

# THE EDITOR AND PUBLISHER

## AND JOURNALIST

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NEW YORK, JULY 12, 1913

10 Cents a Copy

### THAT GAS CAMPAIGN.

**SECRETARY STOTZ, NATIONAL COMMERCIAL ASSOCIATION, EXPLAINS ACTION.**

**Says the Proposed Magazine Advertising Will Stimulate Local Publicity—Will Also Improve Its Character and Arouse a Greater Interest in the Use of Gas—\$15,000 Pledged**

According to Louis Stotz, secretary of the National Commercial Gas Association, the plans made by the committee in charge of the national campaign—Messrs. P. S. Young, Public Service Gas Co., 759 Broad Street, Newark, N. J.; T. R. Elcock, Jr., 1035 Market Street, Philadelphia, and A. P. Brill, Rund Manufacturing Co., Pittsburgh, Pa.—to be carried out for the purpose of "educating the public in the advantages of using gas more generally" than is now the case, are not likely to undergo any great modification, except that present indications point to the raising of about \$100,000 instead of \$150,000 as planned.

It is said that about \$15,000 of the sum has been pledged. Mr. Stotz, when seen by a representative of THE EDITOR AND PUBLISHER, pointed out that the committee entrusted with the work was not hostile to the daily press, but had decided that the use of magazines would serve its purpose best.

"If we had a larger fund at our disposal," said Mr. Stotz, "we would use the daily papers. But under the circumstances this is not possible. There is first of all the difficulty that the fund now being raised is to consist of about 1,200 separate subscriptions, made in nearly as many towns and cities. This, of course, means that the share of each newspaper used would be small if the campaign had to be carried on in as many localities as there are subscribers.

"In such a scheme, moreover, there would be no room for co-operation. The subscriber to the fund could just as well increase his own advertising account to the extent of subscription to the subscription to the fund, with the result fund, with the result that his copy would not improve, and thus fail to accomplish the object in view.

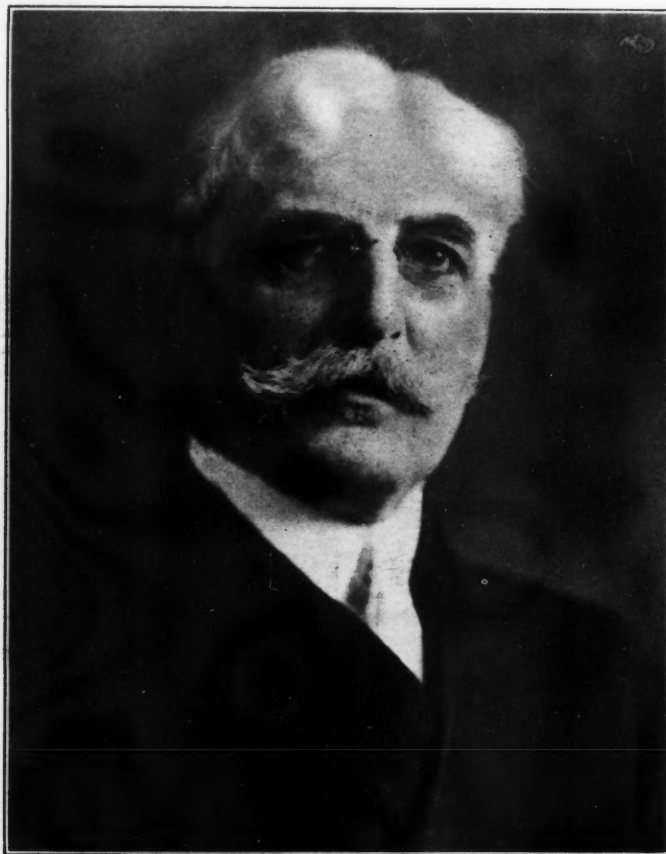
"The plans as made will chiefly benefit the small gas producer in communities in which the advantages of using this fuel are as yet not fully understood. The people in the larger cities even now use gas to what we may consider an approach to the maximum, though there is still much room for improvement even in this case. But it is different with the smaller cities and the towns. Gas, as a rule, is not used in them to the extent in which manufacturer as well as consumer enter upon a sound basis of co-operation. An efficient campaign of education is absolutely needed in this case."

"Why not use the local newspapers first?" suggested the interviewer.

"The fact of the matter is," replied Mr. Stotz, "that heretofore newspaper advertisements of gas producers have read, 'Use gas for light, fuel and power,' with the result that this has become a stale platitude to which the public we want to reach pays no longer any attention. The space we intend using in the magazines will present economic arguments why gas should be used for these purposes. After all, it is not an easy matter to present these arguments as they should be presented.

"Such matter, of course, could be sent to the local gas producers. But would they use it if they had no other

(Continued on page 73.)



GOVERNOR J. F. A. STRONG OF ALASKA,  
OWNER OF THE JUNEAU ALASKA DAILY EMPIRE.

### NO PULP BARS ON CANADA.

**Ottawa Assured by Our Officials That Rates Won't Discriminate.**

The Canadian Government has received an assurance from Washington that in the United States tariff legislation now pending there will be no discrimination against Canada in regard to the pulp duties.

The statement was made recently that it was proposed to insert a provision in the United States tariff which would penalize the pulp manufacturers in most of the Provinces of Canada to the extent of two dollars a ton on their product, as against the pulp manufacturers of any other country exporting to the United States.

This would be the result of the operation of a clause providing that pulp manufactured in any Province in which there is an increased license fee, or any restriction against the export of either pulp, pulp wood, or pulp paper shall be subject to such a duty, all other pulp or pulp wood being allowed to enter the United States free of duty. It was understood that this provision would have operated against pulp manufactured from wood cut on Crown lands in Ontario, Quebec and New Brunswick, the export of this pulp amounting to something over a million cords a year.

### Mr. Raine Displeases Memphis Court.

Though restrained, in common with all Memphis newspapers, from printing anything in connection with a contest in the Circuit Court on probating a will, the Memphis (Tenn.) News-Scimitar, an afternoon newspaper, published the text of the court's order last week. Its

publisher, Gilbert D. Raine, was adjudged guilty of contempt, fined fifty dollars and sentenced to spend ten days in the county jail. An appeal was taken and Mr. Raine was released on a nominal bond.

### Killed by Fall from Street Car.

William H. Zehr, of the Farmer-Zehr Engraving Co., New York, was killed by falling from a street car in Brooklyn on his way home from business on Wednesday evening. Mr. Zehr was forty-seven years old, and as an artist had held for thirty years prominent positions in the U. S. Printing Co., Brooklyn, and the Neims-Church Press, New York. He had also been president of Photo-Engraver's Union, No. 1, New York. He was a member of the Brooklyn Masonic Club.

### Asks Receiver for Alexandria News.

Mrs. Nellie V. Ramey has filed a suit in the Corporation Court asking for the appointment of a receiver for the News Publishing Co., publishers of the Alexandria (Va.) Daily News. The petition alleges that the concern is insolvent and going deeper and deeper in debt every day. She also alleges that the debts amount to \$4,450, and that the policy and personal criticism has caused the loss of considerable business. Out of a capital stock of \$25,000, Mrs. Ramey holds \$12,000.

### Newsboys' Home Gets \$32,244.

The New York Newsboys' Lodging House and the Roman Catholic Orphan Asylum each inherits \$32,244 under the will of John Jaffred Butler, who died June 11, 1912. Mr. Butler had a net estate of \$90,366.

### WASHINGTON TOPICS.

**NEW YORK WORLD'S EXCLUSIVE MULHALL STORY CREATES A SENSATION.**

**Names of Many Prominent Congressmen Are Involved—Louis Siebold Assisting Committee in Arranging Papers and Letters—Ninety-six Per Cent. of Newspapers Obey New Law—Some of Its Provisions.**

(Special Correspondence.)

WASHINGTON, July 9.—The Mulhall charges, which were published exclusively in the East in the New York World, have caused the introduction of several resolutions in the House providing for an inquiry as to their truthfulness. The statements purporting to have been made by Martin M. Mulhall, who at one time acted as the Washington representative of the National Association of Manufacturers, and printed in the World, seriously reflecting upon the official acts of members and employes of the House, will probably be officially investigated by a special committee of that body.

It has been rumored here that the World paid \$10,000 for the story. The many prominent men mentioned in the World story were scattered all over the United States and several were called by wire from San Francisco just as they were leaving for foreign lands.

A resolution of inquiry, introduced by Representative Sherley, of Kentucky, mentions the World as the paper printing the Mulhall statements, while the other resolutions referred to the charges as appearing in "the press" but not mentioning any particular newspaper.

Louis J. Siebold, political writer of the World, who prepared the World's story from the mass of papers and letters given to the World by Mr. Mulhall, has been here several days assisting the Lobby Investigating Committee in putting the papers and letters into shape for filing with the committee when the witnesses named in the statements are called before the investigating committee, of which Senator Overman, of North Carolina, is chairman.

A special detail of policemen has been stationed in the rooms of the committee to guard the hundreds of letters and other papers.

The World's story is one of the sensations of the day.

### NEWSPAPERS OBEY THE LAW.

Ninety-six per cent. of the October statements of newspapers required by the Post Office Department, under the new publicity act, have been returned to the department.

The officials of the department do not anticipate any trouble in enforcing the law, which requires that all newspapers enjoying the second-class mailing privileges shall file with the local postmaster a statement showing circulation and the names of those financially interested in the paper. The law also requires that all newspapers printing news matter, for which compensation is received, shall be marked "advertisement."

It may be some time before the final registered notices of the department are forwarded for it was only a short time ago that the Supreme Court rendered its decision declaring the publicity law valid. The delinquent newspapers are given ten days in which to comply with the law after the final notices have been sent. Failure to comply with the law endangers the loss of the privileges of the mails to the offending newspapers.

## CHICAGO HAPPENINGS.

**Newspaper Printing Plant Project Fails—Miss Tarbell to Write-Up the Windy City—Veteran Journalists Dying Off Rapidly—Chicago Heights Signal Suspends—Herbert Waters of Record-Herald Marries.**

(Special Correspondence.)

CHICAGO, July 9.—It is reported that an ambitious project to erect a big newspaper printing plant at Washington and Market streets and the river, to be used by several of the big papers, has failed, but may yet be revived in another location. It is stated that the printing of several papers on a large scale could be done much more cheaply than they are at present gotten out in their separate plants.

Ida M. Tarbell, of the editorial staff of the American Magazine, is doing Chicago and vicinity and her write-up may shortly be expected. She made an inspection of the wonder city, Gary, and its big steel mills. She also visited the Chicago municipal courts, of whose workings she is to write.

J. Spencer Dickerson, senior editor of the Baptist weekly, the Standard, has been elected secretary of the board of trustees of the University of Chicago, succeeding Dr. T. W. Goodspeed, relieved. Mr. Dickerson has been a trustee of the university for several years. He will still continue as editor of the Standard.

Mr. and Mrs. John Lee Mahin have returned from an outing at their farm in Kentucky and will soon go to Mackinac for a visit.

Herbert Waters, of the Record-Herald staff, and Miss Estelle Fitchpatrick, daughter of Senator J. A. Fitchpatrick, of Nevada, were recently married in Chicago.

Chicago veteran newspaper men seem to be dying rather fast just now. Charles J. Powers, exchange editor of the Tribune, passed away early on Thursday of last week. He had been crippled by rheumatism for several years, but was seriously ill only three weeks. He was fifty-five years old and was formerly a well-known political writer.

The suspension of the Chicago Heights (Ill.) Signal, a weekly paper, is reported. There is still a paper there, the Weekly Star.

Dr. Edward Everett Hyde, for many years assistant editor of the Journal of the American Medical Association, died at the Presbyterian Hospital late last week from a disease of the blood. He was thirty-eight years old and was a native of Galesburg, Ill.

**BABY PULITZER A LITIGANT.**

**Grandson of Late Editor Joins Other Heirs as Defendant in Lawsuit.**

Joseph Pulitzer, 3d, grandson of the late Joseph Pulitzer, was named as a defendant Saturday in a formal suit brought before Justice Giegerich. Under the terms of the will of the grandfather, the infant born in St. Louis, Mo., on May 13 last, is an heir along with the testator's other grandchildren, Ralph Pulitzer, Jr., and Seward Webb Pulitzer, a trust fund having been created for them.

The trustees under the will have brought formal action against the heirs to have the courts construe certain sections of the will. The birth of Joseph Pulitzer, 3d, made it necessary to have the child named as a co-defendant in the action.

Other questions which have been submitted to the court were the proper division and distribution of the dividends declared on Mr. Pulitzer's General Electric Co. stock, whether the \$500,000 conditional bequest to the Philharmonic Society should be paid; the apportionment among the beneficiaries of the amount paid on account of the inheritance tax, and what fees should be allowed to the executors and trustees. In addition, the court has been requested to pass upon all matters of doubtful construction in the will.

**George D. Flynn Promoted.**

(Special Correspondence.)

MINNEAPOLIS, Minn., July 7.—Following its policy of having strong, capable men on the points, the Minneapolis Daily News has signed up George D. Flynn as assistant general manager. He resigned from the advertising staff of the Minneapolis Tribune on June 1 and is already in charge of his new duties. Mr. Flynn went into the newspaper business seven years ago from the railway mail service, in which he had



GEORGE D. FLYNN.

reached the position of chief clerk of the division, including Minneapolis. His training in the mail service gave him prompt efficiency in the country circulation department of the Minneapolis Tribune, and he showed himself so systematic and aggressive in that work that he was soon placed in charge of the city circulation. From this position he was transplanted to the advertising department and scored another success. Mr. Flynn will continue to devote the larger share of his energies to advertising.

**Delays Trenton True American Sale.**

The sale of the Trenton (N. J.) True American was adjourned Wednesday for another week by Receiver John A. Montgomery. Soon after the adjournment Owen J. Moore, a representative of the Trenton Times, who had bid \$48,000 for the property, informed the receiver that his bid was withdrawn. It is rumored that other interests are contemplating the purchase of the plant. The True American was one of the first newspapers in the State to espouse the cause of President Wilson, both as Governor and as President. It was disclosed during the Congressional inquiry into campaign expenditures that Cleveland H. Dodge and other friends of President Wilson had contributed about \$35,000 to keep the paper going.

**Berlin Newspaper Withdraws Libel.**

The Welt am Montag, the sensational Berlin weekly which accused the Marconi Co. of suppressing the news of the Titanic disaster for the purpose of selling it exclusively to the Times, has officially withdrawn the charge, and the libel proceedings against it have been ended by a compromise. Counsel for the newspaper appeared in court and announced that, as it was unable to prove its accusations, the paper retracted unconditionally. The Welt will be called upon to bear the expense of the litigation and to publish the details of the compromise, to which the Marconi Co. has given its assent.

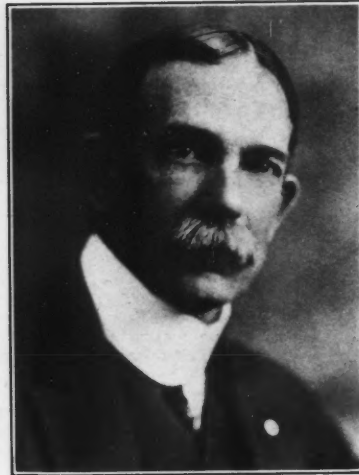
The Meridian (Miss.) Dispatch is erecting a new and handsome home for its plant.

**REPRESENTS THE TRANSCRIPT.**

**Sketch of William E. Brigham, Washington Correspondent of Boston Evening Transcript.**

William E. Brigham, Washington correspondent of the Boston Evening Transcript and secretary of the standing committee of Washington correspondents, the small, but powerful, body which regulates the affairs of the Press Gallery at the National Capital, was a managing editor before he was a reporter. Born in Boston in 1865, he lived chiefly in Somerville, Mass., before coming to Washington and in 1882 founded and was the first editor of the Somerville High School Radiator, which is to-day one of the most noteworthy of high school journals. During his last year in the high school Mr. Brigham also did local work on the Somerville Journal.

In 1884 he went on the Boston Globe and was quickly promoted to an editorial position, which he resigned in 1891 to become managing editor of the Lynn (Mass.) Daily Press. In 1894 he became editor and manager of the Somerville Citizen, a weekly, and in 1898 joined the staff of the Boston Transcript and served at State House and political writer until 1902, when he resigned and for five years served Eugene N. Foss, now Governor of Massachusetts, as pri-



WILLIAM E. BRIGHAM.

private secretary, participating in the lively campaigns of that gentleman for Congress and for Lieutenant Governor on the issue of Canadian reciprocity.

In 1907 Mr. Brigham rejoined the Transcript staff as assistant Washington correspondent and in the fall of 1908 was given charge of the Washington bureau of that great newspaper.

Mr. Brigham is one of the serious writers of the Washington corps, giving especial attention to legislative topics. He has been a special student of the tariff and also is well informed on the currency question. His daily letters to the Transcript are one of the big features of that paper.

Mr. Brigham also is a capable musical critic, although he has given no special attention to music since coming to Washington. He has been a Mason twenty-four years, was an original member of the Boston Press Club and is a member here of the Columbia Country and National Press clubs.

