

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

Vol. 12, No. 13

NEW YORK, SEPTEMBER 14, 1912

5 Cents a Copy

### PUBLISHERS OBJECT

**TO PUBLICITY OF CIRCULATION AND OWNERSHIP AS DEMANDED BY POSTAL LAW.**

**Postmaster-General Hitchcock in Letter to Senator Bourne Said Provisions Were an Interference with Rights of the Press—Daily Newspapers Discriminated Against—Barnhardt Himself a Publisher.**

The Post Office Department at Washington is preparing to enforce the newspaper publicity legislation which was passed as an amendment to the appropriation bill.

The amendment requires all newspapers, other than certain fraternal and religious publications, to file twice a year with the local postmaster and with the Postmaster-General their total average paid circulation in the six months' previous, whether this circulation went through the mails or not; and newspapers and periodicals alike are required to report the names of the owner, the managing editor, and other officers; the stockholders, if a corporation; the bondholders, if the publishing company is bonded, and the mortgagees, if the property is under mortgage. This information must be published twice a year.

The Post Office Department has no alternative in performing the duties imposed on it by this legislation. It is obliged to carry out the law in spite of the belief on the part of the head of the department that the statute serves no useful purpose, but, on the contrary, imposes additional burdens on the department and the press.

While officials are reticent about discussing the legality of the law, it is apparent that they doubt if it will stand the tests of the courts, particularly the provision which requires the newspaper to print a statement not merely of the number of copies circulated through the United States mails but the entire circulation.

In the fight which publishers are expected to make against the provision of the new law they will have a strong weapon of attack in the statements of Postmaster-General Hitchcock, contained in a letter to Senator Bourne, chairman of the Committee on Post Offices and Post Roads. Mr. Hitchcock says:

I also call your attention to that portion of the bill beginning on page 33, line 19, which requires the insertion in newspapers and periodicals of the name of the owner or owners and the managing editor or managing editors, and also that matter for the insertion of which a charge is made by the publishers should be marked as an advertisement or private name of the writer signed thereto. In my judgment this provision is not only needless, but will be positively harmful, as it will require the continuous use of valuable space in the publication and at the same time be resented as a censorship of the press.

One of the greatest difficulties now encountered in the enforcement of the laws relating to the second-class mail privileges is the fact that the Post Office Department is under its duty compelled to make inquiry into many aspects of the private business of publishers. This gives rise to the complaint, though ill-founded, that the Government carries on a needless interference with the privileges of the press. The only possible service to be rendered by such a provision would be the identification of the owners and writers of newspapers and periodicals in order to hold them for contractual obligations or for libelous printed matter, both of which would be matters under the jurisdiction of the State and not the Federal authorities.

The curious thing about the matter is that the amendment was sponsored by Representative Henry A. Barnhardt, a Democrat of Rochester, Ind., who is himself a publisher, with a controlling interest in the Rochester Sentinel.

### ANOTHER INVASION OF CANADA

**Big Paper Company Incorporated with Capitalization of \$3,500,000.**

What will no doubt turn out to be the biggest invasion of Canada by American paper makers was inaugurated last week by the filing of ar-

### HAVANA EDITORS EXPLAIN.

**Say They Meant No Offense Against Our Official Representatives.**

Secretary of State Sanguily, of Cuba, held a conference last week with the editors of most of the Havana papers and communicated to them the memo-

### DR. ULLSTEIN'S VISIT.

**GERMANY'S NEWSPAPER KING COMING TO AMERICA TO STUDY OUR METHODS.**

**Incidentally He Will Attend the Hygienic Congress at Washington With Two Hundred Physicians from the Fatherland—His Company Publishes the Berliner Morgen-Post and Illustrierter Zeitung.**

(Special Correspondence.)

BERLIN, Sept. 5.—Among the many great German newspapers there are two whose popularity is shown by their large circulation—the Berliner Morgen-Post, with its 400,000, and the Berliner Illustrierter Zeitung, with its half-million readers. These numbers are not very imposing for America, but taking into consideration the fact that street sales in Germany are conducted on a small scale, and that these numbers represent only subscribers, it will be readily understood that the circulation of German papers compares, relatively, favorably with the big dailies of the United States.

Besides many other publications the two papers above mentioned are published by the greatest German publishing company, whose name is known wherever German is read and spoken, which means the world over.

Almost every American visiting Berlin has seen the gigantic Ullstein headquarters, located in the heart of the city and covering an entire block. Eighteen large tenement houses were demolished to make room for it.

**HIS FIRST AMERICAN TRIP.**

One of the proprietors—there are five brothers who own the plant—Dr. Franz Ullstein, is on his way to America. He will arrive in New York on the Cincinnati on Tuesday, Sept. 17.

Dr. Ullstein, who is making his first visit to the United States, will attend the Hygienic Congress in Washington with 200 German physicians, being himself the only official delegate who is not a medical man. In America he will remain loyal to his own profession: he will look at things there from the standpoint of the practical journalist. For, although he has become one of the greatest publishers in Germany, he has never forgotten that he is first and foremost a newspaper man. Even to the present day his private office is in the center and din of the editorial rooms. He could never be induced to withdraw to the executive department.

Dr. Ullstein entered the company, which was founded by his father, Leopold Ullstein, after completing his studies at the universities of Berlin, Heidelberg and Freiburg. His title of doctor is due to the fact that he is a graduate of the law department and passed his examination for the National Civic service. For a few years he was active as a judge's assistant.

**STARTED THE MORGEN-POST.**

Twenty years ago he started in his father's newspaper business. At this time the principal publication of the Ullstein company was a picture weekly, The Illustrierte Zeitung, which had only a small circulation. Dr. Ullstein was

(Continued on page 16.)

Editors and publishers of Progressive newspapers in Indiana last week organized the Indiana Progressive Press Association.



DR. FRANZ ULLSTEIN,

GERMANY'S GREATEST NEWSPAPER PUBLISHER, WHO IS COMING TO AMERICA TO STUDY JOURNALISTIC METHODS.

titles of incorporation for the Douana-Paper Co. at Ottawa, Ontario.

The incorporators are G. H. P. Gould, president of the Gould Paper Co., of Lyons Falls, N. Y., and of the St. Regis Paper Co., of Watertown, N. Y.; Charles B. Rogers, president of the First National Bank of Utica, and W. N. Kernan, of Utica. The capitalization is \$3,500,000.

The new company will take over about 187 square miles of timber land on Jacques Cartier River and 80,000 acres of freehold pulp wood lands and build a 100-ton newspaper print paper plant.

The convention of the International Association of Electrotypers, meeting at Chicago last week, decided on a policy of arbitration of labor troubles through national committees to avert possible strikes.

random of the foreign diplomats who desired to know what action the Cuban Government intends to take against papers insulting the American representative.

The editors said they had not intended any offence against the American representative, and gave assurance of their earnest desire patriotically to support the Cuban Government and not to give any cause for further complaint.

The question of the punishment of the editors who have been daily attacking Hugh S. Gibson, the American chargé, and Arthur M. Beaupre, the American Minister, were not considered at the conference. All attacks by the papers have now ceased.

Frank A. Munsey has given \$15,000 to the Progressive campaign fund.

## WASHINGTON TOPICS.

**Postmaster-General May Recommend Increase in Rate on Second-Class Matter to Postal Inquiry Commission—Thompson on High Cost of Living—Fowler's Rapid Rise—Lafferty Keeps Marriage a Secret.**

(Special Correspondence.)

WASHINGTON, D. C., Sept. 11.—That the commission just recently created by Congress by a provision in the Post Office Appropriation bill to investigate the subject of rates for second-class mail matter may be recommended by the Postmaster-General to suggest in their report an increase of the rate on such matter, is intimated by officials of the Post Office Department who have just returned from the



E. A. FOWLER.

fifteenth annual convention of the National Association of Postmasters, held in Atlantic City last week.

The feature of the closing session of that convention was an address by First Assistant Postmaster-General Grandfield, who startled his hearers by putting a temporary quietus on the agitation for penny postage on first-class matter, saying that no such action could be taken until there has been a material increase in the rates now prevalent on second-class matter.

The department, he said, had a loss last year of \$65,000,000 in the handling of second-class matter, thereby intimating that an increase in rates on newspapers and other periodicals was a necessity.

### SUNDAY MAIL DELIVERIES.

The official also discussed at some length the recent ruling regarding the Sunday delivery of the mails, saying that the postmasters of the country best know the sentiment of their respective communities and should act according to this knowledge in this as well as in other questions that come up from time to time.

It is considerably cheaper to live abroad than in the United States, is the opinion of Charles T. Thompson, who for five years was the London and Paris correspondent of the Associated Press, and who has returned to Washington to assume the superintendency of the Washington division of that association.

"Food prices are considerably higher here than abroad," said Mr. Thompson, "yet, I do not say that the price of living abroad has not increased. It probably has, but it has not by any means reached the figures of this country.

"During my residence in London and Paris I found that living was much

cheaper than here. For instance, I rented a house in Paris in a very desirable quarter for \$550 a year; in London I had a house, the rent of which was the same.

### HE DIDN'T TAKE THE HOUSE.

"When I came back to this country I saw a house in Eleventh street, New York, in an old residential district of the city near Washington square, that was almost a counter part of the houses I had occupied in London and Paris.

"I immediately hunted up the agent and told him I would take the house, but I immediately changed my mind when he told me that the rental was \$1,700 a year."

E. A. Fowler, the popular chief of the Washington bureau of the New York Sun Press Service, was born in Caledonia, N. Y. He received his early education at Andover, Mass., where he started his journalistic career by being the editor of the school paper.

While at Princeton University he was correspondent for the Sun and has been with that paper ever since his graduation from that university in 1902.

Mr. Fowler was stationed at Oyster Bay when Roosevelt was president and spent his summer there, and had the distinction of traveling with Governor Hughes in his campaign of 1906.

He covered the New York State insurance inquiry which lasted over a year and remained in New York until Taft was nominated in 1908. He traveled with the presidential nominee all over the United States, and went with him on his tour of inspection of the Panama Canal.

In 1910 he succeeded Richard T. Oulahan as chief of the Washington bureau, as Mr. Oulahan had become publisher of the Sun.

The Washington bureau has a force of eight men and under the guidance of Mr. Fowler few items of news escape their notice. Mr. Fowler had charge of the force at the recent Democratic convention in Baltimore.

## MRS. JOHN R. McLEAN DEAD.

**Publisher's Wife Succumbs After a Week's Illness with Pneumonia.**

Mrs. John R. McLean, wife of the publisher of the Washington (D. C.) Post and the Cincinnati (O.) Inquirer, died at her summer home at Bar Harbor, Me., on Sept. 9, after being ill a week with pneumonia. She lived eleven hours after the arrival of Dr. L. B. Barker, of John Hopkins Hospital, who made a record-breaking trip from the North Carolina mountains to attend her.

Mr. McLean was at her bedside when the end came. Her sister, Mme. Bakhmeteff, wife of the Russian Ambassador to the United States, and her brother, Truxton Beale, were also present.

Mrs. McLean was the daughter of the late General E. F. Beale. For twenty-seven years she has been one of the best known hostesses in Washington. The entertainments at the magnificent McLean home have been among the leading features of the capital's social life. On March 24 of this year Mr. Taft set aside his rule not to accept invitations to formal dinners, and attended a dinner and musical on the invitation of Mr. and Mrs. McLean.

## Newspaper Men Visit Glacier Park.

A party of city editors and writers of ten newspapers of the middle west left Minneapolis last week for a two weeks' trip to Glacier National Park after spending a day in sightseeing and an automobile ride in the Twin Cities. The party included C. F. Yost, of the St. Louis Globe-Democrat; George A. Davies, Cincinnati Commercial Tribune; W. C. Jernag'n, Des Moines Capital; John S. Potts, St. Louis Times; M. A. Bingay, Detroit News; C. C. Kline, Kansas City Journal; Willis King, Kansas City Post; William Henderson, Cleveland Plaindealer; Eugene Kelly, Sioux City Journal, and Charles J. L. May, of the St. Joseph (Mo.) Gazette.

## WILSON AT THE PRESS CLUB.

**Presidential Candidate Warmly Received by the Newspaper Men.**

Governor Woodrow Wilson of New Jersey, and Democratic nominee for President, was the guest of the New York Press Club at a dinner on last Monday evening. The club house was gaily decorated for the occasion, and the affair was probably the most elaborate function of the kind recently given by the club.

The capacity of the spacious assembly room on the sixth floor, where the banquet was held, was taxed to the utmost and more than one hundred members were unable to secure seats. For the benefit of these latter unfortunates, a dictograph was installed at the guest table, and connected with the various floors of the building, thus enabling the disappointed ones to at least hear the addresses.

President C. R. Macauley acted as toastmaster, and the speakers included Governor Wilson, Hon. Josephus Daniels, editor of the Raleigh Observer and National Committeeman from North Carolina; Ralph Pulitzer of the New York World; Congressman Sulzer, for more than twenty years a member of the club, and James Wilson, brother of the governor and city editor of the Nashville Banner. The latter, at the request of President Macauley, introduced the Democratic candidate to the assembled newspaper men, in a brief but happy speech in which he said that it was the first time in his life that he was ever permitted to take precedence over his distinguished brother.

Governor Wilson paid high tribute to the newspaper men by making probably the most important address of his campaign. He began by declaring that the average newspaper man could grasp more in five minutes than the ordinary individual could in a half hour, and then launched into a comparative study of the aims and purposes of the three great political parties now in the field. He was listened to with the closest attention and was warmly applauded.

In a five-minute address on "The Newspaper as a Party Organ," the Hon. Josephus Daniels deplored the passing away of the old-time editors, such as Greeley, Dana and others, as factors in moulding public opinion, but declared that the smaller daily is still largely partisan in character and a tremendous force in American politics.

In lighter vein was the address of Ralph Pulitzer, who in a ten-minute talk that was one of the hits of the evening, discussed the value of the respective candidates as "copy" for the newspaper man.

A musical program, including both instrumental and vocal numbers, was rendered during the evening. The latter comprised a number of parodies on popular songs of the day, which did much to enliven the dinner.

## Saving Money for the City.

The cost of running New York's municipal newspaper, the City Record, in 1909, was \$1,772,614.66. Last year, 1911, it was \$1,028,577.12. This represents a saving of \$744,037.04 over the expense of 1909. The great reduction in cost is due to the efficient management of David Ferguson, the supervisor, an experienced newspaper man with a business head.

## Van Loon Retires.

William C. Van Loon, proprietor of the Van Loon Advertising Agency of Cincinnati, retires from the advertising agency business Oct. 1. Mr. Van Loon has been in the advertising field since 1884. He was with the old S. H. Parvin Sons Co. until 1896, when he withdrew to establish an agency of his own. Mr. Van Loon will move to Los Angeles, where he has investments which will require his entire time.

Newsboys of Paterson, N. J., have started a paper of their own called the Newsboy Monthly.

## EMPLOYING PRINTERS TOMERGE.

**Efforts to Be Made to Consolidate United Typothetae and Ben Franklin Club.**

The United Typothetae of America and the Ben Franklin Club of America may be merged into one organization, according to action taken at the session of the Typothetae in Chicago last week.

A committee was named to confer with a similar committee from the Ben Franklin organization.

The association adopted resolutions urging the creation of a labor bureau and an advisory board.

Another resolution adopted called for the creation of a credit and collection bureau through which the financial interests of the association and of its individual members will be cared for.

The morning session was devoted to a discussion of organization work and the afternoon to discussion of insurance and technical items concerning printing shops.

The convention adjourned to meet at New Orleans in 1913 after choosing the following officers: President, A. M. Glossbrenner, Indianapolis; vice-president, George Courts, Galveston, Tex.; treasurer, A. E. Southworth, Chicago.

## AMERICAN BUYS LONDON PAPER.

**Ralph P. Blumenfeld Becomes Proprietor of the Daily Express.**

Ralph P. Blumenfeld, formerly a well known New York newspaper man, has bought the London Daily Express from Chas. Pearson, founder of the paper, who retired from business a week ago.

Mr. Blumenfeld started his newspaper career as a telegraph operator in Milwaukee and later entered the services of the New York World in the same capacity. In 1885 he was sent to London by the United Press Association, and returning, was made city editor of the New York Herald. For several years he was general manager of the London Daily Mail, becoming managing editor of the Express eight years ago.

Besides his newspaper work Mr. Blumenfeld is a contributor to several magazines, among them being the Outlook. He takes an active interest in politics, being one of the pillars of the British Unionist party and a thorough-going supporter of the British preferential policy.

## Boucher a Suicide in England.

Charles C. Boucher, member of the New York Herald staff at London, was found dead in a hotel at Gravesend, England, with a pipe attached to a gas jet in his mouth, on Sept. 9. Mr. Boucher was ship news reporter for the Herald about twenty years ago, but left it for newspaper work in the West. He was sent to the ship news bureau by the New York World about five years ago, but resigned last month to join the staff of the New York Herald in London.

## Boston Labor Editor Out on Parole.

Augustus Seaver, publisher of the Wage Earner, Boston, has been paroled by the penal commissioners of Massachusetts, after having served six months of a year's sentence for filing false nomination papers in his candidacy last fall for Governor of the Bay State. The nomination papers he filed while running on the Labor ticket were found to have been largely filled with names that had been inserted in the papers from the directory.

## Cummings Advertising Agency Sold.

W. L. Deery purchased last week the advertising agency of Earl Cummings at Rockford, Ill. Mr. Deery was associated with the retiring owner for several months. The deal has gone into effect and the agency will be known henceforth as the Deery Advertising Agency.

# MASTER JOURNALISTS OF AMERICA.

## OSWALD GARRISON VILLARD.

THERE is a certain old saw which sententiously declares that "what's bred in the bone will come out in the flesh." It has received scornful treatment from time to time at the hands of evolutionists and men learned in heredity, but it is supported at least by one shining example in the journalism of to-day. Coming of a family which for ninety-four years consecutively has been connected with that profession, it was almost inevitable that Oswald Garrison Villard should heed the call of the blood.

In October, 1818, in Newburyport, Mass., William Lloyd Garrison, Villard's grandfather, whose name was to become a watchword of Emancipation, was apprenticed in the office of the Herald. And it was from the presses of Garrison, who had learned well to print and to edit, that the courageous pages of the Liberator came in the dark days before and during the Civil War. His son, Wendell Phillips Garrison, founded the Nation in 1865, and was its editor almost to the time of his death in 1907.

