

### STREET CAR ADVERTISING.

The action of the Chicago City Council in passing an ordinance forbidding the carrying of advertisements by the street cars meets with the approval of a large number of people in that city. The principal ground upon which the members of the Council based their action was that the railroad companies were not permitted, under their charters, to carry on an advertising business.

The legal right of the transportation companies to engage in the advertising business has been discussed by the courts of several States. The fact that the leading street railways of the city of New York have thus far defeated all attempts to compel them to exclude advertising from their cars would seem to indicate that the railroads have established their right to carry advertising matter.

It has long been our own opinion that advertising matter should be excluded from public vehicles on the ground that the companies have no right when chartered to conduct one kind of business to engage in another. No railroad company, so far as we are aware, has ever been granted a charter permitting it to engage in the advertising business, al-

though some of the charters are exceedingly broad in their scope.

We do not maintain that street-car advertising is not beneficial to the advertiser. In fact, it would be folly for us to make such a statement, because experience has shown that it does have a certain value, and in some instances it has been proven to have a great value.

If all of the street-car advertising in the country was wiped out of existence we do not believe a single voice would be raised in protest, except from the advertising agents who handle such advertising, and possibly the advertisers themselves.

### EDITORIAL COMMENT.

Newspaper publishers are mighty glad that the National Republican and Democratic conventions are over. To cover them they were obliged to go to heavy expense, hardly a fraction of which they got back in the sales of extra papers. The public usually supposes that great news events like national conventions, the coronation of a King, the inauguration of a President, or a big disaster, means a lot of money to the newspapers. It does, but on the wrong side of the ledger. These important events are covered by special correspondents, sometimes half a dozen of them, sent at great expense. Telegraph tolls from foreign points run as high as \$3.50 a word. The news associations fix an extra charge when extraordinary demands are made upon them. The publishers incur all these expenses not with any idea of getting them back in the sales of papers, but for the purpose of giving their readers the best reports obtainable.

If the Ad Men's clubs all over the country wish to do a graceful and big-hearted act here's their chance. They should chip in for a heart-balm fund for Mr. Richard von Koch of this city, and further, to enable him to forget his grief. They should make him the honor guest at their annual powwows. Mr. von Koch, it may be assumed safely, is the only man in the country who has learned that it doesn't, always pay to advertise.

Mr. von Koch lost a watch one Saturday night. He advertised for it. The innocuous little ad specified a certain zone and named a hotel as one of the boundary lines.

Mrs. von Koch saw the ad. She suspected the initials might designate her husband as the loser. She started out to search. She did not find the watch. What she did find, however, she took before Justice McCall in the shape of some evidence. The justice speedily gave a decree to the wife of the watchless husband.

What have the Ad Men to say to this?

### Baiting Her.

"What are you cutting out of the paper?"  
"About a California man securing a divorce because his wife went through his pockets."  
"What are you going to do with it?"  
"Put it in my pocket."—*Boston Transcript.*

### Lushious Repartee.

"Pray tell me," I said to the bibulous wight,  
That I met in the corner cafe;  
"Pray tell me," I said, and my tone was polite,  
"The reason I find you so frequently tight,  
So frequently 'over the hay,'"  
Then the right little, tight little, bibulous wight  
Replied with politeness profuse,  
"You happen to find me so frequently tight,  
Because, sir, my living is loose!"

"I can see," I replied to the bibulous wight,  
In my best conversational way,  
"That 'tis looseness which makes you so frequently tight."  
But answer me this, and pray answer it right,  
"What makes you get drunk every day?"  
"In that personal question, you wrong me, I fear."  
The bibulous wight made reply,  
"For I think it is perfectly, patently clear,  
The liquor gets drunk and not I."

"Of course," I confessed, to the bibulous wight,  
"The force of your point I admit.  
But since you're so, pretty, wittily bright  
Just answer me thic ere I hid you good night—  
"What shines when you chance to get lit?"  
"The light in my eye," said the bibulous wight.  
As at last I prepared to decamp,  
"And I trust it's not trite to observe that this light,  
Proceeds from an alcohol lamp."—*Satire.*

### ORIGIN OF "STEAM ROLLER."

#### Chicago Inter-Ocean First Newspaper to Use Now-Famous Expression.

(Special Correspondence.)

WASHINGTON, July 10.—The expression "steam roller" used in connection with the National Committee's work in deciding state delegations was originated by Oswald F. Schuette of the Chicago Inter-Ocean in his report of the Republican National Committee work of 1908. The first use of the word appeared in The Inter-Ocean of June 6, 1908, and has been used universally since that time as the most expressive word illustrating how the majority faction of The National Committee overrules the minority, on the subject of State representation.

Mr. Schuette had the compliment of seeing his expression meet with instantaneous success being repeatedly used by all the metropolitan dailies in headlines and cartoons. At the first dinner after the 1908 Republican convention the famous Gridiron Club gave as souvenirs miniature steam rollers. It has been estimated that if Mr. Schuette had had the expression copyrighted, if such a thing were possible, he would have made a fortune by this time.

Mr. Schuette has had considerable experience as a news writer, having been connected with Chicago, Milwaukee and European papers. He has served as Washington correspondent of the Inter-Ocean since the campaign of 1908. He is secretary of the National Press Club of Washington; chairman of the Washington committee, Press Club of Chicago, and member of the Milwaukee Press Club.

### Odd Point in Boiler-Plate Suit.

An odd and interesting point is involved in the question whether the Western Newspaper Union of Omaha, Neb., is violating the Sherman Anti-Trust law. Should the Attorney General file a suit, it probably would be directed against both the Western Newspaper Union and the American Press Association, engaged in the same business of supplying boiler-plate to country newspapers, to prevent them from indulging in alleged unfair competitive methods that would kill one or the other and that would result in a probable monopoly of the business for the survivor. The Department of Justice has investigated the operations of both companies.

**PERSONALS.**

William R. Hearst, accompanied by Mrs. Hearst, sailed for Europe on Tuesday, for a two months' trip abroad.

M. H. De Young, publisher and owner of the San Francisco Chronicle and Oriental Commissioner of the Panama-Pacific Exposition, is in London after a trip to Japan, China and the far East.

Frederic William Wile, Berlin correspondent for the London Daily Mail and the New York Times, read a paper on "Some Lights and Shadows of Journalism," before the American Woman's Club at Berlin recently.

William H. Hill, who, since 1892 has been editor of the Wilmington, (Del.) Morning News, has resigned after thirty years' service on that newspaper, to take a much needed rest. He is succeeded by Albert W. Cummins, formerly managing editor of the News.

Col. E. E. Stahl, father of Rose Stahl, the actress and for many years editor and publisher of the New Jersey State Journal at Trenton, was stricken blind last week while attending the theater. Paralysis of the optic nerve was the cause.

Victor Murdock, editor of the Wichita (Kan.) Eagle and incidentally a Congressman, contributed to the New York Herald on July 8 an able political article showing that living cost is to be a dominant issue of the Presidential campaign this fall.

Mrs. Helen Ring Robinson, a well known newspaper woman of Denver, has announced herself as candidate for the State Senate, subject to the will of the Democratic primaries.

A Goldberg, editor of the Jewish Nation of New York, delivered a memorial address on the career of Dr. Theodore Herzl, the great Zionist leader in Scranton, July 7.

R. L. Blagg, one of the editors of the Springfield, (Ohio) Farm News, has tendered his resignation and will leave for Cincinnati where he will engage in the book publishing business.

A. B. Adamson, editor of the Beloit, (Kas.) Daily Call, has become a candidate for State Senator.

George T. Crompton, owner of the Walnut Creek, (Pa.) Courier, and editor of the Concord, (Pa.) Transcript, has resigned from the latter publication to devote his attention to promotion work as secretary of the Contra Costa County Chamber of Commerce.

Victor Bender, editor of the Springfield, (Ill.) News, was the principle speaker at the last luncheon of the Springfield Ad Men's Club.

J. H. Thresher, editor of the Jeanette, (Pa.) Dispatch, is in South Dakota on an observation trip.

Myron W. Wilson, one of the owners of the Bristol, (Vt.) News, is a candidate for representative to the Vermont Legislature.

L. V. Armentrout, a former Paducah newspaperman, has taken a position as editor of the Kentucky State Journal at Frankfort, Ky.

Joseph C. Drum, who has been having a summer vacation toiling on the Sun-

day edition of the Cleveland Leader, will return to New York soon to resume his work as publicity inciter for Walker Whitesides in "The Typhoon," one of the few dramatic successes of last season.

Baron Axel Warne, the Albany man for the Times, has joined the Ananias Club. He told a story in the office one night about the first time he met Col. Roosevelt, and what the colonel said upon introduction. It was on a battleship. The very next day the colonel came out with his now celebrated declaration that he never drank anything stronger than milk.

James Cruisenberg, of the Chicago Tribune, is traveling with the White Sox.

John Montague Handley has left the Chicago American to go to Denver to enter the advertising business.

**IN LITTLE OLD NEW YORK.**

Joseph Tebeau, Joseph N. Quail and Frank Dallam, the three oldest copy readers in captivity, formed the special copy desk for the Times during the Titanic disaster. Managing Editor Burchill was so pleased with results that he assembled the veterans for the special national conventions desk, and added Fred Stoker.

Charles Sarver, who left the city editor's chair of the Globe to go to the Morning World, has resigned to become city editor of the Mail. He took the job last week. His daughter, Miss Charlotte Sarver, highly approves of the change from night work.

John Day, sporting editor of the Chicago Inter-Ocean, arises to report the arrival of John Irving Day, Jr. This one is the fifth, three boys and two girls now. Ringgold W. Lardner, the baseball sharp of the Chicago Examiner, comes to bat also with the announcement of the arrival of John Abbott Lardner. He says they named him John to avoid Ringgold. Busy men, those Chicago sporting writers.

Clyde West, of the New York American copy desk, has gone to the Herald.

Ernest E. Johnson, formerly of the New York Times Sunday department, is now on the copy desk of the Herald.

Randolph C. Lewis, of the Evening World, is spending his vacation digging up spaghetti restaurants and table d'hote road houses on Staten Island and along the Jersey coast.

Lloyd Lonergan, of the Morning World copy desk, is laid up in a private hospital with a broken leg. Mr. Lonergan, whose proportions are not as slender as of old, was walking along the railroad station platform at New Rochelle when one of his props suddenly snapped. He will be out of the game for about six weeks, the doctor says.