**Not a Member of Newark News Staff.**

The following personal, which appeared in the ad columns of the Newark (N. J.) News on July 1, was sent to our office with a view to warning other publishers to beware of women who pretend to belong to the advertising department of the paper and obtain money by saying they have lost their pocketbooks: "Notice—Mrs. MacLean, Mrs. Scott or Miss Scott is not employed in the advertising department of the Newark Evening News. Eugene W. Farrell, advertising manager."

**HERE'S SPEED FOR YOU.**

**London Evening News Reproduces Picture of Finish of Derby in Two Hours.**

(From Newspaper Owner and World.)

One of the smartest newspaper feats of the Derby day afternoon was the photographing of the finish of the race and the reproduction of the picture in The Evening News. The race finished at 3.04, and at 3.55 the Central News photographer specially commissioned by The Evening News, had reached the office in New Bridge street, traveling by motor car direct from the course. In ten minutes the negative had been developed, and the print made, and at eight minutes past four it was in the office of the paper. The block-making process took a little over half an hour, and at five minutes past five—or within two hours of the horses passing the post—the picture of the "first three" in The Evening News was being sold in the streets.

The Derby day sale of The Evening News was in its way a record. The previous highest total issue on one day was on the occasion of the Stepany sensation—the Battle of Sydney street—but that, it must be remembered, was an all-day affair.

Of the last edition of The Evening News on Derby day over half a million copies were turned out, the figures for the whole day being 929,799, and in all some 1,200 stereo plates were cast. The quantity of paper used was 87 reels, or, in length, approximately 435 miles.

**NEW PUBLICATIONS.**

GRAFTON, W. Va.—J. Slidell Brown, editor of the Kingwood Argus, is to be the editor of a new daily that will be launched soon. The company is capitalized at \$10,000 and the plant of the Republican has been bought to form part of the equipment of the new enterprise.

COMANCHE, Tex.—The vanguard made its initial appearance last week, making three weekly papers for Comanche. Judge L. B. Russell appears as owner and editor. He announces that the paper "will maintain a high moral tone, 'pledged to religion, liberty and law,' and that it will be independent editorially."

HOLLAND, Tex.—It has been announced that a new weekly newspaper would be established here within a short time. J. S. Hair, formerly of the Bartlett Tribune, will be editor and publisher of the publication.

PADEN CITY, W. Va.—The Herald, a new publication, made its debut a few days ago, with C. O. Fluharty, editor of the Oil Review, as the publisher.

PICTON, Tex.—The Star is the name of a new weekly newspaper recently established at this place. L. Moss is editor and proprietor.

CONCORD, N. C.—A Republican semi-weekly newspaper will soon make its appearance. F. W. DeCroix is now organizing a stock company.

OXFORD, N. C.—Granville County is to have a new weekly paper, the initial issue to make its appearance the latter part of July. John W. Hester, J. C. Webb and others compose the organization.

HOOKS, Tex.—The Herald has recently been established by R. P. and M. L. West, as editors and publishers.

RUSSELLVILLE, Ala.—With C. G. Richeson as the editor, the Franklin Democrat, a weekly paper, made its appearance last week. The Red Bay Headlight, the paper edited by Mr. Richeson, suspended publication when the Democrat appeared.

SHIMER, Tex.—S. P. Denham and C. G. Wiseman will launch the Enterprise next week.

**Says Team Work Brings Sun Ads.**

The New York Sun made a handsome gain in advertising the past six months. "Bate" Spencer, the popular advertising manager, says it was entirely due to "team work."

**PROGRESS OF BRITISH JOURNALISM.**

**Days of Solemn "Journalese" Are Over—Alfred Harmsworth Largely Responsible for Change for the Better—Trick Advertising Is Often Resorted to and Space Rates Are Unusually High in London.**

(Special London Correspondence.)

Newspaper work in England has been very largely influenced in recent years by the United States and France. From the former we have learned breeziness of manner and grippiness of headlines, together with a general increase in freedom of expression. From France the English journal has learned to produce a careful, signed article on any topic under the sun, whether it relates to that day's current news or not. These two things have superimposed on that conservative solidity which has marked the native production since the days of Addison and his Tatler.

Underlying forces making for great changes arrived with the coming of the one-cent daily morning paper. Prior to the establishment of the Morning (long since dead) and the Daily Mail, England had relied upon her two-cent papers from the early Victorian days, when the newspaper stamp tax was abolished. From the English point of view, apparently, the two-cent paper and dignity to preserve, and this led into all the by-ways of dulness. The news was reliable and the sentiments safe, but the methods of presentation were painful to the alert mind. The great days of two-cent journalism in England reached their culmination twenty years ago, when George Augustus Sala reigned over the leading articles of the Daily Telegraph. He was the end of the long line of English journalists who cultivated the telling of interesting information in an extraordinary stilted and sesquipedalian style, which came to be known here as "journalese." None can destroy, however, the attractiveness of Sala's articles, owing to the mass of information always incorporated in them. He had a famous series of notebooks upon which he could always draw and which furnished him with a wealth of anecdote and illustration that has never been rivaled. His last days saw the coming of the ha'penny daily paper, but he had no share in the new movement.

**STEAD'S MODERN BABYLON.**

Of course before the one-cent "daily paper," which always here means "morning newspaper," there had been the one-cent evening papers, of which the London Star was the leader in brightness, gossipiness, and up-to-date-ness, until it was surpassed by the London Evening News. These two papers still exist as the only one-cent evening journals that Greater London, with its 7,000,000 of population, has been able to support. An attempt was made a year ago to run another one-cent evening journal under the title of the Evening Times, but after a career lasting eleven months that journal closed down at the end of April, after the proprietors had dropped \$400,000 over it. There are, and have been, always more two-cent evening papers than one-cent. The higher-priced representatives are the Pall Mall Gazette, now edited by J. R. Garvin, who was years ago a member of the Irish Fenian organization, but is now a supporter of the conservative and anti-"Home Rule for Ireland" party; the Westminster Gazette, a political opponent of the Pall Mall Gazette; and the Globe and Evening Standard, both conservative organs. The palmy days of the Pall Mall Gazette were those when it was edited by the ill-fated W. T. Stead, whose loss with the Titanic is still a recent memory. Twenty-five years ago Stead published his famous series of articles in the Pall Mall Gazette, entitled "The Maiden Tribute of Modern Babylon," which took hold of a forbidden subject with bare hands and secured the raising of the age of consent in this country for girls to sixteen years.

With the establishment of the Daily Mail the old-fashioned dignity which meant dulness and remoteness was abandoned, and freshness, vigor, and even slanginess appeared for the first

time in English morning papers. The result was the greatest success ever known in British daily journalism. Alfred Harmsworth, who founded the Daily Mail, had made his name and fortune in connection with a two-cent weekly paper of the Tit Bits character,



**ALEX. KENEALY,**  
EDITOR OF THE LONDON DAILY MIRROR.

called Answers. The Daily Mail quadrupled his fortune and made him such an important figure in British society that he obtained, in the end, the title of Lord Northcliffe, by which he is now known. He had added paper to paper and magazine to magazine until he now controls the largest publishing business in this country, and this shows how far the new journalism has gone.

**THE "THUNDERER" CHANGES HANDS.**

He also acquired the famous London Times from the Walter family. The Times is the oldest British daily paper. Its old nickname, the "Thunderer," indicated the power it once was in politics, and it was the greatest example of solid and solemn English newspaper work. Harmsworth runs it very largely on the lines as he perceives its special following, but on its advertisement side it has been modernized and can command, perhaps, the highest price of any paper in the country except the Daily Mail, although its circulation is not more than 50,000 copies daily as against an average of 900,000 for the Mail. It is expected that the recent change to one cent will change this.

Following the example of the Daily Mail, many other one-cent daily papers have been established all over the country. The Morning Leader and the Daily Express were established to cater for Liberals and Conservatives, while two old Liberal two-cent morning papers—the Daily News and the Daily Chronicle—have been reduced to one cent each to meet the competition of the Mail. All of these papers, however, lag behind the Mail in circulation, al-

(Continued on page 75.)

**POSTAL IMPROVEMENTS.**

**Important Changes in Parcel Service Went Into Effect July 1.**

Three important changes in the mail service and postal administration of the United States became effective July 1. On that date C. O. D. parcel post service was started in Washington and throughout the United States. This service, it is expected, will deal the express companies another heavy blow. The regulations governing the new service are practically identical with those of the express companies, and it is probable that much of the C. O. D. express busi-

**WANTED EDITORIAL EXPLAINED.**

**Lobby Investigating Committee Summoned Fargo Editors Before Them.**

(Special Correspondence.)

A. Y. More, owner of the Fargo (N. D.) Courier-News, and A. M. Baker, general manager of the same paper, appeared before the Lobby Investigating Committee of the Senate, last week to answer summons from the committee to explain an editorial which appeared in the News making references to Senators Kenyon, of Iowa, and Gronna, of North Dakota. Messrs. More and Baker explained that the editorial to which exception had been taken was written by James M. Metcalf, who had charge of the paper in the absence of Mr. Baker, who on his return expressed his disapproval of the references to the two Senators.

The editorial in part reads:

But it is true that the lobbying corruption process is of a most insidious nature. The corruptionist ingratiates himself into the friendship of the legislator, and perhaps uses his dinners and theater tickets for that purpose. But he soon avails himself of a social opportunity to talk about legislative matters in general, and finally about "a certain bill." From that point, by persuasive pathways, it is not a long journey to the place where the legislator is taken upon a mountain and shown the kingdoms of the world, or down into some hell hole and confronted with a pile of filthy lucre. In one instance the vision is political; in the other it is grossly material and financial. The legislator, in the meanwhile, has made himself "believe" that the bill is right in every particular and that it should pass. And here is all this money. Somebody is going to get it. "Why might I not just as well have some of it—I'm going to vote for that bill, anyway."

But it isn't the theater tickets nor the lobster à la Newburg which gets his goat. It is the coin of the realm and nothing else. Just ask Senator Gorman about this. He has probably heard about it, although he testified that he knew nothing about an existing lobby.

**Pew and Associates Held in Bail.**

The publishers and a reporter of the Philadelphia News-Post were held in \$1,000 bail by Magistrate Coward last week on charges of criminal libel and conspiracy brought by Magistrate Thomas McFarland. Marlin E. Pew, president; H. B. Clark, vice-president; Edward Roberts, managing editor, and Charles Sweeney, reporter, were each held in bond for appearance in court. The charges grew out of the publication by the paper of a petition of a committee of citizens which set forth that the magistrate was guilty of misconduct. The citizens who signed the petition were also held under heavy bail on the same charges.

**London Mail Loses Libel Suit.**

Sir Arthur Edward Vicars, who was Ulster King-of-Arms at the time the Crown jewels were stolen from Dublin Castle in the summer of 1907, has been awarded \$25,000 damages for libel in a suit brought against the London Mail. The newspaper alleged that Sir Arthur had shielded the woman who took the jewels out of jealousy of his attachment for Lady Haddo, the wife of Lord Haddo. Both Sir Arthur and Lord Haddo denied in their testimony all knowledge of the disappearance of the jewels or of their whereabouts. The Mail did not attempt to justify its story.

**The Oldest Newspaper.**

The New York Evening Sun, in reply to a correspondent's inquiry, gives the Gazette, published in Nuremberg, Germany, in 1457, as the first printed newspaper, and the Neue Zeitung aus Hispanien und Italien, printed in the same city, in 1534, as the oldest extant. The first American paper was the Publick Occurrences, both foreign and domestic, printed in Boston on Sept. 25, 1690. It was immediately suppressed. The oldest newspaper of to-day in the United States is the Weekly Massachusetts Spy, published at Worcester, Mass.

**To Represent Ft. Worth Record.**

Benjamin & Kentnor, newspaper representatives, have been appointed foreign advertising managers of the Fort Worth (Tex.) Record.

**Victorious Even Unto Death.**

P. T. Barnum died but a few months after his competitor in the "show" business, Adam Forepaugh.

When Barnum arrived at the pearly gates he was welcomed by Forepaugh, who exclaimed exultingly, "Well, Pete, I got ahead of you this time!"

P. T. did not answer, but smiled as he pointed to a large bill posted near the main entrance. It read: "Wait for Barnum—coming soon."



THE NEW YORK HERALD is the recognized standard in the world's journalistic field.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

THE NEW YORK HERALD publishes more exclusive news than any other paper.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

THE NEW YORK HERALD is the acknowledged authority on political, business, social, literary, artistic, sporting, army and navy matters.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

The average income of the readers of THE NEW YORK HERALD is greater than that of the readers of any other paper.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

THE NEW YORK HERALD reaches more possible customers per thousand circulation than any other paper, consequently there is less waste circulation to pay for.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

THE NEW YORK HERALD has a daily circulation of over *one hundred thousand copies*, and a Sunday circulation of over *two hundred and fifty thousand copies*.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

Readers of THE NEW YORK HERALD buy the paper in *spite* of price, rather than on *account* of price, thus proving their ability to *buy* the best and their nicer discrimination to *choose* the best—which stamps them as the *kind* of customers worth having.

*THE NEW YORK HERALD IS A THREE CENT NEWSPAPER.*

THE NEW YORK HERALD is not the *best* paper because it is the highest priced paper—rather it is the highest priced paper because it is the *best* paper.

Which all goes to say that

THE NEW YORK HERALD

is

A GOOD ADVERTISING MEDIUM

## The Paterson Press and Sunday Chronicle

(Sunday Edition of Press)

**Show Remarkable Advertising Gains, Notwithstanding Local Conditions**  
During the first six months of 1913 The Paterson Press and Sunday Chronicle gained 481,390 lines of PAID advertising over the corresponding period of 1912, which period showed a gain of 358,610 lines over same period of 1911, making a total gain first half of 1913 over first half of 1911 (just prior to change of management) of

**840,000 lines**

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

## BEST HALF-YEAR

In the half year of 1913 the

# New York Times

published 4,770,701 lines of advertisements, compared with 4,487,358 lines in the corresponding period of 1912—a gain of 283,343 lines, the best half year in its history. The gain made by the Times is 203,275 lines more than the COMBINED net gains of the FOUR other New York morning newspapers leading in volume of advertising.

**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.**

2013 Broadway - New York

## Detroit Saturday Night

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

Foreign Advertising Representatives

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

## THE HERALD

HAS THE  
LARGEST MORNING CIRCULATION  
IN

## WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:

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

## YOU MUST USE THE LOS ANGELES EXAMINER

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

## FOR "ACCURACY AND FAIR PLAY."

The World Establishes a Unique Bureau to Pass Upon Errors Made by Reporters and Copy Readers and Fixes Penalties for Carelessness or Faking—Views of Joseph and Ralph Pulitzer.

By A. C. Haeselbarth.

The New York World has begun the tryout of a unique experiment which it is hoped will result in speedy assurance of as near an approach to absolute accuracy of news reports as is possible in a great daily newspaper. The scheme is one which apparently commends itself in principle to every paper and which is likely to attract the attention of newspapermen throughout the country.

When the World's editorial staff reported for duty on July 7 they found posted on the editorial room bulletin board the following new rules:

### NOTICE.

By direction of Mr. Pulitzer a Bureau of Accuracy and Fair Play has been established under the immediate supervision of the Legal Department.

Objects: To promote accuracy and fair play, to correct carelessness and to stamp out fakes and fakers.

All complaints involving these principles, received in any department of the World, shall in future be turned over to the Bureau, these complaints to include libel actions, letters from attorneys and others, complaints made in person at the World office.

Special attention will be given to so-called "harmless fakes." These have done more, because of their frequency, to destroy confidence in the newspapers and to detract from their influence than all unintentional errors combined.

The Bureau will determine whether or not these complaints are well founded, and if they are, who is responsible for the matter complained of. It shall be the duty of persons responsible for articles complained of to diligently aid in their investigation under direction of the Bureau and to make a report in writing to be filed with the complaint.

Corrections shall be published whenever fair play demands it, as conspicuously as articles complained of, all corrections to be passed upon by the Bureau before publication in order to prevent any publication that might be used against us in the event of an action for libel.

### JUDGMENTS AND PENALTIES.

Persons held responsible for offending articles are liable to the following judgments and penalties:

1. Deliberate faking, punishable by dismissal.
2. Gross carelessness or gross unfairness, or both, first offense, punishable by from ten to thirty days' suspension; second offense, thirty to sixty days' suspension or dismissal.
3. Carelessness or unfairness, or both, first offense, punishable by reprimand and warning or by suspension for from two to ten days; second offense, suspension ten to thirty days; third offense, thirty to sixty days or dismissal.
4. Carelessness in addresses or in misspelling proper names, punishable, first offense, by warning; second offense, suspension for two days; third offense, suspension for three days, and so on in arithmetical progression.

Whenever penalties are imposed notice thereof shall be posted on the bulletin board, with a statement summarizing the complaint.

Isaac D. White, who is in charge of the legal department of the World, will also be the head of the new Bureau, with Richard Linticum as day assistant and James L. Frazee as night assistant. All three are splendidly fitted, by talents and long experience, for the exacting duties which will be theirs in their new capacity. The World's editorial staff is unanimous in approving the choice of these particular men.

"The organization of this new Bureau," says Mr. White, "is only one of many steps the World has taken to promote accuracy and fair play in its columns. It is designed to direct all complaints into one channel where they can be handled systematically. While entirely independent of the executive heads of the editorial departments, it is in no sense an invasion upon their authority.