### COMES OF NEWSPAPER STOCK.

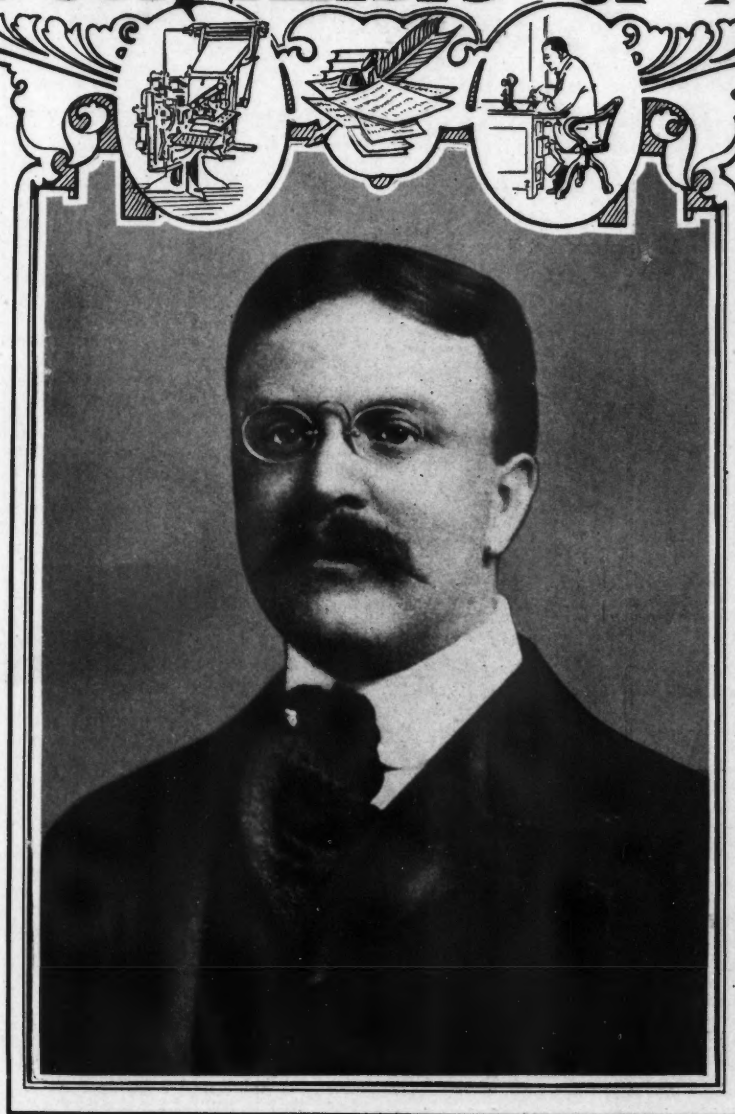
The spirit of William Lloyd Garrison was likewise in his son-in-law, Henry Villard, who became associated with journalism in 1857, soon after he came to this country from Bavaria. He reported the Lincoln-Douglas controversy for the Staats Zeitung, but on the side of newspaper work was chiefly known as a war correspondent for the New York Herald and the New York Tribune. In the Civil War he served in this capacity from the First Battle of Bull Run to the Wilderness, and saw service with the Army of the Potomac, the Western armies and with the fleet off Charleston.

The elder Villard was more than a war correspondent, however. The man of action who was later to complete the Northern Pacific Railroad system, was on one occasion commended by Flag-Captain Rodgers for bravery under fire. The war-passes of his father hang upon the walls of Oswald Villard's office to-day, and they are among his most cherished possessions. The office is that of the New York Evening Post, founded by Alexander Hamilton in 1801, bought by Henry Villard in 1881, and kept to-day a compelling and unusual force in journalism by his son.

### BELIEVES IN IMPERSONAL JOURNALISM.

Although he would be the first to disclaim credit for the Evening Post as an institution, this young man—he is but forty—as its "managing proprietor," is an embodiment of the ideals of one of the oldest newspaper properties in the country, and a potent force in the preservation of the fearless standards that it sets. Villard stands for impersonal journalism. He will not tolerate exploitation by the paper of which he may be called the head. Himself one of its editorial writers, he defers to the editorial judgment of its editor, Rollo Ogden. His influence is felt every day, however, for clean news and an editorial policy entirely independent and outspoken. His is the unique position of controlling a newspaper in which sensationalism, scareheads, prurency and society news are absolutely tabooed.

Work is second nature to this man of purpose and ideals. In addition to the task of guiding the fortunes of a New York evening newspaper—of



OSWALD GARRISON VILLARD

By Reginald McIntosh Cleveland.

itself enough of an occupation for most men—Villard has found time to lend aid, with pen and voice and labor, to the cause of betterment for the negro race. He has also produced a book, "John Brown, a Biography Fifty Years After," which has been enthusiastically commended by prominent historians and led to his being placed on the Visiting Committee of History at Harvard University.

With the success of this book, Mr. Villard has been greatly pleased, because he was appointed Assistant in History at Harvard when but twenty-two years of age, and naturally desires to do credit to the teachers who showed their faith in him at that early period of his career.

One of the distinctive qualities of this newspaper owner is moral courage. Persons who feel themselves affronted when the Evening Post puts too firm a finger on their delinquencies, have a habit of going down to see Villard about it. If they think they are to receive balm for their wounds they count without their host. In the sunny office, on whose walls are the war passes of Henry Villard and the portrait of the indomitable Garrison, they are received with courtesy and with prompt reparation if they have been wronged, but with an eye-to-eye severity and a candor of speech about those same delinquencies from which they are apt to retire considerably crestfallen. Perhaps the most typical instance of the kind was that of Jotham P. (Jo.) Allds, once of the Senate of the State of New York.

In the Allds case Villard deserted for a time the editorial chair and undertook the investigation of that scandal on his own account. By dint of the hardest kind of work and much traveling back and forth to Albany and elsewhere, he had learned the whole story and felt assured that the tale of a thousand dollar bribe to the then Senator could be sustained.

### ALLDS COULDN'T BLUFF HIM.

Allds got wind of the trouble that was brewing for him and hastened to Villard's office, all sound and fury. What he was going to do if the story should come out was simply gargantuan. Big and burly, he blustered and breathed vengeance. Villard, not very big, but stern of jaw and eye, did not say a great deal; but it was sufficient. The Senator took his leave and, as everybody knows, the story came out, he was forced to stand trial before the Senate and, in consequence, resigned his toga and was condemned, chiefly through the efforts of the calm and quiet editor he had thought to bully.

But Allds was by no means the only one. There was a wealthy Democratic Congressman, whom the "Voters Directory," which the Evening Post publishes before election, and which is characterized by the same quality of truth-telling as the newspaper itself, had described a bit too frankly to please that candidate for the House. And there was a Controller of the State of New York, whose connection with Tammany had been emphasized and whom Villard told to his face that he was a millstone on the neck of his ticket.

And there was a department head in New York City, the work of whose department had been criticised. These men, and others, who came to see "what could be done about it," found that nothing could be done about it,

(Continued on page 15.)

## CHICAGO HAPPENINGS.

### Theatrical Managers Cut Out Bill Boards for Newspaper Advertising—Two Sets of Newsboys Still Selling Papers on Street Corners.

(Special Correspondence.)

CHICAGO, Sept. 10.—Theatrical managers appear to be rapidly becoming converts to newspaper advertising, to the exclusion of other kinds. No billboards in Chicago will advertise the fact that F. Ziegfeld, Jr., will present "A Winsome Widow" at the Colonial Theater. Not a single lithograph will be put up either before or during the Chicago engagement. For years Mr. Ziegfeld who has spent from \$600 up every week for billboard space and lithographs has finally decided that such advertising does not give him the desired results. This year he has concluded to increase his appropriations in the newspapers, realizing the fact that the press is a much better medium for theatrical advertising than anything else.

There are still two sets of newsboys on leading corners although the newsboys' strike is over. The old boys are again selling the so-called "trust" papers while new boys are selling the newspapers World and Press, which the other boys are prohibited from handling.

The Chicago Daily Press, the new daily inaugurated in August by the Clover Leaf publishers, is showing a steady daily increase in circulation and advertising. Its editorials commenting on the use of a large number of Chicago police to protect the papers published in the loop district has aroused wide comment.

Suit to enjoin I. Shapiro, secretary of the Jewish Record Co., from disposing of eighty-eight shares of the capital stock has been filed in the Superior Court by Abraham B. Fifer, president of the company. Fifer sets forth that he gave stock as security for a loan of \$2,900, which Shapiro had promised to make to him. He claims that the loan was never made.

Five men were arrested by the police the other day for using the name of the Daily Journal in soliciting funds for a mythical dying man. They were William A. Hally, J. N. Gilfullan, Walter H. Green, Herbert Scanlon and James Ray.

#### MOSTLY PERSONAL.

Mr. and Mrs. S. E. Kiser and son, Howard, spent the month of August at Asheville, N. C. Palmer Kiser has returned from Culver Military Academy at Culver, Ind., and gone to Northern Michigan for an outing.

J. Edgar Morarity, a former Fond du Lac, Wis., boy, is now city editor of the Chicago Evening World. Mr. Morarity, who is a graduate of the Fond du Lac High School, obtained his first newspaper experience as a member of the reportorial staff of the Fond du Lac Reporter. Later he went to Milwaukee, where he worked on the Daily News and afterward secured a position on the Milwaukee Free Press. He worked on the Daily Leader, a Socialist

paper, for awhile and then went to Chicago.

The wedding of Miss Frances Beardsley Clark, daughter of Mr. and Mrs. Edward B. Clark, of Chicago and Washington, to Frederick L. Devereaux, of New York, will take place on Wednesday, Nov. 20, at the Hamilton in Washington, where Mr. and Mrs. Clark and their daughter make their home while in the capital. Miss Clark is one of the city's most attractive young women. Her engagement to Mr. Devereaux was made known a few weeks ago. Mr. Clark is a leading newspaper man of Chicago and Washington.

A. De Fort Pitney, of the Associated Press, was secretly married a few days ago, but the news was speedily dug up by his associates. His bride was Miss Rachel Olson, of DeKalb, Ill.

Harold Heaton, the cartoonist of the Inter-Ocean and an actor of experience in times before his present incarnation, is the author of a play in which John Thorne, now of the "Shepherd of the Hills" company, will be starred next season. Mr. Heaton and Mr. Thorne both appeared in the production at the Princess Theater last summer. Two scenarios are under consideration, one being a play with scenes on the Maine coast and the other a romantic costume drama.

Stanley Waterloo, veteran newspaper man and author of many novels, has taken charge of publicity for the Progressive National headquarters in Chicago.

George Ade has returned from Carlsbad. His baggage included nothing in the way of a new play, and it is not likely that he will be represented in the theater this season save through revivals of his old pieces.

Mrs. George B. Lorimer, widow of the late Rev. Dr. Lorimer, of Chicago, and mother of George Horace Lorimer, editor of the Saturday Evening Post, died last week at the family summer home near Spring Lake, Mich. Mrs. Lorimer, who was eighty-one years old, had been in poor health for several weeks. The funeral was held from the home of her son in Philadelphia.

William Matthew Shirley died last week at Mercy Hospital. Mr. Shirley was born at Owensville, Ky., March 24, 1867. In 1879 his family moved to St. Joseph, Mo., where he obtained his education and later went into newspaper work. Moving to Chicago in 1895 Mr. Shirley became manager of the advertising department of the Chicago Daily News. Then he went to the Palmer Tire Co. as advertising manager, and in 1899 became manager of the advertising department of Swift & Co., with whom he remained for a number of years. A few years ago he became publisher of the Ladies' Review, the official organ of the Ladies of the Maccabees of the World. In 1910 he founded the Shirley Press, a high grade, successful print shop.

H. Earl Merits, formerly circulation manager of the State Register, Springfield, Ill., and who recently resigned that position with the Peoria Journal, has come to Chicago to become manager of circulation for the United Religious Press.

S. A. Hessler, of the Chicago Swedish Tribune-News who formerly was connected with the Svea paper at Worcester, Mass., has become city editor of the Rockford Swedish Journal.

#### Law As to Newspaper Subscriptions.

Judge Ellison, of the Kansas City, Mo., Court of Appeals, handed down the following decision in a recent case that may be found in 137 S. W. Reports 618:

The preparation and publication of a newspaper involves much mental and physical labor as well as an outlay of money. One who accepts the paper by continuously taking it from the post-office receives a benefit and pleasure arising from such labor and expenditures as fully as if he had appropriated any other product of another's labor, and by such act he must be held liable for the subscription price.

## VALUE OF GOOD WILL.

### Leading Publishers Discuss the Subject and Present Various Suggestions as to How It May Be Determined.

[The editor of THE EDITOR AND PUBLISHER a short time ago wrote to several newspaper publishers asking their opinion on the method to be employed in arriving at the worth of what is known as "good will" in its relation to newspaper properties. Some of the replies are printed herewith.]

James M. Thomson, publisher of the New Orleans Item—I could not suggest a fixed rule for measuring the good will value of a newspaper. In discussing newspaper values with other publishers, I am surprised to find how near we come to having similar ideas of value, without having any particular yardstick to measure value by.

Very few newspapers, small newspapers particularly, make proper allowance for depreciation and for bad bills and keep their books so that an idea of actual cash net earnings can be secured. Many large newspapers follow the same practise. Ours is a business in which many seem to fool themselves from a financial standpoint. Accounting, business methods and systemizing have been a sort of fad with me, and while I have never owned and operated a very large paper, I have gone through all the degrees from a plant with one leased linotype and a twenty-year-old Washington press up to our present equipment and the handling of a paper with a circulation of 50,000 daily and Sunday.

I don't believe that you arrive at an idea of value when you get net earnings. I sold the Norfolk Dispatch at Norfolk for something over \$130,000 and I doubt if the paper ever earned as much as \$10,000 net. Yet, Messrs. Slover and Wilson, who bought the paper, would probably have been very glad to pay \$200,000 for it, as it formed a necessary constituent in the present very valuable Ledger Dispatch.

To my mind, supremacy in circulation, supremacy in advertising, the complete covering of the field, make newspaper values. There are newspapers in the United States that I would be glad to buy on a six per cent. earning basis. There are other newspapers in the same field which have small circulation and small advertising patronage that I would not care to buy on a fifteen per cent. earning basis. Hearst's San Francisco Examiner, Nelson's Kansas City Star, Lawson's Daily News, the Washington Star, McLean's Philadelphia Bulletin, possibly the Indianapolis News and the Atlanta Journal, represent newspapers which have gained extraordinary value in their fields. I can continue this list more or less indefinitely, taking in such papers as the Dallas News, the Memphis Commercial Appeal and the Nashville Banner.

There are newspapers in almost every large city in the country that I would not like to own if they were given to me. I see no hope for these papers in their fields, and men simply waste their capital and break down their health trying to build these papers up, and even if they are earning a little net money they are a liability and not an asset.

A paper in the hands of reasonably competent people with some capital represents potential value in its field. There is often a field that the paper should occupy that it does not fill—a field that is not filled by competitors, or likely to be easily filled by competitors. This adds to the value of the existing property.

Milton A. McRae, of the Scripps-McRae League of Newspapers.—There is no hard and fast rule by which the good will of any established newspaper property can be determined, in my judgment. There are various methods in use. A great many publishers believe that a successful newspaper, long established and making a fair annual profit, has good will worth at a minimum five times the value of its plant, real estate, etc. This rule would apply successfully to some newspapers. To others it would not. Some would be worth far more, some much less.

The number of newspapers published in a city, and the character of the field itself are factors to be considered in estimating the value of a daily newspaper property. The character of the population is also to be considered.

Your correspondent mentions the Associated Press franchise as a tangible asset to be considered in establishing the good will value of the property. For an afternoon newspaper I do not believe that the Associated Press franchise has any tangible value, for the United Press service can be obtained by any evening and Sunday morning newspaper desiring it. Some evening papers receiving the Associated Press service have given it up and taken the United Press, and vice versa. Fifteen or twenty evening newspapers take the United Press service as well as that of the Associated Press. On the other hand, the Associated Press franchise for a morning newspaper has a real tangible value.

The age of a newspaper and the continuity of its patronage have much to do with estimating, or appraising, its real worth. The giant oak will stand storms and droughts that would carry away the young sapling. The value of a newspaper property can best be determined by its paid circulation and the character of the field it occupies. Management is the key that unlocks the door of success in any business, and the publishing of newspapers is no exception to the rule.

I do not believe that any successful publisher will argue that there is any rule by which all newspaper properties can be equitably appraised, so far as the value of the good will is concerned.

#### Buys Middletown (O.) Daily Journal.

G. A. Murphy, formerly general manager of the Grand Rapids (Mich.) News, has acquired an interest in the Middletown (O.) Daily Journal and with the Sept. 3 issue became its editor and manager. The general policy of the publication will remain as before and no changes are contemplated in the personnel of the staff. Mr. Murphy announces a constructive, clean and wholesome policy in editorials and advertising.

The Buckeye Press Association held its annual summer meeting at Buckeye Lake, near Columbus, last week.

### The Boston Herald

now over 100,000

### The Boston Traveler and Evening Herald

over 130,000

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

Biggest value in New England!

A Quality and Quantity Combination that cannot be excelled

Sole Foreign Representatives

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

### The Evening Wisconsin Milwaukee's Favorite Home Newspaper

It is QUALITY circulation against mere BULK circulation that the "to-day" advertising man desires.

Cheap quantity talk means large waste and unsatisfactory returns and poor buyers. Results, not tall count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers DO read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "Worth While" home in which this paper will be invariably found.

### THE MILWAUKEE EVENING WISCONSIN

JOHN W. CAMPSIE, Business Manager

NEW YORK OFFICE: 6024 Metropolitan Bldg.  
CHAS. H. EDDY, Representative.  
Telephone, Gramercy 4911.

CHICAGO OFFICE: People's Gas Bldg.  
EDDY & VIRTUE, Representatives.  
Telephone, Central 8488.

# In New England It's THE BOSTON POST

## Circulation

Average Circulation of the Boston Daily Post for August, 1912

# 418,592

A Gain of 59,056 Copies Per Day Over Aug., 1911

Average Circulation of the Boston Sunday Post for August, 1912

# 319,243

A Gain of 28,737 Copies Per Sunday Over August, 1911

### Ten Augusts with The Boston Post

Observe the Strong Strides Towards Supremacy Year by Year

	Boston Daily Post	Boston Sunday Post		Boston Daily Post	Boston Sunday Post
1903.	187,744	169,520	1908.	266,233	234,617
1904.	217,898	178,318	1909.	291,315	248,303
1905.	235,660	188,867	1910.	351,444	261,206
1906.	240,480	219,982	1911.	359,506	290,506
1907.	248,216	218,244	1912.	418,562	319,243

## Display Advertising

In Boston Newspapers Having Daily and Sunday Editions

### First Eight Months of 1912

AGATE LINES

Boston Post . . . 3,560,263

Boston Globe . . . . 3,234,375

Boston American . . . 3,046,112

Boston Herald . . . . 2,009,107

Post Led Globe by 325,888 Lines

Post Led American by Over Half a Million Lines

Post Led Herald by Over a Million and a Half Lines

### The Boston Post Led

- In Local Display Advertising
- In Foreign Display Advertising
- In Automobile Display Advertising
- In Total Display Advertising

(Small want advts., or classified, not included in the comparison)

Eastern Representative: Kelley-Smith Co., 220 Fifth Ave., New York Western Representative: C. Geo. Krogness, Marquette Bldg., Chicago

To Anyone Familiar with the Newspaper History of Boston a Study of These Statistics Will Show That

## The Boston Post Thrives with Competition

## MIDDLE WEST NEWS.

**Vacations Over, the Newspaper Workers Are Returning to Their Desks—Personals Concerning the Active Workers in the Daily Newspaper Field—United Press Opens a New Bureau in Omaha News Office.**

(Special Correspondence.)

## MINNEAPOLIS NOTES.

Charles Bradley, one of the most remarkable telegraph operators in this neck of the woods, will be back at the U. P. sounder in the Minneapolis Daily News office on Sept. 9. Being cursed with a nomadic instinct and a feeling for trees and mountains, he took a tender leave of the local editorial staff early in June and hiked for Yellowstone. He has been working a private wire, a hotel manager and easygoing guests all summer.

Mrs. Harry Hayward, assistant proof-reader of the Minneapolis Daily News, returned Sept. 2 from a two weeks' vacation at Mankato.

Fred Bintner, of the circulation department of the Minneapolis Daily News, is recuperating after a week's vacation at Lake Minnetonka. He climbed on the job again Aug. 20.

