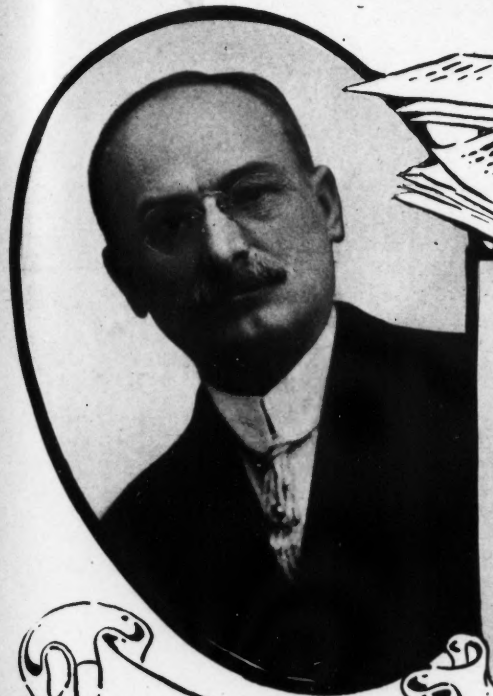
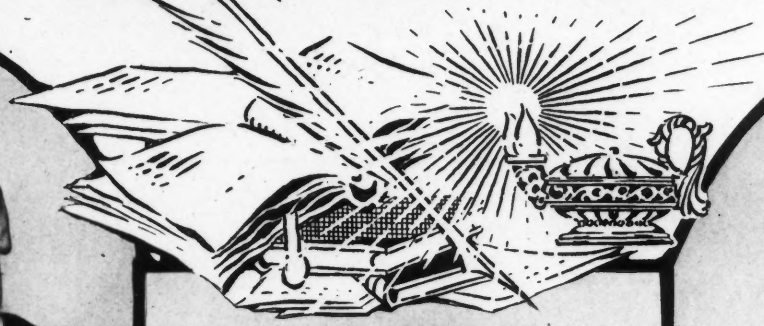


THE EDITOR AND PUBLISHER AND JOURNALIST

VOL. XIII NO. 8. NEW YORK AUGUST 9, 1913. 10 CENTS A COPY.



JOHN GEORGE JR.
GEN. MANAGER.
THE JACKSON CITIZEN PRESS.



BERNARD M. WYNKOOP.
GEN. MANAGER.
THE BAY CITY TIMES.



RALPH H. BOOTH
PRESIDENT.
THE SAGINAW NEWS
THE FLINT JOURNAL
THE JACKSON CITIZEN PRESS
THE BAY CITY TIMES
THE MUSKEGON CHRONICLE.



CHAS. M. GREENWAY
GEN. MANAGER
THE SAGINAW NEWS AND THE FLINT JOURNAL.



CHAS. A. FRENCH
GEN. MANAGER
THE MUSKEGON CHRONICLE.

(See page 146.)

DISSECTS GAS CASE.

Showing So Far Made by Gas Publicity Promoters Is Largely Due to Support Given by United Gas Improvement Co., Controlling 36 of the Subscribing Producers—Big Concerns Prefer to Stand Aloof.

(From a Staff Correspondent.)

PHILADELPHIA, Pa., Aug. 7.—The news article and the editorial printed in THE EDITOR AND PUBLISHER, on July 26, concerning the magazine advertising scheme by the National Commercial Gas Association, not only attracted wide attention in the business office of every newspaper in this city, but at the same time greatly agitated some of the officers of the United Gas Improvement Co. There is no one in that organization who more thoroughly appreciates the value of the opinion of the American Newspaper Publishers Association, and the weight that its opinion carries with newspaper publishers than C. W. Hare, the publicity manager.

There was one paragraph in the bulletin sent out that attracted particular attention, and that was the belief expressed by the committee that "any appropriation for diffusive magazine advertising by these (gas) interests would be uneconomic, and thus injudicious, and that it would directly decrease the amount of money expended by those companies for intensive and direct sales producing advertising through the newspapers of their own localities."

The desperate efforts made by the originators of this crazy quilt plan for spending money in San Francisco to sell gas in Philadelphia or Boston are made apparent by the failure to arouse anything like real enthusiasm among the larger gas companies. An ingenious and very attractive booklet was sent out in which was given a list of something like eighty-six companies that had contributed thus far to the fund, which is to be expended in advertising that gas is a good thing to use for light, heat and fuel. This booklet carefully refrained, however, from disclosing the fact that thirty-six of the companies whose names were given are controlled by the U. G. I. Co., and necessarily were obliged to throw their money into the hat, but when it comes to the real big companies of importance, the only two on the list are the Public Service Co. of New Jersey and the gas interests of Boston.

CONTRIBUTIONS SLOW IN COMING.

Up to this time the Southern California Co. has refused to come in, so has Baltimore, so has Chicago, so has New York. In fact, outside of the two mentioned, there is scarcely a company with more than 30,000 consumers that will even consider the proposition to cut down their appropriations for local advertising and throw it into a fund that is to be spread all over creation. Your correspondent is reliably informed that the contributions are coming in so slowly that another personally conducted campaign is to be begun, and gas companies are again to be personally solicited by certain employes of the United Gas Improvement and of the National Commercial Gas Association.

"The fallacy of the whole situation," said the business manager of a newspaper in this city, "is that this so-called national fund is to be used in an educational sense—that is to say, it is to preach the broad general principle that gas is a good thing to use. It cannot undertake to exploit the merits of any gas consuming appliance, because that would create an uproar among those companies who did not handle that particular range, or heater, or gas mantle, or whatever device was exploited.

"The argument, therefore, must be confined strictly to the merits of gas for household and industrial purposes. It stands to reason that an advertisement in the Philadelphia North American, Inquirer or Ledger, advocating the use of gas and then advocating certain appliances for its employment, would

(Continued on page 144.)

NO APPEAL IN McCLURE CASE. TOWNE PAPER STARTS AUG. 15.

H. H. McClure & Co. to Operate in Part Through Winning Firm.

H. H. McClure & Co., Inc., Otis F. Wood, president, announce that no appeal will be taken to the Appellate Division from the decision of the New York Supreme Court Justice Judge Seabury and Referee George Gordon Battle restraining "its agents, attorneys and servants from carrying on the newspaper syndicate business."

In his statement Mr. Wood says:

"In the future, until further notice, any newspaper syndicate business which H. H. McClure & Co., Inc., may do will be done through the McClure Newspaper Syndicate as their selling agent. H. H. McClure & Co. will continue in business as a corporation. Its business, other than newspaper syndicate business, it will carry on direct and in its own name."

To a representative of THE EDITOR AND PUBLISHER, Mr. Wood reviewed the litigation with the McClure Syndicate, produced copies of the contracts of Sept. 1, 1910, and March 1, 1912, etc. It appears by the contract of March 1, 1912, that Otis F. Wood paid into the treasury of H. H. McClure & Co. \$1,000 "for the sole purpose of operating the business for a period of seven months beginning March 1, 1912," the consideration being 80 per cent. of the stock of the company. If he elected to continue after the seven months he had the option of so doing on further payment of \$3,500 out of the profits of the company, payable "not less than \$500 per year," etc. It was represented to him that "outside of the existing contract with the McClure Newspaper Syndicate, which you state can be canceled at any time by H. H. McClure & Co., no business is now being done by or for H. H. McClure & Co.," etc.

It was agreed that at the end of seven months the stock was to be returned and all outstanding obligations paid if Mr. Wood did not wish to continue the operation of H. H. McClure & Co.

New Morning Paper for Uniontown.

Uniontown, Pa., is to have a new morning newspaper if present plans are carried to consummation. It is to be known as the Progressive Record and will expound the principles of the Washington party. At an executive meeting last week the sum of \$17,500 was subscribed. Other money is in sight and it is proposed to launch the paper as soon as \$25,000 has been raised. The capital stock will be \$40,000. About thirty-five members were present at the meeting. W. A. Stone, who pledged \$10,000, says that it will be no trouble to raise additional money.

Can Reject Objectionable Ads.

That newspapers have a right to decline advertising when they deem it objectionable, even if it is submitted to them under a yearly contract, is the effect of a decision handed down last week in the District Court at St. Paul. The case came up when a department store was sued by a newspaper to recover money due under a yearly contract which the store management had declared void because certain portions of its advertising had been rejected by the paper.

Editor Pays Six Cents for Libel.

After being out thirty-two hours a jury at Ionia, Mich., in the libel suit brought by Congressman Francis Dodds against Editor Gould, of the Mt. Pleasant (Mich.) Enterprise, brought in a verdict in favor of the plaintiff and awarded nominal damages at six cents. This leaves each to pay their own costs.

Iconoclast Publishers Arrested.

J. D. Brown and J. S. Thomas, publishers of the Iconoclast, the sensational weekly of Birmingham, have been arrested by the police on warrants sworn out by the Chief of Police. The charges are for publishing and disseminating obscene literature.

Scranton Daily News Will be Launched with 15,000 Circulation.

(Special Correspondence.)

SCRANTON, Pa., Aug. 4.—The Progressive forces are taking hold of R. D. Towne's new morning paper, and it is expected that the Daily News will make its first appearance about Aug. 15 from the Scranton Real Estate building, which is just across the street from its competitor, the Tribune-Republican. It is estimated that the new daily will start with a circulation of 15,000 copies daily.

The Sunday Scrantonian makes the announcement that with the issue of Sept. 7 the size of the paper will be greatly enlarged and many new features added. The Scrantonian, with its sensational style of journalism, is popular with the miners, as its city editor, Steve McDonald, is president of the Central Labor Union of Scranton.

The Honesdale Herald, a semi-weekly, for nearly a century the only Democratic organ in Wayne County, suspended publication July 30, when the entire equipment was sold at public auction by Trustee W. W. Wood.

At the time the Herald went into bankruptcy it was edited and published by Charles E. Sanderock. The plant was bid in for \$2,000 and equity of \$1,637.37 in Mergenthaler linotypes by Gerhart & Davis, printers, of Scranton, who have contracted to print several weekly papers of Lackawanna County.

Plan Democratic Daily for Kansas.

Kansas may have a new Democratic daily newspaper within the next three months. Clay Gregory, of St. Louis, bearing credentials from D. R. Francis and the Knapps, of the St. Louis Republic, has been talking with Governor Hodges and other Kansas Democrats about a new daily paper. The St. Louis men propose to put \$40,000 into the property if the Kansas Democrats will buy \$60,000 of the stock. The policy of the paper is to be strictly Democratic and controlled by an editor chosen by the Kansas Democrats. The business management is to be controlled by the St. Louis men.

Dispute Over Philadelphia Weekly.

Judge Martin has fixed next Monday for a hearing in the suit of Max Gillies and Israel Greenblatt against Oser Brothers to restrain them from publishing the Philadelphia Jewish Herald and for an accounting. The plaintiffs claim that under a verbal agreement Oser Brothers were to print the paper, while Gillies and Greenblatt attended to the editing and soliciting. Gillies and Greenblatt say they did their part and that the paper is worth about \$20,000, but that Oser Brothers have lately refused to allow them to enter the place of business or have anything to do with the publishing of the paper, but are themselves publishing a paper exactly similar and under the same name.

Moore May Quit Pittsburgh Leader.

It is reported that Alexander P. Moore, husband of Lillian Russell and president and editor of the Pittsburgh Leader will forsake newspaper work to engage in the manufacture of his wife's beauty lotions. Rumor says that political and business interests have besought William Flinn, the Pennsylvania Bull Moose leader, who is recognized as the principal backer of the Leader, to bring about a change in the management of the newspaper. Mr. Moore's name still is at the masthead. John K. Emge, managing director in Mr. Moore's absence in Europe, said that Mr. Moore had not yet resigned.

Canada's News Print Paper Sales.

Canada sold the United States during the eleven months ending May, 1913, 258,564,339 pounds of news and book paper, valued at \$4,968,547, or an increase of \$3,000,000 over the same period of the previous year.

CHICAGO HAPPENINGS.

Publisher Geo. H. Currier Files Bankruptcy Petition—Polish Daily News in Libel Suit—Paul Williams Has Narrow Escape from Drowning—E. R. Mahoney Lands \$5,000 Plum—McCutcheon's Big Aero-boat Trip.

(Special Correspondence.)

CHICAGO, Aug. 6.—George H. Currier, head of the Currier Publishing Co., which published the Woman's World, has filed a petition in bankruptcy. His liabilities are \$189,993 and assets \$25,470. The Currier company went bankrupt in May, and is now operating under a receiver, with Mr. Currier as head of the company. The Woman's World Magazine Publishing Co. is his largest creditor, he owing it \$50,000.

The Cory Cartoon Advertising Service Co. has been incorporated, with a capital of \$25,000, by William B. Fitzgerald, Melanie Malzen and J. F. O'Donnell. It proposes to do a cartoon and advertising business.

The Polish Daily News is the latest newspaper here to be sued for libel, suit having been started against it by Thomas Krolik, former secretary of the Polish Catholic Union. It was alleged he was concerned in an embezzlement which occurred within the union.

Paul Williams, of the Associated Press, narrowly escaped drowning in the lake last week when a sailboat he was in with a party capsized at 10 p. m. Life-savers speedily rescued them.