John Boden, of the Press, was overcome by the heat in Nassau street Wednesday, and was sent home in a taxicab.

Frank Riley, formerly of the Sun, is recovering after an operation in St. Vincent's Hospital.

Miss Mary Gardner, of the Press, has taken a cottage at Sheepshead Bay for the summer.

Ike Russell, of the Times, who failed

to be drawn on the panel which City Editor Arthur Greaves took to Chicago and Baltimore, has the laugh on the other fellows now. He drew the Woodrow Wilson assignment. Result: a pleasant summer at Sea Girt and getting chummy with His Excellency the Governor. Maybe a consular job in sight.

This item is from the Press Club: Frank Ward O'Malley, Ed Hill and James Garrison have finally arrived from the Baltimore convention.

Pat Rellerhan, the political expert of the Press, is one of the Wilson guard at Sea Girt.

Fred Stoker, of the Times, pointed his nose toward Bermuda when he went on his vacation. Wanted to get away from the atmosphere of Broadway and Forty-second street he told some friends. "And what do you think," he said when he got back the other day. "The first man I saw when I got on the ship was Shep Friedman, of the Morning Telegraph."

The weather was so hot this week that Ewen Justice, of the World, lured Percy Soule, of the Times, into a barber shop and had shaved off a fine set of gray-turning whiskers which would have delighted old man Van Dyke himself.

Rodney Bean is at Oyster Bay keeping tab on the Bull Moose for the New York Times.

**Munsey Still a Bull Moose.**

Frank A. Munsey is still a Bull Moose. He had a signed editorial in his Philadelphia Times declaring that while the Baltimore ticket is progressive it does not displace the Roosevelt party. He says the new party will give a splendid account of itself in November.

**The Knickerbocker Press Auer.**

George J. Auer, the business manager of the Albany (N. Y.) Knickerbocker Press, whose portrait appears on the front page of this issue, is one of the youngest newspaper business managers connected with important dailies in this country. He is resourceful, aggressive, and has a knack of making and holding friends that makes him popular wherever he goes. Under his administration the Knickerbocker Press is making great strides in advertising patronage.

**Only Daily**

newspaper in city of 5,000. Job department. Annual gross income about \$16,000. Volume will increase rapidly. Prosperous and growing manufacturing community surrounded by rich agricultural district. Price \$24,000 for nine-tenths. \$15,000 cash necessary. May, 1912, receipts \$1,758.39; profits \$413.50. Proposition E. E.

**C. M. PALMER**  
Newspaper Broker  
277 Broadway New York

**MISCELLANEOUS**

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

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

**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.

**OPPORTUNITY WANTED**  
By young business manager of weekly paper to make connection with either daily or weekly paper in capacity of business or advertising manager. City of over 75,000 preferred. Address "S. O.," care THE EDITOR AND PUBLISHER.

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

**ABLE YOUNG MAN,**  
26, with several years' experience in circulation and advertising work, seeks position on daily or live weekly in utility capacity or assistant to business executive. Address "BOX 66," care THE EDITOR AND PUBLISHER.

**POSITION WANTED.**  
Circulation manager wants position; 16 years' circulation experience; best of reference. If in need of an experienced, thoroughly competent circulation manager, who has always made good, who can make good, get results, increase your circulation—a trial will convince you—write D. C. CANNON, 420 Bute St., Norfolk, Va.

**CAN YOU USE ME**  
in your news department? Ten years' experience in New York City; general, department, re-write, desk work. Strong on sports, markets, special features. I desire to settle in smaller city; prefer evening paper. Age 28; temperate. Address "HUSTLER," care THE EDITOR AND PUBLISHER.

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

**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.

**EXPERIENCED WRITER,**  
An expert book compiler, solicits writing feature articles, compiling books and abridgment work. References from compiler of Government works. Age 36. Address ALVA SNYDER, 440 K St., N. W., Washington, D. C.

**FOR SALE**

**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.  
51 Cliff St.

**FOR SALE—THREE NO. 2**  
Linotype machines equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

**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.

**STATE PRESS MEETS.****ANNUAL CONVENTION AT GARDEN CITY BRINGS OUT SMALL ATTENDANCE.**

About a hundred members of the New York Press Association attended the fifty-ninth annual convention of the organization at Garden City, Long Island, this week. The New York Associated Dailies also held its annual meeting at the same place.

The session opened Wednesday evening with a business meeting in the ballroom of the Garden City Hotel. One of the most conspicuous members of the organization present was A. O. Bunnell, editor of the Dansville Advertiser, who has attended these State meetings for thirty-two years. He has been secretary of the association so long that the members think that it would be impossible to meet without him.

Edgar L. Adams, editor of the Marathon Independent, the president, made the opening address, in which he detailed the growth of the country newspapers and mentioned the improvements that had been made in the mechanical department.

On Thursday morning the delegates listened to addresses by several women suffragists who sought to arouse their interest in and obtain their support for the cause. The editors listened respectfully to the arguments advanced, but declined to adopt any resolutions committing the organization to the suffrage movement.

A feature of the session was the presentation of memorials of members who had died during the year. A touching tribute was paid to the memory of Luke McHenry, formerly clerk of the Assembly, by ex-Speaker of the Assembly Daniel A. Frisbee. This was read by Secretary Bunnell owing to the unavoidable absence of Mr. Frisbee.

Editor James H. Potts of the Troy Times spoke of Charles Spencer Frances, a former member of the association. Editor Potts dwelt on the strange coincidence that he was Minister to Greece and Ambassador to Austria-Hungary, positions formerly held by his father, John M. Frances, who founded the Troy Times.

Secretary Bunnell read a tribute to Miss Harriet Quimby, the famous aviator, who was recently killed while making an exhibition flight. Miss Quimby was a member of the association.

The association voted to make the president and secretary a legislative committee to work in conjunction with a similar committee appointed by the Associated Dailies, with the object of securing the passage of a law determining what a legal folio is, owing to a difference of opinion of succeeding State controllers. It was also voted to allow retired newspaper men to retain membership in the organization.

At the afternoon session Don C. Seitz, business manager of the New

York World, spoke on "The Publicity Evil," and later the delegates visited the publishing plant of Doubleday, Page & Co.

The principal business on Friday was the election of officers, and in the evening the festivities wound up with a dinner, at which President J. G. Schurman of Cornell University and Will Carleton, the poet, were the speakers.

**NEW BALTIMORE DAILY.****It Will Be Called the Bulletin, with R. Respass as President.**

Another daily newspaper will soon make its appearance in Baltimore, if the plans of the Baltimore Daily Bulletin Publishing Co. go not astray. This company, headed by Richard Respass, has been incorporated with a capital stock of \$10,000 divided into 10,000 shares, and it proposes to publish a daily newspaper and to do commercial printing on the side.

As a matter of fact, the paper had a try-out during convention week. It was devoted largely to eulogies of Mayor Preston and dwelt at length on his fitness and the popular demand for his nomination as Vice-President on the Democratic ticket. The paper will be called the Baltimore Daily Bulletin and will be a supporter of the Democratic ticket and the present municipal government.

Besides Mr. Respass the incorporators are Roderick McNeil and Howard Price Glanville.

**THEY WERE LUCKY NEWSBOYS.**

Twenty street cars loaded with carriers and newsboys of the Indianapolis News matched their lung power with the Indian yells and war noise of Pain's "Pioneer Days in Indiana" at the state fair ground Tuesday night. It was, doubtless, the greatest gathering in numerical strength of Indianapolis newsboys in the history of the city and revealed to the adult spectators of the big night show the human energy that is required six days in the week to deliver The News to its readers in Indianapolis. The boys had a royal time, although it was necessary to "trim" the performance because of a heavy rain which came up.

On the morning of July 4th The Indianapolis News also entertained its 1,500 newsboys and carriers at the morning ball game between Indianapolis and Toledo.

**Will Represent Sioux City News.**

James F. Antisdell, 1366 Fifth avenue, New York, and C. D. Bertolet, Boyce Building, Chicago, have been appointed general advertising representatives for the Sioux City (Ia.) Daily News. The News is a six-day-a-week evening newspaper, with a circulation in excess of 17,000 copies per day. F. R. Wilson is the publisher.

**AD MEN'S GOLF TOURNEY.****W. C. Freeman Tells of Its Benefits to the Player.**

(Special Correspondence.)

BRETTON WOODS, N. H., July 11.—The American Golf Association of Advertising Interests has been in session here since Monday. It is some meeting.

R. R. Whitman, publisher of the Boston American, the president of the association; Leonard Tufts, owner of Pinehurst, North Carolina, the vice-president; W. L. Crocker, secretary of the John Hancock Life Insurance Co., the secretary and treasurer, and R. M. Purves, the chairman of the tournament committee, have worked hard to make this, the eighth annual meeting, a success.

It is some work to manage an affair of this character so that the members will get the maximum of pleasure out of one week that they look forward to for fifty-one weeks every year.

The work has been done well this year—the volume of pleasure has been great—the get-together, good-fellowship spirit has manifested itself to a marked degree.

We come here to play golf primarily, but the meetings of the A. G. A. of A. I. mean more to us than swatting a ball around an eighteen-hole course twice a day.

Men unbend on occasions of this kind and let each other know just what sort of men they really are. This of itself is a good thing, for the better we understand each other the better equipped we are to do business together.

Take the case of the Pittsburgh newspaper men who are here as an illustration of what I mean. When George and Augustus Oliver, of the Chronicle-Telegraph and Times; C. E. Sutphen, of the Dispatch, and Harry Milholland, of the Press, get back to Pittsburgh and something comes up that they want to settle, they will get together with less argument because of their meeting here.

They have been playing golf together and sitting at the same table in the dining room. It has been good to hear the echo of their laughter through these New Hampshire hills.

If all of the publishers of the United States were to meet at one time at some resort where there is a good golf course, they would be able to agree on all matters, such as, for instance, the question of uniform advertising rates, the printing of clean and honest advertising, furnishing circulation statements to advertisers and the boosting of business for all newspapers.

The publisher who has some red sporting blood coursing through his veins is generally a square sort of a brick—the kind of a chap who never takes advantage of anybody—the chap who checks up his score on the golf course just as it is and who checks up all of his business deals in the same open, reliable manner.