Richard Diehart, formerly of the Minneapolis Tribune business staff, has joined the circulation staff of the Minneapolis Daily News.

Miss Nancy Larson, of the country circulation department of the Minneapolis Daily News, spent two weeks' vacation at the home of her parents, at Goodhue, Minn.

The engagement of Aaron Margulies, cashier of the Minneapolis Daily News, and Miss Ida Pollack, of Minneapolis, has been announced.

Cottrell Cahaley, head of the classified advertising department of the Minneapolis Daily News, entertained the members of his staff at a sailing party on Lake Calhoun on Labor Day.

Miss Esther Anderson, want ad solicitor on the Minneapolis Daily News, is spending a week at Lake Minnetonka.

G. R. Guthrie, who worked the U. P. wire this summer in the Minneapolis Daily News office, yielded to the blandishments of Edmund P. Young, manager of special editions, and departed for pastures new on Sept. 1. At present he is soliciting advertising for a special edition of the Evening Courier, Waterloo, Ia.

Miss Martha Streech, of the Minneapolis Daily News classified department, has returned from a month's vacation spent on a farm near Fairmont, Minn. When she left she was the lightest young lady in the office. When she returned she was the heaviest.

## OMAHA JOTTINGS.

Geo. Stem and James Q. Austin, advertising men on the Omaha Daily News, have purchased an interest in the New England Bakery of Omaha, a \$50,000 concern, and will leave the newspaper business Sept. 2. Mr. Stem becomes treasurer of the concern, and Mr. Austin secretary.

M. N. Griffith, make-up man on the Omaha Daily News, left Sunday night, Sept. 1, for a week's vacation at Minneapolis.

The United Press has established a bureau in the office of the Daily News at Omaha, with Byron Price, of Chicago, in charge. The bureau will be both a receiving and filing station and

in time a telephone booth will be put in to serve clients with a "pony" service.

The Omaha Daily News has reached 70,000 circulation twice during the last week—a good showing for a newspaper printed in a city of less than 130,000 population.

Lyman Bryson, a reporter on the Omaha Daily News, is the author of a poem entitled "Condemned," published this month in the Forum. Another of his poems will appear in an early issue of Satire.

Milton Uhl, advertising man on the Omaha Daily News, was married Tuesday, Sept. 3, at Grenville, O., to Miss Helen Martz. Mel Uhl, Jr., a brother of Milton, will be married on Sept. 28.

## MODEL NEWSPAPER HOME.

## Boyce Publications to Be Housed in New Chicago Building.

The latest word in publishing building architecture is represented by the new W. D. Boyce building, at Dearborn and Illinois Streets, Chicago. The new building, of which the first section has just been finished, is of granite, brick, steel, concrete, marble and tile. It is said to be of the heaviest type of office building construction. The heating is indirect and the ventilation artificial.

The present Boyce publications are unique in that they are said to be the only publications having a circulation of large volume, the revenue alone of which would return a profit to the publisher, even if all advertising revenue and expense were cut off. Mr. Boyce originated the securing of circulation by mail, cutting out personal solicitation.

The boy agent plan of selling his publications was inaugurated by Mr. Boyce twenty-five years ago and to-day up to a million and a quarter papers of each issue are sold by 30,000 newsboys throughout the country.

A part of the Boyce plans for the coming year is said to be the bringing out of a new publication, larger and more ambitious than any yet attempted.

## Weekly Publication as Mediator.

The publication of a weekly journal which shall be a mediator between labor and capital is planned by James Milford of Washington, D. C. The publication is to be edited in this city. It is proposed that the journal shall be owned by a corporation and that its editors shall be twenty-five men of ability and integrity who shall be representatives of both capital and labor.

## Wait in Vain for Word from Hell.

John Armstrong Chaloner, who has been declared legally sane in Virginia and legally insane in New York, sent word to newspaper reporters in Washington last week that he would meet them in Alexandria, Va., on Sunday of this week, to give them an interview in regard to hell, and distribute copies of his book of that title. The book was reported to contain messages from Thomas Jefferson Miller, deceased, of the Manhattan Club, New York. Newspaper men who appeared at the appointed place and time waited in vain for Chaloner.

## POOR MAGAZINE MONTH.

## Nine Publications Show a Total Loss of 22,738 Lines.

The August issues of most of the old fifteen cent. monthly magazines were the poorest for the publishers for years. The same month's issue of 1911 already showed substantial losses in advertising as compared with August, 1910, but August, 1912, was a month of almost crushing losses, as evidenced by the following statistics of advertising carried:

	AUG ISSUES	
	Lines 1912	Lines 1911
Everybody's .....	19,432	24,372
Review of Reviews.....	16,632	20,160
McClure's .....	14,952	18,368
Munsey .....	11,592	18,648
Scribner's .....	13,538	15,958
Harper's .....	13,496	14,896
American .....	8,670	11,704
Current Literature.....	4,564	7,924
Pearson's .....	3,360	6,944

The principal loser of business this year, so far, is probably Everybody's Magazine. It carried about 48,000 lines less advertising this year than in the first eight issues of 1911—a tremendous loss, which is liable to prove lethal.

That the decline in advertising of the old-time magazines is not due to restricted advertising in magazines in general is shown by the increases in advertising of a number of publications of like character.

Cosmopolitan Magazine carried in August, 1912, 31,390 lines, against 25,632 lines in August, 1911. Hearst Magazine carried 8,582 lines, against 4,438. Lippincott's, 6,272, against 4,032. Blue Book, 3,584, against 3,136. St. Nicholas, 3,976 lines, against 3,080. Ladies' Home Journal, 16,013 lines, against 13,015 lines. Good Housekeeping, 13,997 lines, against 12,052. Delineator, 10,522 lines, against 9,836. Literary Digest, 30,764 lines, against 28,663 lines.

There is evidently going on in the advertising world a readjustment in the valuation of magazines as pullers.—*Mail Order Journal.*

## Finn's Good Work for Cadillaqua.

A recent issue of the Advertiser, the Detroit Advertising Club organ, pays a fine compliment to A. H. Finn, for many years business manager of the Detroit Journal, as the father of the Cadillaqua Celebration idea. The article was written by W. A. Shryer, secretary of the Cadillaqua committee. Mr. Finn is manager of the Franklin Press and also chairman of the publicity committee of the Board of Commerce.

## 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

CAMPAIGN ARTICLES BY  
WILLIAM J. BRYAN  
MISS JANE ADDAMS  
Central Press Association, Cleveland

## TURNER'S BULLETIN

## TO PUBLISHERS

Don't offer Advertisers Extracts of a Report. Send original signed by

C. GODWIN TURNER

Actuary

DATA CO., NEWARK, N. J.

Advertisers Know the Difference!

## GET

Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

## THE DOINGS OF THE VAN LOON FAMILY

The Seven Column Daily Comic Strip NOW USED AND RECOMMENDED by such papers as

The Boston Post, St. Louis Dispatch, Louisville Courier-Journal, St. Louis Globe-Democrat, among the

SIXTY PAPERS USING IT,

is SECOND TO NONE IN THE MARKET It can be obtained from  
The McClure Newspaper Syndicate  
45 West 34th St., New York City

## Adams Features

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

WIRE



WRITE

## Lasker Indoor Games Syndicate

PORT RICHMOND, NEW YORK CITY

Weekly articles on

Chess, Bridge, Auction Bridge

Exclusive rights given. No contract.

## NEW YORK HERALD SYNDICATE

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

THE BEST COMIC ISSUED

SCOOP

The International 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

"Thirty days hath September." During those thirty days I will continue to sell

*Fisk Interlocking Advertising Service.*

For \$5 per year, 52 issues, one each week, to one paper or dealer in a town. After October first the service will be ten dollars a year.



No one in the whole world knows the value of five dollars better than I do. Also no one in the world knows the value of

*Fisk Interlocking Advertising Service*

as well as I do. However, publishers and dealers are finding out, and this page ad is published to inform other publishers and dealers who still need to learn.

Dealers "Throw Up Their Hats" for

Edited by Henry Stirling Fisk



\$5 per Year—Published Weekly  
Cash with order. Sold to only one dealer in a town.

# Fisk Interlocking Advertising Service

For Dry Goods, Department, General and Variety Stores

Published by Fisk Publishing Company  
Schiller Building, Chicago

There is No Other Advertising Service Like This in the Whole World

R. W. Crompton, Art Director



\$5 per Year—Published Weekly  
Cash with order. Sold to only one dealer in a town.

**THE SEYMOUR REPUBLICAN WRITES:**

"One of our dry goods merchants saw the sample of your interlocking advertising service and at once ordered a page ad out of part of it. We are enclosing our check to pay you for a year's service to begin at once."—Seymour Republican, Ind.

Daily and weekly newspapers can increase their local advertising patronage by the help of Fisk Service. It costs \$5.00 per year for 52 issues, one a week. After Oct. 1 the price will be \$10.00 a year. Order NOW and save \$5.00, and get the benefit of the service for fall advertising.

## To Big Publishers

If you have a high-priced advertising manager you may think you do not need

### *Fisk Interlocking Advertising Service*

but ask him. If he is really worth a big salary he will say, "You'd better send Fisk a check. It's worth ten times five dollars a year."

*Only pikers are afraid to accept ideas which originate outside their own heads.*



*Henry Stirling Fisk*

ADVERTISING COUNSEL  
PRESIDENT FISK PUBLISHING CO.

## To Little Publishers

You may think

### *Fisk Interlocking Advertising Service*

is too good for you. That's a mistake. Many publishers who are located in towns where there is only one newspaper use the service in getting up ads for the merchants. The fact that you are a small publisher doesn't make you a piker—unless you want to be one. There are a lot of really big men in small towns, also some pinheads in charge of large papers—for awhile.

(Reprinted from Dry Goods Reporter of May 4, 1912.)

**ORGANIZES FISK PUBLISHING CO.**

Henry S. Fisk, who for fifteen years had important relations with the DRY GOODS REPORTER, has organized the Fisk Publishing Company with offices in the Schiller Building. The new business in which Mr. Fisk has embarked will have to do with various syndicate services to retailers—advertising and otherwise—and develops some new phases of technical and trade publishing.

Mr. Fisk came from Bockford, Illinois, in September, 1898, where he had been manager of, and buyer for, a retail dry goods store, to take a position on the REPORTER as a writer and advertising solicitor. When he retired in the Fall of 1910, he was vice-president and advertising manager of the DRY GOODS REPORTER. For two years he did general advertising work for the Root Newspaper Association, largely in the Eastern states, and last December severed this relation to embark in business for himself. During recent months, he has traveled extensively, visiting nearly every city of importance in the United States.

Our advertising has brought us returns from "the far ends of the earth." It should get your order for us.

After October first Fisk Interlocking Advertising Service will be \$10.00 per year. Order now and save five dollars.

**FISK PUBLISHING COMPANY**  
Schiller Building, Chicago Henry Stirling Fisk, President

Many publishers believe in advertising—for others. We believe in it for our own business—don't disillusion us.

### THAT HUMORISTS CONVENTION.

#### Strickland W. Gillilan Didn't Like the E. & P. Report and Sends a Substitute.

Roland Park, Md., Sept. 10, 1912.  
THE EDITOR AND PUBLISHER:

We humorists don't like to have purely fictitious write-ups of our gatherings. Your notice last week was kind, in the amount of space it used, but, as you see from some marginal notes I made, it was far from being history.

We don't take things too seriously, but we don't like very much the inference that we boozed steadily. That, however, is the least objectionable thing about the story.

We passed resolutions as to the loss the association had sustained in the death of four bully good fellows—Charles Battell Loomis, Frank Searight, Willis Leonard Clanahan, and Carlton Garretson; we decided that the next meeting should be held at Peoria, Ill., the last week of next August.

We elected Eddie Guest, of Detroit, president; Jimmy Sullivan, of Boston, vice-president, and George Fitch, secretary. We passed a resolution limiting future membership to writers of daily columns or other humorous or versified contributions to the newspapers or periodicals.

We sent telegrams of regret in reply to some fifteen of the good fellows who had sent their regrets and their love, and elected a fine bunch of new members, including Miss Teichner, of the Detroit News; Will Miller, of Ottawa, Ill.; Dixon Merrit, of Nashville, and others whose names the secretary can give.

We wept over the fact that we had lost our constitution and can't seem to locate it again, and we appointed William J. Burns to find it. We took up the last of some notes that had been held against the organization in payment for some book work done some years ago—we did a lot of real business, just the same as other people; much of it was of no public interest, some of it was strongly tinged with human interest.

Also, I forgot, among the newly elected members was J. U. Higinbotham, inventor of the trademark "Uneeda Biscuit," author of several books of European travel, and editor of "The Pipe," in the Chicago Press Club Bulletin.

Homer Cray, the new manager of the Leslie-Judge outfit, was there also, and A. W. Utting, of the New York Tribune.

See what you missed? Sorry I didn't write the story for you. I blame myself far more than I blame you.

By the way, the star of the outfit—aside from Edmund Vance Cook, the poet—was Tom Daly, of Philadelphia, who writes and reads the very best Italian dialect verse, and tells stories superbly.

That's nearly all worth while, but there is really a big story in it, even if I left out Uncle Judd Lewis, of the Houston Post, who took care of all the children he could corral, all week.

Very truly yours,  
STRICKLAND GILLILAN.

## 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



CONGRESSMAN CHARLES BENNETT SMITH,  
OWNER OF THE NIAGARA FALLS JOURNAL, WHO HAS BEEN RENOMINATED FOR CONGRESS.

### AD CLUB INVITES ROOSEVELT.

#### Expect to Get Good Pointers From Doughty Colonel on Advertising.

At the luncheon of the Birmingham (Ala.) Ad Club last week it was decided to write Theodore Roosevelt to address the club at its luncheon, Sept. 28, the date he is expected to visit that city. The idea was advanced that the colonel was in a class all alone when it came to advertising himself by methods that are both effective and original. The ad men figured it out that they could get more good pointers from the doughty colonel on the advertising game, so it was decided to send the following telegram: "Mr. Geo. W. Perkins, New York. "Please forward the following telegram:

"Hon. Theodore Roosevelt, somewhere in the United States of America: "Birmingham Ad Club wants you to stop off at Birmingham, Sept. 28, and attend our luncheon. Be an ad man for one brief hour with something doing every minute. Good crowd—good time. Don't miss it. Wire your acceptance. "JOHN SPARROW, President. "F. J. HOLBERG, Sec.-Treas."

Should the invitation be accepted the ad men declare that they will make things hum and that the occasion will be one long to be remembered. They are awaiting an answer by wire and if the proposition goes through the boys say that there will surely be "something doing."

#### Now Editor of the Ithaca Journal.

Harry S. Estcourt, until recently on the editorial staff of the Boston Traveller, is now connected with the Ithaca (N. Y.) Journal as head of the editorial department of the paper. He was formerly a newspaper man in Schenectady.

### WASHINGTON PERSONALS.

Announcement is made of the marriage of Robert D. Heintl, correspondent of Leslie's Weekly, and Miss Helen Margaret Corbin, of New Harmony, Ind. The marriage was celebrated on September 3.

William E. Brigham, of the Boston Transcript, who, accompanied by Mrs. Brigham, motored to Atlantic City, has returned after a week of golf at the summer resort.

Angus McSween, of the Philadelphia North American, is accompanying Col. Roosevelt on his speaking tour of the northwest. Mr. McSween is a most enthusiastic Bull Mooser.

Henry L. Sweinhart, of the Associated Press, and Mrs. Sweinhart, are visiting in Philadelphia after spending several weeks at Atlantic City.

W. W. Price, of the Washington Star, has just returned from a refreshing stay at Atlantic City.

Thomas F. Edmunds, of the Associated Press, is enjoying a two weeks' vacation at Atlantic City.

Raymond B. Morgan, who represents a number of western papers, is an accomplished musician.

Mercer Vernon, who is assisting in the publicity work of President Taft's campaign, is a brother of Leroy Vernon, who had charge of the pre-convention publicity for the President.

J. F. Keller, of the Philadelphia Record, is spending several weeks at the Arlington, Atlantic City.

### C. B. SMITH RENOMINATED.

#### His Constituents Want the Editor to Again Serve Them in Congress.

Charles Bennett Smith, formerly managing editor of Buffalo Times, and for nearly fourteen years editor of the Buffalo Courier and who is owner of the Niagara Falls Journal, has been renominated for Congress.

Mr. Smith during the single term he has held office has made good, and won the confidence of his constituents. Like nearly all newspaper men who are elected to Congress he attends strictly to business during the sessions and is ready at the drop of the hat to pitch in and fight any measure that seems objectionable to him.

Mr. Smith, although many years in the newspaper business, is still a young man, having been born in 1870 near Buffalo. He started in his business career as a telegraph operator but soon dropped the work to take up newspaper reporting. He was Albany correspondent for the Buffalo Times for a while, and when William J. Conners bought the Courier he appointed Smith editor, a position which he filled for years with marked success.

#### Looked Like a Hearst Paper.

On Labor Day the St. Louis Star caused quite a ripple in the local newspaper world by appearing in a new garb. Nathan Frank had secured the services of Fred Warren in the editorial department, and Fred Vion in the advertising department. The evidence of their handiwork was so closely related in appearance to the Hearst style as to fool at first even the members of the fraternity on the other papers. The word went the rounds that Hearst had at last bought the Star, such, however, is not the case. The Star has had for some time the Hearst news and feature service, and Warren and Vion have taken advantage of this and their experience with Hearst elsewhere.

#### Spartansburg's Enterprising Editor.

H. S. Bowan, editor of the Sentinel and postmaster of Spartansburg, Pa., is hustling things. He has made arrangements this week with the ladies of Sparta Grange whereby two competing bands will canvass the territory outlying the town, gathering subscriptions, making collections, etc. He will give a percentage of the collections to the grange in order to help pay the cost of its new building. Mr. Bowan, in addition to his work as journalist, postmaster, etc., is an active member of a number of social and religious organizations. A recent issue of the Sentinel contained an editorial on "Spartansburg in 2012," which gave practical evidence of the city's progress.

#### NEW INCORPORATIONS.

Flora, Ill.—Clay County Publishing Co., \$2,500; to publish newspaper; G. J. Price and others.

Philadelphia, Pa.—The Polish Publishing Co., capital, \$5,000. Incorporators: Joseph Wilkowski and others.

Put your advertising for Southern California in the Los Angeles Record and San Diego Sun the two papers with the largest city circulation, and you will be sure to get results and cover the field thoroughly.



**THE 1913 CONVENTION.**

**Baltimore Ad Club Already Engaged in Formulating Plans for Next Year's Meeting — Committee on Foreign Relations Secures the Co-operation of the Government in Distributing Information Abroad.**

The Advertising Club of Baltimore has already actively begun preparations for the next year's ad club convention. President Edward J. Shay is now in Europe to arouse interest in the event.

The club is holding weekly luncheons at which plans are discussed and arrangements are made to handle the preliminary work of the convention.

While the plans for the 1913 meeting are incomplete it has been practically decided to hold the sessions in the main hall of the Fifth Regiment Armory, where the Democratic National convention recently met.

The public has heard a great deal about the hospitality of Baltimore and in order that there shall be no disappointment in regard to it preparations are being made for giving the visiting delegates the time of their lives.

**AN HISTORICAL SETTING.**

Baltimore has an interesting historical setting and is surrounded by points of interest, which will be visited during the week of the convention. The committees in charge of the arrangements will see to it that there is no interruption of the sessions of the convention to attend functions of any kind.