"On the contrary, it will exercise great care not to infringe upon their authority. The Bureau's work will be to fix responsibility and report, but it will be up to the heads of the editorial departments to pass judgment and impose penalties.

"The schedule of penalties as published is more or less tentative and may be revised after the plan has been tried out, but the penalty for deliberate faking will always, by universal consent, be dismissal.

"The Bureau will keep record cards

for every writer and copy reader on the World staff, and on these cards will be found the date, nature and disposition of each case reported. Such a file will indicate, in due time, the tendency of every man toward the absolute accuracy for which the World is striving. This system is eminently fair and is likewise a protection to the reporter or copy reader who may be unfairly accused of inaccuracy. If the Bureau's investigations prove him to be blameless his standing does not suffer. The rules just approved by Mr. Pulitzer will not be onerous to any writer who has a proper conception of the importance and serious nature of his work.

"The World's new Bureau will be absolutely impartial in its service of the interests of a complainant and of the World when inaccuracy is charged.

"In order that new recruits on the World's staff may know Mr. Pulitzer's very decided views on accuracy, the Bureau has supplied them with copies of an address he delivered in December last before the Pulitzer School of Journalism at Columbia University."

Beside the distribution of the pamphlet named, every member of the World's staff will receive a card bearing these excerpts from the opinions of Messrs. Joseph and Ralph Pulitzer:

"Strict accuracy, terseness, the accomplishment of some public good commanding respect and attention.

"Here is a scandalous fake for which the perpetrator ought to go to Sing Sing.

"Give me a news editor who has been well grounded, who has the foundations of accuracy, love of truth and an instinct for the public service, and there will be no trouble about his gathering the news."—Joseph Pulitzer.

"A paper never afraid of anything on earth except inaccuracy and injustice.

"Truth telling is the sole reason for the existence of a press at all.

"But a moment's thought will show that while this story hurt no one that it was about, it did hurt several other persons and one institution. It injured the reporter who wrote it, the city editor to whom he reported it, the copyreader who edited it, the managing editor who printed it and the newspaper which published it."—Ralph Pulitzer.

### Ad Men in Annual Golf Tourney.

With a field of forty competitors on hand, the annual championship of the American Golf Association of Advertising Interests started at Hot Springs, Va., Wednesday morning with an eighteen hole medal round. The low score medal went to A. K. Oliver, of Pittsburgh, who scored an 82. Closely pressing him was J. J. Hazen, of Fox Hills, with an 83. W. J. MacDonald, of Chicago, had an 84. On Thursday two rounds of match play and one round for the championship division provided a busy day. B. S. Ridder, Oakland, and Mrs. W. S. Bird were the respective winners of the driving and putting contests. W. M. Manning, Upper Montclair, won in the quadruple play-off with a score of 74 net. A small field of women also qualified for the contest.

A little coupon in last Sunday's New York World was good for a "five swatter," and it is said that the campaign produced an increase in the Sunday edition of about 10,000.

### Punning as a Fine Art.

In a recent contest for bright sayings held by a Massachusetts weekly the following easily carried off the highest honors:

In what four ways does a lover resemble a caller?  
First, he goes to adore. Second, he gives the belle a ring. Third he gives the maid his name. Fourth, he is either taken in or finds her out.

# Woolworth Building



**I**N essence efficiency means making the stray five and ten minutes in the day's work produce profits.

Being opposite the General Post Office tenants of the Woolworth Building receive their mail from five to fifteen minutes earlier than those in many other buildings.

This is but one of the many time-saving conveniences of the Woolworth Building.

Edward J. Hogan, Agent  
WOOLWORTH BUILDING Tel. Barclay 5524

## Press Clippings

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

## BURRELLE

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

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

SEND FOR SAMPLE

F. E. OKIE CO.  
Manufacturers Fine Printing Inks  
PHILADELPHIA, PA.

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

**NEWSPAPER STORIES.**

**How James Keeley Landed the Big Walsh Bank Failure Beat for the Chicago Tribune.**

One morning at 3:30, when the last editions were running off, James Keeley, managing editor of the Chicago Tribune, was astonished to see the president of a leading Chicago bank walk into his office. The expression on the man's face indicated dire calamity.

"Who has absconded and how many hundred thousand did he take? What's the story, quick!" demanded Keeley.

"Come with me and I'll tell you," was the reply in a significant tone.

"Is it big?" asked Keeley sharply.

"Yes," replied the bank president, "it is."  
Keeley stopped the Tribune presses and hurried out with his visitor. He was escorted one block to the First National Bank building, where he found the rooms upstairs crowded with the leading financial men of the city, headed by Marshall Field.

It was evident they had been making a night of it. Some dozed in chairs, some were curled up on settees, some were in their shirt sleeves; others sat about in groups conferring in low tones; many were munching sandwiches or drinking coffee which had been brought in the janitor's buckets. Field himself half dozed upon a desk with an empty coffee cup beside him and the remains of a sandwich between his fingers. The buzz of conversation ceased as Keeley entered the room. "What's up?" he asked.

They told him Walsh's banks had failed. Keeley gobbled the details eagerly, and started for the door, but the door was locked.

"Wait," they said blandly. "We want you to advise with us."

Keeley was willing to be very free with his advice, but he wanted to get back and start his presses with the biggest scoop the Tribune had scored in months. However, the bankers would not let him go.

They passed him suavely from one to another, discussing the gravity of the situation, getting his views on the effect of the news, but keeping the doors locked. Keeley resolved upon strategy. Apparently he gave up any thought of leaving, took off his hat and moved about indifferently among the men, but all the time was gravitating toward the rear door. Once in its vicinity he eluded the watchful eyes for a moment, picked up an empty bucket in either hand, and accosted the doorkeeper with: "Dese guys wants more coffee."

Keeley's imitation was perfect. The doorkeeper was deceived and permitted him to pass. Dropping his buckets on the stairway where they clattered down behind him, Keeley bounded to the street, and dashed toward the Tribune office. As he arrived he saw the long lines of paper wagons from the other printing offices loaded and waiting for the Tribunes. This was the sort of situation that Keeley enjoyed to the limit. The papers of his rivals were already off the press and standing at his door. He could hold them while he printed his own flare head beat on the Walsh failure.

In half an hour the Tribune presses were going again and by the time the bankers began to wonder what happened to Keeley the newsboys had the story of the Walsh failure on the street.  
—*Collier's Weekly.*

**Calgary Paper Spells Prosperity.**

There is every evidence of vital growth and commendable enterprise in the Prosperity Edition of the Calgary (Alta.) News-Telegram, recently issued. Its 130 pages of reading matter, illustrations and representative advertisements reflect much credit upon the publishers of this live paper in western Canada. The fourteen sections of the number covered a multitude of subjects relating to Calgary and gave a substantial knowledge of its progressive interests.

# 344,102

## Lines Gained in 6 Months

### The remarkable advertising record of

# The New York Evening Sun

### for the first Six Months of 1913

1,147 columns increase of advertising in 154 publication days—one less publication day than in 1912.

489 columns more than the combined gain of all the other New York evening newspapers.

The following records were compiled by the New York Evening Post :

<b>Evening Sun</b>	. . .	<b>344,102</b>	<b>lines</b>	<b>Gain</b>
<b>Evening Mail</b>	. . .	<b>74,721</b>	"	<b>Gain</b>
<b>Evening Journal</b>	. . .	<b>68,407</b>	"	<b>Gain</b>
<b>Evening World</b>	. . .	<b>54,372</b>	"	<b>Gain</b>
<b>Evening Post</b>	. . .	<b>1,051</b>	"	<b>Loss</b>
<b>Evening Telegram</b>	. . .	<b>1,939</b>	"	<b>Loss</b>
<b>Evening Globe</b>	. . .	<b>177,618</b>	"	<b>Loss</b>

1,147 columns gain.

This means that the business men of New York in calm, cold judgment—in a season that a good many people have said was one of the most conservative—have used 1,147 columns more for their announcements in The Evening Sun than they did the first six months of 1912.

It means that in spite of the fact that there are

larger circulations, the business men of New York recognize the quality of The Evening Sun circulation.

While The Evening Sun is proud of its advertising gain, other departments have done equally well.

The Evening Sun first of all must be the best evening newspaper in New York. It has been said the critical departments and news columns are

superior to any in America. They must remain so.

The Evening Sun is a leading newspaper read by the best people in New York.

That makes it a leading advertising medium.

The fact that The Evening Sun now has a larger circulation than at any time in its history is proof that it satisfies.

## CONSCIENCE AN ASSET.

**Its Importance Emphasized by Editor Stovall, of Tampa—Sound Advice to Florida Publishers—Need of Backbone.**

W. F. Stovall, editor of the Tampa (Fla.) Tribune, in an address upon the "Conscience of the Newspaper Man," before the Florida Press Association, said:

"From our practical experience with the commercial world and assuming the side of the newspaper, we may be pardoned for the assertion that 'conscience' is the largest tangible asset in most of the printing offices in this State.

"The words journalism and conscience are synonymous and had it not been that conscience predominates every act and thought of the newspaper fraternity most of you boys would to-day be wearing diamonds, living in brownstone castles, taking trips in flying machines and enjoying life like the plutocrats instead of existing on rare promises, flitting your corporosity here and there in quest of a new subscriber or an advertisement.

"Because the newspaper of to-day is an enormous institution requiring prodigious capital to operate, its material aspect looms large, and blather-skites and blatant politicians never lose an opportunity to surreptitiously reflect upon it. Critics are quick to charge a newspaper with mercenary motives and the halls of the Capitol at Tallahassee and the hustings often resound with the rancous cry that the press of Florida has degenerated, that it is dominated by 'the interests,' that it is under the influence of the corporations or that its policies are dictated by 'crooked' advertisers.

### LIBELS ON THE PRESS.

"A more malicious or cruel libel was never uttered. That such a sentiment should have found expression by verdant politicians and so-called statesmen betrays woeful ignorance and convicts them of inflicting this insult to gratify the spleen of revenge of a coterie of demagogues, whose hypocrisy and shallowness have been exposed by an intelligent and independent press.

"Whatever detractors may say, however severe the criticism, regardless of vicious aspersions and vociferous denunciations, ethically the Florida newspaper is to-day at the very zenith of its purity, its unselfishness, its public spirit and unsullied patriotism.

"It is perhaps not generally known, but it is a fact nevertheless, that the newspapers of Florida refuse to insert many advertisements to the extent of several hundreds of dollars every year, merely because they do not regard the subject matter as proper reading for the public, or because they believe the propositions as likely to induce confiding readers to make unwise investments. How many merchants will refuse to handle any article of commerce not restricted by State or Federal law?

"How many banks or bankers will refuse to accept as collateral bonds or stock of any corporation of known intrinsic value, regardless of the fact whether they are securities in which they would not advise their clients to invest?

### SOURCES OF REVENUE.

"The newspaper has but two sources of revenue—subscription and advertising. The latter is wholly dependent on the former. The value of newspaper advertising is measured by the quality and extent of the circulation. Every inch of advertising space you have for sale should be charged for at a stated price. A rate card should be adopted and adhered to strictly. Stop that abominable habit of running professional cards for lawyers and free puffs for advertisers for the sake of what patronage they give you; stop toadying to city and county officials and politicians because a few scraps of public patronage are thrown your way.

"How can a newspaper maintain its character if it submits to the tacit corruption and indignity of permitting poli-

ticians and advertisers to command its silence or its support when something occurs which does not exactly meet the approbation of the 'would-be boss'?

"The greatest insult to a newspaperman is to be slapped on the back or sneered at as a sort of a 'good fellow,' a public pensioner, who lives partly by his wits and partly by the patronage thrown out by the professional office holders as though you were a hungry dog seeking a bone or a pauper accepting alms for the purpose of controlling the paper, by keeping something out or putting something in that will redound to his self-aggrandizement.

### ADVISES BUSINESS METHODS.

"Despicable and contemptible in the eyes of good business men is the newspaperman who solicits business on a trade basis. Demand cash for your subscriptions and advertising space, and at once place yourself before the business world as an indispensable factor in place of a beggar.

"Never exchange advertising space for the replenishment of your wardrobe or a bundle of groceries for your larder. Demand cash and pay the coin of the realm in all of your dealings, and thereby establish yourself in your community. The dead-head system and the

dead-beat practice keeps the newspapers in a hopeless, poverty-stricken way.

"Show me the newspaper that swaps ingits space for merchandise and you will by investigation find that the printers in that establishment are being paid in due bills and orders on the local merchants. The paper that runs dead-head advertisements and complimentary notices anticipating a reciprocal return makes itself cheap, lowers its dignity, at once admits its stock in trade worthless and is not worthy the confidence of decent people and should die, as they generally do. Political graft and charity are frowned down by all reputable papers."

### Homer Davenport Stock Farm Sold.

The Gideon Daly stock farm, once the property of the late Homer Davenport, the cartoonist, near Red Bank, N. J., was sold Monday by Mrs. Zadad Howard Reakirt, of New York, to Henry Cross, of Holmdale, N. J. The farm was owned originally by the late D. D. Withers, who sold it to Gideon M. Daly, who sold it to Harry Payne Whitney. Mr. Whitney sold it to Mr. Davenport. A year and a half ago the farm was leased by Paul Armstrong, the playwright. Many noted race horses were reared on the farm.

### NEW INCORPORATIONS.

MANCHESTER, N. H.—Union-Leader Publishing Co.; capital stock, \$400,000. Incorporators: Frank Knox, Annie R. Knox, Martha Muehling, John Muehling and Robert L. Manning.

STRATFORD, Conn.—Times Publishing Co.; capital stock, \$12,000; to publish a newspaper. Incorporated by Louis E. Peck, Stiles Judson and George A. Fairchild.

PITTSBURGH, Pa.—Adams Publishing Co.; capital stock, \$1,000,000; to print, publish and distribute all kinds of papers and periodicals. Incorporated by A. L. Schultz, J. E. Adams, David Thomas and T. W. Nevin.

CHICAGO, Ill.—Woman's Democratic Publishing Co.; capital, \$2,500. Incorporators: T. E. Bagshaw, E. R. Heyward and A. D. Tighe.

ALICE, Tex.—Echo Publishing Co.; capital stock, \$2,500. Incorporated by D. C. Booth, G. F. Nayer and Mayme Nayer.

PITTSBURGH, Pa.—Jewish-American Publishing Co.; capital, \$5,000. J. M. Kelsky and others.

BOSTON, Mass.—Truth Publishing Co.; capital, \$50,000. Incorporators: J. Smith, G. R. Conroy and H. M. Morton.

# Three Quarters of a Million

## A Wonderful Record of Advertising Gains

Here are some of the gains of The New York Press in different kinds of advertising, as shown by the Evening Post record:

CLASSIFICATION	NUMBER OF LINES GAINED
Dry Goods	159,071
Wanted	39,346
Instruction	2,428
Real Estate	75,925
Publishers	4,852
Legal	7,506
Automobile	3,976
Amusements	38,772
Hotels and Restaurants	14,771

### A Loss!

The record shows a loss of 12,971 lines of Proprietary Medicines, due to the voluntary elimination of objectionable patent medicine advertising.

### In Classified Advertising

The New York Press gained 425,323 agate lines during this period, according to its own record.

FOR the six months ending June 30th, 1913, The New York Press's records show a gain of paid advertising over the corresponding period in 1912 of

## 742,751 Agate Lines

This is 34,408 agate lines more than the combined gain of all other morning newspapers in New York, as shown by the figures compiled by the New York Evening Post.

Also 201,149 agate lines more than the combined gain of all the evening newspapers in New York, as shown by the Evening Post record.

This remarkable showing, Mr. Advertiser, proves conclusively the growing power of The Press. This splendid recognition of the improved Press by all classes of advertisers, shows that it has a general appeal to all buyers and challenges your attention as a most profitable investment for part of your New York appropriation.

## THE NEW YORK PRESS

Western Office:  
Commercial National Bank Bldg.  
Chicago, Ill.

Eastern Office:  
7 Spruce Street  
New York City



HOW MUCH PROFIT?

Problem of the Small Daily Dis-cussed by a Successful Publisher— Twenty-five Per Cent. of Gross In-come a Fair Return—Brisbane's Six Dollar a Subscriber Profit.

By GUY U. HARDY.

Publisher of the Cannon City (Colo.) Record. What profit is the publisher entitled to—or should he strive for? Arthur Brisbane has been liberally quoted as saying that a country newspaper should knock out six dollars profit for each of its yearly subscriptions.

It is easier, perhaps, to base a proposed profit on the volume of business done.

A friend of mine sets the standard of profit—the profit that should be aimed at—at twenty-five per cent. of the volume of business done. I believe that this is a conservative estimate of what a small city daily paper ought to pay. That is, the proprietor, if he puts in his full time in connection with the paper, should take out for his salary and profit on investment at least twenty-five per cent. of the volume of business done. He should do better than this if he can, but he should make that much, anyway.

PROFITS VARY CONSIDERABLY.

Profits in different newspapers vary greatly. I know of a country weekly in a town of 1,000 people that pays its owner about \$4,000 a year. And I know of a dozen others in equally good fields that do not pay \$1,000 a year.

I know of a daily newspaper in a fine city of 12,000 people that does \$50,000 in business a year that does not pay its owner six per cent. of the business done. And I know of a daily paper in another city, not half as good a field, that pays its owner from twenty-five to thirty per cent. profit on about half that volume of business.