Golf does two very important things

to a man—it brings out the good in him and it brings out the bad in him—and it is a blamed good thing for him to find out which of the two he possesses the most of.

One of our party who practises the golf rule in business as well as any man I know is Darwin P. Kingsley, president of the New York Life Insurance Co. Everything he does or that the board backing him does is out in the open—just as the score on the card which Mr. Kingsley turns in to the scorer after his round of golf tells what he did at play.

It is a great thing to do the best one can and then not to be ashamed of it—put it on the card.

D. McK. Lloyd, president of the People's Savings Bank, Pittsburgh, is here and says he would not miss the meetings of the advertising men for anything in the world.

W. L. Crocker, the secretary of the John Hancock Life Insurance Co., Boston, hasn't missed any of the golf tournaments at Pinehurst in the winter and here and other places in the summer since he became a member of the association. He regards them as great educators for him.

Geo. Schofield, Chicago; Brener Smith, Boston; Charles Hoyt, New Haven; Edgar M. Hoopes, Wilmington; Frank Presbrey and Wm. F. Simpson, New York, are among the advertising agencies represented. There are various interests represented in these annual meetings, and it is good for them to get together.

George Fordyce, Youngstown, O., merchant, says that the modern merchant who does not play golf—who does not mingle with advertising men—is not up to date.

Geo. C. Dutton, the Boston merchant, and John Sheppard, Jr., the Providence and Boston merchant, also indorse Mr. Fordyce's statement.

The tournament itself is engrossing everybody—including myself—so I close this letter to you—the letter you said you wanted. The tournament will end Friday night. W. C. FREEMAN.

**Boston Post's Great Record.**

The Boston Post has reason to feel somewhat cheery these days because of its advertising record for the first six months of this year. According to the figures published elsewhere it led its nearest contemporary by 263,401 lines of display advertising. Its popularity with automobile advertisers is shown by the fact that it carried 228,129 lines of that class of advertising, or more than any of its rivals. Facts like these are appreciated by advertisers in search of good mediums.

The Jackson, (Fla.) Argus will celebrate its fortieth birthday anniversary next month with a 32 page special edition of 10,000 copies.

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  
People's Gas Bldg. New York City  
Metropolitan Bldg.

**AD WRITERS LET GO**

(Continued from page 1.)

the opinions of the Washington correspondents. The men sent to the capital to represent the big dailies of the country are the top notchers of the profession and their views are probably as expressive of the newspaper man's way of looking at a proposition as any that could be obtained. Editors throughout the country are advocating the abolition of the political convention and the Washington correspondent joins him in his desire. Here are some opinions:

**FAVOR ABOLISHING CONVENTIONS.**

Hugh S. Miller, Chicago Examiner—National conventions are a relic of the stone age.

Elmer Murphy, New York Tribune—The present method of conducting a convention ought to be modified. The demonstration is an unnecessary piece of convention jugglery and many of the delays encountered in the conduct of the business for which the convention meets are wholly unnecessary.

Hugh B. Nesbitt, Pittsburg Press—Put me down as in favor of abolishing the national convention. They appeal to me as nothing but a howling mob.

John Snure, Washington Times and other Munsey papers—The present method of nominating presidential candidates through national conventions is a farce. It ought to be done away with. A national presidential preference primary should be established.

John T. Suter, Chicago Record-Herald—I think we are approaching the last of national conventions—if we have not already seen the last. It is only a question of time before we will have country-wide presidential preference primaries.

Angus McSween, Philadelphia North American—The convention method of nominating presidential candidates is primitive. I think conventions should be abolished.

John Callan O'Loughlin, Chicago Tribune—National conventions ought to be abolished. Presidential preference primaries should determine the candidates of the various parties.

Ernest G. Walker, Boston Herald—The present convention system is antiquated and ought to be revised.

James P. Hornaday, Indianapolis News—We may see one more round of national conventions, but not more than that.

Fred S. Bullene, Kansas City Star and Times—I am in favor of doing away with national conventions.

Reginald Schroeder, New York Staats Zeitung—I believe something in the nature of the bill introduced by Mr. Norris of Nebraska should be passed, providing for presidential primaries.

George E. Miller, Detroit News—Presidential nominations should be made by primaries and then there should

# First in Texas

Average gross circulation for the first six months of the calendar year 1912

**30,901 - - Daily**  
**35,674 - - Sunday**

Sworn to and verified by the A.A.A. in May, 1912.  
The largest verified circulation in Texas.

Total paid advertising in the same period  
**3,739,330 lines**

an increase over the corresponding period of 1911 of  
**418,838 agate lines**

*The largest volume of any evening paper and the largest gain of any paper, morning or evening, in the Southwest.*

## The Houston Chronicle

M. E. Foster, President  
W. L. Halstead, Business Manager  
R. H. Cornell, Local Adv. Mgr.  
J. E. McComb, Jr., Foreign Adv. Mgr.

LaCoste & Maxwell  
Monolith Bldg., New York  
John M. Branham Co.  
Mallers Bldg., Chicago

be a convention to form a platform and officially declare a nominee.

John B. Smallwood, Washington Star—Attending the two recent national conventions was like staying to the finish of a sixteen-inning ball game. And one comes away from both the conventions and the extra-inning game a nervous wreck, with a headache and feetache. It is strange that sane men can act as do delegates to national conventions.

John Cornigan, Jr., correspondent of the Atlanta Constitution said: The adoption of the presidential preference primary in all the states will probably lead to the abolition of the national convention. The voters should express both their first and second preference for the party nominee, and the candidate receiving the highest vote in all the states be made the nominee for president, and the candidate receiving the next highest, be nominated as vice president. Under the new plan the national committeeman from each state might cast the vote of the state and select the party nominee where no can-

didate has a majority and the committee also frame the platform.

William R. Macdonald, former city editor of the Washington Times, has accepted a position on the staff of Popular Mechanics. He will leave this week for Chicago to take up his new duties. Mr. Macdonald is the second city editor of the Times to go to Popular Mechanics, as the man he succeeded on the desk, James P. Quirk, was until recently managing editor of the magazine. Daniel McConnellong succeeds Mr. Macdonald on the Times.

John W. Flenner, correspondent of the Muskogee Times-Democrat, is on the road to recovery after a successful operation for appendicitis. He is convalescing at the Providence Hospital, this city.

Wells F. Harvey, of the Grand Rapids Evening Press, is the proud father of another son. His first boy, William, was born shortly after his return from the Chicago convention four years ago and the last son, Robert was born while he was attending the Baltimore convention.

**OBITUARY.**

JOHN ELLSWORTH HARE, a Chicago newspaper photographer, who was known from coast to coast, died last week at St. Joseph, Mich. He was taken unconscious from the water, and doctors declared his windpipe had burst. Hare had entered the lake several minutes before. He was associated with the Chicago Journal for eight years. Previously he worked in San Francisco on the Examiner.

PHILIP WILLIS MCINTIRE, one of the best known newspaper writers in Maine, died at his home in South Portland last week.

WILLIAM M. MARTIN, the pioneer editor of the Solon Economy, died at his home in Cedar Rapids, Iowa, aged 70.

HUGH J. CHISHOLM, a pioneer paper manufacturer and one time head of the International Paper Company, died Monday at his home, 813 Fifth avenue, this city. Mr. Chisholm was 67 years old. He is survived by a widow and son, Hugh, who took the body to Portland, Me., for burial on Wednesday.

P. R. HILTON, president of the Inland Printer, of Chicago, died recently in that city.

ROBERT E. FOSTER died last week of cancer of the stomach in Newton, N. J. Mr. Foster was the editor of The Sussex Register, the oldest newspaper in Northern New Jersey. He began work on the paper as its "devil" when it was founded by the late Judge Hall and had served it ever since. A widow and two sons survive him. He was 70 years old.

COL. W. C. CONNELLY, JR., for thirty-four years The Associated Press correspondent for Western Pennsylvania, West Virginia and Eastern Ohio, died Tuesday in Pittsburgh after an illness of more than a year. In 1878 he was appointed correspondent of The Associated Press in Pittsburgh, succeeding Charles W. Fairbanks, the former Vice President of the United States. His title of Colonel was received in 1889, when he was appointed aid-de-camp on the staff of Governor Robert E. Patterson.

HARLEY M. HERR, who was prominent in advertising circles of Cleveland, O., died at his home in Upper Montclair, N. Y., last week after a short illness. He leaves a widow, a three-year-old daughter and two brothers in Cleveland. For three years he had been advertising manager for the Huyler Candy Co. in New York.

**Then She Wilted.**

"I want somebody to show me where to unload this coal," said the grimy-looking man at the kitchen door.  
"You needn't ask me about that," retorted the young woman; "I don't have anything to do with unloading coal; I'm the kitchen lady."  
"I can't help that," he rejoined; "I'm the coal gentleman, and the father of three kitchen ladies, one laundry lady and one scrub lady, and if you don't show me where to put this coal I'll call the woman of the house."  
"I'll show you, sir," she humbly replied, and led the way to the coal cellar.

**IN PITTSBURGH**  
Our Competitors  
Are amazed at the growth in circulation and advertising being made by  
**The Post and The Sun**  
Already they are talking about our extravagance, heavy expenses, etc.  
**WHY?**  
Because the Pittsburgh Post and the Sun are to-day the best newspapers in Pittsburgh. The most wide-awake, up-to-date daily papers ever published in that city, and the great public is finding this fact out more and more every day. Just watch The Post and Sun grow, and don't forget this is a Democratic year and The Post is the only Democratic paper in Pittsburgh.  
**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**  
is an established factor in the newspaper life of Detroit and Michigan. Its influence advances beyond the bounds of its home community, and in this larger influence there have come both to the readers of, and the advertisers in, **DETROIT SATURDAY NIGHT** a larger measure of personal profit.  
Foreign Advertising Representatives  
H. L. SELDEN & CO. GEO. H. ALCORN  
Peoples Gas Bldg. Tribune Bldg.  
CHICAGO NEW YORK

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

RECOGNIZED ADVERTISING AGENTS.

OFFICIAL LIST PREPARED BY THE AMERICAN NEWS-PAPER PUBLISHERS' ASSOCIATION, REVISED TO JULY 1, 1912.

A

ANFENGER, LOUIS E., Holland Bldg., St. Louis, Mo.
ALDEN, EDWIN, Co., 181 E. 4th St., Cincinnati, Ohio.
ALLEN ADV. AGENCY (INC.), 141-5 W. 36th St., N. Y. City.