All of the time each day up to adjournment in the afternoon will be devoted to the serious work of listening to addresses, papers and discussions. Whatever trips are made to historical places will be made during the late hours of the afternoon and early evening. One of them will undoubtedly be to the United States Naval Academy at Annapolis. Steamship or motor boat trips on the Chesapeake will be another attraction.

The city of Baltimore will make supreme efforts to entertain the visiting delegates in a royal manner. The hotel accommodations are said to be ample. The railroads will make special rates for the delegates who will attend from all parts of the country.

**EXPECTED BENEFITS.**

Baltimore won the convention largely because of her needs. Although it is one of the largest jobbing centers in the United States its business men do not advertise to any great extent. It is believed that the holding of the convention there will be the means of developing a large volume of advertising among them and greatly extend the business of the city itself.

A committee on foreign representation was recently appointed consisting of Herbert Sheridan, traffic manager of the Chamber of Commerce (chairman); Edwin L. Quarles, director of the Greater Baltimore committee; Paul G. L. Hilken, vice-consul for Sweden at Baltimore, and representative of the North German Lloyd Steamship Co.; Alfred I. Hart, editor and manager of the Old Bay Line Magazine, and William C. Robinson, president of the William C. Robinson & Son Co., wholesale oils.

This committee addressed a com-

**Here Is What Is REALLY Happening In Chicago**

Shrewd Advertisers always judge the rise or decline of a newspaper by its gains or losses in Department Store Advertising.

Here are the official records of the Washington Press, an Independent Audit Company, showing the trend of Department Store advertising in Chicago for the past five years.

These cold figures tell their own story:

Year	EXAMINER (COLS.)	TRIBUNE (COLS.)
1908*	3,667	6,237
1909	4,498	5,487
1910	4,153	5,302
1911	4,658	5,189
For eight months of		
1912	2,987	2,878

In 1908 the Tribune carried almost twice as many columns of Department Store Advertising as the Examiner.

In 1909, as you can see, the Tribune lost 750 columns of Department Store Advertising, while the Examiner GAINED 831 Columns.

In 1910 the Tribune again lost in Department Store Advertising, and the Examiner also lost, but this was due to a raise in rates.

In 1911, for the fourth successive year, The Tribune LOST in Department Store Advertising—this time by 113 Columns, while the Examiner again GAINED—by the enormous increase of 505 Columns.

And now in 1912 the Examiner leads the Tribune in total columns of Department Store Advertising for the first eight months of the year, as the Washington Press records show.

In other words, since 1908 the Chicago Tribune HAS LOST OVER A THOUSAND COLUMNS of Department Store Advertising and the Chicago Examiner has not only GAINED A THOUSAND COLUMNS, BUT HAS OUTSTRIPPED THE TRIBUNE AND HAS TAKEN THE LEAD IN ITS FIELD.

\*Examiner columns are 280 agate lines. Tribune columns are 300 agate lines.

**M. D. HUNTON**  
220 Fifth Avenue  
NEW YORK

**E. C. BODE**  
Hearst Building  
CHICAGO

**Record of Eight Months**

In eight months of 1912 *The New York Times* published 5,549,358 lines of advertisements compared with 5,129,847 lines in the corresponding period last year, a gain of 419,511 lines, a greater growth by nearly a quarter of a million lines than the combined increase of the three other New York morning newspapers ranking with *The Times* in quality of circulation.

munication to the Department of State at Washington, requesting the co-operation of the United States Government in bringing the purposes of the convention to the attention of the people of foreign countries through its consular corps.

**CONSULS WILL HELP.**

The correspondence between the committee and the department has resulted in the formulation by the department of an instruction to the representatives of the Government abroad to distribute information concerning the convention to trade organizations, advertising clubs, publishers of newspapers and trade journals, and prominent individuals interested in the extension of trade relationships; also to furnish names of such clubs, agencies, publications and individuals to the Advertising Club of Baltimore, so that the latter may send them advance information, invitations, etc., direct.

A special effort to secure a good representation from the Latin-American countries will be made through the co-operation and assistance of Hon. John Barrett, director of the Pan-American Union, Washington.

The newspapers and trade publications of foreign countries, as well as those of the United States, will be supplied with information relating to the convention by the bureau of publicity of the Advertising Club of Baltimore. In the matter of getting publicity, the local bureau will have the assistance of the national organization as such, and of the individual clubs in the United States and Canada.

As an evidence of its Progressive principles, the New York Evening Mail is putting in an extra-sized horse-shoe copy desk in its editorial room to replace the ancient relic that has done signal service for the past century.

The American Colortype Co., of New York, has leased four floors of the Graphic Arts building, at 207 West Twenty-fifth street, for a period of twenty years.

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

## 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

Chicago Office: Boyce Building,  
George B. Hische, Manager.

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

THE JOURNALIST Established 1884  
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, September 14, 1912

### THE PROBLEM OF THE ONE CENT NEWSPAPER.

The newspaper publishers of the country are devoting considerable attention in their private offices these days to the consideration of the increasing number of problems affecting the one-cent dailies. As they study the growing expense list incidental to the issuing of such publications and consider the demands made upon them by their readers for exclusive news reports, feature stuff and illustrations, they cannot escape the inevitable conclusion that the usual order is reversed—constantly decreasing profits seem the none too rosy prospect.

Time was when the one-cent newspaper gave great promise of financial reward. When Adolph S. Ochs, of the New York Times, reduced the price of that paper from two cents to one cent per copy his contemporaries declared he was doing a very foolish thing. Mr. Ochs, however, as it subsequently developed, knew exactly what he was about. He had figured it all out carefully and by effecting various economies in production succeeded in making the Times at one cent a greater financial success than it had ever been at two cents.

It should be remembered, however, that at that time conditions were considerably different than they are to-day. Costs have advanced in all directions. The price of nearly everything that goes into the production of a newspaper has increased, in some instances as high as fifty per cent. Labor is the great beneficiary; the wages of the men in the mechanical, circulation, and advertising departments have gone up, and the salaries in the editorial department are also higher.

To these items should be added the increased expenses incurred in gathering the news—a special cable occupying about three-fourths of a column in one New York daily recently costing upwards of \$1,500—and the special features that are now used to add to the attractiveness of every issue.

It is difficult to figure out how such papers as the New York World, Chicago Daily News, New York Times and Mr. Hearst's papers can be produced at a profit at the present figure at which the

papers are sold. And the problems involved in Colonel Nelson's policy of thirteen issues for ten cents a week are simply overwhelming. Of course it must be admitted that a large circulation adds to the value of the paper's advertising columns and, in some cases, it is able to command higher rates than it possibly could secure with a more restricted circulation at two or three cents a copy, but it is also true that advertisers are not given to emphasizing mere volume as they were a few years ago.

The question that all newspaper publishers must solve to their own satisfaction is this, "Should we be satisfied to allow the advertising to bear the entire expense of the cost of production, or should the circulation pay its own way and perhaps produce a profit?" The work involved in securing a circulation of high grade is large and its upkeep is a constantly increasing burden of expense. It costs more to distribute papers than formerly, and it certainly costs more to secure additional subscribers.

While many publishers have found it desirable to sell their product at one cent, other publishers have continued to sell their papers at two cents and in some instances at five cents a copy, and many of them get as high a minimum advertising rate as those with three and four times their circulation.

The New York papers that sell for more than one cent are the Herald, the Sun, the Morning Telegraph, the Commercial, the Brooklyn Eagle and the Journal of Commerce. The Herald and Eagle have always made money on circulation and, although at one time the Herald reduced its price to one cent, it soon found that it was losing its prestige in the newspaper field and that the expense was mounting sky high and went back to its old price. The other newspapers have also made money out of their circulations, although perhaps not to the same degree.

Shrewd observers in the newspaper field have declared that the day is not far distant when many publishers will be compelled to increase the cost of their papers to the public, while others have asserted that inasmuch as the newspaper is a quasi-public institution the people of each community should help to support it by paying a fair subscription charge. General Charles H. Taylor, of the Boston Globe, has found the publication of a two-cent paper so profitable that last year's profit amounted to \$354,000. If the Globe was a penny newspaper it would show no such profit.

Will such an increase in the retail price of the daily newspaper have any serious effect upon circulations? Undoubtedly there would be a tremendous falling off at first, but many believe that circulations would quickly return to somewhere near the old figures. No one who is intelligent to read and appreciate a daily newspaper will seriously object, it would seem, to the payment of the extra penny. The inevitable result would doubtless be the elimination in large measure of duplication, which would strengthen all papers and make for increased profits.

### EDITORIAL COMMENT.

Press agents are not quite as numerous as they were two or three years ago, thanks to the good work done by the American Newspaper Publishers' Association, but they are still sufficiently numerous to bear watching. They find their greatest graft among the newspapers in the smaller cities. An alluring special article, especially if it is attractively illustrated, is a bait many of them cannot resist even though they know there is somewhere in it a nigger in the woodpile. Publishers who refuse all requests for free publicity find more dollars in the bank at the end of the year than the "dead easy" ones who kindly oblige.

No American in public life ever had so much printed about him in the newspapers and magazines as Theodore Roosevelt. In fact, many people are so tired of reading his speeches and the articles concerning him that they will be glad when the campaign is ended and he ceases to monopolize the spread heads and the best positions in the daily papers.

We have received from the Chicago Tribune a column deep booklet containing copies of many of the advertisements it is employing in its \$25,000 campaign for advertising its own advertising columns to both readers and advertisers. The series is in all respects the most remarkable ever put forth by an American newspaper. The advertisements, nearly all of which carry illustrations, are pregnant with facts that will interest the most blazé of newspaper readers. The most of them are three columns wide and one column deep and dominate the page in which they appear. They are artistic in appearance, and are written in a style that compels attention. They are alive with human interest and tell their story in a manner that the readers cannot forget. The Tribune is to be congratulated for having at its head such men as James Keeley, the editor and publisher, and William H. Field, the business manager, who believe in aggressive newspaper publicity for their own paper and have the initiative and enterprise to inaugurate such an advertising campaign. W. G. Bryan, who for the past seven years has made a close study and successfully applied promotion of advertising to newspapers, is conducting the campaign which is the most resultful ever carried on by a metropolitan newspaper. It is to be hoped that other publishers will be encouraged to undertake similar campaigns in behalf of their own newspapers.

Have you noticed that the newspapers are not slopping over on baseball quite so much as formerly? Wonder why! Are they becoming wise in their generation? Perhaps they are tired of working for the baseball magnates without pay. Can you blame them?

The fine Italian hand of G. A. Murphy, who has just become the editor and manager of the Middletown (O.) Daily Journal, is already seen in the

columns of that paper. His political editorial in the issue of September 9 "On Being a Goat," written in his characteristic style, is well worth reading. Murphy has a way of stating his views that is attractive and effective.

To print a million advertisements in less than a year is a feat worth talking about. Up to and including Sept. 1, the New York World published 1,007,621 advertisements. Such a record is one of which Don C. Seitz, the business manager, and his staff, may well be proud. The popularity of the World with advertisers has never been so great as now.

The Racine (Wis.) Journal-News has posted in a conspicuous place in its office the following notice:

"All political advertising must be paid for in advance."

The publishers doubtless have acquired wisdom from experience. The hardest bills to collect, especially from defeated candidates, are those incurred during a political campaign. After the dance is over no one wants to pay the fiddler.

First daubing printer's ink on his hands in the office of the Buffalo Courier, one frosty morning in 1783, Frank Presbrey has spent but little time away from the printing trade.—Rochester (N. Y.) Times.

A historical incident in the eventful career of the head of the Presbrey Agency that suggests a reason, good and sufficient, for his ability to handle large accounts to the satisfaction of his many clients.

According to the Mail Order Journal some of the popular magazines lost in August a total of 32,738 lines as compared with the record of a year ago. What's the trouble?

### NEW PUBLICATIONS.

WEST PLAINS, Mo.—J. N. Burroughs, a prominent attorney of this town, has announced that he will begin the publication of a weekly newspaper this month. It will be called the Searchlight.

CHEBOYGAN, Mich.—The Tribune is a new daily paper launched here last week. W. H. Gamble is the editor.

SENECA FALLS, N. Y.—The Press is a bright seven column quarto newspaper recently established in this town.

TEXARKANA, Ark.—Robert & Fuller will launch in this town next week a new daily. to be called the Clarion.

FUQUAY SPRINGS, N. C.—The Carolina Uplift, edited by E. J. Rogsdale and Judson Peele, is a brand new weekly newspaper has made its appearance.

CORDELE, Ga.—Hon. Emmett R. Shaw will start a newspaper in this town within several weeks.

HOUGHTON, Mich.—Le Courier de Michigan is a French newspaper that made its first bow last week. P. E. Mayrand is the editor.

LAUREL, Del.—The Leader is the name of a new paper that will appear each Saturday.

### London Times 40,000 Days Old.

To emphasize the occasion of its forty thousandth number since its founding in 1788, the London Times issued on Sept. 10 an extra forty-four page supplement, dealing with the history of the newspaper. This number has the first article of a series entitled, "The Story of Printing," being an illustrated review of the art from the time of Gutenberg down to William Morris and the present day. A special section is devoted to the newspaper press and there is an absorbing story of how the Times came into being and a revelation of some of the mysteries of its organization.

**PERSONALS.**

J. C. Shaffer, owner of the Chicago Post and other important daily newspapers, is taking a motor trip through Europe. He will return home the middle of October.

William L. McLean, publisher of the Philadelphia Bulletin, is away on a vacation.

James Schermerhorn, publisher of the Detroit Times, was the principal speaker at the annual picnic of the farmers of Lenawee and Hillsdale counties, Mich., held at Manitou Beach, August 29.

Homer Croy, late publisher of the Magazine Maker, has been appointed editor of Judge.

Henry Adams Bellows, managing editor of the Bellman, of Minneapolis, was a visitor in New York this week.

Joseph W. Piercy, director of the Department of Journalism at Indiana University at Bloomington, Ind., recently inspected the Department of Journalism at New York University. He is thinking of adding several courses at his institution that are now being given at New York University.

E. H. Cooney, of Great Falls, was elected president of the Montana State Press Association, which held its annual meeting at Anaconda last week.

J. W. Hunter, publisher of the Washington (D. C.) Herald, and A. R. Keator, Chicago, special representative, have returned from a thousand-mile automobile trip along the Atlantic Coast resorts.

Frank A. Munsey returned from abroad September 5, in time to attend the Bull Moose State convention.

Milton B. Ochs, for some time the Sunday editor and assistant publisher of the Philadelphia Public Ledger, and formerly publisher of the Nashville American, has been elected vice-president and general manager of the reorganized Public Ledger Co.

J. Miller McConnell, who has been connected with the Montreal Star for several years, has been appointed financial editor of that paper.

George Bailey, editor of the Houston (Tex.) Post, is spending his vacation at Asheville, N. C.

F. A. Moore, formerly editor of the Durham (N. C.) Sun, is now in charge of the Macon (Ga.) office of the industrial department of the Southern Railroad.

E. E. Frantz, of the New Orleans (La.) Times-Democrat, has been named trustee of the State Normal College by Gov. Brower.

Herman Roemer is the new managing editor of the Wausau (Wis.) Sun.

Robert H. Clagett has assumed an editorial position with the Jackson (Tenn.) Daily Sun.

Julia Murdock, dramatic editor of the Washington (D. C.) Times, has returned from the Bermuda Islands. She declares that playwrights could find material in Bermuda for new effects.

Thomas L. Masson, editor of Life, has been elected president of the Glen Ridge (N. J.) Democratic Club.

Frank McGrew has become the sporting editor of the Peoria (Ill.) Journal.

L. H. Maigne, editor of the Palo Alto (Ia.) Reporter, has for a number of years been raising yellow dent corn on a six-acre plot near his home.

**IN NEW YORK TOWN.**

Judson H. Carter, business manager of the Vancouver (B. C.) Sun, was in New York City last week on business. He is reported to have signed up several good contracts for advertising before he left for Chicago, where he will spend a few days before returning home.

William E. Evans, assistant city editor of the Mail, is on his vacation.

Miss Edith Hulbert, of the Sun staff, has returned from an invigorating vacation at Cedar Island, one of the Thousand Islands in the St. Lawrence.

Arthur D. La Hines, formerly of the Evening Journal, has gone to the Globe as copy reader.

"Bob" Richie, of the Evening World, was wrongfully attached to the Mail in this column last week. His onion patch will yield a big crop this year.

William Rouse, poet and re-write man on the Mail, is now climbing Mt. Parnassus, in the Adirondacks.

Big, burly Robinson, of the Evening Mail staff, is covering up-State politics for his paper.

"Billy" Orr, for four years star reporter on the Tribune, has joined the Evening World staff.

Linn Boyd Porter, formerly president of the Boston Press Club, was a visitor at the New York Press Club this week.

Marguerite Moers Marshall, of the Evening World, is at work on a new novel which will appear soon. She is the author of "The Drift," published by Appletons last year.

Two marriages have enlivened matters at the Globe recently. C. Franklin Bailey, ad manager, and Berton S. Brown, auto ad manager, are the beneficiaries. The former spent his vacation at Manchester, Mass., the latter at Boothbay, Mass.

William McLaughlin, assistant city editor of the Evening World, was presented with an orange blossom at the Cayuga Club outing last week. He is now seeking the donor.

Arthur D. Howden Smith, formerly of the Evening World and the Evening Post, will join the Globe staff Monday.

Richard Linthicum, poet and writer on the Morning World, courts the muses at Great Neck Hills, Long Island.

**Luncheon to A. H. Messing.**

A farewell luncheon was tendered to A. H. Messing, assistant publisher of the Chicago Examiner, in the banquet hall of the Chicago Athletic Association, on Thursday, September 12. Geo. Lytton, general manager of the Hub, was toastmaster, and interesting talks were made by several of Mr. Messing's friends and associates. After a successful service of nine years Mr. Messing is severing his connection with the Chicago Examiner, and this luncheon was tendered to him on the eve of his departure on a world's tour. The committee of arrangements consisted of Seth Brown, Wm. R. Moss, F. W. Harvey, Jr., E. C. Bode, James O'Shaughnessy, A. N. Fox, George Landis Wilson, H. N. Tolles, E. S. Wells, Jr., and H. L. Fogleman.

**Blanche Bates to Marry Editor.**

The engagement of Blanche Bates, the actress, and George Creel, editorial writer on the Rocky Mountain News, of Denver, Col., was announced last week from that city. Mr. Creel is a well-known newspaper man and political writer and has recently been appointed Police Commissioner of Denver under Mayor Arnold.

**WEDDING BELLS.**

H. A. Ballinger, telegraph editor of the Grand Rapids (Mich.) Press, and Miss Mabel Butler, were married in Peoria, Ill., last week.

Ovid Bell, president of the Missouri Press Association and editor of the Fulton (Mo.) Gazette, and Miss Maud Hall, were married Sept. 4, at the home of the bride in Rocheport. The Rev. Madison, of Columbia, officiated. They have gone to the Wisconsin lakes on a honeymoon trip.

The marriage of Cary A. Griffin, editor of the Ouray (Col.) Plaindealer, and Miss Vera McGrath, took place last week at Boulder. Griffin has held various positions on St. Louis papers and went to Denver last fall, where he worked as reporter on the Times until he purchased the Ouray plant.

Albert Whiting Fox, of the Washington bureau of the New York Herald, and Miss Eleanor M. Wimsatt, of Tacoma Park, were married at Washington, Sept. 3.

John B. Townsend, secretary-treasurer of the Philadelphia Press, and Miss Margaret Riley, also of Philadelphia, were married at St. Peter's Episcopal Church, Narragansett Pier on Saturday. A wedding breakfast followed at Blair-Lusk, the country estate of Henry D. Riley.