I know of another good city of about 12,000 people which has two good daily newspapers, each with circulation of about 2,000 copies. The two papers appear to the outside observer nearly equal in quality and volume of business done. One of these papers has been netting its owner \$10,000 a year, or twenty-five per cent., on the volume of business done, for several years, while the other paper runs behind more years than it runs ahead, and has never in many years made anything to speak of.

MAKING A GOOD PAPER.

To make a good paper in any field pay a worthy profit is a difficult job. Men who have money-making brains are mighty scarce and hard to hire.

Money making in any line is largely a matter of thought. The publisher who thinks of the money-making side is apt to run a more profitable business than the publisher who devotes all his thought and energy to the political or editorial sides of the business.

Given the money-making publisher, the next essential is the field. A man is a fool to try to run a daily newspaper in a weekly field, and many newspaper men are business fools.

When the right man is located in the right field, then one of the next important essentials is a cordial relationship with the opposition. The opposition, your esteemed contemporary in fact, may have about as much to do with your money-making success as you yourself.

CO-OPERATION DESIRABLE.

Be it far from me to advise any set of men to combine to violate any of the numerous recently made State anti-trust laws, but nevertheless friendliness and co-operation among rival publishers has a great deal to do with the money-making success of local newspapers. And one tactful man can do much to bring about and maintain cordial relations and money-making conditions in a small field.

Economy should be the watchword in any business, large or small. Economy is one of the big essentials in the

small publishing business. The grocer who buys sugar at five dollars a hundred and sells it at twenty-four pounds for the dollar will go broke sooner or later. And the publisher at Junction City, Kan., who tries to give his hundred held a newspaper equal to the Kansas City Star will go broke.

The newspaper should fit the field—should cost less than the total income—about enough less to yield twenty-five or thirty per cent. profit to the owner.

Of course, any good-paying shop must get out a good, readable newspaper, and it must have a good business getter on the staff. But a country town daily can be made too good and its salary list can easily grow too large to fit the field it is published in, too good to fit the possible business within its own held. To illustrate: I know of a newspaper in a town of 10,000, having a circulation of 1,700 that pays \$10 a week for its A. P. service. I believe that this paper could cut its A. P. and linotype expense enough to pay ten or twelve per cent. dividend on its \$30,000 capital stock and not lose twenty-five subscribers from its list.

LOCAL NEWS THE THING.

As a rule people take their local daily for its local news and not for its world-wide press service. A column of live local stuff is worth more than two or three columns of expensive telegraph any day.

So, to sum up, I would say that the essentials of making the small city daily pay are:

- A fair field. A money-making, thinking publisher. Co-operation with the opposition. Economy in operation. A strong local paper that fits the field—fits the possible business that can be secured.

Given these, the minor essentials of money making can easily be worked out in any country daily shop.

Newspaper Men Explore Glacier Park.

Eleven well-known magazine and newspaper writers are at the Glacier National Park, Montana, exploring the iceberg lake country, where interest centers particularly because of the recent discovery by Indians of polar trout in that body of water, indicating a subterranean connection with waters of the far north. In the party are Louis Van Norman, editor Review of Reviews; A. Britt, editor Outing Magazine; E. J. Wheeler, editor Current Opinion; P. Foley, Literary Digest; Arthur Davis, National Geographical Magazine; Herbert Corey, Associated Newspapers, New York; Edward R. Padgett, Sunday editor Washington Star.

Mr. Nelson Must Pay Costs of Suit.

The Supreme Court of Missouri ordered all costs in the habeas corpus case of W. R. Nelson, editor of the Kansas City Star, taxed against him. The total costs to be assessed against Mr. Nelson will be about \$1,000. In making this decision the Supreme Court practically says that Judge Guthrie wins the contempt case. Though released on a technicality, the court found the publisher guilty of printing a "scandalous and contemptuous" story about the circuit judge.

Fifty Years On One Paper.

John M. Le Sage, who has just terminated fifty years' service on the London Daily Telegraph, was honored by his colleagues June 21, who tendered him a dinner and presented him and Mrs. Le Sage a number of valuable gifts. Mr. Le Sage was with the German army during the Franco-Prussian War as special correspondent for the Telegraph, in Paris during the whole of the Commune, and with Lord Wolseley's force in Egypt in 1882. His career has been crowded with experiences of the most thrilling and interesting character. He is in his seventy-sixth year and is still active on the Telegraph.

CHICAGO NEWS CLAIMS NOT BORNE OUT BY FACTS

The Detroit News challenges as inaccurate and misleading the claims made by the Chicago Daily News in its page advertisement in "ADVERTISING AND SELLING," page 29, June issue.

Here are the claims of the Chicago Daily News disproved by the Detroit News:

The Chicago Daily News claims to carry more advertising six days a week than any other paper in the United States.

The Record of Twenty of the Leading Publications, compiled by the Indianapolis News, covering the year 1912, shows the Detroit Evening News (six days a week) carried 30,551 columns or 1,326 columns of paid advertising more than the Chicago Daily News.

\* \* \* \* \*

The Chicago Daily News claims to cover its local field more thoroughly than any other paper in the United States, claiming for May over 320,000 circulation in Chicago and suburbs. Therefore in Cook County, Ill., with a population of 2,405,233, the density ratio shows a copy of the Chicago Daily News for every 7 1/2 people. The Detroit News in Wayne County, where the population is 531,590 has 117,666 circulation or one copy of the Detroit News sold for every 4 1/2 of Wayne County's population, which is a vastly better showing than that of the Chicago Daily News.

\* \* \* \* \*

The Chicago Daily News claims to possess a stronger influence with its readers than any other paper in the United States.

While this is an intangible argument, events of recent years prove that the Detroit News is excelled by no newspaper anywhere in this regard. Roosevelt, Progressive, was supported by the News, and carried the city, county, and state. The Democratic nominee for Governor of Michigan, and the Republican nominee for Mayor of Detroit, were both supported by the News and won handsomely. In electing a Republican Mayor the News was bitterly opposed by the other newspapers but nevertheless influenced Detroit voters to stand together and elect the municipal ownership (Republican) candidate. Thus the Detroit News had the unique distinction of carrying its city for a Progressive candidate for President, a Democratic candidate for Governor, and a Republican candidate for Mayor,—all in the same election.

A year and a half previous, the Detroit News defeated single handed a most alluring street railway 3 cent fare franchise grab which was supported by the city administration and other Detroit newspapers.

\* \* \* \* \*

The Chicago Daily News unjustly claims to sell space at less cost per thousand circulation than any other paper in the United States.

The Detroit News has over 154,000 circulation, and a base advertising rate of \$1.82 per inch, or .0118 per inch per thousand circulation. The Chicago News base rate of \$4.76 per inch for 346,000 circulation, figures .0137 or .0019 per inch per thousand higher than the Detroit News.

\* \* \* \* \*

As regards the circulation of the Chicago Daily News and the Detroit News in comparison with their local competitors, all the week day English printed Chicago papers aggregate 1,601,636 average daily circulation, of which the Chicago Daily News has 346,744 or 21.6%.

In Detroit there are 344,197 English week day papers circulated, of which the Detroit News now represents 44.8%, this comparison showing over 100% better for the Detroit News than the Chicago Daily News.

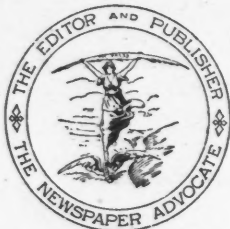
The Chicago Daily News has a reputation for conservative and accurate advertising and circulation statements, but evidently the phenomenal conditions surrounding the Detroit News in regard to its circulation and advertising advantages have been overlooked, as an investigation would have clearly developed the above facts and have obviated the injustice being done the Detroit News.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building,  
New York City. Telephone, 4520 Beekman. Issued every  
Saturday. Subscription, \$2.00 per year; Canadian, \$2.50;  
Foreign, \$3.00.



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

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

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

World Building, Tribune Building, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, July 12, 1913

## ADVERTISING AND BUSINESS.

The advertising business as practised to-day is a comparatively new occupation. Formerly it was in the hands of a few agents who depended for their success more upon a knowledge of newspapers and newspaper rates than upon their ability to prepare copy that would sell goods. They were speculators in white space and their chief object was to sell it to anyone they could and without consideration as to whether it would be a profitable investment for the advertiser.

These agents—not all, but a majority of them—brought the advertising business into disrepute, and were generally regarded as belonging to the same class as the lightning-rod agents of a quarter of a century ago or the gold-brick and get-rich-quick schemers of a later date.

It was at about this time that the possibilities of advertising as a commercial force began to be appreciated by business men. They realized that the buying of space was not the only thing to be considered in an advertising campaign. They found that as much or more depended upon the character of the copy with which the space was to be filled; and that such copy could not be prepared except by men who had made a careful study of the goods to be sold, the methods of distributors and the character of the market to which the appeal was to be made.

This need brought into the advertising business a new and abler body of men, and included trained writers, many of whom had been salesmen, analysts, illustrators, and experts in typographical display.

The work of these men soon gave a new impetus to advertising, and the results secured were so much greater than had ever been known before that those engaged in it won the esteem and confidence of the business world.

To-day the advertising field engages the services of the brightest and brainiest men to be found in any profession or occupation. Their importance and standing is indicated by the fact that they handle each year nearly \$600,000,000 worth of publicity. Of this amount the greater part is spent for service rather than for material. To the thinking man this means: That for those rendering this service it is a remunerative occupation; that the individuals or corporations paying out this immense sum might be able to spend it to better advantage had they a

more thorough knowledge of the principles of advertising; and that it would be greatly to their advantage to provide the opportunity and even insist that men in their offices who have to do with publicity should become proficient in this subject.

This is one of the reasons why the advertising courses of the several Y. M. C. A.'s throughout the country, the advertising clubs, and the several correspondence schools have become so popular. It would be difficult, indeed, to make an approximately correct estimate of the number of persons who, during the past year, have made a serious study of the subject of advertising.

As a matter of fact a knowledge of advertising has become so important a part of a business man's equipment that not to possess it is a serious handicap in the race for success.

The great Baltimore Ad Club convention, just held, was more largely attended and the interest in the proceedings was far more intense than at any other convention ever held on this continent.

Advertising is no longer a haphazard art which anyone can master in a few easy lessons, but a great business demanding high-grade ability, integrity and indomitable perseverance.

## THE PAPER THAT LIVES.

Men who covet political, social or commercial power often turn their eyes to the newspaper field as the place where they think it can most easily be achieved. If they have plenty of money it is not a difficult matter to buy a daily newspaper and enter upon the career they have imagined would be theirs.

But these seekers after power soon discover that something is amiss. Instead of riding forward on the wings of popularity and influence to the point where they will be able to make others do their bidding, they find that people seem to pay little attention to what they have to say in their editorial columns.

The truth is, they have stumbled upon one of the fundamental principles of standard journalism, namely, that no newspaper can succeed unless it is devoted to the best interests of the entire community it attempts to serve.

A newspaper owner may pretend that he is working for the general good of the city and its people when, in reality, he is engaged in promoting a selfish end. He can do this for a while, but he is soon found out.

Occasionally corporations or "interests" of various kinds secretly secure control of newspaper properties, with the idea that through their aid they will be able to influence municipal, State or national legislation in their favor.

They may publish a paper that gives the news, they may head and help raise subscriptions for worthy objects, they may establish pension funds for their employes, but the public soon becomes suspicious of its editorial utterances, and finally learns the truth about its ownership and the reason of its purchase. The circulation then begins to drop, advertisers feel that they are not getting a square deal and cancel their contracts, and the paper slides down hill. Money is lavishly spent to overcome the deficit in circulation and revenues, but in vain; and, by and by the newspaper is sold and a new publisher steps in.

The newspapers having the largest revenues are those owned and run by men who are in the business solely as a commercial proposition, and not for the purpose of using it to climb into political office or to advance corporation or other interests.

## EDITORIAL COMMENT.

The Baltimore Sun has introduced an innovation in the shape of a "Correction Column," in which its readers are invited to call attention to errors in the paper. The object of the column is to reduce the latter to a minimum. As the Sun says: "There isn't a newspaper on earth—nor is there likely to be, in the nature of things—that doesn't make mistakes." The frequency with which the most carefully edited newspapers are obliged to apologize for errors is well known. In spite of everything they

creep into the columns in a most exasperating manner. For instance, in an article in THE EDITOR AND PUBLISHER, giving Herbert S. Houston's impressions of the Baltimore convention, the types made him say that there were no great men on the list of speakers, when he said the opposite. Again, two weeks ago the caption underneath James Keeley's cut on the front page read "German Manager of the Chicago Tribune," instead of "General Manager." Mistakes of such a character, especially when they have been corrected in proof, seem inexcusable. The Baltimore Sun's correction column gives the readers of that paper a chance to show how critical they are. It insures a more careful perusal of its columns, thus increasing the value of its advertising pages, and stimulates the editors and reporters to greater care in the preparation of articles. The correction column might be introduced in other newspapers with profit.

Channing Rudd, formerly engaged in the advertising business in New York City, but at present manager of the investment department of Alexander Brown & Sons, of Baltimore, wrote for a recent issue of the Baltimore Sun the inside story of how that newspaper sold over its counter nearly a million dollars' worth of Baltimore City bonds. This article is worth reading by every newspaper and advertising man. An editorial on this remarkable sale of bonds appeared in THE EDITOR AND PUBLISHER of June 21.

One of the important topics discussed at the congress of the Imperial German Press Union, held recently at Düsseldorf, was the training of journalists. The delegates were far from unanimous as to the desirability of having special journalistic faculties in the universities or colleges devoted exclusively to the teaching of journalism. In fact the general opinion seemed to be wholly against any special, theoretical instruction. Dr. Mohr, of Munich, said that journalism requires "a particular journalistic gift that cannot be created by means of colleges and professional examinations." It seems to us that it requires a particular kind of gift for a man to be a physician, a clergyman, or a lawyer, but this does not do away with the necessity of special schools or colleges devoted to the teaching of these subjects.

## APPRECIATION OF A CONVENTION ISSUE.

2536 Bedford Avenue,  
BROOKLYN, N. Y., July 3.

THE EDITOR AND PUBLISHER:

As an ancient printer man whose typographical efforts date back to the Washington press and the early Campbell variety of flat bed, may I be allowed to file my congratulations on your issue of June 7, preliminary to the Baltimore gathering of advertising men? You have made a distinct addition to the bibliography of advertising in the admirable articles on the history of general publicity, and have probably furnished some of our most brilliant lights of the advertising world with food for thought in the statement that many of their methods were trite in the days of the Babylonian kings and that even old Rameses might have yawned cynically over some of our brilliant twentieth century suggestions as to the best plan for "plugging." Seriously, the careful research into the history of advertising by your contributor has suggested a field that might still be further invaded with profit by those interested in a growing field of endeavor.

In addition let me say the typographical work upon the issue mentioned deserves the highest credit. There are books in our public libraries today not allowed general circulation on account of their costly qualities, containing reproductions similar to the colophon which adorned the cover of THE EDITOR AND PUBLISHER of the date mentioned that, with the most careful presswork and upon the finest of India paper, could do no greater justice to the originals than was shown in the example mentioned. You can do the profession you represent no greater service than to occasionally lead it up to such examples of art in its own work as illustrated in your issue of June 7.

C. H. G.

**PERSONALS.**

Colonel Henry Watterson, of Louisville, Ky., was in New York this week. The Colonel is fond of the big metropol-  
olis in summer as well as winter.

Alexander P. Moore, editor of the Pittsburgh (Pa.) Leader, and Lillian Russell, his wife, were passengers aboard the Cedric for Europe last week.

Emil M. Scholz, general manager of the Pittsburgh Post and Sun, spent a few days in New York this week. He explained that the Pittsburgh bank fail-  
ure had been largely discounted and did not anticipate any considerable local dis-  
turbance on that account. His papers have made a good showing during the past six months, the gains being about equal to last year's gains.

William H. Field, business manager of the Chicago Tribune, has returned to his desk after an extended vacation.

Col. Frank L. Mayes, editor of the Pensacola (Fla.) Journal, is prominently mentioned in connection with the Governorship of Florida.

Florence D. White, of the New York World, is enjoying a cruise on his palat-  
ial yacht in northern waters.

James M. Lynch, president of the In-  
ternational Typographical Union for the seventh two-year term, has been named by Governor Sulzer as New York State Labor Commissioner at a salary of \$8,000 for a term of five years.

George H. Rowe, a former president of the New York Press Club and a well-known newspaper man of Brook-  
lyn, was elected a trustee of the Home Savings Bank of Brooklyn on July 9. Mr. Rowe is also vice-president of the Greenpoint National Bank.

Charles R. Kurtz, editor and pub-  
lisher of the Bellefonte (Pa.) Center Democrat, has been appointed Surveyor of the Port of Philadelphia.

Herbert Myrick, editor of Farm and Home, Springfield, Mass., and president of the Phelps Publishing Co., returned from Europe on the George Washing-  
ton last Monday.

J. N. Chevrier, for some time business manager of La Patrie, Montreal, has accepted the business management of Le Devoir of that city. Mr. Chevrier is well known in the States, having a wide acquaintance with American news-  
paper circulators. He is second vice-  
president of the I. C. M. A.

Harvey Thomas, publisher of the At-  
lantic City (N. J.) Review, has been appointed by President Wilson Post-  
master of Atlantic City.