B

BAKER ADV. AGENCY, LTD. (INC.), 26 Adelaide St., W., Toronto, Ont.
BAER, JOSEPH E. (INC.), 251 Fifth Ave., N. Y. City.
BALLARD & ALVORD (INC.), 1328 Broadway, N. Y. City.

C

CALKINS & HOLDEN (INC.), 250 Fifth Ave., N. Y. City.
CANADIAN ADVERTISING, LTD. (INC.), Royal Trust Bldg., Montreal, Can.
CAMPBELL-EWALD CO. (INC.), Wayne Co. Bank Bldg., Detroit, Mich.

D

DAVIS, J. W., Railway Exchange Bldg., Chicago, Ill.
DAKE ADV. AGENCY (INC.), 19 Geary St., San Francisco, Cal.; 427 South Main St., Los Angeles, Cal.
DANIELSON & SON, 96 Westminster St., Providence, R. I.

DOBBS, WILLIAM F., Danbury, Conn.
DOLLENMAYER ADV. AGENCY (INC.), Lincoln Bldg., Minneapolis, Minn.
DOREMUS & CO. (INC.), 44 Broad St., N. Y. City.

E

EDWARDS, GEO. W., 328 Chestnut St., Philadelphia, Pa.
EDDY, LOUIS O., Marshall Field Bldg., Chicago, Ill.
ELLIOTT, A. R. (INC.), 62 W. Broadway, N. Y. City.

F

FERRY-HANLY ADV. AGENCY, Gloyd Bldg., Kansas City, Mo.
FAIRFAX, H. W., World Bldg., N. Y. City.
FELTON ADV. CO. (INC.), First National Bank Bldg., Chicago, Ill.

G

GEISINGER, J. J., Co., Morris Bldg., Philadelphia, Pa.
GARDNER ADV. CO. (INC.), Kinloch Bldg., St. Louis, Mo.
GOULD, M. P., Co., 31 E. 22d St., N. Y. City.

H

HANNAH, HENRY KING, 277 Broadway, N. Y. City.
HAMLIN, W. F., & Co. (INC.), Fifth Ave. Bldg., N. Y. City.
HARTZELL, J. H., Co., Bulletin Bldg., Philadelphia, Pa.

I

IRELAND ADV. AGENCY (INC.), 925 Chestnut St., Philadelphia, Pa.
IRONMONGER, C., 18-20 Vesey St., N. Y. City.

J

JOHNSON ADV. CORPORATION (INC.), Steger Bldg., Chicago, Ill.
JOHNSON-DALLIS ADV. AGENCY, Empire Bldg., Atlanta, Ga.

K

KAY, J. ROLAND, Co. (INC.), 172 Washington St., Chicago, Ill.
KASTOR, H. W., & SONS ADV. CO. (INC.), Equitable Bldg., St. Louis, Mo.; Steger Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo.

L

LEVEY, H. H., Marbridge Bldg., N. Y. City.
LAWYERS' ADV. CO. (INC.), 95 Liberty St., N. Y. City.
LESAN, E., ADV. AGENCY (INC.), Fourth Ave. Bldg., N. Y. City; Old Colony Bldg., Chicago, Ill.

M

McCANN, H. K., 11 Broadway, N. Y. City.
McJUNKIN, WM. D., ADV. AGENCY (INC.), 35 So. Dearborn St., Chicago, Ill.
McKIM, A., LTD., Lake of the Woods Bldg., Montreal, Can.
McMULLEN, ROBERT M., Co. (INC.), Cambridge Bldg., N. Y. City.

N

NATIONAL ADV. CO. (INC.), Central Savings Bank Bldg., Denver, Colo.
NEWITT ADV. CO., 314 W. 1st St., Los Angeles, Cal.
NICHOLS-FINN ADV. CO. (INC.), Kesner Bldg., Chicago, Ill.

O

O'KEEFE, P. F., 43 Tremont St., Boston, Mass.
OMAN & BU, ADV. AGENCY (INC.), Bulletin Bldg., Philadelphia, Pa.

P

PALMER ADV. SERVICE, Butte, Mont.
PEARSALL, W., MONTAGUE, 203 Broadway, N. Y. City.
PHILADELPHIA NEWS BUREAU, 432 Sanson St., Philadelphia, Pa.

R

REMINGTON, E. P., Jenkins Bldg., Pittsburgh, Pa.; N. Y. Life Bldg., N. Y. City.
RICHARDS, J. A., Tribune Bldg., N. Y. City.
ROBERTS & MACAVINCHE, 30 N. Dearborn St., Chicago, Ill.

S

ST. CLAIR, WM. G., Co., Witherspoon Bldg., Philadelphia, Pa.
SANDLASS, L. A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Newberry Bldg., Detroit, Mich.

T

TAYLOR-CRITCHFIELD CO. (INC.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
THOMPSON, J. WALTER, Co. (INC.), 44 E. 23d St., N. Y. City; The Rookery, Chicago, Ill.; 201 Devonshire St., Boston, Mass.

U

URMY, LOUIS V., 41 Park Row, N. Y. City.
VAN CLEVE CO. (INC.), 250 Fifth Ave., N. Y. City.
VAN HAAGDEN ADV. AGENCY, 1420 Chestnut St., Philadelphia, Pa.

V

VAN LON, W. C., 5th and Vine Sts., Cincinnati, O.
VOLKMAN, M., ADV. AGENCY, 5 Beekman St., N. Y. City.
VREELAND, E. E. (INC.), 350 West 38th St., N. Y. City.

W

WADE, ALBERT G., Old Colony Bldg., Chicago, Ill.
WALKER ADV. AGENCY (INC.), Claus Spreckels Bldg., San Francisco, Cal.
WALLACE ADV. CO., Bartlett Bldg., Atlantic City, N. J.

**CHICAGO NEWS TOPICS.**

**New Police Periodical Makes Its Appearance in Chicago—Will Be Devoted to the Interests of the Departments All Over the Country—Paul Hull, Prominent Press Club Figure, Is Dead—Ad Golfers to Meet.**

(Special Correspondence.)  
CHICAGO, July 11.—A new periodical, devoted entirely to the interests of the police force, and called the National Police Magazine, made its first appearance with the July number. It is published in Chicago by the Municipal Publishing Co., and its first number is devoted principally to the Chicago force, with articles by Chief John McWeeny, Assistant Chief Herman F. Schuettler and several police captains and lieutenants.

Paul Hull, for many years an active newspaper man here, and recently superintendent of second-class mail in the Chicago postoffice, and a prominent figure in the Chicago Press Club, died on July 4 at the home of his wife's parents in Brimfield, Ill. He was taken ill two years ago, his health failing gradually from that time forward. Although he has been confined to his bed since last September, his position in the postoffice was held open in the hope of his return to duty. He leaves a widow and two children.

Friends of the late Hugh E. Keough (Hek) have planned as an appreciation of the dead sporting writer a memorial fund, which will be entrusted to the widow. Theatrical celebrities have volunteered to appear at the Colonial theater on the afternoon of July 21.

The Western Advertising Golfers' Association will hold its third monthly tournament at the Midlothian County Club on July 16. Flights of eight each will qualify at nine holes and the low net man in the qualifying round will have his name engraved on the R. T. Stanton cup.

The Chicago Evening Post people have incorporated the Post Printing Co. (capital, \$25,000) to do general printing, publishing, engraving, advertising, etc. The incorporators are Carroll Shaffer, Arthur Bird Haven and Richard H. Hollen.

The city council has passed an ordinance to prohibit advertising in elevated trains or on station platforms.

John Ellsworth Hare, a well-known newspaper photographer, died July 6th at St. Joseph, Mich., while bathing. He was with the Chicago Journal eight years.

The Courier Publishing Co. has changed its name to the Woman's World Publishing Co.

**Typothetae Convention.**

The annual convention of the National Typothetae will be held at the Sherman House, Chicago, Sep. 3, 4, 5, and 6. Most of the supply houses have reserved the spaces used during the National Press Association Convention for their exhibits.

**CHANGES IN INTEREST.**

MONTICELLO, ILL.—The Bulletin which has been in a receiver's hands has been sold at public auction for \$2,210. Homer E. Shaw of Bement was the purchaser. It is thought that he bought the property in for the stockholders who were opposed to the policies of the former editor and manager.

GETTYSBURG, PA.—The Star and Sentinel has been purchased by D. P. McPherson, J. Donald Swope, C. William Bealer and Robert C. Miller. Mr. Miller is the editor and manager.

DELTA, COL.—Raymond McNally formerly of Youngstown, O., has purchased a half interest in the Delta County Tribune, and has become actively associated with that publication in an editorial capacity.

MEADVILLE, PA.—The Messenger has been sold by Receiver James R. Andrews, by order of court to Arthur G. Phillips of Meadville, a well-known oil producer, for \$11,000. The purchase carries obligations amounting to several thousand dollars. Mr. Phillips announces that he buys the plant for himself and will operate it, with Clarence Putnam as manager.

CALGARY, ALBERTA.—The News-Telegram which has been published by Jesse Dorman, has been purchased by a company of newspaper men, of which G. M. Thompson and C. E. Tyrone, formerly of the Saskatoon Capital are the promoters. The new owners assumed control of the paper on July 1.

PASCAGOULA, MISS.—J. Will Donovan, formerly a newspaper man of Birmingham, Ala., has purchased an interest in the Democrat-Star.

MURPHYSBORO, ILL.—The Daily and Weekly Independent has been purchased by Fred M. Rotens from J. B. Gill and J. M. Herbert.

ANAMOSA, IA.—John R. Bell, formerly editor of the Sheffield Press, has bought the Alta Advertiser.

**TOWN CRIERS GINGER SPECIAL.**

**Montgomery Advertiser Shows What Ad Men Are Doing to Arouse Merchants.**

The Montgomery, (Ala.) Advertiser published a "Town Criers Ginger Special" Saturday, June 29th. It covered in a news way the origin and growth of the Town Criers, the recent ginger Dutch luncheon and carried fifty-two cards, averaging from six to twelve inches in space, for the new members of the organization, secured since the return from the Dallas Convention of the Montgomery delegation.

W. J. Fawcett, advertising manager of the Montgomery Advertiser, is to be congratulated on the splendid showing made and the result of his enthusiastic campaign.