Clinton Hill, editor of the Mitchell County (Ia.) Press-Journal, and Miss Faith Sweny, were married at Osage, Ia., last week.

A romance which had its beginning at a G. A. R. reunion years ago, culminated Sept. 3, when Col. William H. Hornaday, editor of the Guthrie (Okla.) Daily Star, and Mrs. Lavina Mason, of Anadarko, were married.

George C. Lafferty, one of the official reporters of the House of Representatives, who may be styled as a correspondent for the Congressional Record, succeeded in keeping his marriage secret eleven years. He and Mrs. Lafferty are now enjoying their honeymoon at Atlantic City, the announcement of their marriage having just been made public.

**Editor Ejects an Inspired Visitor.**

Members of the editorial staff of the Leslie (Mich.) Republican were somewhat surprised last week when they received a caller via the back door in the shape of a calf which bounded into the room with a "moo." The editor, an athlete of no mean proportion, at once tackled the calf, and the latter finding matters too hot for him took his immediate departure for more hospitable quarters.

**Retires After 61 Years of Service.**

A. W. McKinstry, editor of the Faribault (Minn.) Republican, has sold his paper and plant to Walter M. West, of Minneapolis. Mr. McKinstry has been editor of his own paper for forty-six years and had previously been assistant editor of the Fredonia (N. Y.) Censor for fifteen years. He retires at the age of eighty-five, in fairly good health.

**Pierson Made City Editor of Herald.**

Frank H. Pierson, who for many years has held various important positions in the New York Herald, has been made city editor of that paper. Mr. Pierson is one of the best known newspaper men in New York. Besides his long service in the Herald he has for the past eight years been president of the New York City News Association, where his rare executive ability has been an important factor in making that institution the success it is.

The Memphis (Tenn.) News is publishing a junior News Scimitar for the benefit of the members of its circulation department. It is chock full of stuff of interest to its readers.

**SITUATIONS WANTED**

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

**WANTED—REPORTORIAL**

position by young woman, age 22; have had 3 years' experience, including general reporting, desk work, proofreading and some bookkeeping, on afternoon paper in small town; would like place on larger paper; best of references. Address "MISS S.," Box M, Bennington, Vt.

**JOB PRINTING SALESMAN WANTED**

for shop in live middle west city of 18,000. Have established business and good equipment. A clean-cut, sober, active man who can hold our old business and develop new can make good place for himself. Must be careful estimator, know costs, and honest with clients and company. Pay fair salary at start and rest is up to the man. State age, salary wanted and particulars. Address "PRINTER," care THE EDITOR AND PUBLISHER.

**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.

**BUSINESS OR**

Circulation Manager, age 40 years, 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address "Dx2," care THE EDITOR AND PUBLISHER.

**MANAGING EDITOR.**

Young, absolutely first-class man in every respect, desires change; fully able to direct successfully every department of publication; best references; now in charge of prominent afternoon paper. Address "P. M. G.," care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**BUSINESS OPPORTUNITY.**

Energetic newspaper manager with \$25,000 capital to acquire half interest and take charge of exclusive newspaper property (Daily and Sunday) in live city of 80,000. Here is a rare opportunity for live man. Address M. B., Room 311, Garfield building, Cleveland, O.

**HALF INTEREST IN**

A paying publishing business can be bought by right party for \$18,000. HARRIS-DIBBLE CO., 71 West 23d St., New York.

**DAILY NEWS**

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

**LINOTYPE MACHINES**

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment. RICH & McLEAN, 51 Cliff St., New York.

**FOR SALE**

**FOR SALE—THREE NO. 2**

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

**HELP WANTED**

**WANTED—LADY TO EDIT**

a monthly magazine devoted to ladies' apparel; must have full knowledge of the publishing business. Exceptional opportunity to the right person. Address DOMESTIC LACE AND EMBROIDERY, 3607 Boulevard, Jersey City N. J.

**GROWING DAILY**

newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash; \$8,000 worth of real estate included. Proposition E. P.

**G. M. PALMER**

Newspaper Broker

277 Broadway New York

## STOPPING THE LEAKS.

**How a Properly Devised Bookkeeping System Will Protect a Publisher and Help Him Save Money.**

By **Albert W. Fell.**

General Manager *Kinoston (N. Y.) Daily Leader.*

In course of the special work I have done during the past few years in the line of auditing and devising bookkeeping systems for newspapers and printing houses, I have come in contact with about every conceivable method for the keeping of accounts.

From the small country daily to the big metropolitan sheets I have found excellent systems in vogue in probably twenty per cent. of the offices, which only needed the inspection of an outsider and a few changes to make them reasonably perfect. Among the offices that have come under my inspection, I have found accounting systems fearfully and wonderfully made—in fact, the majority of them were absolutely useless for the main purpose, which is to keep under minute observation every possible leak in the finances of the business.

### IGNORANT OF BUSINESS METHODS.

Invariably the reason for the existence of crude and valueless systems has been that the manager or owner of the business knew nothing of accounting, or did not appreciate its serious relation to the success or failure of the business. The majority of those in charge never saw or never learned to read a detailed statement, let alone ever basing future moves on comparative monthly statistics.

Another fact I have discovered is that the average public accountant or system expert cannot devise a successful system for newspaper use. The reason is, that the business is a peculiar one, very much different in the base of its costs and production from any other of the more common commercial enterprises. Another reason is that the business varies so widely on account of local conditions, that even should a first-class accountant devise a really good system for some one office, it would be either cumbersome or inadequate in another office. Local and interior shop conditions vary widely in the newspaper business, and the perfect and successful system must be "made to order" on the spot by someone who understands the newspaper business from the ground up, and who has had actual experience in offices of all sizes.

### ACCURATE STATEMENTS NEEDED.

Many publishers do not comprehend the intent of perfect accounting systems, but simply understand a set of books as a medium for telling them how much their customers owe. Really this is but the minor purpose. The books should be so kept that they will produce accurate statements at desired intervals, which are as valuable to the publisher or manager as the steam gauge and water gauge are to the engineer of a fast passenger train. In fact, running a newspaper or printing house without a proper set of books is as dangerous as running a high-speed powerful locomotive with no devices for showing the steam pressure carried or the height of water above the crown sheet.

With a proper set of books it is possible to devise a simple system of comparative statements either by weeks or months, which will show at a glance the rise or fall of purchases, expenses or

labor cost in every department of the business. This system of statements is absolutely a necessity in these days of sharp competition. Even in the case of a publisher who has no competition it enables a greater profit.

Elaborate system does not insure efficiency in the business office. It raises the cost for clerical labor, and generally produces results that are irrelevant or too complicated to be practical. The ideal system is the one which can be maintained by the smallest number of clerks and yet produce the statements desired by the shrewd and intelligent manager.

Many publishers try to save money in the business office by employing cheap help, and keeping books on a par with the ability of the labor. This is a mistake, for surprising losses may go on year in and year out, unseen and unchecked if the books are not kept in a manner to show the leaks.

Books devised along correct lines lead to many savings indirectly. I have seen comparative statements lead to investigations of operating systems in some departments that resulted in changes which cut down the pay-roll and increased the efficiency.

Comparative cost and production figures, worked out on a weekly or monthly percentage basis, enable the publisher or manager to keep a close watch on every expense detail of the business without undue labor and with but very little time consumed in reading statements.

## THAT NEWSPAPER CONFERENCE.

**Professor Ross Says It Was So Successful Another Will Be Held at Madison in 1913.**

Edward Alsworth Ross, Professor of Sociology, University of Wisconsin, in an article about the First National Newspaper Conference at Madison in a recent issue of the Survey, said: "Time and again journalists have gotten together to thresh out questions relative to their interests, from the tariff on wood pulp to the law of libel, but never before have they assembled for the sole purpose of considering whether or not they are doing their full duty by the public."

"When possible two papers were secured for each session, one a defense, the other an attack of newspaper practice on the point at issue. The heads of the press associations vindicated their impartiality, while the socialist editor led the assault on the news-gathering agencies and not a few came to his aid. A representative of the New York World denied that current economic developments in newspaper publishing are impairing the veracity of the press, while a magazine man from Boston gave evidence of the subservience of the press of that city to big advertisers. Charles H. Grasty, proprietor of the Baltimore Sun, argued that a fearless and free newspaper will achieve a commercial success, while Louis Post of the Public impeached the veracity of the daily newspapers of Chicago, and analyzed secret influences which suppress or distort news that the public has a right to know. Hamilton Holt of the Independent pleaded for an endowed newspaper and the head of the Los Angeles Municipal News told the story of the most conspicuous public newspaper in America. "The discussions of the papers were vivacious, but not once was there a want of candor or courtesy. When cross-examined the Socialist editor confessed that a Socialist newspaper is no place to look for accounts of labor mistakes. The head of a press service admitted that news is written from the 'point of view' of the paper that hires the reporter. The daily newspaper men were amazed at the widespread distrust of newspaper truthfulness shown by the men of the weeklies and the monthlies. Editors chafing under conditions which they supposed were peculiar to their town were startled by the range of testimony revealing the same bondage of newspaper men in other places. "Out of three days of the frankest discussion emerged at last two interpretations as to the cause of the failure of many newspapers

to present the truth they owe their readers. The daily newspaper men present, all of them connected with newspapers notable for fearlessness, argued that the advance of commercialism in the newspaper field may be stayed if only editors will have courage and faith. They believe that the pressure of the advertisers may safely be withstood, and that the editor who plays fair with his readers will be the man who makes money for his paper. Another group insisted that the commercializing forces are practically irresistible, save by a few men of rare qualities, and argued that nothing but the stimulating competition of an endowed newspaper or a public newspaper can hold the press up to its duty to the public.

"The felt benefits of this first conference were such that at the close the participants unanimously recommended that a second gathering be held under the same auspices in 1913, and that the organizers of the first conference arrange for the second."

## BOOST FOR C. S. MONITOR.

**Editor Ross, of Motordom, Writes About the Life of An Ad.**

### THE EDITOR AND PUBLISHER:

In a recent editorial you ask, "How long does an advertisement live?" and then you go on to say that if it is in a daily newspaper it may pull for a week or ten days, but no longer, the reason being that in large cities people are not interested in yesterday's newspapers and rarely read them. "Once in a while, however," you say, "the exception proves the rule."

I am glad to know that you admit that the average daily paper advertisement lives for that length of time. Many advertisers say it is shorter lived than a week or ten days, some going so far as to put the period as low as twenty-four hours.

I presume that your deductions are based upon circulation under the most favorable conditions; for instance, a conservative paper with a home circulation, as contrasted with the street paper which is in many cases left on the car or thrown away before the reader reaches home. At best, however, even the home paper has but the one circulation; that is, it does not pass to the hands of readers outside of that home, but, after it is read by the members of the household, it is cast into the waste paper bag down in the cellar.

But what would you say about the life of an advertisement that appears in a daily newspaper, the secondary circulation of which is nearly as large as its primary circulation? You say there is no such paper? Ah, but there is! And let me tell you that I know of cases where each edition of this unique daily newspaper goes into as many as five families before it is consigned to the waste paper bag. Its readers religiously follow up the practice of passing along each day copies of their favorite daily paper.

It is quite probable, then, that advertisements placed in such a paper have much longer life than the same advertisements would have in the ordinary daily. And yet, the advertiser pays only for the primary circulation; the secondary, and goodness knows how many more that follow it, cost the advertiser nothing whatever.

What is the name of this paper? I called it to your attention once before in a recent issue—it is The Christian Science Monitor of Boston. But really, the Monitor is not a subject on which I like to "harp"; but it is such a splendid, clean paper and has so many fine qualities that I enjoy being its advocate every time that I have the opportunity.

If the Monitor did not have some unusually attractive features about it, it would have no more excuse for living than the ordinary daily. But the fact of the matter is, the Monitor prints much of the stuff that the world really wants, but which the average newspaper overlooks or ignores. Newspaperdom considers that unless each edition contains about so much sensational matter it is a "dead one." In a word, our newspapers as a rule print what the people should not have and neglect to print what the people need.

Now the Monitor knows that the public way down deep in their hearts love good. Most people would rather read about a deed of philanthropy than a murder, a suicide, a scandal or a case of political or social corruption. The public is sickened with this sort of reading, and the Monitor, like a visitor with a message of hope and love, has come to heal them. It is not strange, therefore, that the Monitor thrives and that people are glad to get it, even though it is a day, a week or a month old. The Monitor's news is always fresh and always constructive.

There was a time when mankind scoffed at the idea of an ideal person such as Jesus of Nazareth illustrated, even as in our time publishers, like Brother Taylor of the Boston Globe, scoffed at the idea of an ideal newspaper such as the Monitor illustrates. In the fullness of time, however, the ideal man came, and now, in the natural order of events, the ideal newspaper has come. Nothing is too good to be true. Right should not seem miraculous. Evil is the thing at which we should marvel. The Monitor is merely reversing the old order of things.

But to return to the subject of advertising: Does it not appear reasonable to you that if the life of an advertisement in the average newspaper is a week that the life of an advertisement in the Monitor is much longer? This being the case, does not a daily like the Monitor offer much more to the advertiser than other dailies? There seems to be only one answer to these questions.

Yours cordially,  
ROBERT S. ROSS, Editor.

## Scott's Latest Press on View.

Walter Scott & Co., of Plainfield, N. J., have sent invitations to editors and publishers to inspect, at their factory, during the week between September 12 and 20, one of their latest improved "Multi-Unit" Double-Sextuple, Combination Triple-Quadruple presses, which they have just completed for the Newark (N. J.) Evening News.

This machine represents the latest advance in modern newspaper press construction and is built to deliver the largest possible product under all conditions. It is equipped with three drives and can be operated either as three entirely independent quadruple machines or as two entirely independent sextuples, or as an octuple with an independent quadruple, and it can be added to any desired extent.

## A Bull Moose Paper for Buffalo.

An out and out Progressive newspaper is to be started this week in Buffalo, N. Y., by Clauncey Hamlin, a wealthy resident of that city and chairman of the Progressive Committee of Erie County. It will be a weekly and devoted to the interests of the Colonel and his cause. W. J. Munzey and Joseph Pond will be in charge of the publication of the paper.

## 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

"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.  
134 Nassau St. N.Y. Tel. 686-4 Bookman

## For Washington Correspondence

write

AMERICAN TELEGRAPH PRESS

District National Bank Building

Washington, D. C.

## "IPSCO" TISSUE

INTERNATIONAL PUBLISHERS SUPPLY CO.

LOUIS A. HOFFMANN, Gen. Mgr.

Proven Newspaper Supplies

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

**STONE'S PEACE PLAN.**

**Author Takes Issue With Gen. Otis Whose Scheme for an International Agreement, He Declares, Is "A Rope of Sand."**

DUPLEX PRINTING PRESS CO., Battle Creek, Mich., Sept. 9, 1912.  
THE EDITOR AND PUBLISHER:  
In your issue of July 27 you published an interview with Gen. Harrison Gray Otis relating to the discussion in your columns of his plan for universal peace as set forth by him in a lengthy article in your issue of June 8 last. In this interview he states that I am wholly mistaken as to one essential particular in his plan in that I do not perceive that it provides an effectual substitute for war.

I do not wish to prolong this discussion and will only say that I do not see the effectual substitute because it is not set forth in his plan, and I repeat, with added emphasis, what I insisted upon in my original article, namely, that no treaty, alliance or pact can ever be made a sufficient basis for enduring peace. In time of stress an international agreement is a rope of sand.

An illustration of the unreliability and frailty of treaties is seen in the fact that since Gen. Otis proposed his plan two of the leading and most highly civilized nations of the world—the United States and Great Britain—are at loggerheads over a treaty.

Organic Union, and Organic Union alone, holds out any promise of permanent universal peace.

Let this idea permeate the international mind. Let it sink deep into the international consciousness. Taking the organic union of the States constituting our own nation as an example and a pattern, the simple idea can be easily apprehended and understood by the peoples of all nations.

It is entirely unnecessary to prearrange any program or method of procedure, or to elaborate in detail a scheme of government, as Gen. Otis does in his plan. It is only necessary to perceive that a union of the leading nations of the world in a simple but actual supreme government, exercising legislative, judicial and executive functions, precisely as these are exercised in the Federal Government of the American Union, will achieve the desired result. This simple proposition can be readily understood by all men, and the only question remaining to be considered is that of its feasibility.

At first blush most men will say that such a union is impossible, and will be ready with numerous arguments to demonstrate its impossibility.

But the impossible is becoming rarer every day. What was impossible yesterday proves to be possible to-morrow. The obstacles which stood in the way of the formation of the American Union were greater than those which today prevent the formation of a world union.

Let this plan of a world union, as outlined in my article of May, 1908, and published in your issue of June 22, 1912, once permeate the general mind and fire the general imagination and the apparent obstacles to its accomplishment would disappear like mist before the sun.

Gen. Otis' plan rests, fundamentally, upon an alliance or pact between independent sovereign states. My plan involves the surrender of sovereignty by the individual nations, in the matter of war, to a new, higher, supreme government. The difference is radical.

I. L. STONE.

**MUST BUY THEIR NEWSPAPERS.**

**Supply to Treasury Officials Cut Off By Congress.**

Treasury officials will not be able to spend in 1913 any government money for newspapers, according to a ruling made this week by the Controller of the Treasury. The appropriation act passed recently by Congress made the same appropriation for purchasing books and papers as was allowed for 1912, but in this year's act the word "newspapers" was eliminated.

It has long been the practise for the Secretary of the Treasury, his assistants, the Controller of the Currency and similar officers to subscribe to trade papers and journals relating to their work. This has been considered a practical necessity by these officials, and it is expected that their elimination will work hardship, for the officials will have to pay for the papers out of their own pockets.

**Chivalrous Editor Lands in Jail.**

Responding to a woman's cry for help early Monday morning of this week, Alan Cunningham, associate editor of the Philadelphia Public Ledger, rushed out of his home at Media, Pa., armed with a gun and ready to do his share in the rescue. There was some firing and two Italian laborers were wounded. Alonzo Valenti, of Newark, N. J., accompanied by a detective, went to Media and found his wife living with August Valenti, his brother, with whom she had eloped. August ran out and shouted to Cunningham that his wife was being murdered. The editor responded with such effectiveness that he was arrested and is now awaiting trial under \$2,000 bail.

**Growth of the Vancouver, B. C., Sun.**

"Some Local Opinions of the Sun" is the title of an attractive booklet recently issued by the Vancouver daily of that name. The contents comprise a series of fac-simile letters from Vancouver business firms voicing their confidence in the paper as an advertising medium. The Sun, while only established last February, has made rapid growth, and now claims a guaranteed net paid circulation of over 21,000 copies. J. H. Carter is the business manager.

**YOUNG JOURNALISTS' GUIDE.**

These lines were printed in the London Globe recently as advice to English Newspaper men apropos of Oscar Hammerstein's remark that "nothing pleases the London public better than the abuse of an American." When news is scarce and things are slack,

Don't roam this office looking black; But have some piquant things to say Of those who hail from U. S. A.

Don't sigh for ordinary news; But seize your stylo, and abuse With all the venom at command Some exile from that favored land.

The ordinary reader begs, For use with bacon and with eggs As extra-special condiment, Invective that is violent.

The Yankee is so good and great— In conduct so immaculate— To contemplate him stirs the bile Of dwellers in this backward isle.

So, green with jealousy and spite, We love to see our writers write Abuse, for all that they are worth, Of these—the greatest folk on earth.