Col. John F. Hobbs, editor of the Caterer, was honored with the degree of LL.D. by Newberry College, South Carolina, his alma mater, at the recent commencement of that institution.

R. F. Parkinson, secretary, treasurer and business manager of the Ottawa (Can.) Daily Journal, was in New York on business this week.

C. W. Owen, publisher of the Quincy (Mich.) Herald, was a visitor in New York this week.

**GENERAL STAFF PERSONALS.**

Russell E. Smith, of the Munsey edi-  
torial staff, is the happy daddy of a baby girl.

A. Eugene Bolles, who, on July 1, re-  
signed as general manager of the Rec-  
ord and Guide, of New York City, and Mrs. Bolles, have gone on a two weeks' automobile trip in Pennsylvania and New York.

Frederic Courtland Penfield, a well-  
known writer of Philadelphia, has been appointed Minister to Austro-Hungary.

Paul T. Gilbert has succeeded J. R. Taylor as author of the "Jestward Ho!" column in the Chicago Inter-  
Ocean.

Raymond Welch, of the Bridgeport (Conn.) Standard's copy desk, has re-  
turned from abroad and will join the staff of a Milwaukee paper.

**IN NEW YORK TOWN.**

Ralph Guinzberg, of the Evening Mail, has gone abroad for a two years' tour of the principal cities of Europe with a view to "getting wise" as to news-  
paper making on the Continent. On his return he will start the publication in a near-by town of a daily paper which, it is said, will be an ideal metropolitan sheet. Ralph's "pop" is putting up the dough for the trip, but plans are still airy about the new enterprise.

E. G. Lowry, managing editor of the Evening Post, is on a month's vacation.

Philip Speed, rewrite man of the World, has returned to the desk, after an absence of several months traveling for his health in the South.

Frederick L. Long, of the Globe, covered the Blue and the Gray reu-  
nion at Gettysburg for his paper.

Chester N. Ames, formerly of the Carlisle (Pa.) Sentinel, and later of the Newville (Pa.) Times, is now night editor of the Journal of Commerce.

Meyer L. Block, wireless reporter of the East Side, and expert authority on all sensational news that emanates from the region of Seward Park, is an undown-  
able candidate for the post of second assistant chief of the North Bergen (N. J.) Fire Department. Meyer spends the early hours of each morning in that town.

S. N. Lewis and Leon Frazer are new additions to the staff of the World.

**WASHINGTON PERSONALS.**

Hugh S. Miller, of the Chicago Ex-  
aminer, and Mrs. Miller took an all-  
water trip to Boston and return while Congress was in recess over the Fourth.

Philip H. Patchin, who has recently returned from China, where he spent two years in newspaper work, has joined the Washington bureau staff of the New York Tribune.

Robert Heinl, Washington corre-  
spondent of Leslie's Weekly, reported the Gettysburg celebration for his paper.

Horace L. Brand, editor and publisher of the Chicago Staats-Zeitung and the Freie Presse, was a visitor to Wash-  
ington last week.

George T. Odell, Washington corre-  
spondent of the New York Mail, impersonated Uncle Sam in the play given by Washington school children on the Washington Monument grounds on the Fourth in celebration of Uncle Sam's 137th birthday.

John A. Sleicher and E. M. Kemble, of Leslie's Weekly, were in town last week.

J. K. Stauffer, of the Reading (Pa.) Eagle, is enjoying a ten-day visit to his home.

O. H. Stewart, of the Washington Herald, reported the events at Gettys-  
burg for his paper.

Raymond B. Morgan, of the Nebraska State Journal, and Mrs. Morgan played prominent parts in "Uncle Sam's" 137th Birthday Party, celebrated on the Wash-  
ington Monument Grounds on July 4.

Jesse L. Suter, for four years pub-  
licity agent for the Post Office Depart-  
ment, has sent his resignation to the

Postmaster-General to take effect Sept. 1, and will return to newspaper corre-  
spondence. His successor has not been named.

Frank B. Lord, Washington corre-  
spondent of the Philadelphia Bulletin, and Norman E. Mack's Democratic Monthly, and Oliver P. Newman, of the Newspaper Enterprise Association, will probably be confirmed by the Senate at its next executive session, as Ex-  
cise Commissioner and Commissioner, respectfully, of the District of Colum-  
bia.

The absorbing story of the strenuous adventurous life of James Keeley, man-  
aging editor of the Chicago Tribune, which appeared in Collier's for June 28, was read with much interest by the Washington correspondents. The story is by Peter Clark Macfarlane, who re-  
ceived many favorable comments upon it from Congressmen and Journalists.

**OBITUARY NOTES.**

JULIAN C. EGERLY, who was at one time night editor of the Boston Herald, died June 26 at his home in Westville, N. H., of Bright's disease. He is sur-  
vived by his widow.

VERA H. STEPHENSON, society re-  
porter on the Portland (Me.) Express-  
Advertiser, was found dead in her room last week. She had for some time suf-  
fered from heart trouble, and died while at work on copy for her depart-  
ment.

JACOB HENGEVELD, a correspondent for the Associated Press, died in Paterson, N. J., June 27. He was forty-five years of age.

ALFRED H. LORE, eighty-four years old, one of the co-editors of the Peace Maker, and for half a century president of the Universal Peace Union, died at his home in Philadelphia last week.

G. OTTO TIDDEN, for twenty-two years a member of the reportorial staff of the New York World, and for many years its baseball editor, died Sunday at his home in Brooklyn, aged fifty-seven years. He was born in New York City and had a large acquaintance among all branches of sporting men.

LUCIUS C. YOUNG, sixty-two years of age, retired owner of the Suffolk Times, a Long Island weekly, died at his home in Mattituck, L. I.

WILLIAM H. McDONALD, forty-three years old, cashier and office manager of the Philadelphia Record, died July 7 after an acute attack of indigestion. Mr. McDonald had been a member of the business staff on the Record for nearly twenty years.

JOHN B. DUNN, for seven years a member of the New York World staff, died of acute gastritis in Medford, L. I., July 4. Mr. Dunn was thirty-  
three years old.

**Journalist Governor of Alaska.**

J. F. A. Strong, the recently appoint-  
ed Governor of Alaska, who succeeded Walter E. Clark, is like his predecessor, a former newspaper man. Mr. Strong went west thirty years ago and was a pioneer newspaper publisher in the far North. He established and still owns the Alaska Daily Empire, at Juneau, the territorial capital.

**D. L. McGibbon Buys Montreal Herald**

James S. Brierly, president, and Freder-  
ick Abraham, vice-president of the Montreal Herald Company, have dis-  
posed of their interests in that paper to D. Lorne McGibbon and associates. Edward Beck, formerly managing editor of the Herald, and later of the Star, has been appointed editor-in-chief. The new owners will support the present Government in a most conservative way.

The Troy (N. Y.) Times recently cel-  
ebrated its sixty-second anniversary.

**\$8,000 CASH**

balance of a total of \$15,000 deferred, buys nine-tenths of stock of only daily newspaper in thriving middle west manufacturing city. Annual volume of business over \$22,000. After paying owner salary of \$50 per week, showed a profit of over \$4,000 in 1912. Proposi-  
tion H. X.

**G. M. PALMER**

Newspaper Properties  
225 Fifth Ave. New York

**SITUATIONS WANTED**

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

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

**CIRCULATION GETTERS.**

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

**ADVERTISING MANAGER**

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

EXPERIENCED FOREMAN, stereotyper, desires to get in touch with anyone in need of such. Can furnish A1 references. At present connected with one of the leading metropolitan dailies. Can change with reasonable notice to present employer. Member I. S. & E. U. Con-  
servative. Address "STEREO," care THE EDITOR AND PUBLISHER.

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

**BUSINESS OPPORTUNITIES**

WANTED.—Press, in good condition, to print 8, 10, 12 or 16 pages. In answering please give price, location, dimensions of ma-  
chine, including height, and any other details possible. Address "D., 1052," care THE EDITOR AND PUBLISHER.

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

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

**ADVERTISING MEDIA**

**ILLINOIS**

**CHICAGO EXAMINER**

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

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

**MISCELLANEOUS**

**DAILY NEWS**

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BU-  
REAU, 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

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

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

The Lamar (Tex.) Democrat plant was destroyed by fire last week, with a loss of \$1,500, partly insured.



# The Knickerbocker Press

*Albany-Troy-Schenectady*

**The One Newspaper Covering The Capitol District**

Again breaks all records for percentages of gains.

## NET PAID CIRCULATION:

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

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

### Also Breaks All Previous Records in Advertising Gains

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

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

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

*The Motto of*

# The Knickerbocker Press

*Is "Service"*

# PATENT NOTICE

## LINOTYPE vs. INTERTYPE

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

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK

### THAT GAS CAMPAIGN.

(Continued from page 61.)

incentive to buy space, or more space? We have come to doubt that, and for this reason have concluded that with the question agitated in the magazines we would create an interest in local newspaper advertising which does not now exist among the small producers.

I venture to say that the interest the national campaign will excite will cause a large increase in local advertising in newspapers. In fact, we are making this one of the features of the movement. There will be consistent relation between the magazine advertisements and the newspaper copy we will send out, and the subscribers to the fund are being asked to use the advertising copy furnished by us in an effort to reap the cumulative effect that makes advertising valuable.

"That we could use the daily newspapers to better advantage, if we had a fund large enough to do this, I will not deny. But the fact is that the fund now being raised is not large enough to permit our doing so. The entire amount could be spent in the newspapers of New York and Philadelphia without making much of an impression. In the first place there is the problem of picking out the mediums best suited; and then, again, we meet the obstacle presented by the circumstance that we would have to advertise in some 1,200 cities. The subscribers naturally feel that they are entitled to a share of the money spent, even if it is only a mere fraction of what they appropriate for local purposes.

"I maintain that the gas producers in most cases have wasted the space they have bought in the local papers. There are in the United States not more than a dozen gas companies that could afford to maintain an advertising department. The many others not in a position to do so have bought and used

space in the local dailies and other publications, but have never been able to put it to proper use.

"The result of this has been that gas advertising has not been a success and that the impression that advertising of this sort was money wasted has gained much headway. By demonstrating to our members that advertising appropriations are the best possible investment that can be made, if properly applied, we shall educate the small producer to the recognition that he must advertise, if he wants his business to grow, but advertise intelligently.

"Gas is not a commodity that can be advertised to advantage in mediums having any but a strictly local circulation, though owing to the nature of the business it may be possible to benefit the individual producer by advertising in magazines. But in the end he will have to advertise his product in the local papers. How to do this and at the same time stimulate interest in advertising is as much a feature of our campaign as is our effort to reach the public."

Mr. Stotz then pointed out what he thought to be the superiority of magazines of a certain class over the daily newspapers. Women, he believes, pay more attention to what their favorite magazine has to say on housekeeping and related fields than they do to similar matter in newspapers. The campaign for the more general use of gas ought to get the benefit of this prestige, the committee in charge of the business thinks.

Mr. Stotz drew attention to a similar campaign about to be inaugurated by the Society for Electrical Development, of which J. M. Wakeman is general manager, and Philip S. Dodd secretary-treasurer. This organization will raise \$200,000 to be expended along the general lines followed by the National Commercial Gas Association. The offices of the Society for Electrical Development are located on the floor occupied in part by Mr. Stotz's office at

29 West Thirty-ninth Street, New York.

### GAS COMPANY ADVERTISING.

The articles published in these columns last week about the National Commercial Gas Association's proposed expenditure of \$150,000 in the national magazines to promote gas consumption has caused much talk in advertising circles. The contention of THE EDITOR AND PUBLISHER that the only way to economically build up the demand for the product of a local gas company is to advertise in the local newspapers that reach possible customers meets with general approval.

The advertising manager of one of the big gas companies of New York took pains to call up this office on the telephone and say that he agreed with THE EDITOR AND PUBLISHER in its opinion expressed editorially.

"Why the National Commercial Gas Association wants to advertise in the national magazines is beyond me," he said. "What good would it do my company to advertise in Pacific Coast publications, for instance? Would we sell any more gas to New York consumers? Not on your life!"

Of the local gas companies the Consolidated takes the lead in advertising. It uses three-column, nine-inch illustrated copy in both afternoon and morning newspapers. A new series now running is devoted to the exploitation of gas water heaters for summer use. One of these, headed "For the Good Old Summer Time," shows the picture of a man staying at home, and dwells upon the ease with which hot water may be had for the bath or for shaving by the use of a gas heater. Another, headed you may say "Good Night, Nurse," is devoted to the exploitation of the heater in home, hospital, workshop or institution.

Such advertising reaches the very people whom the Consolidated Gas Co. desires to influence, and at an expense that is comparatively small.

### WALSH'S VARIED CAREER.

Kalamazoo Gazette's New Managing Editor a Youngster in Years but a Veteran in Experience.

John K. Walsh, for the past year city editor of the Kalamazoo Gazette, has been made managing editor. Mr. Walsh was formerly city editor of the Peoria (Ill.) Herald Transcript, city editor of Galesburg (Ill.) Mail, and did extensive journalistic work in South and Western Africa for the Melbourne Age of Australia. He wrote "Following the Boer War," picturing the economic effect of the war for the Melbourne daily, spending three months in Natal, Orange Free State, Transvaal and Rhodesia.

"Tramping Along the Gold Coast" was the subject of a series of sketches done for the London Times and Cape Town dailies. The son of a British army surgeon, Mr. Walsh traveled extensively in India, the Orient, Africa, Europe and the islands of the Pacific.

Though but twenty-seven years of age and one of the youngest managing editors in the United States, Mr. Walsh has had much experience in the newspaper world. At seventeen he was writing features of "Life in the Fijis and Samoa" following a sail-boat trip through these islands. The past year has been spent with the Gazette.

### Uses Gas for Melting Metals.

The San Francisco Call has recently installed gas burners for the melting of all metals used in the publishing of its paper; heretofore it has used coal, but will now use gas exclusively and will use a large amount per month for this purpose.

Henry C. Guest, former editor of the Atlantic City (N. J.) Review, and one of the best-known newspaper men of that city, died July 1. He had been in failing health for several months,

**\$30,000 In Cash**

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

**HARWELL, CANNON & McCARTHY**

Brokers in Newspaper and Magazine Properties

200 FIFTH AVENUE NEW YORK

**TURNER'S BULLETIN**

Highest testimonials have been awarded

**C. Godwin Turner**

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

**OUR NEW HANDY SPECIMEN BOOK**

PREFERRED TYPE FACES

Shows 58 of the most useful and beautiful faces ever designed—102 different borders—70 initials and ornaments—in fact. All you need to know about type. Use your copy now and often.

**BARNHART BROS. & SPINDLER**

168-172 West Monroe Street

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

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.

**A Good Rule for Measuring Space Values****Annual Average of Net Paid Circulation**

The Globe offers you more of this at a lower rate per thousand than any other New York evening paper in the high-class field.

In New York it's

**The Globe**  
and **Country Advertiser**

**THE DAILY ADVOCATE**

2 cents Stamford, Connecticut. 2 cents a copy.

When you use the Advocate you concentrate your advertising upon a community of well-to-do homes.

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

**BANQUET ON 15 CENTS. NEWSPAPER "GOOD FELLOWS."**

An Incident in the Early Career of Richard L. Metcalf Who Was Recently Appointed Governor of Panama.

J. M. Tanner, editor of the Mid-Wise Eagle, published at South Omaha, told the following story at a dinner given in honor of Richard L. Metcalf, editor of Mr. Bryan's Commoner, who was recently appointed Governor of Panama:

"Way back in the eighties, as I was leaving the office of the Evening World, hot on the trail of a rush call to cover a news item, I was met in the doorway by an intelligent looking, conservative appearing and thoughtlessly dressed stranger.

"Are you Dock Tanner?" murmured the tourist.

"Yes," I replied, "but I'm in an awful hurry."

"Well," said the stranger, "I'm a newspaper man out of a job, as well as being about eleven-tenths out of cash. In the face of these facts there are moments when a man believes that he could forget some of his infirmities with a great deal more satisfaction were the inner lining of his stomach varnished with a red onion, a bowl of soup or a slice of bacon."

FOUND THREE LONESOME NICKELS. "In those days all of us newspaper boys had money—on Saturday afternoon. But this was Thursday. I hurriedly frisked myself, but all the money I could find was three lonesome nickels. These I held in the palm of my hand as I dug into my pockets, hoping to be able to at least find another dime. But before I could make a complete search of all my pockets the stranger said:

"Never mind; never mind; that will be a God's plenty. I can pull off a splendid banquet with that amount of money. I thank you sincerely and hope to meet you again in the very near future."

"Then the stranger went one way and I another. Some days later I found an envelope on my desk which contained fifteen cents. Sandy Woodbridge was the city editor. I asked Sandy what the gracious donation meant. He said he didn't know. That a stranger had called and said he owed me that amount of money.

"Who was he?"

"Search me," said Sandy. "He didn't give his name. The only request he made was that I saw that you get the money, so I placed it in the envelope."

"What did the fellow look like?"

LOOKED LIKE A TRAMP PRINTER. "Then Sandy said: 'Medium size, smooth face, rather prominent chin, keen blue eyes and very plainly dressed. He might have been a tramp printer. He seemed nervous. Occasionally he ran his finger around the inside of his collar, indicating that it was too tight.'