Members of the Elgin Press Club, with some newspaper men from Chicago and vicinity, enjoyed the hospitalities of Forest Park last Wednesday evening. They were royally entertained by the Park management and took in everything worth while. It is an annual event with the Elgin Club.

Edward R. Mahoney, city editor of the Journal, is among those rewarded with official plums by the Sanitary Board. He has been appointed comptroller of the sanitary district, a \$5,000 job.

John T. McCutcheon, the Chicago Tribune cartoonist, was one of the favored few who last week enjoyed trips in Harold F. McCormick's aero-boat. He rode from Chicago to Lake Forest over Lake Michigan, twenty-eight miles.

Edna Ferber, the novelist and special writer, who lives here, is considerably stirred by the criticism aroused by her story, "The Woman Who Tried to Be Good," recently published in the Saturday Evening Post.

NO LOWER NEWS PRINT RATE.

Atlanta Papers Lose Fight for Decrease from New England Points.

Newspapers in Atlanta, Ga., have lost their fight for a lower rate on news print paper from points in New England to their city. The Interstate Commerce Commission has held that rates from Bellows Falls, Vt., Franklin and Berlin, N. H., and Fort Edward and Brownville, N. Y., to Atlanta are not unreasonable or unjustly discriminatory as compared with rates on wrapping paper from the same points of origin.

The contention of the newspapers that Atlanta was being discriminated against to the advantage of Chattanooga in the matter of news print rates was reserved by the commission for decision in another case involving practically the same point.

Wreaths on Ocean Honor W. T. Stead.

Wreaths, fashioned by members of the family of William T. Stead, the London editor and author, who was lost in the Titanic wreck, were cast into the sea from the deck of the Cunard liner Franconia as that vessel lay with engines stilled over the grave of the Titanic last Sunday afternoon. Fifteen hundred men and women stood with bowed heads during the ceremony, while the ship's band played "Nearer, My God, to Thee."

The Pine River (Minn.) Blaze and the Sentinel have consolidated.

SOME GAS MEN BALK.

MR. STOTZ SAYS THAT WORK OF NEWSPAPER INTERESTS HAS HAD MUCH EFFECT.

Discovers That Gas Producers Find It Easier Now to Say: No, to Invitations to Subscribe to Magazine Advertising Fund—Mr. Dodd Insists His Experience Is Dissimilar—Both Going Ahead with Their Plans.

That the interference of the newspapers had placed obstacles in the way of the national publicity campaign planned by the National Commercial Gas Association, is the statement made by Louis Stotz secretary of the organization, to a representative of THE EDITOR AND PUBLISHER. Mr. Stotz said that he thought this to be the effect of the work done by the Bureau of Advertising of the American Newspaper Publishers Association and THE EDITOR AND PUBLISHER.

"I am perfectly willing to admit that we are beginning to feel the hostility of the newspapers towards the plan we have adopted," said Mr. Stotz. "From all I can gather, publishers have been in touch with the local gas companies, with the result that many of the latter find it so much easier to say: No. We hope, however, to overcome this influence; as a matter of fact, we have done so in one important case, that of the Boston Consolidated Gas Co. The firm in question was reluctant to subscribe to the fund, but full and specific information being submitted, Mr. Writhington has since then subscribed and even endorsed the movement.

CONTINUE EFFORTS FOR FUND.

"We are still making efforts to raise at least \$100,000. Of this we now have \$10,000 in the bank, and about \$52,000 has been pledged."

Asked whether, in view of the fact that the money pledged becomes available only contingent upon total subscription, there would not be some possibility of the campaign being abandoned in the end, Mr. Stotz said that such would not be the case. But this position is due entirely to his belief that the total sum needed will be subscribed. Further than that Mr. Stotz would not discuss this phase of the matter. There is no doubt, though, that Mr. Stotz is seriously concerned with this feature. It is not at all likely that the widely separated gas and gas appliance producers, willing to engage in a publicity campaign of the sort proposed, would be inclined to do so in case a large number of members of the association should refuse to contribute.

NEWSPAPER INFLUENCE NOT FELT.

Philip S. Dodd, secretary of the Society for Electrical Development, denied that the opposition of the newspapers had been felt by his organization.

"We are going right ahead with our work," he said. "About \$150,000 have been pledged, and I have not the slightest doubt that the total of \$200,000 will soon be available. No difficulty has been experienced by us, and I want to reiterate what I have said before, that the newspapers are working against their own interest by taking the position they have. I am sure that a national campaign such as projected by us will result in the general stimulation of electrical advertising in the home newspapers. As I have pointed out before we are making this an important part of our plan."

To the question, "How much of the money raised do you propose spending in magazine advertising?" Mr. Dodd replied that he was not sure as yet. Urged to state approximate proportions, he thought that possibly the amount to be appropriated for this purpose would be about twenty-five per cent., though in a previous interview he expressed it as his opinion that one-half of the \$200,000 would be so applied. Mr. Dodd said that the remaining seventy-five per cent. would be devoted to personal work and to other media of advertising, such as



HERBERT WYLE,
BUSINESS MANAGER OF THE BALTIMORE NEWS.

(See page 151.)

moving pictures, lantern slides, free advertising copy, and articles on the subject.

BUREAU CONTINUES ITS WORK.

Meanwhile, the Bureau of Advertising of the A. N. P. A. is actively continuing the negotiations to induce the National Commercial Gas Association to employ newspaper advertising in its proposed national advertising campaign.

On Tuesday, July 29, there was a further conference between the managers of bureau and representatives of the National Gas Association. Those present were P. S. Young, chairman of its national committee on advertising, and Louis Stotz, secretary and treasurer of the National Commercial Gas Association. They expressed the desire to cooperate with the bureau in a constructive way, and agreed to consider a detailed plan for employing newspaper advertising on a national scale.

At the office of the Society for Electrical Development a meeting was also held. This meeting took place at the request of J. M. Wakeman, general manager of the society, which was represented by Mr. Wakeman and Philip S. Dodd, secretary-treasurer.

According to Bulletin No. 3, Aug. 2, Mr. Wakeman and Mr. Dodd said that the Society for Electrical Development was organized specifically to effect harmony and co-operation among the various interests in the electrical field; that its methods of work would be primarily through its office staff and its field workers; that it neither contemplates nor can it afford the expenditure of any great amount of money in national advertising in its own name; and that if its funds were adequate, it would employ the newspapers in preference to any other medium for national advertising.

The Bureau of Advertising is making a careful analysis of copy used by gas

and electric companies, and has decided to prepare a special series of advertisements based upon the best selling arguments found in the copy now running, for the use of its subscribers in interesting local central stations and gas plants in further advertising. This series of advertisements, when complete, will be sent to subscribers and will be offered to gas and electric companies all over the United States and Canada.

ACCEPTS OFFER OF EXAMINER.

Chicago Publication to Issue Trade Union Edition Soon.

Simon O'Donnell, president of the Chicago Building Trades' Council, on behalf of his organization, has accepted the offer recently made by the Chicago Examiner to issue a trade union edition, in which the leaders of the conciliation movement will have an opportunity to work for industrial peace.

The Examiner, interested in the cessation of industrial strife which has kept Chicago in turmoil for many months, made the offer for the purpose of reaching a better understanding.

The edition will be issued on September 29, and will treat in *extenso* of the causes responsible and the remedies to be applied. Much interest has been shown in labor and capital circles.

Incorporate Big Newspaper Concern.

The United States Publicity Co. has been organized at Augusta, Me., for the purpose of engaging in business as proprietors and publishers of newspapers, journals and magazines, etc., with \$810,000 capital stock. The incorporators include: President, E. M. Leavitt, of Winthrop; treasurer, R. A. Kittredge, of Hallowell.

OSBORN STANDS PAT.

NEW HAVEN JOURNAL-COURIER WILL MAKE NO OVERTURES TO DEPARTMENT STORES.

Circulation Drop Expected by Paper's Management, as Result of Loss of Advertising, Does Not Take Place—Sympathy of Public Is with the Newspaper—Smaller Merchants Flock Into Boycotted Columns.

(Editorial Correspondence.)

NEW HAVEN, Conn., Aug. 7.—Col. Norris G. Osborn, editor and general manager of the New Haven Journal-Courier, has decided to stand pat in the position he has assumed toward the department store managers of that city, who two weeks ago withdrew all of their advertising from the newspaper in question. As the Colonel explained to a representative of THE EDITOR AND PUBLISHER, this, indeed, is the only attitude for him to take. So far the department store managers have not vouchsafed an explanation, or assigned a cause for their action, and the general manager of the Journal-Courier has not seen fit to ask for such information. Meanwhile the stores advertise in the afternoon papers, without an increase in copy, however.

OSBORN STILL IN THE DARK.

"I do not propose to take any steps in the matter at all," said Colonel Osborn when interviewed. "The only definite statement I can make is that the advertising has been withdrawn, and that I am as much in the dark to-day as I was a week ago.

"I may say, though, that my position seems to be that of a social outcast, at present. As such, a man can hardly say or do much. Sooner or later, when the cloud is lifted, and I am reinstated a member of society, I may have a more interesting statement to make. I regret that for the time being there is nothing—absolutely nothing—to talk about."

Colonel Osborn has just returned from a short trip undertaken for the purpose of recreation, and, according to those who know him best, is not worrying greatly about his business contrivements. If he has any plans of action, nobody seems to know anything of them.

CIRCULATION HAS NOT DROPPED.

In the business office of the Journal-Courier it was learned that the worst feared has not come to pass. For many years department store managers have advanced the claim that their advertising had a news and circulation promoting value which publishers ought to take into consideration when making rates. Believing this to be the case, the business department of the Journal-Courier expected a slump in circulation. But so far, ten days after the loss of the advertising, this has not taken place. If anything the circulation has gone up. There has also been a considerable increase in local advertising, the smaller stores taking advantage of the greater value the pages of the Journal-Courier have with the department store advertising eliminated.

As far as this could be ascertained by a diligent canvass of the situation, it seems that New Haven's public has become highly interested in the affair, and that gradually sympathy is turning toward the Journal-Courier. Already several large accounts with the department stores have been closed by patrons of these establishments, one of them said to amount to no less than \$1,500 a month. Business men not in favor of methods of this sort are also beginning to show interest in the attitude of the department store managers. The three afternoon papers, however, continue to be neutral spectators. It had been expected that one of them, which in the past has not been getting its full share of department store advertising, would get an increase in copy, but so far this hope has not been realized. As one of the afternoon publishers expressed it, the department stores have been the sole

beneficiaries, in a monetary sense of immediate moment, of the affair.

UNDERSTANDING KNOWN TO EXIST.

In the meantime it is impossible to sift the many rumors afloat to concrete facts. According to one phase of this gossip, the department store managers took umbrage at a phrase in the Wanamaker advertisement, which insisted that other August furniture sales were that "in name only." Since it is usual to have furniture clearance sales all over this country in August, the New Haven stores are said to have resented this greatly. It was also learned, from a reliable source, that there had been concert in action when the boycott was decided upon. One of the store managers is alleged to have said that the further placing of advertising in the Journal-Courier would depend upon whatever action the Edward Malley Co. would take. Since all controversies on advertising rates have in the past been handled by the department stores as a unit, the impression prevails in New Haven that the move against the Journal-Courier was made with an understanding among those interested. It was denied, however, that the managers of the stores had held a meeting, though one man, given locally the credit of being thoroughly familiar with newspaper conditions in New Haven, admitted that no such meeting would have been necessary.

Colonel Osborn would not discuss the possibility of his company bringing suit against the department store managers in case enough evidence could be adduced to convince a jury of the existence of a conspiracy. While those familiar with the case do not doubt that such a conspiracy exists, there seems to be lacking at this time enough proof to make a case at law. There is, however, no longer any doubt as to the identity of the ringleader. For some time the individual in question has been the department store boss, as it were, regulating such phases of their business as clash in sale dates and the like.

PAPER WILL MAKE NO OVERTURES.

It was learned that some of the advertising rates paid by these stores are as low as twelve cents an inch, a price which in circulations of over 15,000 to 20,000 copies is not said to even pay for the white paper. Against this must be charged the cost of setting the ads, New Haven's department stores, working under a special agreement with the typographical union, having the right to set their own advertisements. Men familiar with the situation, insist, however, that the gain made by the newspapers in this is slight, and that trouble in lock-up and poor appearance of the copy considered, it is often nil.

The management of the Journal-Courier announces definitely that it will make no overtures to the department store managers, and while it is frankly admitted that the loss of this business will affect the gross revenues to some extent, there is good reason to believe that the boycott will not seriously influence net earnings, especially since advertisers paying a better rate than the department stores are beginning to appreciate the greater value of the paper to them. The rumor that the Journal-Courier had lost the advertising of New Haven's furniture houses is unfounded. Last Wednesday the paper contained the copy of the biggest furniture houses in the city, and it is understood that the relations between the Journal-Courier and the men in this line are of the best, though one of them is said to have also resented the publication of the Wanamaker advertisement. If the strained relations between the paper and the department stores are to end, the latter will have to offer the olive branch.

Will Represent Rochester Times.