**BUSINESS IS IMPROVING.**

**Jason Rogers Talks Entertainingly of His Western Trip.**

Jason Rogers, publisher of the New York Globe and secretary of the Associated Newspapers, returned to New York on Monday after a three weeks' trip through to the Pacific Coast, and gave the following interview to a representative of THE EDITOR AND PUBLISHER: "Newspaper conditions all across the country seem to be in an unusually healthy way for a presidential year. I have visited twelve cities between here and San Francisco, calling on publishers in connection with the development of the Associated Newspapers. In nearly every office there was talk of enlarged mechanical equipment and renewed effort for increased circulation.

"During the past two weeks five strong evening papers have started, taking the service of the Associated Newspapers, and within the next five weeks I expect eight or nine others to start. Three of the strongest evening papers in Canada—the Montreal Star, the Toronto Star and the Vancouver World—have joined, and the Cincinnati Times-Star and the Denver Times are now getting the service. In San Francisco the Evening Post has taken the place of the Bulletin.

"Newspaper publishers are learning that it is much easier to get circulation on a basis where the gains will be held by the presentation of good features and entertaining matter than by merely trying to create a demand for one paper's treatment of the news of the day as against a slightly different presentation of the same news by a competitor.

"The plan of the Associated Newspapers by which the purchasing power of a group of high-grade evening papers in strictly non-competitive territory is expended for features, comics and stories without a dollar of profit to anybody but the producers, is gladly received almost wherever I have invited a paper to participate.

"The combined average circulation of the papers represented in the Associated Newspapers now amounts to over 2,600,000 per day and the campaign that we are making to show national advertisers that space in these newspapers can be bought for less than one-third of what magazines or mediums of general circulation charge per line per thousand is becoming effective and attracting attention."

**Democrats Will Print Magazine.**

The Democratic Publicity Committee of Pennsylvania has completed a plan for a semi-monthly magazine of twenty-four pages which will be published as a supplement to all Democratic newspapers, daily or weekly, in that State who desire it. The magazine will be published and ready for distribution about the first and fifteenth of each month. Charles B. Kurtz, editor of the Centre Democrat, Bellefonte, will be the editor. The first issue is expected about the middle of this month.

**Keep Your Electros Clean.**

Copper electros should be thoroughly cleaned after working, or else the ink which often remains between the fine lines in time generates acids, which destroy the electro. Turpentine and the brush are generally employed for cleaning copper electros, and many recommend that the electros should afterwards be well rubbed with an oil as free from acid as possible. Should, however, the ink be dried up to such a degree as to resist this treatment, creosote should be applied, the electros being then treated with the brush.

**A New Paper and Pulp Mill.**

Plans are said to be complete for a new paper and pulp mill at Grand Falls, N. B., to be erected by the Grand Falls Power Co. Sir William Van Horn has recently been elected president of the concern.

**Satire's Foolish Questions.**

Who plants the seed from which our toe corn grows?  
Why is it that the Adam's apple, and the apple of the eye, never ripen?  
Why isn't the ball of the foot used for a football?  
Could an expert accountant add up the figures of speech?  
Why don't florists use the palms of the hands for festive occasions?  
When one loses his head, how can he find it by looking?  
Can the foot be styled the poetry of motion? If so, which is it, Iambus, Dactyl or Spondee?  
Does the wind-pipe ever need a new elbow?  
Are the shoulder blades responsible for "cutting" people?  
Are there any icebergs on a-nation of our own?  
How can the stains be removed from inky darkness?  
When you can't raise the price—did you ever think of the sun's rays?

**THEY ALL READ**  
**The Times**  
**IN RACINE**  
Local merchants recognize it as the leader. It is the only Racine paper that prints two editions daily. It is a live newspaper, equal in news and features to the metropolitan dailies. Use it and get your share of the money from this rich, bustling city of 45,000 people. Average daily, 8,631 net.  
REPRESENTED BY  
**CONE, LORENZEN & WOODMAN,**  
New York Chicago Kansas City

**THE**  
**DEMOCRAT**  
**Nashville, Tenn.**  
Has a non-premium, non-forced circulation. Ask Association of American Advertisers, New York City  
**The JOHN BUDD CO., Representative**  
New York Chicago St. Louis.

**The News Scimitar**  
**OF MEMPHIS, TENNESSEE**  
is the leading afternoon newspaper in circulation and importance in the Mississippi Valley south of St. Louis, and in a territory over 800 miles wide.  
Represented by **PAUL BLOCK, Inc.,**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**YOU MUST USE THE**  
**LOS ANGELES**  
**EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
**MORE THAN - - 120,000**

**GET THE BEST ALWAYS!**  
**The Pittsburg Dispatch**  
**Greater Pittsburg's Greatest Newspaper**  
**WALLACE G. BROOKS** **HORACE M. FORD**  
Brunswick Bldg. Peoples Gas Bldg.  
New York Chicago

**The Elizabeth (N. J.) Times**  
**Only Democratic daily**  
**in Fifth Congressional District**

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

## MERCHANTS SEEK PRESS RATE.

## Allege Illegal Discrimination by Western Union in Charging Special Rate to Newspapers.

A complaint was filed with the Inter-State Commerce Commission at Washington on Monday by W. N. White & Co., New York, fruit and provision dealers, that is expected to open up official inquiry into the telegraph and cable rates charged by the Western Union Telegraph Co.

The firm accuses the Western Union of having discriminated against it by charging a rate which is unduly discriminatory and prejudicial for the reason that a lower rate is charged to the newspapers of the country for practically the same service.

For messages sent from New York to San Francisco for use by newspapers, the White company avers, the press rate is twenty-five per cent. of the regular rates. The merchants allege that the lower newspaper charges are discriminatory and in violation of the Inter-State Commerce act.

It is believed the commission will declare that the service rendered to the newspapers is different from a commercial service, and that the telegraph companies are justified in charging a different rate for press than for commercial messages.

## CHANGES IN INTEREST.

MARION, Ind.—George B. Lockwood, publisher of the Chronicle and the Muncie Press, has sold the former to W. H. Sanders and George D. Lindsay. There will be no change in the editorial policy.

ALGONA, Ia.—The Upper Des Moines Republican changed hands this week by the sale of a half interest in the paper by J. W. Spearer to County Superintendent of Schools S. L. Bachus. The firm will be known as Haggard & Bachus.

DUNDEE, N. Y.—The Observer has been recently purchased by L. J. Swarthout.

CALICO ROCK, Ark.—A stock company, composed of the business men of the town, has bought the Progress. The new company will take charge at once with Neill Brooks as editor and manager.

COLUMBUS, Tex.—The Colorado Citizen, published here, has changed business management from the former editor County Judge J. J. Mansfield, to D. O. Bell, a newspaperman of Port Lavaca.

MEDFORD, Okla.—Earl V. Croxton, of Guthrie, has purchased the Patriot.

The first American newspaper was published in 1704 and to 1788 there were seventy-eight published, sixteen of which were conducted by women and fourteen of which were the firm champions of liberty and equal rights.

### 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
<b>Total</b>	<b>5,121,866 Lines</b>

NOTE—The leading English Daily published for the same period 5,874,710 Lines of display advertising; this being the largest volume ever published in one year by any Philadelphia newspaper.

## THE PLAIN DEALER'S PICNIC.

## Newsies Have a Day of Great Fun at Cedar Point on Lake Erie.

"The biggest picnic ever," said one of the thousand newsboys the Cleveland Plain Dealer took to Cedar Point, O., August 26.

The Plain Dealer carried the boys 104 miles in the speedy steamer Eastland from Cleveland to Cedar Point, a fresh water Atlantic City, boardwalk and all.

As soon as they landed from the boat the boys were served with a dinner which few of them will ever forget. Then they rode free on all of the many concessions at the resort and engaged in the sports conventional to newsboys' picnics.

A sixteen-piece band did more to maintain order among the boys than the importunities of the branch managers, 100 strong, who went also along.

The boys were all bona fide carriers or street boys who sell Plain Dealers. The tickets were numbered and mailed to each boy individually. There were no accidents and not a boy was left behind.

The picnic was given under the direction of circulation manager Fred M. McClure, and publicity man, H. R. Hichens.

## TO MUZZLE BULL MOOSE PAPER.

## Stockholder Seeks to Enjoin Publication of Roosevelt Editorials.

Zeb Waller, postmaster of Burlington, N. C., has instituted suit this week to enjoin the publishers of the State Dispatch, of that city, from printing editorials indorsing the presidential candidacy of Theodore Roosevelt.

Postmaster Waller states that he is a stockholder in the newspaper, and, though holding a large number of shares in it, was outvoted in the matter of changing its policy. Thirteen votes were cast against him.

Since the Chicago convention the State Dispatch had been running the regular nominees. On Sunday it announced a change of base, declared Taft a colossal blunder, and his nomination fraudulent and criminal. It also said that it is moved to change its attitude by the fact that ninety per cent of its readers are Roosevelt men.

Waller asks the injunction on the ground that the Dispatch is chartered to "print a Republican paper," and that, as Roosevelt no longer pretends to be a Republican, the compact with the State is violated.

## STORY WITH EMENDATIONS.

We recently reprinted from the New York Herald a humorous story to which one of our correspondents takes exception. The story with his criticisms interfolded is as follows:

"While carrying a ladder through the crowded streets of Philadelphia the other day (*This never happened in Philadelphia. Why? Well, in the first place it has no "crowded" streets. People must be alive to crowd*), a big Irishman was so unfortunate as to break a plate glass window in a shop. Immediately dropping his ladder the Celt broke into a run. (*They never run in Philadelphia.*)

But he had been seen by the shopkeeper who dashed after him (*No shopkeeper ever "dashed" in Philadelphia. However, they are all "shop-keepers"*) and caught him by the collar. (*Nix on this. Remonstrance is as far as he would go; and besides he would think a couple of times to be sure Pat had no friends who might withdraw their trade.*)

"See here!" angrily exclaimed the shopkeeper, when he had regained his breath, "you have broken my window!"

"Sure I have," assented the Celt, "and didn't you see me running home to get the money to pay for it?"

Respectfully submitted by one who has spent 100 years in Philadelphia in six months.

The Indianapolis Star will print the Hearst comic supplement for the Louisville Herald after Sept. 22.

## CLUBS AND ASSOCIATIONS.

Members of the Long Island (N. Y.) Press Club visited Kings Park State Hospital for the Insane on Sept. 9, and following a luncheon were entertained with a short talk by Dr. William A. Macy, superintendent of the institution, on the treatment and prevention of insanity. Dr. Macy in his talk spoke of the need of educating the people to the point of a thorough understanding of what was being done toward the care and cure of insanity in State institutions. He said that it was the aim of those interested in the work to secure the confidence of the public at large that the best results might be attained.

Thirty members of the Southern Illinois Editorial Association were entertained last week by Congressman W. B. McKinley at Springfield. Governor Deenec delivered a short address to the guests. This was one of the events of the week's outing on the Illinois River.

The Houston (Tex.) Press Club is planning a gridiron dinner early in October which promises to be a notable social and literary event. It was decided to invite Marse Henry Watterson to Houston and many other distinguished orators and journalists. It is planned to have a banquet of 200 plates of \$5 each. It will be one of the most elaborate affairs ever held in Houston and very exclusive and distinctive. The dinner will be interspersed with speeches, jokes and a general interplay of wit and repartee.

The recently organized Journalists' Club of Atlantic City, N. J., made its formal debut among the social organizations of the resort Aug. 28 in its headquarters at the Bell-Riddle building. Beginning 11 o'clock at night the elaborate program prepared for the occasion extended well into the early morning hours, and there were no dull moments from the time the entertainment began until the close of the last sketch. One of the most pleasing diversions of the evening occurred when the president of the club, Harry Knapp, of the Philadelphia Inquirer, arose to read telegrams of regret from notables who were unable to be present. The first of these missives was from Rudolph Blankenburg, Mayor of Philadelphia, who wired that he had started from the Quaker City, but had been held up by 'Squire Weeks at Pleasantville and could not therefore be in attendance. Governor Wilson sent a message to the effect that he very much regretted his failure to attend, and cautioned the members against spending too much money for liquid refreshments.

## BUSINESS NOTES.

The Chicago Tribune's gain in display advertising during August over its record of a year ago was 124.45 columns; and in classified advertising, 96.92 columns, or a total of 221 columns. The Minneapolis Daily News broke all records during the month of August for advertising earnings and number of lines carried. The gain over the same month in 1911 was 35,448 lines of every kind of advertising.

The Ninth Anniversary Edition, on Aug. 28, contained thirty-four pages and more advertising than any other edition of the paper ever published.

The Woman's Home Weekly, the new woman's newspaper published in Minneapolis by the Clover Leaf League, broke all records in August. The last issue of the month carried more advertising than any previous one, and a substantial increase in circulation is reported.

The Montreal Star has issued a new rate card, which became effective Sept. 1. A delay of one month is allowed for closing any business that may have been pending under the old rate.

The Rural Weekly of St. Paul in August carried 1,060 inches of advertising, local and foreign, compared with 912 inches in the same month in the St. Paul Weekly Dispatch.

## MISSOURI'S JOURNALISM COURSE.

## President of State Press Association Declares Its Work Is Invaluable.

E. L. Purcell, in his annual address as president of the Missouri Press Association at its Hannibal meeting, said:

"There is an institution in Missouri which I believe merits the support of every editor in Missouri, especially the members of the Missouri Press Association. I refer to the School of Journalism at the State University under the management of Dean Walter Williams, a past-president of this association.

"The work that is being accomplished by this department of our State University cannot in value be overestimated. It is equipping young men and young women to go out into the world with a thorough, practical knowledge of what an editor should be and of the high moral lines on which a newspaper should be conducted, and at the same time giving them a thorough business knowledge of the workings of the front office, which is so essential to the success of a newspaper.

"I believe we, as an association, should use our columns in the interest of a good appropriation from the next Legislature to keep the School of Journalism on the high plane that it now enjoys."

## Chicago Press Club Election.

At the annual election of the Chicago Press Club held last week, the following officers and directors were chosen for the ensuing year: President, Chas. N. Wheeler, Inter-Ocean staff; vice-presidents, Jay Cairns, Claire A. Briggs; treasurer, Frank Collins; financial secretary, B. Beecher Osborne; recording secretary, William F. Nutt; librarian, Jos. F. Henderson. Harry R. Daniel, John L. Lawson and George L. Louis were chosen directors.

## A New Labor Paper in the Field.

The first issue of the Industrial Digest, published in Cleveland, O., and devoted to the cause of labor, made its appearance last week. The publication is for all labor organizations and its information is not devoted to any one city or section of the country, nor to any one trade or group of trades. It is to be a compact weekly summary of the principal events of interest to labor.

## Effective Advertising.

"Waiter," grumbled a customer, "I should like to know the meaning of this. Yesterday I was served with a portion of pudding twice this size."

"Indeed, sir?" rejoined the waiter. "Where did you sit?"

"By the window."

"Oh, that accounts for it. We always give the people by the windows large portions. It's a good advertisement."—*Chained Lightning.*

## Topeka Daily Capital

delivers by carrier in Topeka (a city of 50,000) more than 9,200 every day, and has a total circulation in excess of 33,500. It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

*Arthur Capper*  
TOPEKA, KANS. Publisher

W. T. Laing, Flatiron Bldg., New York  
J. C. Feeley, Mallers Bldg., Chicago

**TO BENEFIT FIFTH AVE. SHOPS.**

**New Co-operative Plan of Advertising Adopted by Four Newspapers.**

A new advertising scheme, designed for the special benefit of small Fifth avenue shops, has been evolved by J. L. Tonnele, Jr., and adopted by the Evening Mail, Evening Sun, Evening Globe and Evening Post.

The plan is to secure from the proprietors of these business places agreements to combine in a composite effort, through the advertising columns of these four newspapers, to make themselves better known. Each shop interested and signing the agreement will be represented by a business card announcing the name of the firm or individual, the kind of business engaged in, the address and telephone number.

In conjunction with the cards there will be used reading matter descriptive of the offerings made by each of the shops—a real guide to the readers of these four newspapers, thousands of whom will want to buy the various articles sold in these shops.

The business cards and the reading matter, which will be set in advertising type, will make a composite advertisement of unusual interest—a real benefit to the shops and to the shoppers. It is a co-operative plan in which several shops unite for individual and collective benefit—giving each an opportunity to advertise itself in rather an unusual way without its costing each individual shop more than it can afford. Not one of these shops could individually afford to advertise in a manner to create as big an impression as it can by uniting with other shops in this composite advertisement.

The combined family circulation of these newspapers to be used represents ninety per cent. of the families who have the means to gratify their tastes, and can afford to buy the unique and useful as well as worthy articles sold in these aristocratic shops.

**LYNCHBURG'S NEW DAILY.**

**The Progressive Will Be Launched Oct. 1 with Up-to-Date Features.**

Lynchburg, Va., is to have a new afternoon newspaper, called the Progressive, which will make its appearance Oct. 1 under the management of J. Lynn Yeagle and Wilbur Z. Moorman. A semi-weekly, a farmers' paper, which will be extensively circulated through the tobacco belts of Virginia and North Carolina, will also be issued. The paper will be issued by the Virginia Progressive Publishing Co., of which Mr. Moorman is president, J. B. Jennings secretary and treasurer and Mr. Yeagle editor and general manager.

The Progressive will have a first-class plant, consisting of three linotypes, a twenty-page "Ideal" Hoe press and other up-to-date mechanical aids. It will have the International News service and the Hearst news features. This semi-weekly will be devoted to politics and advocate the policies of the Progressive party.

A fire last week damaged the editorial offices of the Amsterdam (N. Y.) Morning Sentinel to the amount of \$2,000, covered by insurance.

**OSWALD GARRISON VILLARD.**

(Continued from page 1.)

except the plain truth and justice under Villard.

**MR. VILLARD'S CAREER.**

This man of unusual character and quality, who believes so firmly in clean, fearless and impersonal journalism, was born in Wiesbaden, Germany, on March 13, 1872. He holds the degrees of A. B., 1893, and A.M., 1896, from Harvard, where he served two years in the history department, and Litt.D., 1906, from Washington and Lee University. Besides being president of the New York Evening Post Co., he is also president of the Manassas, Va., Industrial School for Colored Youth, a founder of the Dobbs Ferry Hospital, and chairman of the executive committee of the National Association for the Advancement of Colored People. In politics he is—and not merely professes to be—an independent Democrat. He is a member of the City, Harvard, University and Ardsley clubs.

Oswald Garrison Villard does not believe that he has been a success as an editor. The sustained position of the Evening Post in American journalism refutes him.

**OBITUARY NOTES.**

EDWARD COOK CAMPBELL, fifty-seven years old, died in Clarksville, Tenn., on Sept. 4. He was for a number of years editor of the Clarksville Chronicle, then removed to Birmingham, Ala., where he edited the News of that city. Lately he had been in the employ of the United States Government.

HARRY WRIGHT ARMSTRONG, city editor of the South Bend (Ind.) Tribune, died in that city last week after an operation for appendicitis. He was twenty-three years old.

GUY C. GEEDS, for nine years associate editor of the Leavenworth (Kan.) Times, died of tuberculosis on Sept. 1 in that city. He was thirty-five years of age and had been connected with a number of Kansas newspapers.

ABNER GREENLEAF, sixty-eight years old, president of the Ottmar Mergenthaler (linotype) Co. and an inventor, died at his home in Baltimore on Sept. 10.