"Then it dawned upon me that it was the newspaper man I had met in the doorway looking for a job. The man who had indicated by his conversation that it was the imperative duty of a human being to occasionally flirt with a ham sandwich or a plate of flap-jacks.

"It wasn't very long until the stranger was on the staff of an Omaha daily, eating his meals regularly and wearing clothing in which there were no air holes.

"From reporter to special correspondent, editor, author, poet, statesman, friends, he jumped and blossomed like the champion dandelion bed of Nebraska. His name is Richard L. Metcalf, our honored guest."

**Aurora's Progress and Achievement.**

Progress and achievement have run high in Aurora, Ill., as evidenced by the special number of the Beacon-News recently issued in that prosperous town. The edition contained sixty-four pages, well printed and liberally illustrated, descriptive of Aurora's growth during the past quarter of a century. The issue was entirely the work of the regular force of the paper.

**Views of an Editor Who Sought the Postmastership.**

The editor of the Pekin (Ill.) Post-Tribune, in commenting on the fact that Jacob Schmidt, of the Freie Presse, is a candidate for city treasurer, says:

"We have labored with Jake and told him that it was foolishness for a newspaper man to apply for anything that might add to his bank account and help him to fill an aching void.

"We know.

"We have been up against it.

"We were on two separate and distinct occasions an applicant for the post office and each time we were swatted fore and aft and were sent to the mat with a dull, sickening thud.

"What's a newspaperman good for anyhow? Listen!

"If some chap gets in bad and wants it kept out of the paper, then the newspaperman is a good fellow.

"If some fellow or bunch of fellows have an axe to grind, and the paper can be of benefit to them in furthering their scheme, then the newspaperman is a good fellow.

"If the town needs boosting, to the benefit of every business man and property owner, then the newspaperman is a good fellow.

"If the court house is in danger of removal, to the detriment of the business interests and the property owners, and the newspaper howls and snorts to keep the county seat here, without money and without price, then the newspaperman is a good fellow.

"If somebody or some institution wants something for nothing and the newspaperman is sucker enough to give it, then he is a good fellow.

"If somebody wants a lot of free notices boosting their own game, and the newspaperman is fool enough to give them, then he is a good fellow.

"If he doesn't let the public make a door mat of him, he is not a good fellow.

"If he has the manhood to insist that a newspaper is a business proposition and should be conducted on business principles, he is a scoundrel.

"If he asks for anything that has any pay attached to it, he is a d— fool.

"It's all foolishness for a newspaperman to expect any favors from the community in which he lives, although he grants them innumerable every year of his life."

**N. Y. Sun Globe Trotter Makes Russia.**

As we go to press John Henry Mears, who is attempting to circle the globe in 35 days for the New York Evening Sun, has left Berlin and is racing for the Russian mail express that is to take him across the Siberian wastes. Mears arrived in London Tuesday, spent a day sightseeing and meeting distinguished persons, then "hiked" off to Paris, where he met Jager-Schmidt, the present holder of the around-the-world record. The globe trotter left Paris on Wednesday afternoon and arrived in Berlin early the following morning.

**"Eddie" Halsey, Chief Senate Page.**

Col. Edward A. Halsey, a member of the staff of Governor Mann, of Virginia, and Washington correspondent of THE EDITOR AND PUBLISHER, is one of the chiefs of the United States Senate pages. "Eddie" Halsey, as he is better known, was formerly assistant superintendent of the Capitol Press Galleries. Because he knew where to find any routine information which could not be located offhand and was always obliging, Mr. Halsey proved himself most popular with the newspaper correspondents at the National Capitol.

**Dayton Journal Comes to Town.**

Enterprise of no mean quality has led the Dayton (O.) Journal to the Gay White Way. The management of this paper has taken a space for all this week in the giant Chariot Race Electric Sign on Broadway, just north of Herald Square. The Journal's advertising will flash every eight minutes.

**Advertisers cannot afford to ignore the LOUISVILLE COURIER-JOURNAL and LOUISVILLE TIMES.**

They are progressive; splendidly edited; popular newspapers, carrying the bulk of advertising in their respective fields. The Courier-Journal is published every morning, daily and Sunday, and its circulation among "those who can afford to and do buy advertised goods" is stronger to-day than ever before in its history. It is a paper with character and personality and on its reputation for being a one-price paper with exclusive territory and honest circulation it rises to a standard worthy of the consideration of discriminating advertisers.

The Louisville Times, published in the afternoon, is a veritable shop-window for thousands of people of all classes. It represents the highest type of the popular newspaper, entering the homes of the laborer and the capitalist, equally interesting and appreciated by both. The shrewd advertiser, who wishes to cover the great territory of Southern Indiana, Kentucky and Tennessee needs no other newspaper if he uses the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times, for the combined use of these great journals, different in character, yet each supreme in its field, places his appeal before practically the entire buying element of this great community.

The circulation and business of the two papers have grown steadily and this year it was necessary to seek a larger plant. A four-story building has just been completed and here the two leading publications of the South are published daily in one of the most modern newspaper plants in the country.

**The S. C. Beckwith Special Agency**

Sole Foreign Representatives,  
New York St. Louis Chicago

**The Seattle Times**

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 233,000 agate lines over 1911.

In December, 1912, the Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

**The S. C. BECKWITH SPECIAL AGENCY**

Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

**Buffalo News**

EDWARD H. BUTLER

Editor and Proprietor

Guarantees its advertisers more paid circulation than all other Buffalo afternoon papers combined.

Foreign Advertising Representatives

KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

Work well done at first seldom has to be done again.

In selecting your mediums for Dayton and Springfield territory, head your list with the

**News League of Ohio**

The Dayton News is read in 80 per cent. of Dayton homes.

The Springfield News is read in 75 per cent. of Springfield homes.

Combination rate, 6 cents per line  
Ask for any detailed information that will help you.

**NEWS LEAGUE OF OHIO**

Home Office, Dayton, Ohio  
New York—LaCoste & Maxwell, Monolith Bldg.  
Chicago—John Glass, Peoples Gas Bldg.

HERE'S A GOOD BUY—

**THE READING NEWS**

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 324 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

**BRITISH JOURNALISM.**

(Continued from page 63.)

though, curiously enough, not in influence. The Mail, like its evening colleague that comes from the same stable, the Evening News, is conservative and absolutely opposed to the policies of the present Liberal government. Both stand for tariff reform, as opposed to free trade, and are against Home Rule for Ireland; yet, despite the enormous circulation, they and similar papers have all over the country, the Liberal party could still control the majority of votes at recent general elections, and is now carrying into effect measures which the papers with big circulations are vehemently opposed to.

**INFLUENCE OF JOURNALS SMALL.**

The curious point is that all these modernized journals, judging by the enormous rates they obtain for their advertisement columns, can make the British public buy the goods advertised, but cannot make the majority of them vote the way they want. A whole front-page advertisement in the Mail would cost \$1,500, and throughout the year there is a majority of days when single advertisements occupy that front page. The response is practically always overwhelming and substantially remunerates the advertiser. This journal holds practically all the records for large advertisements, the top record being a single eight-page advertisement appearing in one issue and emanating from Eugene Sandow and booming his system of disease treatment by physical culture.

The Daily Mail was also the first to start many of the most ingenious schemes for producing advertisement revenue. It took advantage of the standard bread agitation which denounced the familiar white flour loaf of being the staff of death, rather than that of life. The Mail offered enormous prizes for the best loaves made of 80 per cent. of the wheat berry, and secured for months together, as a result, the biggest assemblage of millers' advertisements ever known. Another big scoop was its offer, in 1911, of \$5,000 prize for the best specimen of sweetpea grown in England. It paid the prize to an obscure clergyman and garnered over \$100,000 worth of nurserymen's advertising.

**MAIL CARRIES TRICK ADVERTISING.**

It also inaugurated several special kinds of advertising. In one of them eight different firms took a whole page between them with a kind of connected story running through the lot. One day, for example, Madame Pavlova was paid a large price to pay a visit to eight leading West End stores. Each visit was snap-shotted by a staff photographer, and the eight pictures formed together a whole page advertisement. In the first picture the great dancer was shown buying a cake of Pears' soap; in the next the reader witnessed her making another momentous purchase of some other article at another store, and so on down the page. Each firm, of course,

paid on a higher scale for the space occupied by its picture, and the whole page also made excellent reading. The scheme is being worked again from time to time with some other well-known actor or actress as the center of attraction.

The newest scheme is in connection with the advertising of seaside resorts for holiday makers. The municipal council of the town advertised pays \$1,500 for a specially designed page in the Mail, advertising its attraction for people who want to go down to the beach or into the country for a vacation. Another variety of this kind of publicity is paid for in the same way by towns that can offer cheap power for manufacturers, the community reaping the advantage from the sales of factory sites.

Of course these progressive movements in newspaper production and advertisement stimulation are being copied widely in Great Britain, with the result that the English press has made enormous progress recently. The number of newspaper readers are greater than ever in the history of the country. This does not mean, however, that we have more daily papers, but that circulations are greater. The dailies are very few in this country, compared with either America or France, and the phenomenon seen in the States of daily papers in very small towns is not to be met here. In the "provinces" one has to be content with a weekly newspaper.

**TRADE PRESS CONVENTION.**

**Efficiency Experts to Discuss Business Promotion at Annual Meeting in New York, Sept. 18 to 20.**

The eighth annual convention of the Federation of the Trade Press Associations in the United States will be held at the Hotel Astor, New York, Sept. 18 to 20. The federation includes the New York, New England, Chicago, St. Louis-Southwestern and Philadelphia Trade Press associations and a number of unaffiliated publications, the total membership being 236, representing over seventy-five different trades, industries and professions.

President H. M. Swetland has appointed as chairman of the committee of arrangements William H. Ukers, editor of the Tea and Coffee Trade Journal and president of the Grocery and Allied Trade Press of America.

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums, under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising and authorities on modern merchandizing methods will take part.

On Sept. 19 there will be a mass meeting with addresses by representative business and professional men on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion.

Invitations are being extended to manufacturers, sales managers, advertising men, trade paper publishers and all others interested in the idea of business promotion through trade press efficiency, which is to be featured at the convention.

**Newspaper's Test of Friedmann Cure.**

The Pittsburgh Press was the first, or one of the first, newspapers to take up the testing of the Friedmann cure for tuberculosis. It sent to the Friedmann Medical Institute in Berlin, David S. McCann, a typical pulmonary consumptive, with instructions for him to remain until cured. He was discharged as cured by the institute physicians five months later, but soon after his return to Pittsburgh local physicians found evidences that the disease had not entirely loosened its hold on McCann. On July 6 the Press announced as the result of its investigation that the Friedmann anti-tubercle culture has some merit but is not the great boon human-

**INVESTIGATE**

You cannot afford to make a mistake in buying a composing machine. You will make a mistake if you do not investigate

**MULTIPLE MAGAZINE**

**LINOTYPES**

Find out why they are displacing single magazine machines.

Find out why we have sold more than a thousand in twenty months.

Find out why fully ten per cent. of all orders for these machines are REPEAT ORDERS.

Your neighbor who has one can tell you all about it.

**The Multiple Linotype Way Is the Modern Way**

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

**Mergenthaler Linotype Company**

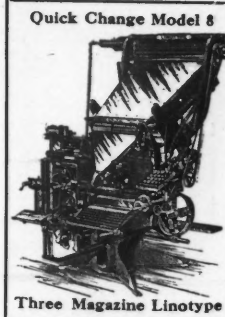
TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.

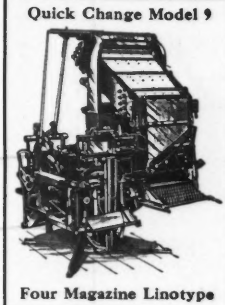
SAN FRANCISCO: 638-646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard St.



Three Magazine Linotype



Four Magazine Linotype

ity had hoped it was. It produces what is termed an "arrested" condition of the disease but is not a quick and absolute cure.

**BALTIMORE ELECTS OFFICERS.**

**Edward J. Shay Once More Heads the Ad Club as President.**

(Special Correspondence.)

BALTIMORE, July 10.—The new administration of the Advertising Club of Baltimore, elected Wednesday, July 2, includes a majority of the officers and board of governors who staged the recent Baltimore convention. In the newly elected administration Norman M. Parrott succeeds Leslie H. Peard as secretary and Herbert H. Owens succeeds Paul G. L. Hilken as treasurer. Joseph Katz, J. E. Boisseau, J. R. Moffett and Grafton B. Perkins are new members of the board of governors, replacing in the personnel of the old board Siegmund B. Sonneborn, Omer F. Hershey, Herbert Sheridan and J. William Strobel.

The election resulted as follows: President, Edward J. Shay; first vice-president, William Woodward Cloud; second vice-president, Henry Morton; secretary, Norman M. Parrott; treasurer, Herbert H. Owens; counsel, Rig-

nal W. Baldwin; governors, John E. Raine, Charles E. Ellis, Joseph M. Mann, Frank D. Webb, Francis A. Hyde, J. R. Moffett, Joseph Katz, Grafton B. Perkins, Daniel E. Derr, Frank T. Ellis, J. E. Bosseau, W. Stran M. Curley, Paul G. L. Hilken, Edwin L. Quarles, Harry S. Sanders, E. L. Gunts and Alfred I. Hart. Of these Messrs. Raine and Gunts are holdover members and were not voted for in this election.

Considerable campaigning had been done previous to the election, growing out of the nomination of two candidates for the second vice-presidency—Henry Morton and A. I. Hart. Morton was second vice-president last term and was chairman of the Ways and Means Committee that raised the convention fund. Hart was nominated as the representative of the "insurgent" element as opposed to the constructive group represented by Mr. Morton. The vote resulted in the election of representatives of the constructive group, and these will administer the affairs of the Advertising Club of Baltimore the next fiscal year.

W. H. M.

Ground has been broken for the new home of the Corry (Pa.) Journal.

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

**Los Angeles, California**

**Examiner, Daily, 60,703; Examiner, Sunday, 123,267**  
**Times, Daily, 58,019; Times, Sunday, 86,148**  
**Tribune, Daily, 55,765; Tribune, Sunday, 54,139**

**FOR SALE CHEAP**

**ONE GOSS COMET**

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

**ONE 20-PAGE HOE**

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

**ONE GOSS STRAIGHTLINE**

32-page Press. Attachment for one extra color. Complete stereotyping outfit.

**ONE GOSS**

straightline 32-page. Top deck for printing three extra colors. Complete stereotyping outfit.

**ONE GOSS**

straightline 48-page Press. Top deck for three extra colors. Complete stereotyping outfit.

Address

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

## OUR FRAPPED EDITORS.

**Western Newspaper Man Describes His Experiences in Trying to Get an Interview with One of the New York Brand—Humiliated by the Office Boy—Thinks There Is Too Much Podsnappery in Metropolis.**

NEW YORK, July 5, 1913.

EDITOR AND PUBLISHER:

Seeing a city editor in New York is one of those tasks, that, when accomplished, can only be described as Herculean. A man in search for that most important functionary has to contend with podsnappery that out-Podsnaps Podsnap, and circumlocution that could give pointers to the principals of that most important institution so well described by Dickens in "Little Dorritt."

The city editor in New York is a remarkable man. He appears to the outsider to maintain two private secretaries and an office boy. If a man has anything of a decent appearance there is a chance that he will be able to see the office boy, and in certain unheard-of contingencies he may even get a glimpse at the "under-private secretary." But to see the real article itself, the bona fide, unalloyed official, why, that is out of the question.

The visitor must first tell his business to a brass-buttoned ornament called an office boy. If this youth is in a gracious humor he will hand him a slip of paper, upon which must be written the name of the person soliciting a favor, the nature of his business and whom he wants to see. To make certain that the man has really written these facts, the office boy carefully peruses the slip and then he takes it in to the city editor.

### THE DOOR DIGNITARY.

By this method the ornament is possessed of all the information which form prescribes he shall give the man he wants to see. If you protest that your business is private and that you want to discuss a delicate matter which may mean anything from the negotiation of a loan to an attempt to suppress a story, you are curtly informed by the dignitary at the door that there's "nothin doin'."

If you are looking for a job, you must first tell the office boy. He looks at you curiously and with an air which would seem to say, "How would you like to be a white wings?" You must, in the presence of the office boy, write the fact that you are looking for a position. In this way the visitor is humiliated, discouraged and, in many cases, completely unnerved. No consideration of the feelings of men enters into this system that can only be described as barbarous. It is altogether unnecessary. It treats professional men with as little consideration as we would bestow upon bootblacks in the West.

When I came here from the West I decided to try to get into the inner sanctuaries where the city editor holds forth. I failed, I am told, because I used frankness instead of strategy in my efforts.

### A STRATEGIC ENTRANCE.

So, in calling at a big downtown office one day, I asked the office boy if he would be kind enough to tell the managing editor that I was waiting for him; that if he delayed I would be forced to miss another important appointment with the editor-in-chief of another big daily.

"The managing editor," exclaimed the buttoned ornament, almost gasping for breath. "Why, he never sees nobody unless he happens to be one of them big guns."

"Well, in that case," I exclaimed affably, "he will certainly see me, for I am president of the International Society for the Extermination of Incompetents. So you see I am about the biggest gun in New York to-day."