Hasbrook & Story, Publishers representatives, 200 Fifth avenue, New York, will also have charge in Western territory, with offices in the People's Gas Building, Chicago, of the Western representation of the Rochester Evening Times. They were recently appointed representatives for both East and West.

CHICAGO HEARST PAPERS SIGN.

Make Ten-Year Contract with Stereotypers, Providing Wage Increase.

Members of Stereotypers' Union No. 114 will be exclusively employed hereafter on the Chicago Examiner and American. Notice of the acceptance of the agreement recently made by the officers of the International Stereotypers and Electrotypers' Union and the Chicago local of the American Newspaper Publishers' Association was this week sent to International President James J. Freel and James P. Sampson, president of Stereotypers Union No. 114.

The agreement accepted by the Examiner and American makes no reduction in wages, but provides for an increase of twenty-five cents a day at the end of two years. At the end of five years the agreement can be opened by either party on giving sixty days' notice. The contract runs until July 15, 1923, and from year to year thereafter until either party gives the other notice in writing of its intention to submit amendments.

Eight hours constitutes a day's work. When men are called to work on Sundays and holidays between 7 a. m. and 6 p. m., the rates of pay shall be: For an hour or less a bonus of \$1 and overtime for each hour up to four hours. For four hours a full day's pay. From four to eight hours the pay shall be for a day and a half. All overtime shall be paid for at the rate of sixty-five cents an hour.

Many changes in working conditions favorable to the members of the union were conceded. All disputes will be submitted to the joint standing committee if the presidents of the two organizations fail to agree within one week. If the joint standing committee does not render a decision in sixty days the grievance goes to arbitration. After its selection the arbitration board must hold continuous sessions until the hearing is concluded.

SYNDICATE BRYAN LECTURES.

McClure Concern Adds Secretary of State to Eminent List.

To the list of eminent men whose writings are being syndicated by the McClure Newspaper Syndicate, such as Colonel Theodore Roosevelt, Governor William Sulzer of New York, President Woodrow Wilson, etc., has been added Secretary of State William Jennings Bryan.

The McClure Newspaper Syndicate is offering for release, beginning Aug. 17, a series of five lectures by Secretary of State Bryan, and the officers are meeting with prompt acceptances from representative papers of the country.

In addition to its already strong Sunday and daily comic services, the McClure Newspaper Syndicate is now planning another four-color comic page which will be a collaboration of George V. Hobart, the national humorist and playwright and the creator of "Dinkelspiel," with Harry J. Westerman, cartoonist of the State Journal, Columbus, O., one of the best known and most-sought-after cartoonists in this country. They are also planning a new daily comic and cartoon service.

Mears Circles Globe in 35 Days.

The world's record for globe-girdling—39 days, 19 hours, 43 minutes, and 37 4/5 seconds, set by André Jaeger-Schmidt, of the Paris paper Excelsior, two years ago—was broken by 3 days, 22 hours, and 37 seconds when John Henry Mears arrived at the New York Evening Sun office at 18 minutes and 4/5 seconds past 10 o'clock Thursday evening, completing the circuit of the world he had begun under the auspices of that paper a few minutes before 1 o'clock on the morning of July 2. Mears made the world trip of 21,066 miles in 35 days, 21 hours, 43 minutes, and 4/5 seconds, traveling at an average rate of 587 miles a day, or 24 1/2 miles an hour. Jaeger-Schmidt had traveled 19,300 miles at an average daily rate of 480 miles, or 20 miles an hour.

DISSECTS GAS CASE.

(Continued from page 142.)

result in a greater output of gas and an increased sale of appliances much better than an advertisement that simply advocated a principle.

PAPERS THE LOCAL AD POWER.

"In the first place, the circulation of these three newspapers—I use them simply as an illustration—is much greater than the proportion of the circulation in Philadelphia of the Ladies' Home Journal, the Saturday Evening Post and all the other magazines that the National Commercial Gas Association intends to patronize combined. Say that these people took a page in the Saturday Evening Post, and paid \$4,000 for it. No matter how small the proportion charged against the United Gas Improvement Co. of Philadelphia, what results would come to that company from the ad which would have to deal all together in generalities. On the contrary, the ad in any Philadelphia newspaper of wide circulation could be phrased to suit local conditions, and that really is the only way that advertising can be made effective.

"The whole scheme was too hastily planned and enthusiasm outweighed judgment in the crystallization. There is no doubt that many of the gas companies that already have contributed regret their action, and would very much like to have their money back. Now that the American Newspaper Publishing Association has come out so plainly and unequivocally against this thin spreading of financial butter over an immense area, the strong, in fact, the almost certain, probability is that the movement will go to pieces. One hundred thousand dollars really is only a drop in the bucket, and they haven't got that yet.

"The projectors should have foreseen that at least half a million dollars would be required to carry their plan to a successful conclusion if such a thing were possible. Small and inconspicuous announcements in magazines would be like pouring water down a rat hole, and the full space that the subject demands would eat up their \$100,000 before they had time to turn around and at the same time would be the absolute throwing away of money. It is to be regretted—and I presume no more by any one than these gentlemen themselves, that they ever started such a campaign because it cannot result in anything but failure and chagrin.

"The snag that now threatens the complete upset of the whole thing is that those companies who already have contributed have begun to realize that they will be paying for many companies who have not and will not put any money in. Take, for instance, the city of Chicago, and presume that the plan goes through. *It will not be possible to compel the proprietors of the Ladies' Home Journal or the Saturday Evening Post and other standard magazines to suppress the editions in that city, because the Peoples Gas, Light & Coke Co. were not contributors, so if any benefit is to be derived, the Chicago company will get it for nothing.*"

KENNETH KREE.

GAS AGE ON NEWSPAPER ADS.

Following the editorial and news story in THE EDITOR AND PUBLISHER of July 5, the Gas Age, which is regarded as one of the foremost, if not the foremost, gas journals of this country, in an editorial on "National Advertising" says:

"The handsome prospectus of the national advertising campaign of the National Commercial Gas Association has been received through the courtesy of one of our gas companies and read with much interest. An advertising firm has been engaged and the campaign is launched. Views regarding the enterprise vary widely; our position has been taken along the general lines of the more publicity the better, providing the obtaining of it is governed by the right policies.

"We have always encouraged advertising in local newspapers and believe that is the best way to reach customers and prospects; those who fail to get results in these mediums do not go about it in the right way—that is the only conclu-

sion. If this national scheme contemplates discontinuing or cutting down newspaper advertising we protest. If it means appropriating additional money for nation-wide publicity we are willing to be shown, as are all gas men. Do not slight your local editor. He is always with you, to assist or injure as the company itself elects.

"In general, the more local and direct the appeal, the quicker the returns. A weak point about the national plan is that results will not be traceable. It may be that a consultation or expert advice bureau would be a good thing for those who cannot afford to hire high-priced advertising men, and that such a service would cost much less than \$150,000. We are not passing upon this matter, but we find that the case of the newspaper is taken up by THE EDITOR AND PUBLISHER (July 5) in a way that leaves no doubt as to their attitude. Although their position is not exactly liberal it shows clearly how the newspapers will regard cutting down their share of advertising patronage."

Montreal's New Liberal Daily.

The advent of a new Liberal paper in Montreal is an event of interest throughout Canada. The new journal, which made its first appearance on Saturday, is named the Daily Telegraph and Daily Witness. It succeeds the Daily Witness, published so long by John Dougall & Son, who will hereafter confine their attention to the Weekly Witness, World-Wide, Northern Messenger and Canadian Pictorial. The new daily is published by the Telegraph Publishing Co. of Montreal, Limited, with C. Gordonsmith as manager. Mr. Gordonsmith is a life-long Liberal who held an important position on the Daily Witness staff for twelve years. The demand for the first issue of this new Liberal journal on Saturday was so great that the presses were completely over-taxed, and it is described as the greatest initial success in Canadian journalism.

Furniture Record Company Changes.

A. S. Hicks and John G. Greenberg have withdrawn from the Furniture Record Publishing Co., Grand Rapids, Mich., taking the Dean-Hicks Co. Harry K. Dean has resigned from the Dean-Hicks Co. and will be associated with J. Newton Nind and John N. Nind, in the publication of the Furniture Record, the Furniture Manufacturer and Artisan, the Home Furnisher, the Buyer's Order Book and the Universal directory. The changes are in the nature of a separation of interests.

Plumber Denied Receiver for Paper.

The request of Mathew Smith, plumber, for a receiver for the American Publishing Company, publishers of the Cincinnati American, Smith claiming that Otto Lightner owes him \$109, was denied last week by Judge Nippert. The court held that a receiver could not be appointed for the company because of a personal debt of Lightner's, as the latter does not own all the stock in the concern. Others mentioned by Lightner as stockholders are: William A. Mueller, Peter Henry, R. W. McClure, Max Levy, John Cowell and Martin Venn.

Rival Editor Buys Trenton Paper.

The Trenton (N. J.) Deutsche Zeitung, a German newspaper, for seventeen years published by Otto Erdlen, has been purchased by William Zenzer, editor and publisher of the New Jersey Staats Journal, the German weekly formerly owned by Colonel E. C. Stahl. The two newspapers will be continued as separate publications. Mr. Zenzer is well known throughout the State.

Mrs. Owen Becomes Suffrage Editor.

Lucy C. Owen, for some time active in social improvement work in Chicago, and known as a progressive thinker in modern feminine civic life, has been engaged by the Chicago Examiner to conduct in that paper a suffrage column. In addition to dealing with the suffrage problem generally, she will edit all news dealing with the subject.

To the Advertising Patrons of the Providence Journal Company:

Beginning October 1, 1913, this company will sell advertising space at a flat rate per line to everyone in the local and foreign fields, alike, irrespective of the number of lines used or the number of times the advertisement is inserted.

THE NEW RATES ARE AS FOLLOWS:

THE PROVIDENCE JOURNAL 7 cents per line

THE EVENING BULLETIN 9 cents per line

PROVIDENCE SUNDAY JOURNAL . . . 8 cents per line

Guaranteed position—2 cents per line extra.

Guaranteed full position—3 cents per line extra.

Classified advertisements in agate type—1 cent a word.

This change to a flat rate basis, together with our recent decision to print sworn circulation figures showing actual net paid copies only, is, we believe, a pioneer departure that will be heartily welcomed by every advertising interest.

PROVIDENCE JOURNAL COMPANY
PROVIDENCE, RHODE ISLAND

YOUR INCH RULE IS YOUR RATE CARD

NEW YORK OFFICE
Charles H. Eddy
Metropolitan Bldg.

CHICAGO OFFICE
Eddy & Virtue
People's Gas Bldg.

BOSTON OFFICE
Charles H. Eddy
Old South Bldg.

BOOTH'S DOMINANT EVENING DAILIES. ROGERS' PLAN FAVORED

Compact Circuit of Five Independent Newspapers Wielding Large Influence in Michigan—How Ralph H. Booth Assembled the Group and What Has Been Accomplished Through It.

There is an unusual newspaper situation in Michigan—a group of five strong afternoon papers under one control. A string of papers is no longer a novelty, but a compact circuit of five independent newspapers, all of which are prosperous and wield great influence in their territory, in a single State, is at least uncommon. These papers are: The Saginaw Daily News, the Flint Daily Journal, the Bay City Times, the Jackson Citizen Press and the Muskegon Chronicle, and the president and active head of all these properties is Ralph H. Booth, of Detroit.

Mr. Booth began his newspaper experience twenty years ago with the old Detroit Tribune. From there he went to Chicago and for some years was editor and publisher of the Chicago Journal. When he sold the Journal he returned to Detroit and for some time published the Tribune, giving Michigan an example of metropolitan journalism such as it had never experienced before. After this he purchased the Grand Rapids Herald, which he later disposed of to Senator William Alden Smith. Then he began assembling his present group of afternoon newspapers.

MR. BOOTH'S CAREER.

Mr. Booth is also a part owner and vice-president of the Grand Rapids Evening Press, which is controlled by his brother, George G. Booth, who is also president of the Evening News Association of Detroit. Edmund W. Booth being editor and manager of the Grand Rapids Evening Press.

As both George G. Booth and Edmund W. Booth are interested in the papers controlled by Ralph H. Booth, it really places in the control of the three Booth brothers the seven leading afternoon newspapers in their respective cities in Michigan, which includes all but two of the cities having over 25,000 population in that State.

In assembling Mr. Booth's group the policy has been in each instance to clear away the field, leaving no afternoon competitor. Indeed, in Flint the Journal is the only paper published in that city. The plan of securing a clear field and providing metropolitan equipment and full Associated Press reports has given each city just as metropolitan and enterprising a paper as that city can support, while through co-operation and team work the five publications are able to make business economies and to secure features, such as unusually able Washington correspondents, artists, special writers, etc., that they could hardly afford individually.

INDEPENDENCE AND PROGRESSIVENESS.

Another important factor for success has been that only broad general policies of strict independence and aggressiveness have been laid down for the papers. The matter of local issues and problems and of how to make each paper of greatest helpfulness to the community being left to capable local managers. The result has been that the group has grown remarkably in influence and prestige and has been one of the most potent factors in changing Michigan in a few years from an ultra-conservative State to one of the most advanced.

Each paper is in a growing and prosperous community and they encircle a field that has proved very attractive to the general advertiser. Saginaw, with a population of 55,000, is Michigan's third city in every respect.