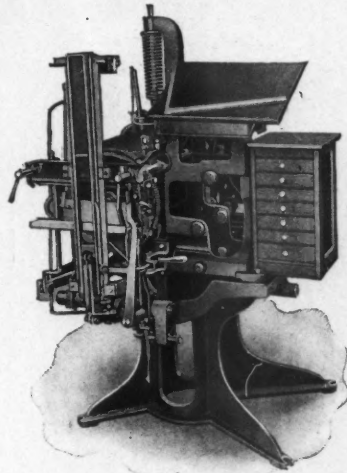
It is stated that the special edition was the result of "active interest and co-operation on the part of the progressive, red-blooded, active workers who

**Buy No More Brass Rule**

The following wide-awake newspapers make their own 2-point leads, low slugs, type high rules, borders, dashes, etc., on our

**Improved Lead and Rule Caster** and save money and distribution:

- New York American and Journal (2)
- New York Globe
- New York Herald (2)
- New York Times
- New York World (2)
- Washington Star
- Baltimore American
- Baltimore News
- Baltimore Sun
- Chicago Tribune
- Peoria Herald-Transcript
- Portland Oregonian
- Seattle Times
- Spokane Review
- Providence Journal
- Boston Transcript
- Boston Christian Science Monitor
- Albany Knickerbocker Press
- Jersey City Journal
- Brooklyn Eagle
- Brooklyn Standard-Union
- Philadelphia Bulletin
- Philadelphia North American



Price \$800, F. O. B. New York

- Pittsburgh Press
- Milwaukee Sentinel
- Milwaukee Leader
- Vancouver World
- Toronto Telegram
- Montreal Star
- Winnipeg Free Press

It works automatically and pays for itself out of the savings.

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

- CHICAGO: 1100 S. Wabash Avenue
- SAN FRANCISCO: 638-646 Sacramento Street
- NEW ORLEANS: 549 Baronne Street
- TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

are responsible for the organization of the Town Criers.

President Jackson, in his address, said he realized that the "Gingeritis Germs" brought back from Dallas by the Montgomery delegation had permeated the community and multiplied until they had aroused the business men of Montgomery to a realization of neglected business opportunities and engaged their active and hearty co-operation generally in promoting a "forward" movement.

**Why Smith Didn't Go.**

Among those not present at Governor Wilson's Sea Girt dinner was Former United States Senator James Smith, Jr., who owns the Newark Morning Star. The four delegates from Essex County, N. J., stuck it out for Mr. Smith as their candidate at the Baltimore convention. Mr. Smith candidly says he was not invited to the Wilson dinner.

**NOTICE**

Choice newspaper properties at moderate prices in every State in the Union. Will furnish summary descriptions in first letter if you give requirements and bank references.

H. F. HENRICHS, Newspaper Broker  
Litchfield, Ill.

**Metal Economy**

is possible only where a high grade metal is employed. Bear this in mind—that a good metal at a higher original cost is, in the long run, the less expensive. The cheap metal needs frequent toning, drosses more and produces inferior results, and though you may not admit it yet, the results, the appearance of your paper, mean money coming in the ad. department.



NEW YORK

**SATURDAY SPORT PAGE!**

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

Expert Comment. Best Illustrations. YOU NEED IT!

Write for particulars to

INTERNATIONAL NEWS SERVICE  
200 WILLIAM ST. NEW YORK CITY

**Press Clippings**

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

**BURRELLE**

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

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

**THE WARD SYSTEMS CO.**

Operators of

**The Ward Paid-in-advance Contest System**

(The Sure System)

Write for terms, etc. 908 Marbridge Bldg., New York City, N. Y.



## SEEKING THE SOUL OF ADVERTISING.

### THE SECRET LIES IN THE THREE MOST BEAUTIFUL THINGS THAT LIVE—FLOWERS, FRUIT, WOMEN.

By Harrington Emerson.

(President of the Emerson Co., Efficiency Engineers, New York.)

In my efficiency work I have found all the great lessons plainly written in nature, in the book that God has given us to read. I have learned the underlying principles not from the narrow, faulty, stupid, wasteful and selfish actions of men, but from the astonishingly wise actions of plants, flowers, fruits, insects, wild animals and little children and women, and these lessons I have learned as to the fundamental principles underlying efficiency, the soul of efficiency, can be equally used to grasp the fundamental principles underlying advertising, the soul of advertising.

What shall it profit a business if it gain the whole world and lose its own soul? We don't know much about the souls of men and still less about the souls of business. We do know that nobody ever said "Honor is the best Policy." "Honor one" does not weigh in a balance. The French King, who, defeated in battle, cried out, "we have lost everything except honor," knew in his heart that he had as yet lost nothing of value. When we say "Honesty is the best policy" we admit that we have been using the scale. We are in the same class with the man, who, when offered two dollars to tell a lie, indignantly refused. "What do you take me for? Do I look like a common liar? How dare you insult me? Besides two dollars is not enough!"

#### MONTE CRISTO'S EXPERIENCE.

Alexander Dumas in Monte Cristo describes an old French merchant whose business had come down to him from father and grandfather. For centuries his house had been an honorable house. Disaster overtook him. Storms engulfed some of his ships, the Corsairs captured others on which solvency depended. A note was falling due and he knew he could not pay it. He grimly prepared for the last minute of the last hour of the last day of grace. His grandfather's pistol lay loaded. He could not prevent failure, but he could die before it came and show that he regarded death as the lesser disaster. It was the honor of his calling!

Happily the soul of advertising is not so sombre. There is a pleasant lightness about advertising that makes its soul more cheerful, and to find this soul I shall tell you that you remind me of the great German poet Schiller's distich. "Why fly so far afield when the best lies so near."

Let us consider three of the most attractive and beautiful things that live—flowers, fruit, women. It is from them we shall learn about the soul of advertising.

#### HOW THE FLOWER ADVERTISES.

The flower wants the bee and the butterfly to help it. If it is not helped it will not ripen into fruit, it will fade, wither and die. It must advertise. So it decks itself out with all imaginable beauty of form and color, it pours out perfume that is carried miles afar. Those who scent the perfume, those whose eyes are charmed by the color and form hasten to where the flower is. There the flower apparently asks for nothing but offers honey, yet if a flower can laugh, it must laugh with the joy of the angels at seeing its bidding done by all the hosts it attracts.

The flower, through the efforts of its customers develops into fruit, fruit at first little, inconspicuous, green, acid, distasteful. The plant is not yet advertising. Suddenly the plant is ready; it wants its seeds carried far, far away; it wants to see its babies individually live; it wants to insure eternal life for its kind, so it advertises. The fruits take on gorgeous colors. The cherries are red and yellow in the green leaves, the grapes are purple, the oranges are golden, and around the seeds is luscious, sweet pulp—pulp from which men make wines and brandies and cordials that intoxicate their brains and senses, so

tremendous is the essence first instilled into the fruit by the plant, then distilled from the fruit by man—so birds, animals, men gather the fruit; they are attracted by its beauty, nourished and sustained by its strength; they like it because it first likes them, is good to and for them. Again I can imagine the plant laughing that all creation so willingly serves it. In the flower and in the fruits you can find the soul of advertising, and also concrete, definite examples of successful advertising practice.

Now we come nearer to home, to the wiles of woman, that arch advertiser.

#### WOMAN THE ARCH ADVERTISER.

Zola, one of the greatest authors, in one of his greatest books describes a woman appearing on the stage. She could not act, she could not sing, she could not dance, but she just looked, looked out from between her half closed lids, looked with her whole lithe, speaking body and the whole audience went mad over her. She was a wanton, she had the semblance of liking without its reality, therefore everybody who followed her was destroyed.

The semblance without the soul of advertising was there, but those women who must eternally attract are not those who flaunt their charms blatantly but those in whom we sense the realities of soul.

The wise woman is like the doe. She does not seek the open places where the stags congregate, she wanders sadly off alone into the thickest of the forest but she marks every foot-fall with a trace of musk the most penetrating, lasting, intoxicating perfume in the whole world. A day, three days, perhaps a week after she has passed, a stag comes aimlessly grazing along. The faint, invisible perfume strikes his nostrils, he wakes into life, and forgetting hunger and thirst and fatigue he follows the trail, steadily, directly, without stop. Even though she has a week's start, he overtakes her in a very short time.

"Why," says she, "how did you know I was here? I have come so far, I have been so lonely, and so afraid, and I never wanted to see you at all." And the result of this little bit of advertising, by subtle hint inflaming his desire, is that he gives up the balance of his life to taking care of her and her babies. No advertising in the world brings such tremendous return for small outlay as woman's skill, but it has to be kept up. Like the rose and the grape she must go on genuinely liking the creature she makes serve her.

#### GIVING THE BUYER WHAT HE MOST NEEDS.

The soul of advertising, as of other psychological control of humanity, consists in first liking the one you are claiming you serve so that he will in turn like you. There is a gulf between getting up as good a watch as can be made for the money and asking a dollar for it, and taking a man's dollar and giving him as little as possible in return.

The soul of advertising further consists in making the client, the buyer serve commercial ends by first giving him what he most needs, in such agreeable form that he is willing and eager to purchase. A dinner prepared by a French chef is more healthy, more digestible than one prepared by the unskilled cook and incidentally it tastes so good that we are willing to pay three times as much for it. The whole aim of the good cook is to put what is good, not what is bad, in palatable form. Therefore the fact is recognized that the more solid benefits are etherialized, are spiritualized, are made romantic, not by direct appeal to the grosser instincts of self preservation, race preservation and parasitism, three major instincts, but by appeals of color, of perfume and of taste. The flower never advertised the fact that it had proteins and hydrocarbons, very useful to bees and butterflies as food and building materials. It advertised color and beauty and sweetness and took pains to put something of transcendent value back of them. The fruit never advertised starch and cellulose; it advertised

color and beauty, and aroma and lusciousness and it gave with these qualities transcendent food value. Woman does not advertise her usefulness, she advertises her attractiveness, and the woman who makes good gives also the real essentials, a whole life of self-effacing devotion.

To what extent had advertisers grasped the soul of advertising?

There are many of them who give us neither the beauty of the flower and of the fruit, nor yet the solid food that lies in flower and fruit.