The boy didn't attempt to repeat the grandiloquent title I had given myself, but disappeared in an inner office. I was not sure whether he would tell his chief that I was a dynamiter or a luna-

tic, and for a few moments I debated whether it might not be a good thing to make a get-away while I could do it with safety. But I decided to stay and take chances.

In a little while I was ushered into the inner office of the managing editor. I found an ordinary man. He had two legs, if I rightly remember, two arms and an equal number of eyes and ears. "What State did you say you were in, Governor?" he asked me, preparing to write down my name and station. I knew from these opening remarks that the boy had translated my assumed and complex title into the simple and convenient one of Governor.

### AN EFFECTIVE EXIT.

"Well," I replied, "I have for the past ten days been trying to govern my temper, and as yet I haven't succeeded in even controlling that. So you see how little fitted I am for the office of Governor of a State."

It is not necessary to tell all that happened. I asked for a job, and before I knew it I was in an elevator that was going toward the ground floor. But I had accomplished the unheard-of task of actually seeing and speaking to a managing editor in his own office. Encouraged by this extraordinary incident, I may even see a real New York editor-in-chief if I should stay here long enough.

Of course, the plea is made that too many persons want to see the president of the city desk every day and that a system which will bar out everybody who is not actually invited is necessary. This is largely a pretentious plea. It is an acknowledgment of inability to find terminal facilities for bores. It would be quite easy, without all this circumlocution and podsnappery, to get rid of objectionable or loquacious persons.

In the West we do this, and we get out creditable sheets. Any person, from the peanut vendor to the insurance agent, has a chance to see the heads of departments. Of course, if a man is busy, he very emphatically and very effectively excuses himself. But the red tape and all the other discouraging and depressing features are eliminated, and the visiting newspaper man is accorded the courtesy of an interview with the city editor or his assistant, simply because he is a member of a great profession.

### COLD, COLD NEW YORK.

The stranger in New York gets no handshake, no cordial greeting. He is regarded as an intruder. The methods complained of are not peculiar to the newspaper profession. They are part of the whole system of New York. Of course, any person will admit that a busy man should be protected from bores, but in the West, where there is general relaxation of these hard and fast and cruelly galling rules, just as much work, and probably more, is done as in Greater New York.

The characteristics complained of are confined almost wholly to Manhattan Island. Cross the Hudson or the East River and you get into an entirely different atmosphere.

I do not share the conviction of many Westerners that New York is a colossal pile of insensibility, selfishness and greed. I have found much true and tender humanity here. But those who judge the people by the customs adopted by commercial New York, call the country "the United States of America and New York." The excuse that the struggle for existence being so fierce here the elimination of the human element is excusable, if not absolutely necessary, is untenable.

The struggle for existence is no more fierce here than in Cleveland, Detroit, Dayton and Cincinnati. New York would not exist, at least not as a great city, if it were not for the cornfields of the West, the wheatlands of the Northwest, the cotton plantations of the South, the coal fields of West Virginia, Pennsylvania and other States, and the great forests of the Pacific Coast.

A. D. F.

THE EDITOR AND PUBLISHER, \$2 a year.

## SCOOP THE CUB REPORTER

This Comic Series (5 and 7 Col. Sizes) is now in its Second Year.

THE HEALTHIEST AND MOST POPULAR ONE-YEAR-OLD INFANT YOU EVER SAW.

Don't miss the opportunity if service is still open in your field.

The International Syndicate - Baltimore, Md.

### CHANGES IN INTEREST.

LEBANON, Ind.—After editing the Patriot for the last twenty-two years, Strange N. Cragun has sold his newspaper plant to Lester F. Jones, of this city, president of the Campbell, Smith & Ritchie Co. The consideration for the plant was \$10,000.

WINNSBORO, S. C.—The News and Herald has again changed hands, having been purchased by Mr. Stokes from Prof. J. H. Thornwell.

GLENVILLE, O.—William M. Roediger, Philadelphia, has purchased the Times. John Shackson, editor and publisher for seventeen years, recently suffered a nervous breakdown.

PLEASANTVILLE, Ia.—Thomas E. Caverly, who recently sold the Reporter, has bought the Marion County News from F. R. Wingfield.

ALMA, Wis.—E. F. Ganz has sold out his interests in the Buffalo County Journal to F. F. Stroebel and Theodore Buehler, Jr.

SELINGROVE, Pa.—Garfield J. Phillips and Harry A. Coryell have bought the Snyder County Tribune from Joseph A. Lombard & Son, who have owned it for thirty years.

GRASS LAKE, Mich.—The News has changed ownership for the second time in four years. It has been owned by A. P. Redding & Son and now passes into the hands of C. W. Wilcox, of Decatur, Ind.

ROYERSFORD, Pa.—The Tribune newspaper plant has been sold to Lloyd Johnson, publisher of the Weekly Advertiser.

BEEVILLE, Tex.—The Bee, founded by W. O. McGurdy, who was its owner until death, has passed into the hands of R. W. Barry.

RAVENWOOD, Mo.—O. E. Smith has sold the Gazette to F. G. Graf.

WEBSTER SPRINGS, W. Va.—The Echo has been purchased by H. H. Bruffey and George R. Morton from Charles H. Darlington.

PETERSBURG, Ind.—W. D. Crow, for many years editor of the Press, having succeeded F. P. Veck in 1895, has sold a half interest in the business to Chauncey Houchin. The name of the firm has been changed to Crow & Houchin.

HINTON, Ia.—C. E. Purdue, publisher of the Gazette for the past two years, has sold the paper to George Kick, of Pilot Mound.

### East-Side Version.

If you invent a really good joke, it stands a fair chance of coming true. One of the best Du Maurier ever did, that of the small boy, the porter, and the grandfather's clock, had itself almost repeated on Stuyvesant Square the other day.

In Du Maurier's joke, the porter is staggering along under the weight of a huge grandfather's clock which he had been employed to deliver. A small guttersnipe hails him.

"I say, mister," he asks, "wouldn't you find it more convenient to carry a watch?"

So Punch had it. The scene is now in Stuyvesant Square. A janitor is making small headway under the burden of a chifferion, which he is carrying on his back. A boy on roller-skates goes by.

"Say, honehead," he yells, "hire a room and then you won't have to pack your clo'es round 'wid youse!"—New York Evening Post.

USE OUR

## Attractive Emergency Pages

20 and 21 inch. They will save composition. Send for proofs.

World Color Printing Co.  
ST. LOUIS, MO.

Established 1900 R. S. GRABLE, Mgr.

GET

## Today's News Today

"By United Press"

General Office:

WORLD BLDG., NEW YORK

It is a fact that  
Without exception

THE BEST DAILY COMICS  
AND  
THE BEST SUNDAY COMICS

are those put out by

The McClure Newspaper Syndicate  
45 West 34th Street, New York City

## Daily News Mats

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

INTERNATIONAL NEWS SERVICE

200 William Street New York City

### NOTICE

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

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

### MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland



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

# Chicago Evening American

Get the best results.

## THE NEW YORK EVENING JOURNAL

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

## DETROIT and hundreds of MICHIGAN TOWNS thoroughly covered by The Detroit News and News Tribune

Net Paid Circulation in Excess of  
150,000—week day evening  
25,000—week day morning  
112,000—Sunday

New York:  
L. A. KLEIN,  
Metropolitan  
Tower.

Chicago:  
JOHN GLASS,  
Peoples Gas  
Building.

## Immense Gains

but not so great as the opposition's losses.

## The St. Paul Daily News

"Minnesota's Greatest Newspaper"

Gained 41,600 Lines in April  
Net Paid Circulation...70,579

A Flat Rate of 9 cents per line.

General Advertising Department

C. D. BERTOLET, Mgr.

1108-1110 Boyce Bldg., Chicago.

806 Gumbel Bldg., Kansas City, Mo.

366 Fifth Ave., New York City.

## GET THE BEST ALWAYS

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE, Brunswick Bldg., New York  
HORACE M. FORD, Peoples' Gas Bldg., Chicago

## THE PEORIA JOURNAL

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

THE LARGEST NET PAID Circulation.

H. M. PINDELL, Proprietor.

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

## PRESS ASSOCIATIONS.

Having chosen E. H. DeCamp, of the Gaffly Ledger, president, selected Chick Springs as the place for the 1914 convention, heard a brilliant address by Norman Haggood, editor of Harper's Weekly, and enjoyed an excursion about the harbor on the steamboat Sappho, the South Carolina Press Association ended last week one of the most pleasant and profitable conventions in its history. The sessions at the Isle of Palms were splendidly attended, and it was the consensus of opinion that the program was among the very best yet devised for a press convention in that State. Many splendidly informing papers were delivered and the discussions were intelligent and highly profitable. Other officers elected were: William Banks, Anderson Mail, first vice-president; George W. Brunson, Jr., Greenville News, second vice-president; W. F. Caldwell, Columbia Bureau, News and Courier, secretary; James L. Sims, Orangeburg Times and Democrat, treasurer. Executive committee: A. B. Jordan, Dillon Herald; August Kohn, Columbia Bureau, News and Courier; J. L. Mims, Edgefield Advertiser.

At the annual meeting of the Brooklyn Press Club, held this week, officers were elected for the ensuing year. The reports of the retiring board of officers showed that the club was in excellent financial shape. Following are the new officers: President, Francis H. Deane; vice-president, William L. Hope; secretary, Theodore M. Stitt; financial secretary, C. Graham Baker; treasurer, John F. Lane; governors, Walter M. Oestreicher, Maurice S. Seelman, Jr., John N. Harman, Richardson Webster, Joseph F. McKeon, Harry A. Bullock, David E. Sassee, John T. Ballou, Jr., and Clarence A. Hartman.

The forty-seventh annual meeting of the Missouri Press Association closed its meeting at Pertie Springs last week after the election of the following officers: Fred Nester, Cape Girardeau Republican, president; H. S. Sturgis, Neosho Times, first vice-president; Clint H. Denman, Farmington News, second vice-president; B. Ray Franklin, Russellville Rustler, third vice-president; Jack Blanton, Paris Appeal, corresponding secretary; E. H. Winter, Warrenton Banner, recording secretary; J. R. Tucker, Parkville Gazette, treasurer. St. Louis was selected as the meeting place for 1914.

The twenty-fifth annual meeting of the Virginia Press Association at Mt. Elliott Springs adjourned last week with the election of officers, and a banquet was tendered by President Charles B. Cooke, of Richmond. There were seventy-five around the festive board. Resolutions were adopted urging upon the officers and members a closer devotion to work and discussion of subjects of material interest to newspapers during the session, to make fruitful as well as pleasant the annual gathering. The following officers were elected for the year: C. B. Cooke, of Richmond, president; George O. Greene, of Clifton Forge, vice-president; I. L. Hart, of Farmville, secretary; W. R. Kennedy, of Lexington, treasurer; Miss Bertha Gray Robinson, of Orange, historian.

The annual business session of the Southern California Editorial Association was held at Venice last Saturday. C. E. Jones, of the Lancaster Herald, was re-elected president, and Mrs. Horsfeldt, of the Rialto Record, first vice-president. E. P. Clarke, of the Press, and Frederick O'Brien, formerly of the Enterprise, delivered addresses. Mr. O'Brien gave a most entertaining account of his experiences in running a daily paper in Manila. Plans were made for the organization of an auxiliary association of the daily papers and a meeting will be held in Los Angeles on July 15.

The editors have formed an organi-

zation to be called the Delmarvia Press Association. The officers elected were: President, Thomas F. Dunn, Dover Index; vice-president, S. S. Shannahan, Easton (Md.) Star; secretary and treasurer, William F. Metten, Wilmington Every Evening. The Executive Committee named was Colonel Theodore Townsend, Milford Chronicle; C. L. Vincent, Snow Hill (Md.) Democratic Messenger, and Spencer F. Rogers, Accomac News, Onancock, Va.

Newspaper day in Wilmington, observed last week, developed into a most successful affair. Editors from all parts of the Delmarvia peninsula attended as guests of the Wilmington Chamber of Commerce. Delaware, Maryland and Virginia were represented in the gathering. The affair was the start of a campaign of the Chamber of Commerce to bind in co-operation Delaware, Maryland and Virginia counties between the Delaware and Chesapeake Bays. Josiah Marvel, president of the Chamber of Commerce, presided and welcomed the guests.

## STORY OF CHICAGOER PRESSE.

### Its Rapid Progress Under the Ownership of Horace L. Brand.

The Chicagoer Presse, the evening daily newspaper printed in German, was founded in 1871 as the Chicagoer Freie Presse. Like all German dailies of that date it had a precarious existence, but its then owners nevertheless succeeded in printing it daily without interruption. About twenty years later a small four-page edition, called Abend Presse, was launched.

The Abend Presse was solely a country edition, and the Freie Presse circulated principally in the city of Chicago. In 1900 the Chicagoer Freie Presse and its country edition—the Abend Presse—and the Illinois Staats-Zeitung combined, and from that year on were printed and circulated by the Illinois Publishing Co.

In 1905 Horace L. Brand bought a one-quarter interest in the company. A few years later Mr. Brand bought another one-quarter interest, and his partner, Walther R. Michaelis, at the same time increased his holdings to a one-half interest. These two men continued the sole owners of the Chicagoer Freie Presse, the Abend Presse, the Illinois Staats-Zeitung and the Sunday edition, then called Westen Und Daheim, until the death of Mr. Michaelis in 1910.

One year after his death Mr. Brand acquired enough stock in the Illinois Publishing Co. to absolutely control the company. Being convinced that the evening paper, the Chicagoer Freie Presse, could be made a great metropolitan daily, without affecting the morning edition, the Illinois Staats-Zeitung, Mr. Brand laid plans during 1911, and in January, 1912, started an energetic campaign to get new subscribers and also additional advertising.

The appearance of the paper was entirely changed. Large headlines upon the first page, pictures upon the last page, and comic strips and pictures upon the inside pages were brought into use. The motto became: "An up-to-date newspaper printed in German" and the editorial staff was increased. A new Goss three-deck and color printing press was installed, a semi-autoplate, a new mat roller, and a duplicate system of wet and dry mats put into the stereotyping room, all in order to obtain quick service. The name was then changed to Chicagoer Presse.

Howard C. Story, publishers' representative, Chicago, New York and Philadelphia, is in charge of the foreign advertising. Since Mr. Story took charge of this department in January this year the Presse's foreign advertising has increased 100 per cent.

### Boiled Them with Their Shirts On.

In giving instructions to a newly arrived Irish servant as to how she wanted the potatoes cooked for dinner, a New York woman told the girl "to boil them with their jackets on." The next day Bridget said to her mistress: "Sure, mum, I boiled the pertatoes wid their shirts on but they be not so fine tasting as whin I skin 'em first."

## The Catholic Tribune - (English) Katholischer Westen - (German) Luxemburger Gazette - (German)

Net average weekly circulation for the year 1912:

January	.....30,908	July	.....32,935
February	.....30,996	August	.....33,730
March	.....31,053	September	.....34,321
April	.....30,998	October	.....35,406
May	.....31,332	November	.....36,067
June	.....32,102	December	.....36,487

These figures are net, all exchanges, advertisers' copies, free and unsold papers having been deducted. Write for sworn statement.

We want live representatives in the Eastern and Western fields.

NICHOLAS GONNER, - Editor-in-Chief  
Dubuque, Iowa

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

## CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## The Circulation of THE BOSTON AMERICAN

IS OVER

# 400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

## Metal Economy

WILDES' REFINED METALS  
PLUS  
OXODIO  
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Sons  
METALS

14 Dover Street, New York

## Conditions Are Ideal



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

## The Pittsburgh Sun

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

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

## The New Orleans Item

2ND U. S. P. O. REPORT

Six Months' Average Circulation.  
The New Orleans Item..... 48,525  
The Daily States..... 30,501

Item's lead..... 18,024  
The Times-Democrat and Picayune have not filed second statements.

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

TIPS FOR THE AD MANAGER.

George Batten Co., Fourth Avenue Building, New York, is placing orders with New York State papers for the Sterling Remedy Co., 5 East Twenty-third street, New York City. It is also making 10,000 l. contracts with a few selected papers for the "Kellogg's Toasted Corn Flake Co.," Battle Creek, Mich.

Wylie B. Jones, Binghamton, N. Y., is handling the advertising of the Roxroy Co., 177A Kensington, High street, London, England.

M. Volkman Advertising Agency, Temple Court, New York City, is renewing readers with newspapers for Dr. Burns, New York City.

Sherman & Bryan, 79 Fifth avenue, New York City, are now in charge of the account of A. L. & M. L. Kaufmann, "Smokecraft Cigar," 1615 Second avenue, New York City.

Lewis Advertising Agency, District National Bank Building, Washington, D. C., is forwarding 150 l. d. c. 8 t. orders with Southern papers for J. S. Tyree, Fifteenth street, Washington, D. C.

Philo Hay Specialties Co., "Hay's Hair Health," 30 Clinton street, Newark, N. J., is renewing a few contracts.

J. W. Barber Advertising Agency, 258 Washington street, Boston, Mass., is preparing a list of weeklies and farm papers for A. J. Tower Co., "Tower Brand Slickers," Boston, Mass.

Stack Advertising Agency (Inc.), Heyworth Building, Chicago, Ill., is issuing 5,000 l. 1 yr. contracts with Western papers for Swift & Co., Chicago, Ill.