Flint, now exceeding 40,000, is one of the great automobile centers and 10,000 men are employed in that industry there. The town showed a growth of 178 per cent. since the census of 1900.

Bay City, with 45,000 population, is a lumber, chemical, salt and fishery center and mines much coal.

Jackson is one of the chief railroad centers of Michigan and counts automobiles and implements as chief among a most varied line of manufacturing industries.

Muskegon has its harbor on the east shore of Lake Michigan, which has aided in making it strong in manufacturing, and it is in the famous Michigan Fruit belt.

The Jackson Citizen Press, the first of these papers taken over by Mr. Booth, is one of the oldest newspapers in Michigan. It was established in 1837 and numbered among its former owners such well known newspaper men as Col. "Vic" DeLand and former Congressman James O'Donnell. In 1905 the Citizen and the Evening Press were purchased by Mr. Booth and John George, Jr., and consolidated, and the Jackson News, a morning paper, was also secured and withdrawn from the field by its sale to the Jackson Patriot. The Citizen Press has a present circulation of 14,000. Mr. George is a veteran Jackson newspaper man and is general manager and treasurer of the company.

HISTORY OF THE PAPERS.

The Saginaw Daily News was started in 1881 by Seeman and Peters. Ten years later it was sold to Eugene McSweeney and John T. Winship, who published it until early in 1910, when it was purchased by Mr. Booth and his associates. Several rival dailies have been started since the News began publication, but all have suspended. The last was the Saginaw Evening Press, which died in December, 1912, after six months' existence. The circulation of the Daily News exceeds 20,000 copies. A. R. Treanor is its business manager and John K. Kline managing editor.

The Flint Daily Journal was established in 1883. In 1902 it was purchased by H. H. Fitzgerald, who merged two other dailies with it. In June, 1911, the Journal was purchased by Mr. Booth.

In August, 1912, the Flint Evening Press began publication of the only rival paper in the city and suspended in April of the same year. Chas. M. Greenway is manager of both the Flint Daily Journal and the Saginaw Daily News and is a large stockholder in both papers. Mr. Greenway was for many years business manager of the Grand Rapids Press. The Journal has a circulation exceeding 18,000 copies daily.

MUSKEGON CHRONICLE'S CAREER.

The Muskegon Chronicle is the direct successor of the oldest newspaper in Muskegon county, the Muskegon Journal, founded in 1857. In June, 1907, the paper was purchased by the Booth interests. Two years later the Muskegon Morning News was consolidated with the Chronicle under the name of the News-Chronicle. It has a circulation of more than 8,000 copies, and its general manager is Charles A. French, who earlier had been connected with the Grand Rapids and other papers.

The first issue of the Bay City Times appeared January 2, 1889. Its competitor in the afternoon field, the Evening Press, which had seen the birth and death of a half dozen competitors, felt the encroachment of the new comer and by 1891 was in mood to retire from business. The Bay City Times Company was formed to take over both and consolidate the papers. In 1903 the late James E. Scripps and the Booth interests took over the Times, and it now has a circulation of 11,000. After the death of James E. Scripps, Ralph H. Booth became president of the company. Bernard M. Wynkoop, who is also a large stockholder, has been its general manager for ten years. H. S. Scott, better known as business manager of the Detroit Press, is vice-president of the Bay City Times and a stockholder in most of this group.

Circulation Verification Scheme of Publisher of the New York Globe Arouses Interest in Many Parts of the Country—Much Support Is Promised by Leading Dailies—Prospects Are Decidedly Promising.

Since his recent conference with a large number of general advertisers at Chicago, Jason Rogers, publisher of the New York Globe, and author of the circulation verification plan outlined in THE EDITOR AND PUBLISHER OF July 5, has received many assurances of support from all parts of the country. Mr. Rogers' plan, briefly outlined, consists of establishing a newspaper rating bureau efficient and thorough enough to not alone make its statements on circulation final with advertisers, but to have it supersede in importance all other circulation rating agencies now in existence.

The plan does not aim at the elimination of all present bureaus; it rather favors the concentration of them into a single organization nation-wide in scope, with full authority in the field. Newspapers having their circulation audited by the central bureau would constitute what Mr. Rogers has called a "gilt edge list." To make this available would mean the employment of a more expert staff of investigators than can be maintained by the agencies now in the field. In addition, the service would be less costly to all involved, both advertisers and newspapers examined paying less. To make this phase of the scheme fair to all, Mr. Rogers has devised a graduated scale of examination charges, which, being based on the population of the home city of the publication, will tend toward an equitableness now lacking.

PLAN IS FAVORED BY OVER 150.

To a representative of THE EDITOR AND PUBLISHER, Mr. Rogers said:

"There is nothing definite to announce as yet, except to say I have letters from over 150 leading newspapers expressing themselves as willing to co-operate in creating a single authoritative body for circulation verification. This, in conjunction with the hearty response from general advertisers, indicates that something worth while will be developed.

"Among the papers that have thus far expressed themselves as favoring the plan are the Kansas City Star, the Indianapolis News, the St. Louis Republic, Atlanta Journal, Pittsburgh Post and Sun, Buffalo Courier, Albany Times-Union, Albany Knickerbocker-Press, Houston Chronicle, Jersey City Journal, Topeka Capital, Paterson Call, Manchester Union and Leader, Rome Sentinel, Schenectady Gazette, Binghamton Press, Des Moines Register and Leader, Springfield Union, El Paso Herald, and other dominant papers.

"The idea is to so enlarge and improve upon any circulation verification that has gone before that the findings will be authoritatively received as will a report on commercial rating from Bradstreet's or Dun's. We estimate that it will cost from \$100,000 to \$200,000 a year to get the right class of examiners and make an annual audit of as many as say one thousand mediums.

"This money should be easily forthcoming from advertisers, newspapers and other mediums, and in fact every one related to advertising interests. The A. A. A. has done important preliminary work in the past, but through lack of support, had to depend on a lower class of talent than will hereafter be used and covered too little territory.

"I feel that the board of control of the A. A. A. is vitally interested in developing some plan to increase the scope of the work of that organization, or one that can be perfected to include every past or present definite effort to produce definite and exact circulation figures.

"If the advertisers are thus aroused, and so many publishers are already

lined up, it is going to be a very simple matter to build up an organization that will enable advertisers to advertise in a list of papers giving value received, and it will be worth hundreds, if not thousands, of dollars for every newspaper to get on that list and be effectively separated from those who do not qualify."

The following extracts from letters received by Mr. Rogers identify the degree of support his plan has found:

INDIANAPOLIS NEWS.

"We thank you for calling our attention to this and giving us an opportunity to cooperate, which we shall be glad to do."

O. R. Johnson, Business Manager.

TORONTO GLOBE.

"I am heart and soul in this matter. You can count the Globe in it to the end of the chapter. I can think of nothing that will so quickly eliminate the spurious from our business as some such scheme as you have outlined in your circular."

J. F. MacKay, Business Manager.

"We think very well of the proposition, and if anything is done you can count the Star as a member."

J. T. Barrons, Advertising Manager.

PITTSBURGH POST AND SUN.

"We will gladly co-operate in the matter."

Emil M. Scholz, General Manager.

MINNEAPOLIS JOURNAL.

"If your plan meets with sufficient approval to organize a 'gilt-edge' list, can assure you that we will join hands on the proposition."

W. S. Jones, General Manager.

TOPEKA CAPITAL.

"The Capital desires to be in on the arrangement."

Arthur Capper, Publisher.

ST. LOUIS REPUBLIC.

"Of course you can include the Republic in the newspaper willing to enter into the arrangement if it is practically consummated."

Charles W. Knapp,

GRAND FORKS (N. D.) TIMES-HERALD.

"We are pleased to give you our hearty approval to the plan which you have suggested, and you may enroll us as a member."

N. B. Black, General Manager.

JAMESTOWN (N. Y.) JOURNAL.

"We stand ready to co-operate with you under the plan proposed, provided enough newspapers join in the movement to make it a success."

H. M. Hall, Business Manager.

PHOENIX (ARIZ.) REPUBLICAN.

"The Arizona Republican is willing to do its share at all times, and if your proposal goes through satisfactorily we will be glad to pay our assessment."

Charles A. Stauffer, Business Manager.

JANESVILLE (WIS.) GAZETTE.

"We congratulate you upon your further activities in connection with your business development for newspapers, and state that your plan outlined in your circular letter strikes us very favorably."

H. H. Bliss, Manager.

PERTH AMBOY EVENING NEWS.

"We will be willing to go in on your plan if it will cover practically all effort necessary along lines of furnishing circulation statements."

D. P. Otmstead, President.

ELIZABETH JOURNAL.

"You may count the Journal in on such a movement if it matures."

August S. Crane, Publisher.

FITCHBURG (MASS.) JOURNAL.

"We shall be pleased to co-operate with you in this matter."

Fitchburg Sentinel.

MANCHESTER (N. H.) UNION AND LEADER.

"I should be very glad indeed to include both papers in such a plan as you propose. Indeed I think the honest publishers of the country, who have so frequently been the victims of unscrupulous competition, ought to take just such action as you have suggested for their protection."

Frank Knox, President.

ROME (N. Y.) SENTINEL.

"We are ready to affiliate as members with the A. A. A. on the basis you indicate."

A. C. Kessinger, President.

SCHENECTADY GAZETTE.

"I have read with a great deal of interest your printed circular regarding plan of cooperation with the A. A. A., and am directly in sympathy with it."

A. N. Liety.

BINGHAMTON PRESS.

"We are quite sure that the Binghamton Press can be included in this movement in case you are able to put it over."

Binghamton Press.

BUFFALO COURIER.

"We believe in the principles stated in your circular letter and, when the time comes, will probably join such an association as you suggest."

William S. Bennett, Business Manager.

ALBANY KNICKERBOCKER PRESS.

"The owners of the Knickerbocker Press most heartily approve of your plan, and I will be very glad to do anything I am able which may aid you in carrying the same to a successful issue."

Lynn J. Arnold, President.

DES MOINES REGISTER AND LEADER.

"We heartily approve of the purposes you outline and desire to lend our help in making them effective."

W. B. Southwell, Business Manager.

SPRINGFIELD (MASS.) UNION.

"We will be glad to go in on it if it meets with general approval."

J. D. Plummer.

Facts to Consider When You Plan Your New York Advertising Campaign

¶ The *New York American's* circulation on week days (exclusive of the big Sunday Edition) now exceeds 280,000 *net paid* copies per issue—a circulation at least 50,000 copies greater than the *combined* circulations of FOUR of the seven New York morning newspapers.

¶ The *New York American* during the past twelve months has *gained* more circulation than *all* the other New York morning newspapers *combined*.

¶ The *New York American* has a greater QUANTITY of QUALITY circulation than any other New York morning newspaper. Its readers represent a BUYING POWER greater than that of any other morning newspaper.

¶ The Sunday *New York American* is the greatest Sunday advertising medium in the world. Its average *net paid* circulation exceeds 750,000 copies—a greater circulation than any *two* other New York Sunday newspapers *combined*.

¶ For seventy-eight *consecutive* months (more than six years) the Sunday *New York American* has published a greater volume of display advertising than any other Sunday newspaper in Christendom.

¶ Its rates, necessarily higher than any other newspaper in America, are still the *lowest per thousand* of circulation in the world.

Quality Contributors who have won for the NEW YORK AMERICAN the Greatest Quantity of Quality Readers—

EDITORIALS

SPECIAL ARTICLES

John Temple Graves
Elbert Hubbard
James J. Montague
Rev. Thomas B. Gregory
Winifred Black
Virginia Terhune Vandewater

ART

Chas. H. Caffin

MUSIC

Chas. Henry Meltzer

DRAMA

Alan Dale

SOCIETY

Cholly Knickerbocker

BUSINESS

FINANCE

B. C. Forbes
W. R. Lawson, of London
Broadan Wall
Joseph F. Pritchard
Edward Low Ranlett

LITERATURE

Edwin Markham

FOREIGN NEWS

W. Orton Tewson
Marquis de Castellane
Max Nordau
Paul Pierre Rignaux
C. de Vidal Hundt
Fritz Jacobsohn
J. M. E. d'Aquin
George M. Bruce

SPORTS

AUTOMOBILING

Damon Runyon
Allan Sangree
W. J. Macbeth
Duncan Curry

HUMOR

T. E. Powers
Frederick Burr Opper
"Bud" Fisher

Main Advertising
Office
239 Broadway
New York

New York American

Western Advertising
Office
909 Hearst Bldg.
Chicago

ADOPTS FLAT RATE BASIS.

Providence Journal Co. to Sell Ad Space on Commodity Plan.

Two sweeping reforms have just been decided upon by the management of the Providence Journal, the Evening Bulletin and the Providence Sunday Journal. The first of these consists of a policy providing that, beginning August 1, the circulation statements of these publications will note only the number of papers actually sold. The second, even more radical if that term may be used, provides for a flat rate advertisement cost schedule.

Beginning with October 1, advertisement in the Journal will cost seven cents per line, in the Bulletin nine cents per line, and in the Sunday Journal eight cents per line. This schedule will apply to foreign and home advertisers alike. Added to this basis are two cents per line extra for guaranteed position, and three cents per line extra for full guaranteed position. Classified ads. will cost one cent a word under the new system of rates.