Their method is that of the wasps who throw stings into you and they congratulate themselves on the attention they are attracting when they see you jump. They do not know that they are teaching you to hate them. Of all the many advertisements that disfigured rocks and dandied barns and sheds thirty years ago how many are still alive? What made the ad fail and the thing advertised pass into oblivion? It was the method of the bad baby. The yelling baby does secure momentary attention by its noise, but we don't like it as much as we do the smiling baby, and if it does not quit its howling as it grows older we desire to suppress it. Who can stand a whining, whimpering man? The world has not grown tired of roses, or of apples, or of women in thirty centuries and never will!

The flower advertises flamboyantly but agreeably and attractively. The electric light which hits your eyes at night may be as objectionable, as outrageous, as the searchlight from a Hudson River steamer thrown suddenly onto a moonlit porch, or the electric sign may add to the sting of its light a quality as pleasant as the perfume of the red rose. Follow up color with perfume, or perfume with color and let there be lasting value back of both.

#### Why Papa Was Willing.

"Dad," said a Bartlesville, Okla., kid to his father the other night, "I want to go to the show to-night."

"A show at night is no place for a kid like you. You should be at home in bed."

"But I peddled bills and have two tickets," said the kid, as he began to sniffle.

"All right then," answered dad. "I will go with you to see that you don't get into trouble."—*Kansas City Star.*

#### A Triolet.

It's not hard to tell

But I'd rather not try it.

When a man lies likel

It's not hard to tell;

But a woman can sell

You all day, and get by it.

It's not hard to tell—

But I'd rather not try it.

—*Chicago Press Club Bulletin.*—

#### "That Ain't No Patch."

The ladies stopped the little boy whose legs were briar-scratched

And marveled at the funny way his little pants were patched.

"Why did they patch with white?" they asked, "and not use brown instead?"

The small boy scowled and touched the spot.

"That ain't no patch," he said.

—*Dallas News.*

#### While in the Bath Tub.

Woodrow Wilson was in the bathtub when the news that Illinois had gone for him was brought to him.

Important news has a habit of catching a man in the bathtub.

For instance, while in the bathtub yesterday we were:

Wanted at the telephone twice; told that a man at the front door had an important message for us; two collectors requested an audience with us; a neighbor came over to borrow the lawn mower, and three times we were asked if we wouldn't please hurry and go out to stop two dogs that were fighting on the front lawn.

Woodrow Wilson isn't the first man to be in the bathtub when great events are happening.—*Detroit Free Press.*

#### Making It Exactly Right.

Clerk—Your ad reads, "Plain cook wanted." They rather fight shy of that, sir.

Subbubs—How shall I put it, then?

Clerk—I should say, "Woman wanted to do plain cooking."

Subbubs—Change it, will you? Glad you mentioned it. And, by the way, instead of "woman" you'd better make it "lady."—*Washington Star.*

## NEW INCORPORATIONS.

ST. PAUL, Minn.—The Press Newspaper Co. Incorporated with a capital stock of \$10,000. Incorporators: L. V. Ashbaugh, N. W. Reay and W. B. Colver.

MOSS POINT, Miss.—Advertiser Publishing Co. Capital stock, \$5,000. Incorporators: J. Bounds, J. J. McIntosh and George W. O'Neil, of Moss Point. Will publish newspaper and do job printing.

ROCK ISLAND, Ill.—The Review Publishing Co. Capital, \$20,000. General publishing and printing business. Incorporators: J. W. Fuller, Richard A. Evans, Albert L. Long, E. J. Aspenberg and F. W. White.

## GOING TO DO A THOROUGH JOB.

The publisher, Lynn J. Arnold, and the business manager, George J. Auer, of the Albany (N. Y.) Knickerbocker Press, are to be congratulated on the thoroughness of their arrangements for an extensive investigation of the circulation of the Press and the Times-Union. The latter took exception to the "Statement of Fact" in Bulletin No. 14, published by the Press, in which the Press asserted 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). To settle the matter the Press people employed the A. A. A., whose representative is now on the ground, and C. Godwin Turner, of the Data Co., Newark, N. J., an old A. A. A. investigator, now out for himself, to audit both papers, starting Monday. In addition arrangements have been made with local advertisers for an independent audit.

## Gans Goes to the Globe.

Edward Gans, recently circulation manager of the Nashville Democrat and previously the assistant circulation manager of the Louisville Herald, will be associated in the city circulation department of the New York Globe after July 15.

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 6986-4 Bookman

## 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.



**DETROIT'S CARNIVAL.**

**Newspapers and Advertising Men Lend Their Aid in Exploiting the Cadillaqua, or Water Festival to Be Held Week of July 22—Races Between Motor Boats, a Hydroplane and Aeroplane and Parade of Automobiles.**

Detroit will celebrate her 211th birthday during the week of July 22nd with a gigantic water fete and carnival.

The newspapers are lending enthusiastic co-operation and are keying the populace up to the highest pitch of anticipation. The captains of finance, industry, commerce and labor are striving mightily for the success of the event.

Cadillaqua, the name of the water fete and carnival, was selected as the result of a competition which brought 26,462 titles from competitors in every state and territory in this country and most of the cities and towns in Canada. It is a combination of Cadillac, the French Pathfinder and soldier of fortune, who founded Detroit in 1701, and Aqua, the Latin word meaning water. The fete will consume five nights and four days and will be in every way, says Glenmore Davis, "the biggest, most gorgeous and most pretentious thing in the shape of a national glad time that has been pulled off in America."

**SPLendid PUBLICITY WORK.**

Some of the publicity work in the shape of page advertisements was done by E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co.; E. Le Roy Pelletier, advertising manager of the Everett Automobile Co.; Harry W. Ford, advertising manager of the Chalmers Motor Car Co., and E. Ralph Estep, advertising manager of the Packard Motor Car Co.

The carnival spirit will be promoted by all the usual innocent and artificial agents, such as historical parades on land and water, entrancing floats, etc. The industrial pagents will accentuate the indisputable supremacy of the city in automobile manufacture which makes 62 per cent of the nation's motor cars, and the majority of a score of other necessary commodities, such as stoves, paints, adding machines, pharmaceutical supplies, etc.

Parking spaces for four thousand visiting automobiles and housing accommodations for their owners and friends, have been provided.

**GREAT AUTOMOBILE PARADE.**

A feature of the land celebration will be a \$25,000,000 automobile parade, taken part in by two thousand uniformly decorated motor cars. Never in the history of gasoline engines has such a number of power vehicles been collected.

The fastest motor boats in America will take part in the speed contests on the afternoons of July 23, and 25. John J. Ryan, owner of Baby Reliance, which holds the world's record of 46.82

**More than the others—  
More than the rest combined!**

**T**HESE two sentences sum up THE NEW YORK GLOBE'S remarkable record for advertising gains during the first six months of 1912 as compared with the records of the other high-class evening newspapers in the metropolis.

Figures compiled by The Post show that from January 1, 1912, to June 30, 1912, THE GLOBE carried a total of 2,516,740 lines of business, a gain of 467,285 lines over the corresponding period in 1911. This remarkable gain was made on the basis of regular rates without resort to "special schemes" or "inside inducements."

Two of the three newspapers competing for business with THE GLOBE in the high-class evening group also made gains during the first half year. The Mail gained 263,937 lines; The Sun gained 25,155 lines. The combined gains of these newspapers total 289,092 lines, so that THE GLOBE gained 178,193 lines more than the two put together.

For the first six months of 1912 the average net cash sale of THE GLOBE was 127,995 copies daily. For the same period last year the net cash average was 103,554 copies daily. This comparison shows that in one year's time THE GLOBE has added to its circulation an average of 24,441 sales daily.

The figures quoted represent only cash sales of newspapers. Free, waste, returned, or advertisers' copies are not counted by THE GLOBE as circulation.

THE GLOBE has and proves the largest quantity of the best quality evening circulation in New York. It is the best and most interesting evening newspaper printed in the metropolis.

These are some reasons why THE GLOBE'S record of progress has become a permanent one.

**The Globe**  
AND COMMERCIAL ADVERTISER.  
NEW YORK'S LARGEST EVENING NEWSPAPER.  
73-83 DEY STREET 12 WEST 31st STREET  
NEW YORK

O'MARA & ORMSBEE, Publishers' Representatives  
Brunswick Bldg., New York Tribune Bldg., Chicago

**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

miles an hour, has entered his two boats and many other equally improved craft from the Atlantic Coast to the Mississippi Valley have been entered in the competition.

There will also be a race between an aeroplane and a hydroplane, and a forty mile race for the fastest craft. Sailing races will take place on Wednesday, July 24, over a triangular course in Lake St. Clair. About 100 entries have been made for the nine classes.

The carnival naval parades will be held on the American side of the Detroit River, in what is known as the Cadillaqua Basin. A large maritime amphitheatre, enclosed by festoons of colored lights, will be a feature of the magnificent carnival and on the last night of the celebration 8,000 canoes, brilliantly lighted, will take part.

Detroit is expecting over 200,000 visitors, and is straining every effort to provide for housing this multitude.

The Evening Winconsin has issued a sworn statement showing that its average daily circulation for the first six months of 1912 was 46,104 copies.

**AFTER THE PRESS AGENT.**

**Utah Publishers Register Protest Against Free Write-up Proposition.**

If the resolutions committee of the Utah Newspaper Association drafts a set of resolutions that are in accordance with the sympathies of the members of the organization it will be a difficult matter for the railroad promoter and the circus press agent to get free stuff in the country press of Utah henceforth.

As a regular meeting of the Utah Newspaper Association, held at the Commercial Club parlors in Salt Lake recently, the editors of the country newspapers registered a strong protest against the free "puff," and appointed a committee consisting of J. S. Barlow, Royal Jeppeson and Charles England to draft a set of resolutions explaining the association's stand on the free write-up proposition.

The association meeting opened with luncheon at the Salt Lake Commercial Club. Afterward Charles England read a paper on "The Cost System." Royal Jeppeson addressed the members on

"How to Educate the Merchant to Advertise," and H. C. Hicks spoke on "The Country Newspaper as an Educational Factor and Town Booster."

Those who were present at the meeting were James M. Kirkham, Jr., president of the association and publisher of the Deseret Farmer; H. C. Hicks, secretary of the organization and publisher of the Provo Post, and others.

**THE RECORD**

guarantees the largest city circulation in Los Angeles while in San Diego

**THE SUN**

guarantees the largest city circulation there.