J. C. McMichael, 97 1/2 Peachtree street, Atlanta, Ga., is placing 1,000 l. contracts with a few Florida papers for Hirsch & Spitz Manufacturing Co., "Luxyoub Bed," Atlanta, Ga. He is also making 1,000 l. contracts with the same Florida papers for J. P. Stevens Co., Atlanta, Ga.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is sending out 5,040 l. 1 yr. contracts to Alabama papers for Andrew Jergens Co.

Blackman-Ross Co., 95 Madison avenue, New York City, it is reported, is preparing a list of newspapers for H. O. Co., "H. O. Oatmeal," Buffalo, N. Y.

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., it is said, is getting up a list of papers for Winchester Repeating Arms Co., "Winchester Rifles," New Haven, Conn.

Van Cleve Co., 250 Fifth avenue, New York City, it is rumored, is handling the advertising for the Tobacco Products Corporation, Studebaker Building, Broadway and Forty-eighth street, New York City.

The National Advertising Co., Central Savings Bank Building, Denver, Col., is forwarding 82 l. t. f. contracts with Texas Sunday papers for Cashmon Dist. Co.

Merrill Advertising Agency, 1161 Broadway, New York City, is placing orders on a trade basis for rooms only for the New Ebbitt Hotel, Washington, D. C.

The information published last week to the effect that Frank Seaman (Inc.), 116 West Thirty-second street, New York City, has secured the advertising account of the Sherwin-Williams Co., Paints, Jersey City, N. J., appears to have been somewhat premature, as the agency denies its truth.

A. D. Samuel Advertising Agency, 118 East Twenty-eighth street, New York City, is renewing contracts for the H. D. Comb Co., 118 East Twenty-eighth street, New York City.

Bromfield & Field, 1780 Broadway, New York City, are contracting orders with some large city papers for the Simplex Auto Co., New York City.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is issuing orders to Connecticut papers for the Monitor School Shoes.

The Hanff-Metzger Advertising Agency, 95 Madison avenue, New York City, will place the following partial list of accounts: Columbia Graphophone Co., Woolworth Building,

New York; the Dictaphone Co., Woolworth Building, New York; Tel-Electric Piano Player, 298 Fifth avenue, New York; Hip Fit Manufacturing Co., 60 Grand street, New York City; Dripping Springs Whiskey, Dallas, Tex.; Chamberlain Hotel, Old Point Comfort, Va.; Partola Manufacturing Co., "Partola," 2000 avenue and Tenth street, New York City; Henry F. Bowler, Brewer, Amsterdam, N. Y.; White Sulphur Springs, White Sulphur Springs, Va.; Oyster Growers Association, Croton, Conn., and Dunning Bros. (Inc.), New York City.

The Freeman Advertising Agency, Richmond, Va., is sending out orders for the Village View Orchard to a few magazines advertising Virginia Winesaps and Alhemarle Pipin Apples direct from orchard to the consumer.

NEW AD INCORPORATIONS.

RYE, N. Y.—Hanff-Metzger, general advertising; capital, \$50,000. Incorporated by W. C. Prime, H. Whitehead and E. B. Gray.

AUBURN, N. Y.—Auburn Advertising Publishing Co.; capital, \$75,000. Incorporators: Horace J. Knapp, Geo. H. Peck and Edwin H. Thompson; to engage in business as proprietors and publishers of newspapers and as advertising agents.

CHARLOTTE, N. C.—Piedmont Advertising Co.; capital stock, \$20,000; general advertising. Incorporators: E. F. Creswell, W. C. Timmons, C. M. Creswell and others.

Praises for Journalism Number.

George N. P. Hench, Governor of Arizona.—"I have read the AMERICAN JOURNALISM number of the EDITOR AND PUBLISHER with the keenest interest, and desire to compliment you heartily on the very valuable information compiled therein, and on the exceedingly attractive manner in which the facts are presented. I am sure that your publication will fill a long felt want among editors and publishers, and other people who have occasion to keep in close touch with public affairs."

Henry L. Sterrett, of the New York World, writes: "I have just finished reading your 'History of American Journalism' in your April 26 edition. It certainly is a very valuable contribution to the craft. Nothing I have seen in recent years seems so fully to fill the bill. It contains much of value to experienced men in all the various branches of the publication business. To my mind it would be a very valuable and useful work for the immediate use of the young man just beginning a journalistic career. Your publication certainly deserves the thanks and commendation of us all for placing in our reach such a production as the one mentioned herein."

Paul Block, special representative, New York.—"I do not know when I have read a trade publication with so much interest as the special number of THE EDITOR AND PUBLISHER, in which was published the history of printing, and of American journalism from its beginning up to the present date. It is a fine piece of work, and you are to be congratulated on it."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF THE EDITOR AND PUBLISHER AND JOURNALIST, published weekly, at New York, required by the Act of August 24, 1912.

Editor, FRANK LEROY BLANCHARD, care THE EDITOR AND PUBLISHER, New York. Business Manager, GEORGE P. LEFFLER, care THE EDITOR AND PUBLISHER, New York. Publisher, JAMES W. BROWN, care THE EDITOR AND PUBLISHER, New York. Owner: THE EDITOR AND PUBLISHER CO. Stockholders: F. L. BLANCHARD, care THE EDITOR AND PUBLISHER, New York; GEORGE P. LEFFLER, care THE EDITOR AND PUBLISHER, New York; JAMES W. BROWN, care THE EDITOR AND PUBLISHER, New York; T. J. KEENE, Keenan Building, Pittsburgh, Pa., and J. B. SHAE, care THE EDITOR AND PUBLISHER, New York. Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

JAMES W. BROWN, President and Publisher. Sworn to and subscribed before me this 2d day [L. S.] of October, 1912. FRANK S. WHALEN, Notary Public, New York County. (My commission expires 30th March, 1914.)

ROLL OF HONOR

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

Table listing publications by state: ARIZONA (GAZETTE), CALIFORNIA (ENTERPRISE, RECORD, TRIBUNE, INDEPENDENT, BULLETIN, CALL, ORCHARD AND FARM IRRIGATION), GEORGIA (ATLANTA JOURNAL, CONSTITUTION, CHRONICLE, LEDGER), ILLINOIS (POLISH DAILY ZGODA, SKANDINAVEN, HERALD NEWS, HERALD-TRANSCRIPT, JOURNAL, STAR), INDIANA (THE AVE MARIA), IOWA (REGISTER & LEADER, THE TIMES-JOURNAL), KANSAS (CAPITAL), KENTUCKY (COURIER-JOURNAL, TIMES), LOUISIANA (DAILY STATES, ITEM, TIMES-DEMOCRAT), MARYLAND (THE SUN), MICHIGAN (PATRIOT), MINNESOTA (TRIBUNE), MISSOURI (POST-DISPATCH), MONTANA (MINER), NEBRASKA (FREIE PRESSE), NEW JERSEY (PRESS, JOURNAL, COURIER-NEWS), NEW YORK (KNICKERBOCKER PRESS, BUFFALO EVENING NEWS, BOLLETTINO DELLA SERA, EVENING MAIL, STANDARD PRESS), OHIO (PLAIN DEALER), PENNSYLVANIA (TIMES, DAILY DEMOCRAT, DISPATCH, PRESS, GERMAN GAZETTE, TIMES-LEADER, GAZETTE), SOUTH CAROLINA (DAILY MAIL, THE STATE), TENNESSEE (NEWS-SCIMITAR, BANNER), TEXAS (STAR-TELEGRAM, CHRONICLE), WASHINGTON (POST-INTELLIGENCER), WISCONSIN (EVENING WISCONSIN), CANADA (HERALD), BRITISH COLUMBIA (WORLD), ONTARIO (FREE PRESS), QUEBEC (LA PATRIE, LA PRESSE).

New Orleans States 37,000 Daily net paid

Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of June 2 to 8, inclusive, The States led The Item by 12,964 agate lines on Total Space for that period. THIS IS VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always.

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

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

William Woodhead, the new president of the A. A. C. of A., speaking before the joint meeting of the New York Advertising Association recently, said: "I hope the election of a San Francisco president will aid in the elimination of distance from New York to San Francisco, long since eliminated between San Francisco and New York."

Charles L. Pancoast, formerly advertising manager of the Calumet Baking Powder Co., of Chicago, has become associated with the promotion department of the Chicago Tribune.

Charles Miller, advertising manager of the Louisville Herald, spent a few days with the Keely-Smith Co., newspaper representatives, New York, en route home after attending the Baltimore convention.

T. B. Spencer, advertising manager of the New York Sun, left Wednesday for a much-needed month's vacation to be spent in "the wilds of Michigan."

Theodore E. Ash, of Philadelphia, will make a tour of Europe this summer. In addition to visiting the Continent he will make addresses before the advertising clubs of London and Berlin.

B. L. Ridley has been made advertising manager of the Birmingham (Ala.) News, succeeding Kendall B. Cressey. Mr. Ridley was at one time with the Sparrow Advertising Agency.

F. H. Buffe has resigned as manager of the department of publicity of the Illinois Traction System to join the Peoria (Ill.) Herald Transcript. He is succeeded by E. E. Soules, formerly advertising manager of the Michigan Electric Lines.

William H. Benjamin has resigned from the Clark-Whitcraft Agency of Philadelphia and become associated with the Washington (D. C.) Advertising Agency.

S. O. Ralston, formerly of the International Studio, has been appointed Western representative of Harper's Bazar, with offices at Chicago.

D. E. Levy succeeds F. R. Parsons as advertising manager of Stix, Baer & Fuller Dry Goods Co., the largest department store in St. Louis.

Harry A. Johnston, formerly Eastern advertising manager of Municipal Engineering, Indianapolis, and more recently ad manager of Construction, Toronto, has been appointed advertising manager of the S. K. F. Ball Bearing Co., New York.

W. W. Garrison, for two years associated with the Hudson Motor Car Company as publicity manager, has joined the staff of the Nichols-Finn Advertising Company, Chicago.

Ray Thurman, formerly of the Calgary Albertan, has become advertising manager of the Vancouver (B. C.) Sun.

Mrs. Neva L. Roberts, for the past year connected with the Cadillac Printing Co., Detroit, has been appointed advertising manager of Kline's store.

**Scranton News Is Incorporated.**  
Articles of incorporation were filed at Dover, Del., last week, for a charter for the Scranton (Pa.) News Publishing Co., with a capital stock of \$100,000. The incorporators are Thomas J. Duffy, Rosewell Phillips and Emerson D. Owen. This is the company that will run the new proposed newspaper. Messrs. Duffy, Owen and Phillips were in the employ of the Tribune-Republican and resigned there to cast their fortunes with the new venture. The company has leased one floor and the basement of the Scranton Republican building on Washington avenue.

"The Pacific Coast for the Pacific Coast." Three hundred admen, standing and clasping each others' hands, pledged themselves to this slogan last week at Portland, Ore. Acting President C. F. Berg, of the Portland Ad Club, announced the movement, and F. T. Hyskell placed before the admen the meaning of the new slogan, after which the official song, "The New Coast Spirit," was sung.

The vigilance committee of the Elizabeth (N. J.) Advertising Men's Club, which is charged with the duty of preventing fraudulent and unjust advertising in this city, has organized for its work and is ready to receive reports and complaints from persons interested in clean advertising. The committee has outlined methods of procedure that will be fair and impartial to all persons concerned and at the same time are expected to prove effective. All reports and complaints will be treated in strict confidence.

About fifty of the live advertising men of Nashville last week were present at the banquet given by the Nashville (Tenn.) Advertising Club, which has recently been reorganized. While the primary purpose of this organization is to work in behalf of the welfare of advertisers, publishers and those connected with the advertising business, its members will also be active in working for the progress of the city. J. Arthur Johnson, president of the club, was in the chair during the early part of the meeting, presiding as toastmaster. A splendid program was carried out, including strong speeches by Robert L. Burch, of the Merchant and Manufacturer; John D. Burnett, of the Castner-Knott Co.; M. E. Holderness, of the First Savings Bank & Trust Co.; Lucian Segar, of Lebeck Bros., and Major E. B. Stahlman, of the Nashville Banner.

At the annual election of the Lincoln (Neb.) Ad Club, held last week, H. V. Westfall was elected president; H. R. Kelso, vice-president; J. W. Thomas, secretary, and Emerson E. Smith, treasurer. K. L. Murray, Walter Draney, Leo Soukup, S. R. McKelvie and A. E. Evans were elected members of the board of governors. The retiring officers are: C. V. Higby, president; Frank Ringer, vice-president; Clinton Brown, secretary, and Fred Groth, treasurer.

**Johnstone Represents Fuller Agency.**  
Charles T. Johnstone, formerly vice-president of the Wyckoff Advertising Co. of Buffalo, is now representing the Charles H. Fuller Co., of Chicago, in Rochester, and in addition will prepare copy and act as advertising adviser to the Menter Co., a Rochester clothing concern with nearly 100 stores located in the principal cities of the United States. Among Mr. Johnstone's accounts are Bastian Bros., Rochester, Class Pins and Badges; Begy's Mustardine, Rochester; Hot Springs Liver Buttons, Hot Springs, Ark.; Bartholomew Brewery, Rochester; Mathol. Rochester and Peterson's Ointment, Buffalo.

**Lexington Tribune Gets Charter.**  
The Lexington (Ky.) Tribune Co., which will publish the daily newspaper to be launched by T. M. Owsley this month, has filed articles of incorporation. The incorporators are Thomas M. Owsley, C. E. Lamberson and W. H. Warren. The capital stock of the new concern is fixed at \$5,000, divided into fifty shares of \$100 each. The total amount of indebtedness the new enterprise may assume is placed at \$50,000. The purposes for which the new organization is formed is the printing, publishing and circulating of a newspaper.

The Phillipsburg (Pa.) Daily Post, conducted for twenty-one years by Michael T. Lynch, discontinued publication last Saturday.

**DIRECTORY OF ADVERTISERS AIDS.**

**Publishers' Representatives**

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

**Advertising Agents**

- STOCKWELL SPECIAL AGENCY**  
286 Fifth Avenue, New York  
People's Gas Bldg., Chicago
- AMERICAN SPORTS PUB. CO.**  
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**ON THE WRITING OF DIALECT.**

**Some Mistakes in Reprinting the Talk of Southern Negroes.**

"The main trouble with most writers of dialect," said Major Alfred J. Stofer, one of the long-service Washington correspondents in the Senate press gallery, the other day, "is that they seem to try their level best to indulge in unheard-of spelling, as if their main object was to bewilder and confuse the reader. This is particularly true as to negro dialect, and it is astonishing how much stuff is printed about darkey life that does not accurately reproduce the sayings of the illiterate people of that race to be found on the farms and in the villages of the South. Why, even the papers in that section, as a rule, do not get the dialect. "But it's much worse in the North and West, for most of the dialect writers persist in making the negro say 'Ah'll' for 'I'll,' and they will make him say 'yo' for 'you,' regardless of the fact that he can pronounce 'you' and 'I' just as plainly as any white man. He does say, however, 'yo' for 'your,' the same as he drops the 'r' from most words. Dialect writers would do well to study Joel Chandler Harris' 'Uncle Remus'

books. In them they will find genuine 'nigger' talk, and if they do will discover that that greatest of writers of negro dialect did not think it necessary to sling in nonsensical words never used by the blacks."

Mr. Stofer then took from his pocket and read the following, which he cut from a Southern paper, by way of illustrating that there was fully enough of the dialect in it without manufacturing words spelled so they are calculated to twist the imagination of the reader, rather than enlighten and amuse him: Two colored brothers were apparently about to come to blows. Rhetorical threats had been flying fast.

"Nigger, don't mess wid me," warned one, "cause when you do you sure is flirtin' wid a hearse."

"Don't pasticate wid me, nigger," replied the other, showing a great boney fist; "don't force me to press dis upon you, 'cause if you does I'll hit you so hard I'll se'p'rate yo' ideas fum yo' habbits; I'll jes' nacherly knock you fum amazin' grace to a floatin' opportunity."

"If you mess wid me, nizeer," continued the other, "I'll jes' make one pass, and dere'll be a man pattin' you in de face wid a spade to-morrer mornin'."

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REFER ONLY TO Chicago,

November 14, 1913.

The Tribune,  
Chicago, Illinois.

Gentlemen:-

We desire to compliment and thank you for the extra-ordinary results following publication of our page advertisement in your Sunday issue of October 29th.

This announcement prepared and placed by our advertising counselors, the Nichols-Finn Advertising Company, Chicago, offered to overcoat 100 old houses at cost, with Kellastone, the stucco that will not crack.

By 3 P. M. on the day following the publication of this advertisement all the 100 houses called for, were signed up and since then 300 others have been placed on the list by our local District Managers.

During the six days following publication of advertisement, 580 representative architects and contractors called at our general office in the McCormick Building for demonstrations of the merits of Kellastone.

Our 18 District Managers outside of Cook County all report remarkable interest in their territories as far South as Georgia and Texas, thus testifying to the universality of the Sunday Tribune's circulation.

Up to November 11th, or two weeks following page announcement, we have received in the mail 3200 inquiries, some of these coming from remote points on this continent.

The business done on this advertisement amounts in round figures to considerably in excess of \$100,000.

And the advertisement is still pulling.

We desire to compliment the Nichols-Finn Advertising Company for a most extraordinary piece of copy, and the Chicago Tribune for results that in recounting, sounds like a romance in advertising.

Yours very truly,

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