The arrangement will place foreign and home advertisers in the same position, and, in doing this, will eliminate such grievances as both or either of these have had in the past. It also is a big step in the direction of putting newspaper advertisement space on a commodity-sale basis, a happy condition which in recent years has been the objective of many publishers.

The new rate basis will greatly simplify cost estimates and bookkeeping, for, as the announcement of the Providence Journal Co. points out, computation of cost becomes a matter of simple column measurement and arithmetic.

NEW PUBLICATIONS.

NORRISTOWN, Pa.—Publicity is the name of a new weekly four-page publication which made its first appearance last week in the interests of the Washington party. Leland B. Lane is the trustee of the publishing company.

PIERRE, S. D.—Fred A. Mix, of Fort Pierre, publisher of a stock journal there, has just announced that he will publish a daily newspaper here. He will remove his plant from Fort Pierre and hopes to issue it here by Sept. 1.

WEST CHESTER, Pa.—The North End Sun has made its appearance. The editor is Jerome Gray, aged fourteen, who has a penchant for journalism.

HALLETTVILLE, Tex.—This city has its ninth newspaper in the Budipel, which in English means "The Awakened." It is a Bohemian religious paper, espouses Methodism and is printed in the Obzer office.

LEONARD, Mo.—The Clarence Republican has been issued for the last time and the plant will be moved to this city, where the publication of the Leonard News, a new weekly, will be undertaken in the near future.

ROBINSON, N. D.—A newspaper is soon to be established here by E. A. Hull, who has been publisher of the Driscoll News for a number of years.

BISMARCK, N. D.—Bismarck is to have a second daily newspaper, to be established by Ed. J. H. Bloom, of the Devils Lake Daily Journal, and H. J. Dummer, manager of the Dakota Printing Co. here. They have purchased the Bismarck Weekly Times, and will organize a new company to back the daily. It is predicted that John Andrews, Deputy Secretary of State and publisher of the Lidgerwood Broadaxe, will have charge of the editorial work.

PALMETTO, S. C.—Early in September the Palmetto Gazette, a new weekly, will make its appearance here.

HOLYOKE, Mass.—A Jewish newspaper will be established here in the near future. The paper will be a weekly.

Month Old Paper in Libel Suit.

Although it has been issued less than a month, the South Jersey Progressive, a weekly newspaper at Pitman, has run upon the rock of a libel suit. A butcher objected to having his place called a nuisance.

"\$500 IN GOOD MONEY

FOR THE

Paterson Evening News if it can prove its last sworn statement to the U. S. Government."

Was the challenge made one week ago by The Press Chronicle Co.

And the News does not dare accept it. Why?

On August 1 the publishers of the Paterson Press and Sunday Chronicle offered to pay to the Paterson Evening News or any charity the sum of Five Hundred Dollars if the News could prove that its sworn statement of circulation to the United States Government for the six months ending April 1 was a true statement. The Paterson Press proposed that the News name one investigator, The Press one investigator, and these two to name a third if it was deemed necessary for an impartial verdict.

"The Press Chronicle Company also agreed to pay for such an examination if the News Printing Company accepts this challenge and agrees to print the findings of said examination in bold face type in at least one complete edition of the Paterson Evening News. It being understood that the News Printing Company forfeits any claim to the \$500 if their statement to the Government cannot be proven, in which case it agrees to pay the cost of the examination if within ten days after the findings of the examiners their report has not been published in one complete edition of the Paterson Evening News.

"As the statement of net paid circulation referred to above was made under oath by the president of the News Printing Company, who presumably is aware of the penalty for making a false statement to the Government, there should be no hesitancy on the part of the News Printing Company to accept this challenge, and if it is accepted and claims proven there will be no hesitancy on the part of The Press-Chronicle Company in paying the \$500 to the News Printing Company, together with the cost of the examination."

On August 2 the News published what purported to be an answer to The Press-Chronicle Co.'s Challenge. It was merely the reproduction of a letter from the Association of American Advertisers to the News acknowledging receipt of permission to make an examination of the circulation of the News.

This is evasive and it will not do. The News has made an affidavit to the United States Government that its average net paid circulation for the six months ending April 1 was a certain number of copies. The News in a page announcement published the figures, on July 29 and 30, contrasting them with the circulation of the other papers in Paterson. This announcement was published with a two-fold purpose—First, to belittle the other Paterson papers; second, to influence advertising patronage. The Press does not believe that the News had the circulation which it claimed for the six months in question. The Press does not believe it has that circulation now and The Press-Chronicle Company, in the interests of fair play for the newspapers of Paterson and for the advertisers both in Paterson and elsewhere, is willing to forfeit \$500 if the News can prove its claim.

The Press-Chronicle Company begged—more than that, it dared—the Paterson Evening News to accept its challenge for such an investigation as The Press-Chronicle Company suggested—one representative for the News, one representative for The Press and Chronicle and a third person if the other two so decide. BUT THE SILENCE IS IMPRESSIVE.

If the News has the circulation to which the President of the News Printing Company swore, there should be no fear of a thorough investigation. Why any evasion; why any delay in taking steps to gather in \$500 of good money and at the same time to prove for all time that it has the circulation which it claims and on which it endeavors to secure advertising patronage?

PROVEN CIRCULATION is the only kind The Paterson Press and Sunday Chronicle will sell advertising space on. Newspapers everywhere should conduct business on the same principle.

THE PATERSON (N. J.) PRESS
THE SUNDAY CHRONICLE

Fastest Growing Newspapers in New Jersey

OPEN BOOKS

SQUARE DEAL

SAME RATES TO EVERYBODY

NINE TO GO TO SENIOR CLASS.

Advanced for Special Reasons in Columbia School of Journalism.

Nine men were graduated at the completion of the first year from the new Columbia School of Journalism endowed by Joseph Pulitzer. These graduates were permitted to enter the fourth or senior year either because they already held collegiate degrees or gave evidence of special fitness. The last year contains most of the more technical courses—rewriting, editing copy, writing heads, editorials, dramatic and book criticisms and street reporting, with New York City as a laboratory.

Seven of the Columbia School of Journalism are already connected with newspapers, one is in magazine work and two are with Dodd, Mead & Co., assisting in a revision of the New International Encyclopedia. The star success of the graduating class is a man who didn't graduate, Hollington K. Tong, the Chinese student called home at mid-term by illness in his family, who is now in Pekin making \$200 a month as correspondent of five Chinese papers, besides being on the staff of the China Republican.

Of the other students, C. W. Ackerman, of Richmond, Ind., is with the United Press; W. D. Conklin, of Rochester, is with the New International Encyclopedia; Leon Fraser, of New York, is a rewrite man on the New York World; H. M. Mardfin, of New York, is in the financial department of the New York American; E. F. Mason, of Mountain Home, Idaho, is on the copy desk of the Philadelphia Ledger; J. B. Peniston, of Scotland, S. D., is with the New International Encyclopedia; P. L. Rosenfeld, of New York, is a reporter on the New York Press; L. H. Sloane, of Spencer, Ind., is a reporter on the New York American, and Geddes Smith, of New York, is on the staff of the Independent.

Ad Representatives Incorporate.

Rodenbaugh & Morris, representatives of the Reliable List of Farm and Poultry publications, have incorporated and will henceforth be known as Rodenbaugh & Morris, Inc. The incorporators are Harry E. Rodenbaugh and Harlan R. Morris. This concern maintains offices in the Advertising building, Chicago, and the Fifth Avenue building, New York. J. N. Dolve is manager of the Eastern office. Their list includes Producer and Consumer, Des Moines, and other Middle West papers; Better Fruit, Hood River, Oregon and other Northwest publications; Trucker and Farmer, New Orleans, and other Southern sheets, and several farm papers in Canada.

False Ad Costs Merchant \$40.

Frank Hamburger, proprietor of a store at Portland, Ore., was found guilty of false advertising and fined \$40 by Municipal Court Judge Stevenson last week. The evidence was secured by a woman in the employ of the Committee on Law and Advertising of the Portland Ad Club. Testimony on behalf of the State was that the woman buyer saw an advertisement offering "\$15 all-wool dresses for \$6.95," and she purchased one. Charles Cooney testified that this garment was only fifty per cent. wool.

Education Board Sues Banner

Suits for \$140,000 damages for libel have been filed in the Circuit Court by President Albert E. Hill and six members of the Board of Education against the Nashville (Tenn.) Banner Publishing Co., following the article in the Banner last week concerning the action of the board in selecting free text-books to be used in the public schools this fall.

A court decree has indefinitely suspended publication of the Alexandria (La.) Daily News, an afternoon paper. The measure was the result of action taken by its receivers.

The Evening Telegram

**New York's Brightest, Cleanest, Most Accurate
and Up-to-the-Minute Evening Newspaper**

Made tremendous gains in advertising in July over the same month a year ago.

Here are the figures—Read them:

	MONTH OF JULY		INCREASE
	1912	1913	
Columns	1,446	1,630¹/₄	184¹/₄
Display lines	183,077	227,646	44,569
Small classified lines	244,760	254,648	10,088
Total number of lines :	427,837	482,494	54,657
Number of separate classified ads.	56,834	58,033	1,199
Number of display advertisements	60,935	62,255	1,320

The **EVENING TELEGRAM** in July carried more advertising than any Evening paper in New York.

- More than The Evening World by 97,559 lines.
- More than The Evening Mail by 130,816 lines.
- More than The Evening Sun and Post combined by 29,069 lines.
- More than The Globe and Post combined by 12,989 lines.

Mid-Summer Circulation Record:

Daily Average, July, 176,210 Copies
 Sunday " " 123,860 "

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

By THE EDITOR AND PUBLISHER Co., World Building, New
York City. Telephone, 4830 Beekman. Issued every Saturday.
Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

New York, Saturday, August 9, 1913

THE JOURNAL-COURIER BOYCOTT.

Colonel Osborn's experience with the New Haven department store managers is merely an outbreak of an epidemic—best to be compared to the clinical manifestation of a dormant disease constantly with us. Whether or not the publication of the Wanamaker advertisement was a mistake on the part of the Journal-Courier is a question which publishers and advertisers must settle for themselves. Colonel Osborn takes the reasonable stand that the advertising columns of his paper are a commodity he has for sale, and that he is under no greater obligation to refuse clean advertising when it is offered, as the department store managers of New Haven would be if a citizen of Ansonia came into their establishments to buy a suit of clothes.

It seems certain that every reasonable business man must take such a stand. To take any other would be the equivalent of saying that doing business on a monopoly basis is proper. With all other markets closed to the New Haven consumers, they would soon discover that being a booster of home trade is only too likely to have an entirely one-sided effect. It seems reasonable to assume that department stores anywhere are not philanthropic institutions, and that in the absence of this quality they need restraint of some sort to prevent the blocking of free channels of trade—of supply and demand. The immunity they crave cannot be given them by any publisher if he wants to fill his obligation toward the reader of his paper, who, after all, seems to be the principal asset of publisher and advertiser alike. It is plain that the public has a great interest in conditions that may lead to the state of affairs now prevailing in New Haven.

But it seems but fair to say that the advertiser owes the newspaper more than he has given the Journal-Courier. To take care of the business coming from the advertiser, the publisher invests money in machinery and supplies he would not need were he merely to confine his efforts to printing the news. Is that investment to become a waste of money every time a department store manager has been offended or digs up an imaginary grievance? This is a question that may well be asked.

The conditions now found in New Haven exist in a latent state in virtually every smaller city in the United States. Everywhere the mailed fist of the department store magnate is felt. In the end this is bound to produce a result not likely to be welcomed by those who now imagine themselves the czars of newspaperdom. It is a fact that the public needs newspapers more than the newspapers need the department store advertisement. There is gen-

erally so small a margin of profit that most papers raising their price by one cent would be better off did they not carry advertising of that sort. The recent increases in the cost of white paper are largely responsible for this. In order to leave a profit at present advertising rates, many papers with large circulations have been obliged, as it is, to fix maximums that may not be overstepped without loss of money.

Since the press of this country will always be free, department store managers, prone to go to excesses in the wielding of a power more fancied than real, are in a fair way to have a rude awakening soon. If the signs read right, that date is not far off. Gradually the public is coming to understand that sales are hardly ever *bona fide*, that the marked-down ticket is a delusion and a snare, and that it is possible to find service of the right kind with the small merchant. A few "New Haven" episodes will hasten the awakening of both public and press, and then some will discover that the modern department store is far more impossible without newspaper advertising than is the newspaper.

SUFFERING FROM AN OLD COMPLAINT.

E. N. Writhington, second vice-president of the Boston Consolidated Gas Co., seems to be among those who of a sudden have discovered in the magazine virtues it did not have a little while ago. In a letter to C. W. Hare, president of the National Commercial Gas Association, printed in The Gas Age of August 1, Mr. Writhington confesses "that up to a short time ago" he had "been somewhat skeptical of the results of such a campaign," i. e., that planned by the N. C. G. A.

Just what caused Mr. Writhington to change his mind in the premises is not made clear by him, but the change has been positive enough to induce him to subscribe to the fund to be raised, per his own reference, a matter of some \$4,000.