**TIPS FOR BUSINESS MANAGERS.**

The Blumenstock Brothers Advertising Agency, Chemical building, St. Louis, Mo., is making contracts for 10,000 lines, to be used within one year, with Middle West papers, for the Citrolax Company, Chicago.

The Snitzler Co., Hunter building, Chicago, is placing orders for 5,000 lines, one year, with Western papers, for the Dearborn Supply Co., Chicago.

Sambucetti & Co., Memphis, Tenn., is sending out eighteen-inch orders, two t. a. w., t. f., to Mississippi papers direct.

The Massengale Advertising Agency, Candler building, Atlanta, is placing orders for one-half inch, d. c., eighteen times, with Florida papers, for the Southern College of Pharmacy, Atlanta, Ga.

Nelson Chesman & Co., Times building, Chattanooga, Tenn., is sending out orders for five inches, fifty-two times, to weekly Florida papers for the F. V. Lippman Co.

E. E. Yreeland, 350 West Thirty-eighth street, New York, is placing d. c. copy, thirteen times, with Middle West papers, for the Bathasweet Co., New York.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., are sending out orders for twenty-four inches, two times, to Eastern papers, for Moxie Bros., Boston.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing two-inch orders, four times, with Virginia papers, for Madame Elizabeth Gillie (Spun Gold), New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is sending out orders for forty-one lines, twelve times, to Southern papers, for the Vanderbilt Hotel, Park avenue and Thirty-fourth street, New York.

The Darlow Advertising Agency, Bee building, Omaha, Neb., is placing one and one-half inch order, thirty times, with Western papers, for the Kearney Military Academy, Kearney, Neb.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are sending out orders for two inches, twenty times, to Western papers, for the Western Military Academy.

The Allen Advertising Agency, 141 West Thirty-sixth street, New York, it is reported, has secured the account of the United States Rubber Co., 42 Broadway, New York, and will shortly place orders with newspapers.

Nelson Chesman & Co., 225 Fifth avenue, New York, are placing orders with Maine, New Hampshire and Vermont papers, for the Pacific Coast Borax Co., Twenty-Mule Team Borax, 100 William street, New York.

The D'Arcy Advertising Co., Fullerton building, St. Louis, Mo., is placing orders with New England paper, for the Coca Cola Co., Atlanta, Ga.

The H. K. McCann Co., 11 Broadway, New York, is placing additional copy with papers that previously had orders, for James Pyle & Sons, Soapade, 426 Greenwich street, New York.

The National Advertiser Advertising Agency, Poslam Soap, 32 West Twenty-fifth street, New York, is again placing direct half-page one-time orders, with a selected list of papers. E. M. Hoopes,

**COMPLIMENTS FROM DALLAS.**

The Advertising League Expresses Appreciation of Services of the Editor and Publisher.

DALLAS, TEX., July 5, 1912.

THE EDITOR AND PUBLISHER.—As chairman of the Publicity Committee of the Dallas Advertising League I want to express the profound appreciation of our league and the whole citizenship of Dallas of the splendid and generous cooperation received at your hands in the placing of advertising in your paper, without charge, heralding the approach of the eighth annual convention of the Associated Advertising Clubs of America, which was held in Dallas last month.

The convention was a wonderful success in every way, and we know that the large attendance was, to a great extent, responsible for it. It is with much pleasure that I herewith enclose copy of resolutions unanimously adopted July 2, 1912, by the Dallas Advertising League.

Whereas, A great number of the best magazines, trade journals and publications in the United States and in Canada gave generously, and without charge, of their valuable space to the advertising of the Eighth Annual Convention of the Associated Advertising Clubs of America, which was recently held in Dallas, and

Whereas, Through the wonderful amount of publicity thus received these magazines, trade journals and publications were to a large extent responsible for the largest attendance and most successful convention of advertising men ever held in all the world; be it

Resolved, By the Dallas Advertising League, in regular session assembled, that our appreciation and gratitude be extended to each of these publications and that a copy of these resolutions be mailed to them expressing the hope that from the deliberations and work of the convention for the uplift and advancement of advertising much lasting good will result.

(Signed) FRED E. JOHNSTON, President.

(Signed) RICHARD HAUGHTON, Secretary.

Yours very truly,

LAWRENCE MILLER,  
Chairman Publicity Committee.

Wilmington, Del., is placing their orders with papers that will not allow commission direct.

Wood, Putnam & Wood, 161 Devonshire street, Boston, Mass., it is reported, are contemplating using newspapers, for the Johnson Educator Food Co., 215 Tremont street, Boston, Mass.

Doremus & Co., 44 Broad street, New York, are placing twenty-eight lines, fifty-two times, for Ford, Bacon & Davis, 115 Broadway, New York.

Federal Advertising Agency, 239 West Thirty-ninth street, New York, is placing orders for the United Cigar Manufacturing Co., New York.

The M. Volkmann Advertising Agency, 5 Beekman street, New York, is sending out orders to a selected list of dailies, for Dr. B. L. Brown, Philadelphia.

The Clark Advertising, 42 West Thirty-ninth street, New York, is sending out propositions to newspapers having a circulation of 20,000 or over. This advertising will appear in the daily papers whenever a serious automobile accident occurs.

The George B. Van Cleve Co., 250 Fifth avenue, New York, is making up a list of papers for the advertising of the American Locomotive Co., New York.

Doremus Advertising Agency, 44 Broad street, New York, will shortly place orders for the Pennsylvania Textile Co., Bonds.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing orders for four inches, ten times, with Southern papers, for the Wesleyan College, Macon, Ga.

F. Wallis Armstrong Co., North American building, Philadelphia, it is reported will place some of the advertising of the American Tobacco Co., Mayo's Cut Plug, 111 Fifth avenue, New York.

Robert M. McMullen Co., Cambridge building, New York, is placing orders for Belding Brothers & Co., Silks, 526 Broadway, New York, with Western papers where salesman will call.

**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.

<b>ALABAMA.</b>		<b>MISSOURI.</b>	
ITEM .....	Mobile	DAILY & SUNDAY GLOBE.....	Joplin
<b>CALIFORNIA.</b>		POST-DISPATCH.....	St. Louis
ENTERPRISE.....	Chico	<b>MONTANA.</b>	
INDEPENDENT.....	Santa Barbara	MINER .....	Butte
BULLETIN.....	San Francisco	<b>NEBRASKA.</b>	
CALL .....	San Francisco	FREIE PRESSE (Cir. 128,384)....	Lincoln
EXAMINER.....	San Francisco	<b>NEW JERSEY.</b>	
RECORD .....	Stockton	PRESS.....	Asbury Park
Only newspaper in Stockton that will tell its circulation.		JOURNAL.....	Elizabeth
<b>FLORIDA.</b>		COURIER-NEWS .....	Plainfield
METROPOLIS.....	Jacksonville	<b>NEW MEXICO.</b>	
<b>GEORGIA.</b>		MORNING JOURNAL.....	Albuquerque
ATLANTA JOURNAL (Cir. 55,117).....	Atlanta	<b>NEW YORK.</b>	
CHRONICLE.....	Augusta	BUFFALO EVENING NEWS.....	Buffalo
LEDGER .....	Columbus	BOLLETTINO DELLA SERA, New York	New York
<b>ILLINOIS.</b>		EVENING MAIL .....	New York
POLISH DAILY ZGODA.....	Chicago	STANDARD PRESS .....	Troy
SKANDINAVEN .....	Chicago	RECORD .....	Troy
HERALD .....	Joliet	<b>OHIO.</b>	
HERALD-TRANSCRIPT .....	Peoria	PLAIN DEALER .....	Cleveland
JOURNAL .....	Peoria	Circulation for June, 1912	
<b>INDIANA.</b>		Daily .....	110,840
NEWS-TRIBUNE .....	Marion	Sunday .....	132,791
THE AVE MARIA.....	Notre Dame	VINDICATOR .....	Youngstown
<b>IOWA.</b>		<b>PENNSYLVANIA.</b>	
CAPITAL .....	Des Moines	TIMES .....	Chester
REGISTER & LEADER.....	Des Moines	DAILY DEMOCRAT .....	Johnstown
THE TIMES-JOURNAL.....	Dubuque	DISPATCH .....	Pittsburgh
<b>KANSAS.</b>		GERMAN GAZETTE .....	Philadelphia
CAPITAL .....	Topeka	PRESS .....	Pittsburgh
<b>KENTUCKY.</b>		TIMES-LEADER .....	Wilkes-Barre
COURIER-JOURNAL.....	Louisville	GAZETTE .....	York
TIMES .....	Louisville	<b>SOUTH CAROLINA.</b>	
<b>LOUISIANA.</b>		DAILY MAIL .....	Anderson
DAILY STATES.....	New Orleans	THE STATE .....	Columbia
ITEM .....	New Orleans	(Cir. May, 1912, S. 19,045; D. 18,681.)	
TIMES-DEMOCRAT .....	New Orleans	<b>TENNESSEE.</b>	
<b>MARYLAND.</b>		NEWS-SCIMITAR .....	Memphis
THE SUN.....	Baltimore	BANNER .....	Nashville
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.		<b>TEXAS.</b>	
<b>MASSACHUSETTS</b>		RECORD .....	Fort Worth
THE HERALD.....	Boston	CHRONICLE .....	Houston
Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.		<b>WASHINGTON.</b>	
<b>MICHIGAN.</b>		POST-INTELLIGENCER .....	Seattle
PATRIOT .....	Jackson	<b>WISCONSIN.</b>	
The Six Months Average Was		EVENING WISCONSIN .....	Milwaukee
A.A.A. Figures.....	D. 10,366; S. 11,289	SENTINEL .....	Milwaukee
Patriot Figures.....	D. 10,331; S. 11,235	<b>CANADA.</b>	
<b>MINNESOTA.</b>		<b>ALBERTA.</b>	
TRIBUNE, Morn. & Eve.....	Minneapolis	HERALD .....	Calgary
<b>New Orleans States</b>		<b>BRITISH COLUMBIA.</b>	
32,000 Daily, net		WORLD .....	Vancouver
Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans.		<b>ONTARIO.</b>	
From May 20th to June 9th, inclusive, States carried 358,355 gate lines, beating Item by 46,985 gate lines, and crediting them with exchange space.		FREE PRESS .....	London
Truthful Statements Carry Weight!		<b>QUEBEC.</b>	
Don't be misled by wild, unsupported claims.		LA PATRIE .....	Montreal
We PROVE everything we say. The evidence is in our columns.		LA PRESSE (Ave. Cir. for 1911, 104,197). Montreal	
<b>The S. C. BECKWITH SPECIAL AGENCY</b>		<b>TRADE PAPERS.</b>	
Sole Foreign Representatives		<b>NEW YORK.</b>	
New York	Chicago	St. Louis	
RETAIL BAKER.....		New York	

**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.**

Edward Cone, of the New York office of Cone, Woodman & Lorenzen, is on a Western trip in the interest of the papers represented by that agency.