JOHN E. ASHTON, forty-four years old, who had for most of his life been identified with the newspaper business, died at Pueblo, Col., last week. Mr. Ashton had been sick for some considerable time as a result of a severe sunstroke which he received many years ago. He began his newspaper career as a writer on the Detroit (Mich.) News where he remained for seven years. Later he was identified with the newspapers in Salt Lake and about four years ago joined the Pueblo Chieftain staff as circulator.

LOUIS S. PARKER, aged thirty-five years, died at Greenville, Tex., on Sept. 1. He was a well-known Texas newspaper man and had been connected with different publications of the State as an advertising specialist.

COOPER W. McLAREN, for thirty-six years the accountant of the Philadelphia Public Ledger, died on Monday in that city, aged sixty-two years.

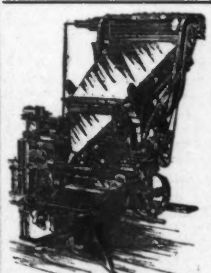
JOHN J. FLANNERY, aged fifty-four, editor and publisher of the Irish Pennsylvanian and the Trades Journal, died at his home in Pittsburgh last week.

THE REV. RICHARD SILL HOLMES, of Philadelphia, a writer, and since 1904 editor of the Westminster, a denominational publication, died at his home last Thursday from apoplexy. Dr. Holmes was born in Brooklyn, N. Y., July 6, 1842.

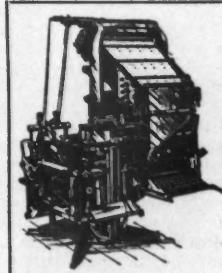
**More than 500 Multiple Magazine LINOTYPES**

Are proving the value and

superiority of the  
**MULTIPLE  
MACHINE  
IDEA**



Quick Change Model 8 Three Magazine Linotype



Quick Change Model 9 Four Magazine Linotype

over all other methods of mechanical composition in the leading newspaper composing rooms throughout the United States. The wide range, versatility, and flexibility of the three and four-magazine machines make

The Multiple Linotype Way the Modern Way

**Mergenthaler Linotype Company**

TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 S. Wabash Ave.

SAF FRANCISCO:  
638-646 Sacramento St.

NEW ORLEANS:  
549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.

**A Wise Insurance Company.**

Of late years the insurance companies have done little or no newspaper advertising. Just why they have kept out of newspapers so persistently is explained in various ways, but none of the reasons are conclusive from an advertising man's viewpoint. One of the companies that has broken away from the rest is the Illinois Life Insurance Co., which has been persuaded by the Goldstein-Conhain Co. Agency, of Chicago, to undertake an extensive campaign which began on Sept. 4. The advertisements are of generous size, 4 columns by 10½ inches, illustrated, and set in big plain type. They are designed to appeal to men who have families or relatives dependent upon them for support. They are well written and effective.

**Will Establish Journalism Chair.**

Eric W. Allen, Northwest editor of the Seattle Post-Intelligencer, has been appointed professor in the University of Oregon for the purpose of organizing a course in journalism. He will leave Seattle in the latter part of September, and immediately take up the work at the State institution. The new chair is given equal rank and salary with those in other departments.

Members of the Elgin (Ill.) Press Club, together with Aurora and Wheaton newspaper men, spent an evening at Forest Park, Elgin, last week as guests of the management.

**NOTICE**

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

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

**Metal Economy**

Even a high-grade metal must have proper care and attention to keep it in good shape.

Overheating and useless, frequent skimming are the greatest evils to avoid, as they tend to destroy the "life" of the metal. OXODIE is a timely preservative.

*Thomas Miller's Sons*  
METALS  
NEW YORK

High-class  
**Embroidery Transfer  
Pattern**  
service.  
Half of full page mat. Trial mats furnished.  
**WORLD COLOR PRINTING CO.**  
Established 1900.  
R. S. GRABLE, Mgr. ST. LOUIS, MO.

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

## LIVE AD CLUB NEWS.

The Dayton (O.) Ad Club will hold the first meeting of a series which are to last through the winter at the Algonquin Hotel next Tuesday evening. President H. Glenn Stibbs is making arrangements for taking up educational work with the end in view of assisting members in the selection of type and to aid them in securing better typographical and mechanical effects.

"The establishment of an interurban line to Cleburne does not mean invasion," said Finis Johnson in his address before the Fort Worth (Tex.) Ad Club last week. "It does mean, however, that Fort Worth and Cleburne are brought closer together and can each work for improvement and expansion without stepping on any toes." Mayor G. B. Stewart, of Mineral Wells—the city springs—stated in his address that he would welcome the day when it would be possible for his town to trade water for Fort Worth products. A union jack flag, the gift of the Thirty Club of London, presented to the Ad Club by Frederick Higham, who was entertained there during the Ad Men's convention, was unfurled to the breeze for the first time.

At a regular meeting of the Wheeling (W. Va.) Advertising Club last week, the members of the club endorsed the proposed new law recently framed by the Business Men's Association of West Virginia against dishonest advertising, and suggested that the bill be changed so as to include prosecution for immoral advertising.

Forty members of the Syracuse (N. Y.) Advertising Men's Club were addressed at their weekly luncheon on "Store Service That Backs Up Store Advertising," by Robert Disque, advertising manager of Dey Brothers & Co. Mr. Disque placed emphasis on the training of boys and girls employed to become thoroughly acquainted with every branch of the business as a matter of increasing the force's efficiency later.

The Washington (D. C.) Ad Club is planning a series of luncheons at which experts on the subject of advertising will be present and take addresses. To these luncheons it is the plan of the club to invite every business man who is interested.

Members of the Texas division of the Associated Advertising Clubs of America are invited to be the guests of the State Fair of Texas and the Advertising League, at Dallas, Monday, Oct. 14.

That the daily newspaper is the best possible advertising medium for the small advertiser, and that the advertiser must use more care in getting up his advertisements for small space, were the declarations made by Otto S. Bruck in an illustrated talk to the Dallas (Tex.) Ad League at the regular weekly luncheon. Fifty-five members of the league were present, and Mr. Bruck's talk received much applause.

"Small advertisers should use the newspapers as their basic mediums," said Mr. Bruck, "the newspaper goes into all classes of homes and it is looked for every day. It is cheaper, for the newspaper has a distribution which makes it reach the people."

Much amusement, but equally as much information, was afforded members of the San Francisco Advertising Association at their weekly luncheon, when W. R. Davenport, an artist and an advertising man, and Arthur J. Brunner, a photographer, humorously discussed the value of the use of their respective kinds of illustrations for advertising.

"The Scope and Influence of Financial Advertising," was the subject of an address delivered at the weekly luncheon of the Denver Advertising Club by John E. Hesse, vice-president of the Hibernia Bank & Trust Co. Bank and trust company advertising and the relative merit of mediums, newspapers, circular letters and novelties were discussed, and personal solicitation and the qualifications of the financial advertiser considered. The general discussion was participated in by George T. Wells, of the Denver National Bank; R. H. Perrv, of the Central Savings Bank and Trust Co.; E. S. Harper, of the Continental Trust Co., and others.

At the weekly luncheon of the St. Louis Ad Club, the decree of incorporation granted to the organization recently was passed around for the inspection of the members. The purpose of the organization was announced to be the development of the best in advertising, the education and advancement of the members through the interchange of ideas, the correction of the existing abuses, the promotion of social fellowship and the advancement of St. Louis. Albert Von Hoffman and Glenn W. Hutchinson were appointed a committee to engage Elbert Hubbard to deliver an address before the club some time in October.

### Siegfried Company Incorporates.

The Siegfried Co., Inc., 50 Church street, New York, has been incorporated at Albany, with paid-in capital of \$150,000, to take over the general advertising agency business hitherto conducted under that name by Frederick H. Siegfried. The company has been organized as follows:

President, Frederick H. Siegfried; chairman of the board, W. I. Lincoln Adams; vice-president and manager, Alfred M. Stockman; treasurer, Frank Delano; secretary, Edward H. Acree, Jr.

John B. Wight and Samuel C. Croot with the above-named officers, form the directorate. Mr. Adams is president of Styles & Cash, lithographers, printers and stationers. Mr. Delano is president of the American Temperance Life Insurance Association, president National Security Co. and president Darling Realty Co. Mr. Wight is manager and director of the Alpha-Portland Cement Co. and a director in the North American Cement Co.

## DR. ULLSTEIN'S VISIT.

(Continued from page 1.)

one of the first men in Germany to realize the importance of photography for illustrated papers. Until then they had published only drawings.

It is one of his dominant qualities that he gauges quickly the requirements of the public. When in 1898 the Morgen-Post first made its appearance, he ordered his editors never to forget that a newspaper is made not only for men but also for women and children. Over the desk of every editor he placed a mandatory placard, "Don't forget the women and children."

Even if the firm under his father was respected in Berlin and regarded as a publishing house of good standing, its great development into a several million dollar concern is due to the work of his five sons, and especially to the activities of Dr. Franz Ullstein. He appreciated the necessity of undertaking new enterprises.

### CONDUCTS GREAT BOOK PLANT.

Besides the four daily newspaper and many illustrated weeklies already in existence, he realized his desire to make of the Ullstein company a great book publishing house as well. The Ullstein books are now the most popular in Germany. They were the first books of light weight, being at the same time printed on good paper and well bound. In spite of this get-up they are sold at a price remarkably low for Germany (25 cents), and attained national popularity in a short space of time. Millions of Ullstein volumes are sold all over the Fatherland and to Germans in all foreign countries.

While formerly Ullstein & Co. issued only German books, of late Dr. Ullstein has commenced the publication of German editions of the best foreign literature in the German language. Among them may be found several popular American works.

Dr. Ullstein's main intention in America is to become better acquainted with Americans and their institutions—with their newspaper plants as well as their establishments for public welfare—and he hopes also to improve his knowledge of popular American authors, with a view to fresh additions to the Ullstein library.

### THE COMPANY'S MECHANICAL EQUIPMENT

The progress of the Ullstein company in the course of the last twenty-five years can best be understood by studying its mechanical development, which Chas. Hart, Lord Northcliffe's mechanical superintendent in London, recently described as the most complete in the world. On Jan. 1, 1887, the founder of the company, Leopold Ullstein, opened a new printing office, with two rotary presses, which turned out 8,000 eight-page papers an hour. In 1889 another rotary press was necessary, and in 1890 the first sixteen-page machine was installed. In 1894, four of these machines were introduced; in 1908 they numbered thirteen, besides four thirty-two-page machines. In 1910, nine sixty-four-page machines were erected; besides, there are many illustrating machines for the illustrated papers of the publishing company.

In the same degree as the presses the

power plant was enlarged. For the delivery of the papers a large automobile plant was provided. Thirty-one truck automobiles, numerous cycles, and two high-power cars for the editorial department are in permanent use.

Dr. Ullstein has a high opinion of America's "hustling" journalistic methods and the men who practise them. He is anxious to see both in practical operation. "My only fear, which my staff shares, about my trip to the Land of Unlimited Possibilities," he says, "is that I'll come back overloaded with ideas." While here Dr. Ullstein will be the guest of several newspaper organizations.

## DISRUPTION A GOOD THING.

### Declares Mr. Jury in Discussing Party Newspapers in San Jose.

The San Jose (Cal.) Press Club, of which Frank Willard Kimball is president, on July 20 listened to an address by John J. Jury, formerly engaged in newspaper work, but now a prominent attorney of San Jose, on "The Scribes and Pharisees of Newspaperdom." Mr. Jury spoke in part as follows:

"The oldest newspaper of which copies are extant was published in Peking, China, for the purpose of giving circulation to imperial edicts, the acts of the Chinese governmental bodies and the doings of the royal family. It was not until the sixteenth or seventeenth century that we find any newspapers established resembling those of to-day. One of the first published was in Boston. At present there are hundreds of thousands published which send their nerves—wire nerves of the telegraph, if you please—through the entire world. And the time is coming when the wireless currents will bind the newspapers into closer touch with the world.

"We may compare our civilization to some great plant which for thousands of years only grew a coarse stalk and then at the end produced a flower of great beauty, which bloomed for a day or a night and then faded. Sometimes I think civilization, with all its wonderful characteristics, may be doomed to fall to pieces almost as quickly as it came up.

"In the temple of this kingdom the newspaper men have a wonderful place. Often kings are in the ranks and flunkies are on the throne. The early newspapers were printed to foster some particular political or religious creed. Those of to-day disseminate all creeds and politics. One of the best things that has happened this year was the breaking up of party lines. The truth that the newspapers are constantly placing before the public must aid in advancing our own ideas.

"In the work of newspapers more emphasis has been placed on the advocacy of special beliefs than upon truth. It was not so much that people believe what was true as that they believed a certain brand of truth. Newspapers, being the exponents of conservatism, are not inclined to take the lead in public opinion, but rather to follow it. In other words, it trails alter instead of leads.

## THE NEWS

BUFFALO, N. Y.

Circulation for Aug., 1912  
**99,211**

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 220 Fifth Avenue

## THE SOUTHWEST'S ONE BEST BUY IS THE OMAHA Daily NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA.

It gained 8,928 daily average circulation and 35,714 lines in July, 1912, over 1911.

**BUMPER CROP BIG CIRCULATION LOW RATE**

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

## 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



## A Dull Month

and yet August saw the confidence of local advertisers in The Pittsburgh Post increase by

**93,016 Lines**

Setting a Heartbreaking Pace

## THE PITTSBURGH POST

Emil M. Scholz, General Manager  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives,  
NEW YORK. CHICAGO.



**BIG BUSINESS AHEAD.**

**James Rascovar, President of Financial America, Tells Why He Is An Optimist—Record-Breaking Crops Will Put Millions of Dollars into Circulation, of Which Publishers Will Get Their Generous Share.**

Everyone connected with the publishing field is naturally anxious to find out, if he can, what the prospects are for business this fall and winter. For this reason the crop reports are carefully studied and interviews with commercial travelers are eagerly read to aid them in arriving at an intelligent conclusion.

James Rascovar, president of the New York News Bureau, and publisher of Financial America, believes that this fall and winter the country will enjoy an unusual degree of prosperity. In a chat with a representative of THE EDITOR AND PUBLISHER he said:

"We have correspondents in the chief commercial centers of the United States and through them we are able to get a pretty accurate idea as to business conditions. The reports we have received during the past few weeks indicate that the country has fully recovered from the panic of 1907 and is now about to enter upon a period of prosperity that will be greater than any similar period we have enjoyed for some time. Bankers and business men everywhere are optimistic concerning the situation.

"The crops promise to be the greatest we have ever harvested. It is estimated that the farmers will realize not less than five hundred million dollars more for their products than in 1911. The wheat crop will be from sixty to one hundred million bushels greater, the corn crop three hundred million bushels greater, oats two hundred and ninety millions and barley fifty millions. All other crops will show marked increases.

"The iron and steam mills of the West continue to work at full capacity and the demand for all finished products is much heavier and still gaining ground. Road salesmen report good success in securing orders for fall and spring shipments, with sales considerably in excess of the corresponding period of a year ago, with indications of further gains. The railroads report increased earnings all along the line.

"These are some of the straws that show the way the business wind is blowing. The extraordinary crops mean that the farmers will have more money to spend for luxuries and improvements than ever before. The putting of this amount of money into circulation means increased activities in all lines of manufacture, and in all other lines of business.

"Politics, which have heretofore acted as a brake on the wheels of business during the Presidential year, seem to have but little influence this year. Men are too busy getting ready to handle the increased business to pay very much attention to the appeals of the advocates of the several great parties. Whoever is elected, the party in power will be compelled to take counsel with the people in the matter of policy and in regard to matters affecting the tariff.

"I believe the newspaper publishers will find the fall and winter of 1912 to 1913 and the following twelve months the most profitable they have ever had."

# The New York Morgen=Journal

Largest German Circulation in America

Takes pleasure in announcing the engagement of

**Mr. Howard C. Story**  
as Western and Travelling Representative

**T**HIS newspaper is the German edition of the New York American and Journal. It contains their unsurpassed news and features service plus a local news-gathering staff and special correspondents in Germany and Austria. This accounts for its supremacy. In advertising for the first 8 months of 1912 it

Gained 148,471 Lines

## Sunday Circulation Over 100,000 Copies

**NEW INCORPORATIONS.**

MARIETTA, O.—Marietta Publishing Co., \$20,000. Incorporated by John C. Swan, Charles Pape and others.

BELTON, S. C.—The News, \$5,000 capital. Incorporators: T. A. Wilbur, Jr., president; W. Matthews, vice-president, and J. F. Bell, secretary and treasurer.

BOSTON, Mass.—Peabody Press Company, \$10,000. Incorporated by Harris and Mary T. Paton and Lena Karelitz.

DURHAM, Va.—The Sun Company. Capital, \$50,000 authorized. Incorporators: O. F. Crowson, R. O. Everett and M. F. Primrose. General newspaper publishing business.

CORNING, N. Y.—Journal Publishing Co., \$100,000. Harry H. Pratt, John L. Chatfield and others.

**BALTIMORE AD CLUB.**

The Advertising Club of Baltimore has resumed its "Why and How" talks. The first of the season was given by Charles E. Ellis, manager of the Addressograph Co. of Baltimore, at the regular weekly luncheon of the club on Wednesday, September 4, whose subject was: "Why a Retail Grocer Should Advertise, and How He Can Do So Successfully." This address was one of the many planned by the committee.

When the subject is "Why a Retail Grocer Should Advertise" an effort is made to bring about the attendance of the retail grocers. In the same way, if the talk happens to be "Why and How a Candy Dealer Can Advertise Successfully," the club sees that the candy people are on hand.

**RALPH BOOTH'S BALLOON TRIP.**

Made a Night Ascension in Paris and Had Thrilling Experience.

Ralph H. Booth, of Detroit, who returned last week with his family from an extended trip abroad, had a very harrowing experience in a balloon trip, which he made from Paris.

"A friend of mine," said Mr. Booth to a representative of THE EDITOR AND PUBLISHER, "thought it would be a great lark to take a balloon trip while I was in Paris, and I agreed to be one of a party of four. We were tendered a delightful dinner on the previous evening and about midnight took automobiles to the balloon field on the outskirts of the city.

When we arrived there it was quite dark, the only light being an electric lamp in the hands of one of the attendants. We found that the balloon had been inflated and eleven men were standing around in a circle holding the ropes and waiting for us to climb into the basket.

"When the word was given, the balloon rose slowly to a height of about 800 feet. I shall never forget the beautiful view that greeted our sight, as we floated over the electrically illuminated city. It surely was a magnificent sight. Presently the lights disappeared and we were enveloped in darkness. Not even a star was visible in the heavens.

"Our basket was lighted by an electric lamp. We were engaged in stowing away an excellent lunch which had been provided, when the rope, which had been hanging down about 300 feet, caught on some object and we were all pitched into the corner of the basket. I happened to have in my hand at the time a big carving knife, which cut me, as shown by this scar.

"The balloon soon righted itself and we soared away. Coming down we got into a current of air that drove us along at the rate of about fifty-five miles an hour. Suddenly the basket hit something and bounding off hit something else. One minute we were in the top of the tree, and the next we banged into the side of a cliff. This continued for a half hour in total darkness.

"When we had about given up all hope of making a safe landing the balloon passed over the mountain and settled down easily to a fertile plain. It took us eleven hours to get back to Paris by train."

**Must Deliver the Goods.**

Newspaper advertising is a preliminary to the kind of advertising that is done after you get the people who respond inside your place of business. It is a very necessary and very valuable preliminary. Without it the number of people who come to your place of business would be very much less.

But you have got to help if you want to get one hundred per cent. results from your advertising. You have got to give the public just what your advertising leads the public to expect.