Mr. Writhington speaks blithely of the magazine publicity proposed as having "national significance," that it would be without the possible local slant which advertisements in a purely local medium would have, and that the advertisements to be inserted in the magazines would be carefully read by the women of the household, the mediums being "retained about the house."

Evidently Mr. Writhington suffers from that peculiar astigmatism which many fall prey to when first venturing into the august presence of the so-called national magazine. Without saying that such is the case, he believes that advertising in the periodicals selected would give gas a sort of prestige it does not have at present. This can be the only interpretation of "national significance."

In the very fact that the gas ads in the magazines will have no local slant lies a weakness of the plan. Has it ever occurred to the members of the N. C. G. A. that the best forms of advertising are those having a strong local flavor? To run a general gas advertisement, devoid of all locality interest, in a magazine of dispersed circulation, may not become as great a factor in education as is now thought. The admonition "Use Gas" is not apt to make much impression on male readers, and the woman who has not succeeded in getting the great comforts which this fuel undoubtedly gives is not likely to get them just because she has seen a gas ad in one of the publications she may take. It is painfully plain that the "national significance" feature is here impotent.

If it were possible to dwell on every good feature of gas on one page, then the campaign might still have some value. But this cannot be done advantageously; to fill a page with all the arguments that must be used would mean that nobody would read that page. Yet the information must be given—given in small doses, as it were.

If gas advocacy in the magazines could bring about the greater consumption of gas by women now using it, then the promoters of the proposed campaign would have reason on their side. This would also be true if the same medium could cause others to change their attitude on the use of gas.

But to avail herself of this convenient fuel is not like buying any general article of household need. Most women would have to present the case to their husbands, and it is for this reason politic, to say the least, to educate him at the same time. Would advertising in women's publications do this? If shown such an ad the average man not familiar with the great advantages of the use of gas would be only too prone to reject the proposed innovation as a "new-fangled notion."

Saturation in the gas field, or the maximum consumption of this fuel, can come only through its use by those now to be classed as "possible" consumers, by those who should become more general consumers, and lastly by its greater application in industry—for heating, lighting and power purposes.

In all this the "male" influence is decidedly greater than is now suspected. It is safe to say that man causes a greater consumption of gas than woman—whether or not the change from oil lamp and coal stove to gas light and gas cooker is a prudent and economical move is something in which the earning member of the family is likely to be keenly interested. The best method of education lies in intelligent newspaper advertising copy and reiteration, and, above all, in sustained effort in both. Better copy and persistent hammering in the home paper is the only way toward the objective which the National Commercial Gas Association wishes to reach.

An object lesson for advertisers was the superb demonstration this week to Johnson & Johnson, chemists, of the pulling powers of a great Sunday newspaper. The New York World carried a coupon last Sunday good for a "vacation kit." The "kit" contained some Johnson & Johnson products in miniature: A tube of shaving cream, liquid sanitary soap, toilet powder, beauty spots and finger bandages, with a forty-eight page booklet, prepared by Dr. Kilmer, on first aid to the injured. The coupons were redeemable at the five World branches in Greater New York, and at this writing—Wednesday noon—2,300 mail orders have been received and 45,640 "kits" distributed, and the returns are still coming. It is said that this firm spent \$24,000 in the magazines in a "tryout" campaign and that inquiries cost \$1.37 each. So it is practically evident that this one plan in the Sunday World accomplished more at less expense than any publicity campaign of this company. Incidentally, the World increased its circulation upwards of ten thousand.

A prime requisite to success in newspaper making is good character. It is perhaps the most essential fundamental. Given good character, stable policy, average intelligence and honesty, one may achieve large success financially and journalistically. All of which was clearly shown this past week when seven shares of the stock of the Brooklyn Daily Eagle were transferred at a valuation of \$112,000—yes, \$112,000! And it is said that the appraiser's valuation of \$16,000 a share is an undervaluation. Only 100 shares of the stock were issued. In these millions circulation days it is well to stop and reflect and consider. The Brooklyn Eagle sells at three cents. Its statement to the Government showed an average circulation of 44,000 copies daily—and yet it is stated on reliable authority that the Eagle gets the same rate from the big stores of Greater New York as New York papers with even a dozen times its circulation. Moreover, in July it stood second in the metropolitan list of dailies in volume of business carried—638,478 agate lines.

THE CENTAUER CO.

AUGUST 2, 1913.

THE EDITOR AND PUBLISHER:

I am weekly entertained by your lively publication; but say, boys, don't you think efficiency is being overworked just a little bit? Has it no synonym? By the way, what has become of our old friend "Psychological"? Can't the new boys get up something new? Very sincerely,

J. G. HAM.

PERSONALS.

Pleasant A. Stovall, publisher of the Savannah (Ga.) Press, who was recently appointed Minister to Switzerland, sailed for his new post of duty last week. Previous to his departure he was tendered a dinner by Georgians who reside in New York.

Charles M. Morgan, business manager of the New York Press, is enjoying a vacation at the Thousand Island House, Thousand Islands.

Charles W. Hornick, formerly publisher of the San Francisco Call and president of the San Francisco Newspaper Publishers' Association, who has been abroad with his family for the past ten months, sails for home from Southampton to-day, arriving in New York August 25.

Marcellus E. Foster, owner of the Houston (Tex.) Chronicle, will be a visitor to New York this week.

William Berri, owner of the Brooklyn Standard Union, is very popular with the staff. Mr. Berri recently handed all the members of the editorial and reportorial departments orders for expensive straw hats.

John B. Townsend, publisher of the Philadelphia Press, returned this week from a European vacation.

"Bob" Davis, the genial editor of the Munsey string of periodicals, who reads 1,450,682 words of fiction each week, besides attending to all the office routine, writing \$500 ads, plays, playlets, telling good stories and a few other things too numerous to mention, is given a vivid write-up in the August American Magazine. Mr. Davis is now on vacation, no one knows where. He will return some time next week.

F. C. Hoy, business manager of the Toronto (Canada) World, is spending part of his vacation in New York City.

E. A. Meiser, financial manager of the Detroit Free Press, was in New York this past week to greet his wife and daughters, who returned from two years' study in Europe.

Lewis R. Hovey, publisher of the Haverhill (Mass.) Record, is a candidate for appointment on the harbor and land commission.

GENERAL STAFF PERSONALS.

Emil Wenzel, for years editor-in-chief of the New Jersey Freie Zeitung at Newark, has sailed with his family for Germany, where he intends to spend the remainder of his days. William von Katzler, who was his associate, succeeds him.

J. Clem Arnold, who has been manager of the Los Angeles Herald, has become general manager of the Express and the Tribune, as the personal representative of Edwin F. Earle, the owner.

Frank F. Barham succeeds J. Clem Arnold as business manager of the Los Angeles Herald.

Congressman J. Hampton Moore, of Philadelphia, was one of the guests of the Jamaica Bay Yacht Club recently. Moore, for many years, was one of the best newspaper men in the Quaker City and he still loves to mingle with the herd.

John E. Edwards, a member of the literary staff of the Melbourne (Australia) Age, arrived in New York last week for a stay of several months in order to study American journalistic methods.

"Doc" Atkinson, night editor of the Chicago Record-Herald, who was until a few months ago the New York correspondent of that paper, expects to hit Park Row on his vacation the last of this month. Of course he will bring his smile with him.

Van Gelder, formerly circulation manager of the Philadelphia Times, later associated with the circulation department of the Delineator, has been appointed assistant business manager of the Christian Science Monitor, Boston.

L. N. Flint, Associate Professor of Journalism, University of Kansas, is in New York studying the business side of newspaper publishing, also agency methods in handling newspaper advertising, with an idea of using the information in the development of that work among Kansas newspapers.

Miss Katherine M. Stiles, managing editor of the Menominee (Mich.) Herald-Leader, will spend the first week of September in New York and vicinity.

W. E. Mulligan, formerly telegraph editor of the St. Paul Daily News, has become city editor of the Minot (N. D.) Optic, in place of J. B. Cooley, who joins the staff of the Grand Forks Evening Times.

Alva E. Lamberton, for many years auditor and assistant manager of the Denver Evening Post and Kansas City Post, and recently with the Indianapolis Sun, has become business manager of the Jacksonville (Fla.) Metropolis, recently purchased by G. A. McClellan.

WASHINGTON PERSONALS.

C. Fred Cook, news editor of the Star, has laid aside his pencil and donned the uniform of a major in order to perform his duties as adjutant-general of the National Guard of the District of Columbia in the annual encampment at Harper's Ferry, W. Va.

H. B. Wheatley, of the Washington Star, has gone to Harper's Ferry, W. Va., to cover the annual encampment of the National Guard of the District of Columbia.

Stuart Godwin, of the Washington Star, spent a week recently in his former home at Hackensack, N. J.

Fred A. Emery, of the Associated Press, is spending a few weeks at Waterbury Inn, Waterbury, Vt.

Donald Craig, of the New York Herald, and family have just returned to Washington after a two weeks' trip to the Eastern Shore of Maryland.

A son of the late Jackson Tinker has been appointed one of the assistants in the Senate Press Gallery.

Frank Heaton is covering the District government for the Star in the absence of John Martin, who is in Kentucky for two weeks.

Frederick J. Haskin, of the Haskin Syndicate, has presented a copy of his most recent book, "The Immigrant—An Asset and a Liability," to the National Press Club.

Paul R. Martin, of the Indianapolis Star, and W. G. Vorps, of the Cleveland Plain Dealer, were recent visitors to the city.

IN NEW YORK TOWN.

William M. Wood, formerly managing editor of the Brooklyn Times, has retired from active work. For many years Walt Whitman, and Superintendent of Schools Maxwell, worked beside him in the Times office, while Irving Bacheller, the novelist, was one of the staff. Wood is known as the walking encyclopedia.

Along Park Row they say that John A. Hennessey left the Press, to edit William Sulzer.

Richard Spillane, former Sunday editor of the New York Press, is now doing special work for the McClure Syndicate.

J. L. Balderston, New York, correspondent of the Philadelphia Record, will sail on the Mauretania, August 20, for a month's rest in France and Switzerland.

W. G. F. Price is holding down the night wire of the Publishers Press.

James Mulhane, of the Standard Union, has just returned from a vacation. Jim has discovered a place up the Hudson where a man can have a complete rest. It is five miles from the nearest beer stube.

W. P. McLaughlin is back with the day force of the Evening World after having had charge of the lobster edition for a long period.

James W. Wells, of the World's biographical department, will return next Monday from a two weeks' vacation.

Miss Mazie E. Clemens, of the World Almanac staff, is spending August in Saratoga Springs.

The tallest and thinnest man in the profession is said to be Jonas Platt, in charge of the magazine page of the Evening Mail. He just laughs at 99 in the shade and humidity.

ENTER HERBERT WYLE, FIDDLER.

Business Manager of Baltimore News Mixes Music with Work.

Though Herbert Wyle, now business manager of the Baltimore News, mixes business with music, he has never been known to fail on that account. Some say that this is because his music is the weakest part of him, in spite of the fact that at one time he was premier fiddler and director of a theater orchestra somewhere. There are those, of course, who maintain that just a little more "finishing" would cause one Kubelick to run for cover, not to mention a score of others more or less familiar with the tonal qualities of dried catgut and possessing the necessary temperament.

But Wyle is, first of all, a newspaper business man, who, emerging as business manager of the Danville (Pa.) Morning News, took a dip into the sea of journalism more pretentious as general manager and half-owner of the Staunton (Va.) Dispatch and News.

Later he assisted in building up the Philadelphia Evening Times, supported the Munsey Service for four years to the best of his ability, and right now he fills the position specified at the outset.

PUBLISHER'S NOTICE.

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

THE EDITOR AND PUBLISHER can be found on sale each week at the following newsstands: World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 33 Park Row; The Woolworth Building; Times Building, Forty-second street and Broadway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

ADVERTISING MEDIA

ILLINOIS.

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

FOR SALE

COUNTRY DAILIES AND WEEKLIES FOR SALE.

All parts of the country; good propositions; prices range from \$1,000 to \$25,000. Write us. AMERICAN NEWSPAPER OWNERS' EXCHANGE, Rand-McNally Bldg., Chicago.

BUSINESS OPPORTUNITIES

A small trade paper, which can be handled easily by one man and will produce an income of \$8,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 23d Street, New York.

SUCCESSFUL

capable and experienced daily newspaper publisher will use as much as \$150,000 cash as first payment on an attractive daily newspaper property. Proposition I. A.,

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

HELP WANTED

WE DESIRE the services of a first-class advertising manager, who has had experience on a good evening newspaper in a city of over 400,000. He must be at least 35 years old, married, of good character and be able to submit first class credentials from present employer. Want a man who can assist general manager and take complete charge of the local advertising and keep in close touch with the big business men, and one who can plan and handle and increase the business. Position open January 1. Address, giving full particulars, "H. G. C.," care THE EDITOR AND PUBLISHER.