George H. Reichard, New York representative of the foreign advertising department of the Scripps newspapers, is spending a short vacation among the Great Lakes.

Frank Gaiennie, president of the Gaiennie Advertising Co., of St. Louis, has been elected president of the St. Louis Advertising Men's League.

J. C. McQuiston, advertising manager of the Westinghouse Company and president of the Pittsburgh Publicity Association, delivered an address before the Advertising Association of San Francisco July 1 on "Education the Keynote of Advertising."

George H. Daugherty formerly of the Lane & Thomas Agency, of Chicago, has been made advertising manager of the Michigan Buggy Co., of Kalamazoo, Mich.

E. Ralph Estep, advertising manager of the Packard Motor Car Co., Detroit, has resigned.

Edward Hungerford, formerly advertising manager of the Brooklyn Rapid Transit Co., is now advertising manager of the Wells Fargo Express Co., with headquarters in New York.

**NEWS OF THE AD CLUBS.**

Houston will be acclaimed at the annual convention at Baltimore next year of the Associated Advertising Clubs of America in the distinctive sartorial make-up of the Houston delegation. This developed at the regular noon luncheon of the Houston Adcraft Club at the Rossonian cafe June 19, when it was announced that a committee is already at work selecting designs for a uniform that will be worn by the Houston delegation. President Westover announced the appointments of a new educational program committee, comprising George McCormick, chairman, and H. C. May and H. Freeman. They will begin immediately to outline a course of programs for educational meetings in line with the policy adopted by the Houston Adcraft Club to confine its educational course on local conditions.

On Tuesday, June 25, the series of noonday luncheons given by the Ad Club of Leavenworth, Kan., was concluded. Previous to this all the dinners have been given at the Lindell Hotel, but the last was given at the National.

From now on the Ad Club will spend most of its time promoting other enterprises. A number of prominent buildings, such as the convention hall,

**\$100,000.** We have a customer with more if necessary to pay down on the purchase price of a good net earning Daily in a city of not less than 100,000 population.

**\$50,000.** Also a customer with Fifty Thousand Dollars who will buy a good Daily property in a city of from 25,000 population upward.

We want a buyer for a High-Class Weekly of National reputation which can be purchased at the right price and terms.

**Harwell, Cannon & McCarthy**  
Brokers in Newspaper and Magazine Properties that are not hawked.

**200 Fifth Ave., New York**  
(Fifth Avenue Building)

require building and there are several booster trips to be made.

The Syracuse Advertising Men's Club members are to have a permanent home in the finely appointed apartments of the late Mrs. James J. Belden at the Vanderbilt Hotel.

The Kalamazoo (Mich.) Advertising Club has been organized with the following officers: Charles H. Morath, president; Newman Hershfield, vice-president; Charles Perry, secretary, and Ray O. Brundage, treasurer. A committee on constitution and by-laws was organized, composed of the following: William Slater, Newman Hershfield, Stanley Yapple, Robert Menzie and Peter Dalm.

The Ad Club of Tacoma, Wash., as a forerunner to the coming Tacoma Carnival gave a novel street parade the other night. The Ad Men went to the Tacoma Hotel, marched in single file through the lobby, dining room and buffet, and then proceeded to the Olympus and the Donnelly, where the same stunt was performed. From there a visit was made to the Olympic Club, and then across to the Empress Theater. From the Empress the club marched to the Pantages, where the manager not only welcomed the visit, but stopped the performance and invited the club to the stage.

The annual election of the Dallas (Tex.) Advertising League resulted as follows: A. G. Chaney, president; Capt. H. W. Kinnard, first vice-president; Ike I. Lorch, second vice-president, and Richard Haughton, re-elected secretary and treasurer. Gus W. Thomasson and H. D. McBride were re-elected directors. M. E. Martin and Lawrence-Miller are hold-over directors.

**PRISONER AN ADVERTISER.**

**Seeks Justice Through the Classified Columns of a Newspaper.**

An Iola (Kan.) newspaper recently printed in its classified columns the following advertisement:

WANTED—Justice; I am a friendless man inclosed in the Kansas penitentiary; I am innocent, the convicting authorities having publicly said so.

JOHN HEALY.

Healy was convicted in 1905 of highway robbery and got a seven-year sentence. Several months ago Healy's case was before the board, but no pardon so far has been forthcoming.

Healy presented a letter to which was attached a statement from the county attorney who prosecuted him, saying that he believed in the prisoner's innocence. It is said that another man confessed the crime for which Healy was imprisoned.

**Boston Globe Breaks Its Record.**

The amount of advertising printed by the Boston Globe during the first six months of the present year, 4,325,619 lines, breaks all Globe records. Moreover, the cash receipts exceeded those of any similar period. These two facts show conclusively that the people of Boston have a high regard for Col. Charles H. Taylor's newspaper and believe in its pulling power as an advertising medium.

**Boston Traveler Contest.**

The Boston Traveler on June 29 closed a very successful European contest, which began April 6. The winners, twenty women of Boston and vicinity, were sent on a fifty-two day tour of England, France, Germany, Holland and Belgium. The party left New York on July 6 on the S. S. Pennsylvania. As

**DIRECTORY OF ADVERTISING AGENTS**

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- ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155
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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.
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15-17 West 38th St., New York  
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- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
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- HOGUET ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252
- HOWLAND, HENRY S., Adv. Ag'ey**  
20 Broad St., New York  
Tel. Rector 2573
- KIERNAN, FRANK & CO.,**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- NAMROD ADVERTISING AGENCY**  
926 Tribune Bldg., New York  
Tel. Beekman 2820
- MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
27 William St., New York  
Tel. Broad 1420

**ILLINOIS**

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

**PENNSYLVANIA**

**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.

a result of the contest the Traveler secured several thousand new paid-in-advance subscriptions, none of which was for longer than one year. The contest was under the supervision of the Wm. L. Betts Co. of New York.

**It Pays to Advertise in E. & P.**

KLAMATH FALLS, Ore., July 3, 1912.  
THE EDITOR AND PUBLISHER:  
Please discontinue at once my advertisement for a new press and stereotyping outfit.  
The advertisement has brought such a flood of replies that I feel sure I shall be able to make a good bargain. This is just to let you know that I feel sure it pays to advertise in THE EDITOR AND PUBLISHER.

SAM EVANS,  
Editor and Publisher the Klamath Falls  
Northwestern.

**The Kind Wanted.**

"I'd like to write some verses for your paper. What kind of poetry do you prefer?"  
"Typewritten, short, and paid for at advertising rates."—*Arkansas Traveler.*

**Solicitude.**

"Why'd youse put de bars of de cels so close together? T'ink we'd crawl t'rough?"  
"Naw. Afraid if we left 'em open any wider you'd catch cold in the draft."—*International Syndicate.*

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
33 West 34th St., New York  
Tel. Gramercy 6332
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- JOHN M. BRANHAM CO.**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380
- PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214
- BUDD, THE JOHN, COMPANY**  
Brunswick Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis  
Tel. Madison Sq. 6187
- GRIFFITH, HARRY C.,**  
Brunswick Bldg., New York  
Tel. Madison Sq. 3154
- KELLY-SMITH CO.**  
220 Fifth Ave., New York  
People's Gas Bldg., Chicago  
Tel. 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

**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, 84,903—40% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**THE BLACK DIAMOND** Chicago - New York - Pittsburgh, for 30 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

2152M

# EL PASO HERALD

## EL PASO HAS

45,000 Population - 8 Railroads  
600 Miles from Competition  
3,000 on Railroad Pay Rolls  
Mines Produce \$150,000,000  
\$8,000,000 Irrigation Work  
Valley Famous for Fruit  
Chief Gateway to Mexico

CIRCULATION FIGURES VERIFIED BY ASSOCIATION  
OF AMERICAN ADVERTISERS

METROPOLITAN  
NEWSPAPER OF THE  
SOUTHWEST -

COVERS ARIZONA  
NEW MEXICO, WEST  
TEXAS, AND MEXICO

EL PASO, TEXAS June 25, 1912

The Wood Flong Company,  
1 Madison Ave.,  
New York City.

Gentlemen:

Your shipment of 1000 dry mats reached us just in time, as we had drawn our stock down lower than we realized and should have been very sorry to have been obliged to go back to wet mats during the Republican convention.

The dry mats are a great confort in ordinary times, but are life-savers when big news is breaking and frequent extras are required.

For over two months we have used your dry mats exclusively, and in spite of the fact that our mechanical equipment is designed for wet mats and our mat roller is not the thing for dry mats, still we are getting out fully as good a paper with dry mats as we ever did with wet mats. We use a great many half-tones and are getting better results on half-tones than we ever did with the old-fashioned mats. This is in spite of the fact that we always prided ourselves on our half-tone work.

Is there any possibility of supplying us with 18 x 22 mats in place of 20 x 24? Would such a change in size save enough material so that there would be any change in the price? We are glad to say that the dry mats you are supplying to us improve in quality with each shipment.

About August 1 please take up with us again the question of further orders.

You are at liberty to use our letter in any way you see fit.

Yours very truly,

EL PASO HERALD,

JCW-K

*J.C. Wilmarth*

As usual those who are timid will hesitate, while the more enterprising and progressive will take hold of it, and get the earliest benefits of this really remarkable saver of time, space, work and type, for which publishers have long been in search. There are some who will doubt, and a few who will try and fail, simply for lack of faith in the possibility of such an improvement: there are men who have not learned that nowadays one should be surprised when things don't happen, not when they do.

All newspapers must now eliminate steam tables and hot forms. There is but one successful Dry Mat and the supply is limited.

## Wood Flong Company

1 Madison Ave., New York

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen'l Mgr.