F. T. Barnum, so I am told, never made that famous statement which has been attributed to him: "The public loves to be humbugged." Barnum was too shrewd a student of human nature to think or practice anything like that.

The public loves to be SERVED—that's what. And the merchant who serves his public honestly and well is doing the kind of advertising that leads to more business.—From "Little Talks by The Want Ad Man," by Jerome P. Fleishman, in the Baltimore Sun.

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 advertisements is a winning one.

203 Broadway - New York

**KNICKERBOCKER PRESS**

TIPS FOR THE AD MANAGERS.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing thirteen time orders generally, for Liggett & Myers, Dukes Mixture, St. Louis, Mo.

The H. Sumner Sternberg Advertising Service, 12 West Thirty-second street, New York, is sending out orders for fifty-six lines, five times, to Pacific Coast papers, for the Gotham Manufacturing Company, New York.

The Frank Presbrey Company, 456 Fourth avenue, New York, is placing orders for 144 lines, eight times, with Mississippi papers, for the advertising of the Remington Arms, U. M. C.

George M. Savage, Newberry building, Detroit, Mich., is sending out orders for six inches, twelve times, to Western papers, for the Wolverine Coffee Company, Detroit.

The Snitzler Advertising Company, Hunter building, Chicago, is making contracts for 500 lines, one year, with Western papers, for the American Croxone Company, Chicago.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is making 5,000 line contracts, to be used within one year, with Middle West papers, for Weingarten Brothers, Corsets, New York.

Alfred Graetz, 1001 Chestnut street, Philadelphia, Pa., is placing orders for 5,000 lines, one year, with Middle West papers, for the Welsbach Company, Gloucester, N. J.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is making contracts for 2,000 lines, one year, with Western papers, for Schloss Brothers, Baltimore.

J. W. Morton, New York, is sending out copy for Kops Brothers, Nemo Corsets, New York.

The Manufacturers' Publicity Corporation, 30 Church street, New York, is placing the advertising for the Braender Rubber & Tire Company, 315 Fourth avenue, New York.

The advertising of H. P. Hood & Sons is being placed in Boston and New England papers, by Cleveland A. Chandler, 35 Congress street, Boston, vice-president of the Amsterdam Advertising Agency.

The Beers Advertising Agency, Havana, Cuba, is placing the advertising for Roxroy, London, England, in fifteen inch, s. c. space, in Spanish papers in Cuba.

The Bates Advertising Company, 15 Spruce street, New York, is placing orders for the Irving Hat Company, 36 East Twenty-third street, New York, in cities where they have stores.

The George Batten Company, Fourth avenue building, New York, is asking rates in Southern and Western papers on a food product.

The E. H. Clarke Advertising Agency, 30 North Dearborn street, is making contracts for 5,000 lines with some Mississippi papers, for the G. Heilman Brewing Company, Old Style Lager, Chicago.

The Homer W. Hedge Company, 366 Fifth avenue, New York, is placing orders for seventy lines, two t. a. w. for thirty-nine weeks, with papers in cities where they have distribution, for Hemingway, Son & Co., Hemingway Spool Silk, Watertown, Conn.

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

ROLL OF HONOR

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

ARIZONA.

GAZETTE (av. June, 1912, 6,238) Phoenix

CALIFORNIA.

ENTERPRISE.....Chico

RECORD.....Los Angeles

TRIBUNE.....Los Angeles

Daily circulation in excess of 65,000 copies. This is the largest Daily Circulation of any newspaper published in Los Angeles.

INDEPENDENT.....Santa Barbara

BULLETIN.....San Francisco

CALL.....San Francisco

EXAMINER.....San Francisco

ORCHARD AND FARM IRRIGATION

San Francisco The leading Farm Journal of the Pacific Coast and the Irrigated States.

RECORD.....Stockton

Only newspaper in Stockton that will tell its circulation.

FLORIDA.

METROPOLIS.....Jacksonville

GEORGIA.

ATLANTA JOURNAL (Cir. 55,117) Atlanta

CHRONICLE.....Augusta

LEDGER.....Columbus

ILLINOIS.

POLISH DAILY ZGODA.....Chicago

SKANDINAVEN.....Chicago

HERALD.....Joliet

HERALD-TRANSCRIPT.....Peoria

JOURNAL.....Peoria

INDIANA.

LEADER-TRIBUNE.....Marion

THE AVE MARIA.....Notre Dame

IOWA.

CAPITAL.....Des Moines

REGISTER & LEADER.....Des Moines

THE TIMES-JOURNAL.....Dubuque

KANSAS.

CAPITAL.....Topeka

KENTUCKY.

COURIER-JOURNAL.....Louisville

TIMES.....Louisville

LOUISIANA.

DAILY STATES.....New Orleans

ITEM.....New Orleans

TIMES-DEMOCRAT.....New Orleans

MARYLAND.

THE SUN.....Baltimore has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.

MASSACHUSETTS

THE HERALD.....Boston Guaranteed daily circulation 110,714 (average for whole year 1911). The Herald is the newspaper of the home owners of New England.

MICHIGAN.

PATRIOT.....Jackson The Six Months Average Was A.A.A. Figures.....D. 10,366; S. 11,289 Patriot Figures.....D. 10,331; S. 11,235

MINNESOTA.

TRIBUNE, Morn. & Eve.....Minneapolis

MISSOURI.

POST-DISPATCH.....St. Louis

MONTANA.

MINER.....Butte

NEBRASKA.

FREIE PRESSE (Cir. 128,384).....Lincoln

NEW JERSEY.

PRESS.....Asbury Park

JOURNAL.....Elizabeth

COURIER-NEWS.....Plainfield

NEW MEXICO.

MORNING JOURNAL.....Albuquerque

NEW YORK.

KNICKERBOCKER PRESS..ALBANY

BUFFALO EVENING NEWS....Buffalo

BOLLETTINO DELLA SERA, New York

EVENING MAIL.....New York

STANDARD PRESS.....Troy

RECORD.....Troy

OHIO.

PLAIN DEALER.....Cleveland

Circulation for July, 1912

Daily.....110,906

Sunday.....132,389

VINDICATOR.....Youngstown

PENNSYLVANIA.

TIMES.....Chester

DAILY DEMOCRAT.....Johnstown

DISPATCH.....Pittsburgh

GERMAN GAZETTE.....Philadelphia

PRESS.....Pittsburgh

TIMES-LEADER.....Wilkes-Barre

GAZETTE.....York

SOUTH CAROLINA.

DAILY MAIL.....Anderson

THE STATE.....Columbia

(Cir. July, 1912, S. 20,986; D. 20,956.)

TENNESSEE.

NEWS-SCIMITAR.....Memphis

BANNER.....Nashville

TEXAS.

RECORD.....Fort Worth

CHRONICLE.....Houston

WASHINGTON.

POST-INTELLIGENCER.....Seattle

WISCONSIN.

EVENING WISCONSIN.....Milwaukee

CANADA.

ALBERTA.

HERALD.....Calgary

BRITISH COLUMBIA.

WORLD.....Vancouver

ONTARIO.

FREE PRESS.....London

QUEBEC.

LA PATRIE.....Montreal

LA PRESSE (Ave. Cir. for 1911, 104,197), Montreal

TRADE PAPERS.

NEW YORK.

RETAIL BAKER.....New York

TIPS FOR THE AD MANAGERS.

The Crockett Agency, Maison-Blanche building, New Orleans, La., is placing orders with Southern papers, for the Behrens' Drug Company, Oxidine, Waco, Texas.

The Cheltenham Advertising Service, 150 Fifth avenue, New York, is making contracts for 5,000 lines with some Western papers, for Gordon & Ferguson, furriers, 215 East Fourth street, St. Paul, Minn.

George W. Edwards, 328 Chestnut street, Philadelphia, is sending out orders for seventy lines, twenty-seven times, for the Reznor Manufacturing Company, Mercer, Pa.

The Esser-Wright Company, Utica and Buffalo, N. Y., is placing orders with some Vermont papers, for Lathbone, Sard & Co., Acorn Stoves & Ranges, Albany, N. Y.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is sending out orders for the advertising of Truly Warner Hats, 811 Broadway, New York, to cities where they have stores.

J. B. Haines, Bailey building, Philadelphia, is asking rates on 3,000 lines in Pennsylvania papers.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, is sending out forty line orders, four times, to a few Southern and South-western papers, for G. Street & Co., Barbados British West Indies.

The National Advertiser Advertising Agency, 32 West Twenty-fifth street, New York, is sending out new Fall schedules, for the Emergency Laboratories, 32 West Twenty-fifth street, New York.

Persis M. Pomeroy, 225 Fifth avenue, New York, is again placing new orders with papers in a selected territory, for the Warner Brothers Company, Warner Rust Proof Corsets, 225 Fifth avenue, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new orders in a selected list of cities for Corneille, David & Co., Liebig's Oxo Bouillon Cubes, 9 North Moore street, New York. It is reported that only one paper in a city will be used. This agency is also placing orders for the advertising of Kaufman Hats, 123 West Forty-second street, New York, in cities where they have stores.

The Volkmann Advertising Agency, Temple Court, New York, is sending out orders for ten lines, t. f., to some Pennsylvania papers, for the P. L. Oswald Company, 318 West Forty-second street, New York. This agency is also placing orders for the Goodlow Corporations, Norfolk, Va., in cities where they have stores, which are as follows: Cleveland, Akron, Youngstown, Pittsburgh, Reading, Wilkes-Barre and Milwaukee.

The Washington Advertising Agency, United States Savings Bank building, Washington, D. C., is sending out the advertising of F. M. Bohannon, Foot Prints Chewing Tobacco, Winston-Salem, N. C.

The Wyckoff Advertising Company, 14 Elliott street, Buffalo, N. Y., is making 500 inch contracts with Ohio papers, for the Mathes Sales Manufacturing Company, Turners Inflammine, Buffalo.

New Orleans States 32,000 Daily, net Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of Aug. 12 to 18, inclusive The States led The Item 42%, or 4,760 lines, of Department Store advertising. On Total Space for that period, The States led The Item by 13,205 lines agate. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces—it doesn't trade. THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

**AD FIELD PERSONALS.**

Ward H. Mills, for the past two years on the editorial staff of the Baltimore Sun, has resigned to handle details and act as director of publicity relating to the Baltimore Ad Club convention of 1913.

Frank Presbrey, of the Frank Presbrey Agency, will be one of the principal speakers at the meeting of the Advertising Affiliation, to be held at Powers' Hotel, Rochester, October 12.

George H. Zahn, secretary and treasurer of the Dayton Journal for the past three years, has resigned to become superintendent of the Northeastern division of Ohio for the Electrical Theatre Advertising Co., with headquarters in Cleveland.

Sam Rosenthal, for many years connected with the advertising department of the St. Louis Republic, has joined the staff of the Western Advertising Co., which controls the street car advertising of St. Louis.

Hamilton Gibson, advertising manager of the Ralston-Purina Co., of San Francisco, has resigned to become advertising manager of Hunt Bros., of the same city.

W. O. Gundlach is the new advertising manager of the Nebraska Farmer, at Lincoln. He was formerly with the Nicholas Finn Advertising Co., of Chicago.

H. Spencer Lewis, who prepared the mail order advertising campaign for the Voltite Co., has joined the staff of the Ethridge Co., New York.

Philip E. Rech, who has had considerable experience in the advertising business, has opened a general agency in Indianapolis.

A. E. Williams is the new advertising manager of the Swinehart Tire & Rubber Co., Akron, O.

**DISCUSSES AD COMMISSIONS.**

**St. Louis Club Told That Double Fees Are Almost Universal.**

"Advertising Agencies" was the subject of discussion at the meeting of the St. Louis Advertising Men's League last week. Whether the advertising agent, after receiving a due compensation from the manufacturer, should also accept a commission from the publications in which he inserts the ad, was the mooted question.

According to R. B. Simpson, this is an almost universal custom. He condemned the practice because the advertising agent was serving two masters, and because he naturally would attempt to induce his employer to advertise in those publications which pay the highest commissions, irrespective of their worth to the advertiser.

Philip H. Hale, editor of a farm paper, defended the paying of commissions to agents. Others who spoke were H. S. Gardner, J. W. Booth, Allen W. Clark, C. L. Fisher and Frederick D. Warren.

**New A. N. A. M. Members.**

The following is a list of new members of the Association of National Advertising managers:

Benjamin Akin, advertising manager, Huyler's, New York, vice H. M. Horr, deceased.

P. H. Booth, advertising manager, Hotpoint Electric Heating Co., Ontario, Cal., "Hotpoint" Electric Iron and other electrically heated appliances.

H. S. Dudley, advertising manager, Atlas Portland Cement Co., New York, vice P. A. Tomes, resigned.

Edw. Freschl, president, Holeproof Hosiery Co., Milwaukee, Wis.

Arthur C. Hurlburt, advertising manager, Colt's Patent Fire Arms Mfg. Co., Hartford, Conn. Revolvers and automatic pistols.

George S. Hurst, advertising manager, the J. B. Williams Co., Glastonbury, Conn. Shaving soaps, talc powder and other toilet articles.

Milo C. Jones, president, the Jones Dairy Farm, Fort Atkinson, Wis. Country sausages and other food products.

Victor Leonard, advertising adviser, Standard Milling Co., New York, vice Ira Fleming, resigned.

Henry S. Livingston, secretary, Schiefelin & Co., 170 William street, New York. "Steero" bouillon cubes.

Charles McMurdy, advertising manager, Emerson-Brantingham Co., Rockford, Ill. Farm implements and farm machinery.

W. E. Marble, advertising manager, R & G Corset Co., New York.

Arthur Schwab, Schwab Clothing Co., 1132 Washington avenue, St. Louis, Mo., vice Wm. J. Ellis, resigned.

John W. Scott, assistant advertising manager, Bissell Carpet Sweeper Co., Grand Rapids, Mich.

**Washington Ad Club Plans.**

At a rousing meeting of the Ad Club, held at their quarters, 519 Thirteenth street, Washington, D. C., plans were presented for actively carrying on a fall campaign.

A committee was appointed to cooperate with the Baltimore convention committee to devise ways and means of best entertaining the host of advertising men who will come to Baltimore at the next Ad convention.

A banquet is being proposed at which it is hoped to have some good speaker address the meeting and inject into a good many of our business men advertising principles and ideas.

**Ad Firm Opens Office in Pittsburgh.**

John H. Rennard Co., a well-known Wheeling, W. Va., advertising firm, has opened an office in Pittsburgh, Pa. This step was taken to bring the agency into closer touch with advertisers in Pittsburgh and vicinity, but will not make any change in the personnel or policy of the Wheeling office. The Virginia staff will continue to handle the advertising business of all clients located in West Virginia and Ohio.

**A Great Town for Newspaper Plants.**

The establishment of a printing plant in Rogers, Ark, last week by P. M. Eyer, gives that town seven printing offices. Benton County has twenty-one newspapers. Rogers claims that there is not another town of its size in the United States that has as many printing offices and newspaper plants.

**MORE ADVERTISING TIPS.**

The E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders for 5,000 lines, one year, with Mississippi papers, for the G. Heileman Brewing Company.

The Campbell-Ewald Advertising Agency, Detroit, Mich., is making contracts for 5,000 lines, to be used within one year, with Southwestern papers, for the Flanders Motor Company.

The E. T. Howard Advertising Agency, 154 Nassau street, New York, is placing

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

**ADVERTISERS' SERVICE**  
5 Beekman St., New York  
Tel. Cortlandt 3155

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector

**BRICKA, GEORGE W., Adv. Agent.**  
114-116 East 28th St., New York  
Tel. 1528 Mad. Sq.

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3831

**HOGUET ADVERTISING**  
New York Office,  
20 Vesey Street  
Tel. Cortlandt 2252

**HOWLAND, HENRY S., Adv. Ag'y**  
20 Broad St., New York  
Tel. Rector 2573

**KIERNAN, FRANK & CO.,**  
156 Broadway, New York  
Tel. 1233 Cortlandt

**MEYEN, C., & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914

**NAMROD ADVERTISING AGENCY**  
926 Tribune Bldg., New York  
Tel. Beekman 2820

**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, PORTO RICO and WEST INDIES.**

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

**THE BLACK DIAMOND** Chicago - New York - Pittsburgh. For 30 years the coal trades' leading journal. Write for rates.

some new copy on contracts, for the L. E. Waterman Company, Waterman's Ideal Fountain Pens, 173 Broadway, New York.

H. W. Kastor & Sons Advertising Company, Equitable building, St. Louis, Mo., is sending out orders for four line readers, 156 times, to a selected list of papers, for the advertising of Red Cross Cough Drops.

H. H. Levey, Marbridge building, New York, is placing on a cash basis, fifty-six lines, thirteen time orders with Southern papers, for the Prince George Hotel, 14 East Twenty-eighth street, New York.

Levin & Bradt, 1269 Broadway, New York, are sending out orders for twenty-eight lines, d. c., twenty-six times, to a selected list of papers, for G. P. Putnam's Sons, Bell & Wing, 2 West Forty-fifth street, New York.

The Loto's Advertising Company, 17 Madison avenue, New York, is placing orders for Saranoff Brothers, hats, 1435 Broadway, New York, in cities where they have stores.

**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

**ALLEN & WARD**  
25 W. 42nd St., New York  
30 N. Dearborn St., Chicago.

**JOHN M. BRANHAM CO.**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380

**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  
200 Fifth Ave., New York  
Tel. Mad. Sq. 6723

**PULLEN, BRYANT & CO.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214

**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 7800

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

**WASHINGTON**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,741; Sunday, 84,908—60% ahead of its nearest home competitor. A matchless record—an unbestable newspaper.

**SCM Superior Copper Mixed Type**

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

**SCM**

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

**Weekly Paper**

Located in very desirable Southern County Seat town of 3,000. Equipment, including No. 5 Linotype, inventories about \$9,000.00. Price, \$7,000.00; terms, half cash, balance deferred.

Other attractive propositions in Publications.

**HARWELL, CANNON & McCARTHY**

Brokers in Magazine and Newspaper Properties which are not hawked, 200 Fifth Ave., Suite 1168, New York, N. Y.

Many a manufacturer hesitates to advertise, because he thinks a big appropriation is necessary *to get a start*. This erroneous impression is *holding back the development* of many fine enterprises.

A small sum of money concentrated in The Chicago Tribune brings you in *immediate contact* with a market of *fifteen million souls* in Illinois, Wisconsin, Michigan, Iowa and Indiana.

They are the thriftiest class of people under the sun, *able to buy anything they want*, and they make the Chicago territory the most responsive cash market in the world.

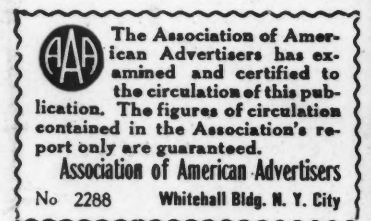
Are you selling in this territory *the volume of merchandise that you think you ought?*

The ancient belief that you have to shoulder a burden of debt before your advertising begins to pay is offset by *countless first year successes in The Chicago Tribune alone*.

The Kewanee Boiler Company of Kewanee, Ill., started its campaign in The Chicago Tribune with an appropriation too small to discuss. Its increased business the first year was *157 per cent*. Today its appropriation is large and extends to every state in the Union. In Chicago it still runs almost exclusively in The Tribune.

But it earned the money with which to enlarge its field of operations by advertising in this newspaper, which patrols the rich western territory for *500 miles around Chicago*.

What can The Tribune do for you?



The Tribune prints far more advertising than any other Chicago newspaper.

# The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

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