WANTED

A thoroughly reliable and experienced business manager for daily afternoon newspaper having a circulation of over 15,000 copies, the leading paper in an eastern city of 500,000 inhabitants. Must, by reason of experience, sound judgment, energy and industry, be able to take effective supervision of the local advertising and circulation departments as well as the job printing and bindery connected with the place. Address "D-1066," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

I WOULD LIKE to secure the position of business manager or advertising manager, or a combination of both, of a first class evening newspaper in a city of 500,000 or over, either on the Atlantic or Pacific seaboard; can give best of references; now part owner and general manager of leading paper in city of 400,000; to the publisher who will pay adequate salary I can make good; present associates satisfied and do not wish to lose my services, but I desire to make a change. Address "M. E. S.," care THE EDITOR AND PUBLISHER.

DO YOU NEED A BUSINESS MANAGER?

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

NEWSPAPER MAN

with seven years' experience, desires position as managing editor of large weekly in city of twenty-five to one hundred thousand; can handle editorial advertising, circulation and mechanical ends. Address "WEEKLY," care OF THE EDITOR AND PUBLISHER.

STEREOTYPE FOREMAN,

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

Capable young advertising man, married, experienced, desires change with future, as advertising manager or solicitor. Best of references. Address "L. Y.," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

CIRCULATION GETTERS.

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

DAILY NEWS

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

LINOTYPE MACHINES

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

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

Main table with multiple columns containing names of streets and depots, numerical values, and other data. Includes entries like 'Chicago and Western Ave.', 'Grand and Ashland Ave.', etc.

Totals (to date)—Examiner, 48,608; Record-Herald, 13,366; Tribune, 41,425; Inter-Ocean, 43,622. MORE TO COME.

Chicago, Hearst Building, New York, 220 Fifth Avenue.

FILLING EMPTY PRESS CLUB COFFERS.

Associate Membership Campaigns, Blue-Book Ventures, and Show Promotions Are Means Usually Employed—Standing of Clubs Suffers—Returns Rarely Justify Sacrifice That Is Made—Character of Promoters.

By George A. Schreiner

Ugly rumors concerning the methods employed by press clubs, all over the country, in supplementing their incomes, have been in circulation for some time. In most cases, these rumors, like all other "they-say" gossip, have made the sins of these institutions more scarier than they actually are. To get at the bottom of things THE EDITOR AND PUBLISHER assigned the writer the subject in question.—Ed.

There is no reason, of course, why Carnegie or Rockefeller should endow the press clubs of this country. At least, there is no special reason why they should, and the chances are that the memberships of these organizations would hotly resent being thus subsidized. It is not nice, not ennobling, as it were, to eat from the hand of the mighty magnate. Rather a frugal repast in the beanery than the sumptuous feast with the string attached. Such is the slogan of many bona-fide press club members—that is the private slogan. When it comes to voting upon the latest membership plan, book scheme or entertainment, calculated to put money in the club treasury, no such nice ideals are pursued. Now and then, to be sure, some member rises in protest—but he is outvoted, and generally others of his kind make the payment of dues the only interest they have in the organization. In other cases, again, the board of governors has full powers in such matters, and when finally the thing comes to the attention of the members the harm has been done.

The object of this little screed shall be the peddling of press club memberships at so much per year or life, and the publication of books by the press clubs through promoters who have none but their own interest at heart. Likewise there will be a few remarks on the ethical status of the press club entertainment of which the outsider foots the bill. It is with fear and trepidation that these little get-rich-quick schemes are tackled here. Only the suspicion that before long minds less charitable will busy themselves with the thing could induce the writer to be heard on the matter. Some experience as an officer of a press club, and membership here and there, should lend at least a little weight to his remarks.

A GOOD THING FOR THE PROMOTER.

In a certain city, not far from New York, the press club is now peddling memberships on the following plan: For fifty dollars the outsider becomes a member for two years; for \$100 that privilege will be his for five years, and for the sum of \$250 he will be a member for life. Of course, the organization involved does not have the time to do this business itself, and for this reason the ever-handy promoter comes along and attends to the case on a basis of fifty and fifty—to wit, the club gets one-half of the money collected and the promoter gets the other half. Nice business—for the promoter. That gentleman has no reputation to lose. As soon as he has "done" the press club in mind he will move to another part of the country and do likewise.

In a way the thing pays. In the city where this little scheme is now being worked the promoter has already netted \$75,000—truly, no mere bagatelle this. In another city the same genius is credited with having "got away" with about \$200,000. That the thing pays should now be self-evident. It pays the promoter handsomely and puts the press club on "easy street" for some time to come. When the new outside members discover that the membership of the press club is not exactly what they thought it there is a different story to tell, however. To the man who has been mulcted it is not apparent why the press club open to all is often no press club at all, but merely a conglomeration of journalistic and juristic flotsam and jet-

sam. The good newspaperman may belong to the club, but is seldom seen within its precincts, because the lawyer of questionable standing is too much in evidence. So, taking his cue, the new member passes on, getting an opinion of newspaperman ethics that is anything but a true index to the profession.

NOT A VERY NICE THING TO DO.

Nothing can be said in extenuation of outside membership of press clubs obtained in such a manner. There is no reason in the world why kindred spirits should be deprived of the privilege of meeting the men they often so sincerely admire, or why they should be robbed of the enjoyment they may get from mingling with what is, undoubtedly, the most congenial society to be found. But to use this as a lure for purposes of gain is reprehensible, to say the least.

Moreover, it is foolish policy to go half-and-half with a promoter of such a scheme, when the victims, not unlike ripe plums, are virtually pleading to be shaken down and taken in, giving these verbs more than their standard literary meaning. What this artist has to do in the case is very simple. He merely states that the board of governors has seen fit to single out the man for this honor and the trick is done. In case he should meet the individual who has eternally an eye to business, the promoter can hint at favors in publicity or non-publicity to be done, and again the coin rolls. Indeed, the range of argument does not end even here. The obdurate have been known to taste the bitter pill of blackmail. Having no understanding of the administration of a newspaper, the victim in that case fears that some sheet might unearth parts of his personal history that would not make good reading to him. After that he is willing to become a life member if it takes a mortgage on the home to pay for it.

PRESS CLUB FULLY RESPONSIBLE.

That the press club itself is not the author of such persuasion has little to do with the case. The campaign has been consigned to the care of a promoter of whom the club knows next to nothing, and in doing this the organization has made itself liable for anything that may occur. That the club did not know how thoroughly unscrupulous the man is does not absolve it, because the organization has no right to conduct membership campaigns of that sort. The press club that cannot exist and grow through the efforts of its membership has no *raison d'être*. The sooner it journeys to the limbo of things forgotten the better.

For the man who falls victim to such schemes much sympathy may be felt. He has been willing to "join the boys," has shown a very commendable spirit, merely to discover that he has been fooled in a particularly savage and indecent manner. He soon learns that his visits to the club's quarters are not deemed essential to the deal in membership, and probably he will also find that the "members of the ragged edge" are altogether too anxious to have him treat.

It is hardly pleasant to talk of such things. Recent developments, however, advise a little publicity in the premises. From a political "outing" club such things might be expected, even passed over with a smile, but of a press club men should not be able to say such things. Those who have wondered why some press clubs find it so hard to get along should find in this all the information needed to set them right.

In the South, Southwest and West it has been the practice for some time to

(Continued on page 156.)



MOTOR CYCLE SQUAD READY TO START ON DELIVERY RUNS.

DELIVERY BY MOTOR CYCLE.

By A. G. DULMAGE.

Business Manager Phoenix (Ariz.) Gazette.

Motorcycle delivery has been proven an important factor in increasing the circulation of the Arizona Gazette of Phoenix among the farmers of the Salt River Valley, one of the richest agricultural regions of the West. A few years ago the circulation of the Gazette on the rural routes was practically nothing. To-day ninety per cent. of the farmers get the paper by six o'clock every afternoon.

An open and above board policy in the publishing of the Gazette has been strictly adhered to. This, combined with alertness and willingness to meet every condition, has brought the Gazette to where it enjoys the greatest circulation of any newspaper published in Arizona.

The country circulation of the Gazette three years ago was small. This circulation was held by the morning paper, for the reason that the morning paper was placed in the hands of the ranchers the same day of publication. The Gazette was a day late. In order to meet this condition and secure the circulation of the rural districts, the Gazette established a country motor delivery, employing motorcycles to do the work. The venture is a great success.

EXTENT OF ROUTES SERVED.

The number of papers the machines deliver and the number of miles each machine covers are as follows: Motor No. 1 delivers 130 papers and covers 38 miles every day; motor No. 2 delivers 105 papers, 34 miles; motor No. 3 delivers 163 papers, 36 miles; motor No. 4 delivers 139 papers, 34 miles; motor No. 5 delivers 97 papers, 42 miles, and motor No. 6 delivers 108 papers, 38 miles.

In addition to the motor delivery, the Gazette employs three horse boys to deliver in the country as follows: Mounted carrier No. 1 delivers 95 papers and covers 12 miles; No. 2 delivers 80 papers and covers 14 miles, and No. 3 delivers 84 papers and covers 17 miles, making the total number of papers delivered by motor and horse carriers in the rural districts out of Phoenix 1,001, and the total mileage covered by motor and horse carriers 265 miles.

SYSTEM IS COSTLY BUT OF VALUE.

While the expense of this motorcycle delivery is heavy, the Gazette believes it pays. The expense of the delivery runs from \$35 to \$45 per month per machine. Each carrier owns his own machine, buys his own gasoline and stands all expense. The Gazette owns an emergency automobile, which stands ready to deliver a route when a break down occurs or when a carrier is sick. This auto is also used by our rural solicitor. If the carrier fails to deliver his route for any reason other than sickness he is charged \$2 for every trip made by the emergency machine. This makes the carriers strive to cover their routes every night. In addition to the salary, we have \$5 in prize money that is given to the carrier or carriers who receive no kicks during the month. A commission, of course, is paid for

every new subscription secured, and a larger commission is paid for subscribers secured on the rural route than for subscribers secured in the city. The valley is fast gaining in population. The farmers want a paper they can read in the evening with the news of that day, and that is what they get in the Gazette.

CHANGES IN INTEREST.

FULTON, N. Y.—The Times has been purchased by G. William Braun, of Pulaski, who has taken possession, succeeding Irving Galusha.

Du Bois, Pa.—The Evening Express has been purchased by David C. Whitehall, who also owns the Falls Creek Herald.

SAN JOSE, Cal.—The Morning Times has been taken over by E. J. Finneran, owner and editor of the Eugene (Or.) Guard, who will publish both papers.

SIoux CITY, Ia.—The Daily News has been sold to F. J. Kerberg, of Sanborn, Ia.

DENISON, Tex.—The Denison News and Sunday Gazetteer has been purchased by Wade H. Taylor and John E. Wall.

STRUBLE, Ia.—The Journal has been purchased by A. A. Atchison, formerly of the Le Mars (Ia.) Globe-Post.

WAGNER, S. D.—The New Era has been sold to W. W. Eastman, formerly manager of the Geddes (S. D.) Record.

STAMFORD, Tex.—A half interest in the Tribune has been sold by B. B. Greenwood to George L. Inglish.

JOHNSON CITY, Tex.—L. A. Greer has purchased the Enterprise of Mrs. G. A. Williams.

BELTON, Tex.—The Weekly Messenger has been leased to D. K. Doyle by D. M. West.

MCALISTER, Okla.—The Weekly Tribune has been sold by Rev. J. Y. Bryce.

MERIDIAN, Miss.—Messrs. J. T. Sargent & Sons have acquired ownership of the Maben Press.

No Parole for Julian Hawthorne.

Julian Hawthorne, the writer, who is serving a year's sentence in the Federal prison at Atlanta for mail fraud in a mining scheme, has been refused a parole by the Federal Parole Board. Hawthorne was eligible for parole on July 15, when two-thirds of his sentence had elapsed. In view of the fact that the entire prison sentence would be only about seven months, after deducting the four months' period that the trial lasted and the month that will be allowed him for good behavior, the board reached the conclusion that a parole should not be granted.

Memphis Ad Talks.

Memphis Advertisers' Talk, Vol. 1, No. 1, just off the press of S. C. Toof & Co., is full of interesting talks to business men. Special articles to "Mr. Business Man," "Buy in Memphis," "Confidence in Advertising," and other kinds of reading matter fill the issue. The publication is edited and published by the Memphis Advertising Club.

“America’s Greatest Advertising Medium”

Question has been raised, on behalf of a number of newspapers which claim to equal or surpass it in certain points of advertising value, as to the accuracy of The Chicago Daily News’ claim that it is “America’s Greatest Advertising Medium”—a claim based on the following contention:

“The Chicago Daily News has a larger circulation in equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more advertising six days a week, and sells its space at a less price per thousand circulation, than any other newspaper in the United States.” Therefore—“America’s Greatest Advertising Medium.”

It is to be noted—

That The Chicago Daily News’ statement is a joint five-fold claim, and that its challenge of comparison is with “any” other newspaper—not with all other newspapers combined.

Here is the argument:

1—“Has a larger circulation in equal territory.” Three newspapers in the country claim a larger circulation. The Chicago Daily News claims that its circulation, averaging the year round about 350,000 a day, is a larger circulation “in equal territory” than these, or any other, papers can show. The “equal territory” is the city of Chicago and its immediate suburbs, within which all but less than 25,000 of its circulation is distributed. In other words, its 325,000 city circulation is a larger circulation than any other American newspaper can show in an equal geographical area.

2—“A circulation of higher purchasing power per capita.” This claim rests on the character of the paper’s readers, which, in turn, is proved by the character of the paper itself. A newspaper, like a commodity, is made for its market. The kind of people that read a given newspaper is the kind to which that kind of newspaper appeals. A critical examination of the character of The Chicago Daily News will indicate the kind of people who read it, and the argument is that people of that kind have a purchasing power which makes them possible buyers of all that any advertiser may offer. It is not contended that no newspaper has a circulation of equal purchasing power. A good number of representative newspapers of the best class have circula-

tions of equal purchasing power, but, while they may score equal rank with The Chicago Daily News in this regard, they all fall below it in the amount of circulation, the amount of advertising carried six days a week and the lowness of their advertising rate per line per thousand circulation.

3—“Enjoys a greater influence with its readers.” This contention rests upon both the character of the reader and the character of the paper as these have acted and reacted on each other in the intimate relations and confidences of the many years of a 37-year-old newspaper life. Here again it is not contended that no other American newspaper enjoys an equal influence with its readers, but that no other newspaper of equal circulation, equal six-days-a-week advertising patronage and equally low advertising rate per line per thousand circulation equals the Chicago Daily News as to influence with its readers.

4—“Carries more advertising six days a week.” Two six-day a week newspapers and probably a few seven-day newspapers can successfully challenge this one claim of the five made. In the case of each paper, however, its percentage of excess volume of advertising carried is more than overbalanced by The Chicago Daily News’ percentage of circulation in excess of theirs—to make no comparison of the other claims made.

5—“Sells its space at less cost per thousand circulation.” Several newspapers can successfully challenge this one claim, but in each case its percentage of less price, as compared with the price of The Chicago Daily News, is more than overbalanced by The Chicago Daily News’ percentage of lead in its “larger circulation in equal territory” and in its “more advertising six days a week,” to say nothing of comparison with the claims of “purchasing power per capita” and “greater influence with its readers.”

It thus appears that The Chicago Daily News makes good its joint five-fold claim, not only as against “any other newspaper” but also as against all other newspapers in the United States, individually compared.

Therefore—

The Chicago Daily News
“America’s Greatest Advertising Medium”

PRESS CLUB COFFERS.

(Continued from page 154.)

have press clubs publish "blue-books." The writer confesses that in one such venture he placed a little faith himself. Indeed, if conducted properly, the publication of a blue-book may be made a very worthy affair. The copy can be divorced of all puffing and the book may be made of some value to those interested in biography of that sort. The fact that this enterprise has inherent value has tended, however, to open the way to abuse. Only a promoter and his agents could hope to look after the business end of the undertaking, and no matter how much care is taken by the press club committee the undesirable element buys its way in.

To the promoter all kinds of money look good; when things fail to make a good showing the press club is likely to discover, after the book has been issued, that there are more claims to pages than there were checks. Now and then, too, the promoter has incurred obligations which the press club must meet, though this practice is not usual, because the press club on the next scene of the promoter's operations may want references. In the end the club may be obliged, in order to get the book out at all, to use inferior material than had been promised. Much against its will and intentions, the organization must then become accomplice in a very shady transaction.

It should be mentioned here that at their best blue-book ventures as undertaken by press clubs are likely to be financial failures, even at twenty-five dollars per page, the price usually asked of the subscriber. The promoter is never content with less than sixty per cent. The remainder of ten dollars per page will hardly permit the high-class typographical effort which is promised in the prospectus. As a rule a two-column cut, good paper, careful editorial work and good binding will cost fully ten dollars per page in a book of about 200 pages. Result: the members of the press club in charge of the affair have done a great deal of work for nothing and if anything goes wrong at all the club itself loses its standing in the community. For all that, the blue-book against the canvass for associate members is decidedly better business.

THE PRESS CLUB AS IMPRESARIO.

There remains the fancied opportunity of making money through becoming the sponsor of entertainments of various kinds. That now and then such enterprise has been a success from every angle is a misleading circumstance.

When the outlook of a concert or lecture tour becomes discouraging those in charge of it adopt the local-support plan. Formerly some lodge or similar body was appealed to; to-day the advance man tackles the press club first, because in the smaller cities there is little objection of having the press club members boost their little affairs in the columns of the paper. To even up things the club often buys considerable advertising space. All looks good. But in nine times out of ten the terms of the contract with the agent of the show have been misunderstood, and when an accounting is made the press club committee discovers that the small end of the horn is narrow indeed. By the time the guarantee is paid, and the additional percentage on gross receipts is deducted, there is little left for the press club.

Why the club should accept so one-sided a proposition may seem odd, but is easily explained. When the advance man first puts in appearance he wants a guarantee of, let us say, a thousand dollars. Of course, the club does not have the thousand. After looking somewhat surprised, the agent of the show offers to be exceptionally good to the boys. He will say that under the circumstances the guarantee can be looked upon as a minimum for which the attraction will appear and that he has the right to make it merely a matter of form under conditions such as he has encountered in this case.

After that the press club members are sure the club is being done a favor. The agent points that with the support of the press club the show is bound to be a great success and that the club could not help making over a thousand or so. Some wise head in the club will multiply the price of seats with the number of seats and get a surprising total. Things look rosy enough to even the most pessimistic. But when the sales are counted up and the agent takes what, per contract, belongs to him it is found that there has been a miscalculation somewhere. First of all, it is discovered that the show did not pull as well as had been expected. The public is not enthusiastic over second and third rate concert singers and artists and cares very little for lectures, no matter how well they are boosted. Even the stars in the concert world find it difficult to make a hit under local auspices, as the experience of the writer seems to indicate. It appears that generally the view is held that attraction needing local co-operation had best be avoided. No doubt this impression is not well founded, but with that the obligations of the club have nothing to do.

A CASE OF "NEVER AGAIN."

So the press club pays its hall rent, advertising bills and various other odds and ends, and then vows never to do it again—until the next agent comes along. When the entertainment has been meritorious there is still the solace that the public got a run for its money; when this is not the case, excuses are superfluous—after all, the public's money is not very persistent.

The annual minstrel show is more of a lark than an endeavor to satisfy that glutton of a club treasury, and if run right there is little to be said against this venture. But the hard work that has to be done whenever local talent makes up the program brings very indifferent financial results. When the services of a minstrel show promoter have to be paid for, the stringency of cash cannot be alleviated to any extent. It is best to run entertainments of this sort so that a surplus will be welcome, but is not essential to success.

MAINTAINING A PRESS CLUB.

A few words may be said here anent the difficulty of maintaining in the smaller cities a press club with quarters of its own. In the city of 100,000 there are at the outside not more than 100 newspapermen who are eligible to active membership in a press club. Only the average of this number can afford to pay \$1 a month in dues, and a large number of them have no particular incentive to spend much time away from home. Naturally, this makes the maintenance of decent club quarters impossible. But on the principle of "what is a club without quarters?" an effort is made to get in enough money through other channels. The associate membership is usually the first thought. If not abused, there is nothing to be said against this. There is no reason why outsiders should not be given such privileges as the organization may have to offer. It is only when this feature is used as a species of graft that protest should be made.

Press clubs would be better off if for social purposes they rented quarters twice a month, and if the dues collected were given entirely to entertainment among the members themselves. It is true that \$100 devoted to two "get-togethers" a month would not purvey much champagne and Lucullian viands, but for two blowouts a la Boheme, pic-

nic in the summer and subsidized house parties the sum would be ample. There would be no worrying about paying rent in quarters which need eternally the services of a porter or steward who cannot be employed. Moreover, those members of the club who do not care to use the quarters, no matter how good they might be, would have a better incentive to remain in good standing. With present arrangements they have forever the rather valid excuse that they contribute merely towards the rent of rooms used principally by those members who enjoy a game of poker they can ill afford.

HOUSING A DIFFICULT PROBLEM.

Clubs with a smaller fixed income than \$200 per month have no good claim on the possession of quarters entirely tenanted by them. While it is possible to maintain a number of club rooms at even a smaller expenditure, it is not possible to keep them properly or to have quarters that really will appeal to the average of newspapermen. This is a problem which the clubs in even the larger cities have contended with, and which in their case has resulted in the introduction of that membership element to which newspapermen object. The press club in which the majority consists of outsiders has no right to its name, a pardonable view which is held by many good newspapermen who do not care to belong to organizations of that sort. There is good food for thought in the fact that but a small percentage of newspapermen ever belong to press clubs, and that the occasional round-up of them has only a transitory effect.

FACE AN ORGANIZED WORLD.

And here is another divagation. The press club, or organization of newspapermen, has a big field and a mission. To-day the newspaperman faces a world that is organized from top to bottom—a world that is literally a maze of organization. He alone plods along without the benefits that come from association with his brother craftsman. In a measure the free-masonry of his calling is responsible for this, but the fine sentiment underlying this condition does not fully discount the lack of organization. Not that the newspaper man should subscribe to a phase of trade-unionism; for that he is temperamentally unsuited. The general organization to which he should belong ought to have a professional character. To appear odd in this direction has its advantages, of course, and speaks well for the confidence the newspaper man has in himself. But the qualities which at present make organizing superfluous would be given additional value if press clubs substituted a professional for a purely social policy.

In the meantime the sidelines of press clubs here treated should be dropped, none quicker than the indiscriminate and promiscuous selling of associate and life memberships. The flavor of graft inherent to them, no matter how conducted, makes them things to be shunned. It is generally understood that privately the good newspaper man is the very soul of honor, and it is therefore incumbent upon him not to be connected with shady deals of any sort, no matter what his relation to them might be. The best method of bringing to its senses a board of governors that suffers from mental myopia of this sort is to resign. It is to be hoped that the members of the two clubs which have recently been engaged in associate membership promotion, or for that matter are still at it, will take this cue. When it becomes impossible to influence the policy of a club it is best to pass out.

We Handle Live Ones

The sale of the Jacksonville (Fla.) "Metropolis," one of the leading Daily newspapers of the South and the largest evening newspaper in the State of Florida, was negotiated exclusively through this firm. This property was sold on a basis of \$325,000, and is the largest Daily newspaper transaction effected through the medium of newspaper brokers (excepting the Scranton, Pa., consolidation, also effected by this firm) in the past twelve months.

Harwell, Cannon & McCarthy

Brokers in Newspaper and Magazine Properties

200 Fifth Avenue New York

Metal Economy

WILDES' REFINED METALS
PLUS
OXODIO
THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

Press Clippings

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

BURRELLE

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

TURNER'S 37 BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on

Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

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

TACOMA, WASHINGTON.

News,	Daily,	20,429
Ledger,	Daily,	20,618
Ledger,	Sunday,	28,307

The Stamp of HOE Quality

is shown throughout every progressive newspaper using modern

Hoe Presses and Improved Hoe Stereotyping Machinery

Such an equipment is the last word in up-to-date newspaper plants.

Here is a list of some of the newspapers in the United States and Canada that have ordered
HOE AUTOMATIC PLATE FINISHERS

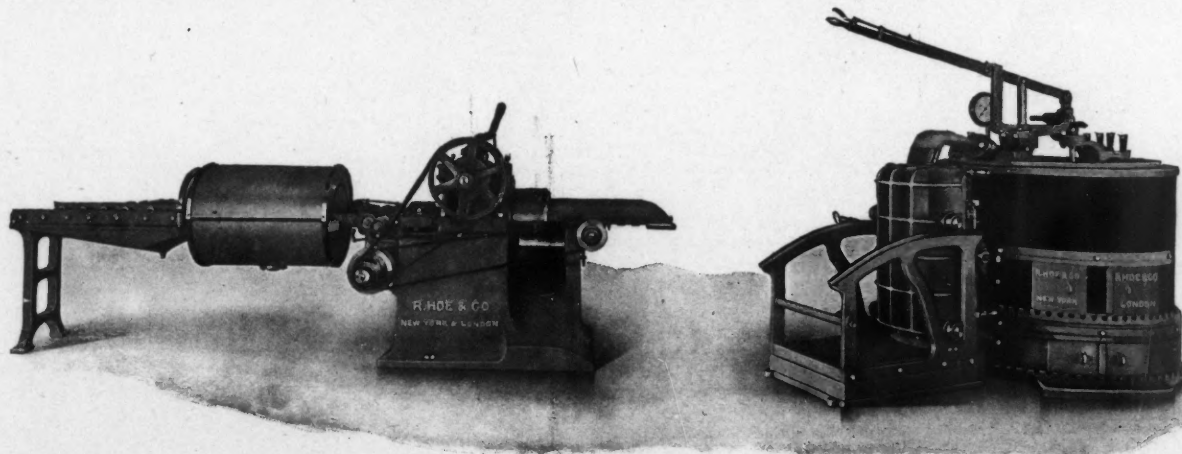
Albany Knickerbocker Press
Albany Journal
Albany Times-Union
Atlanta Journal
Atlanta Georgian
Birmingham Ledger
Birmingham News
Buffalo Courier & Enquirer
Buffalo Times
Buffalo Express
Calgary Herald
Chattanooga News
Chattanooga Times
Cincinnati Enquirer
Cincinnati Post
Cleveland Press (2 machines)
Cleveland Plain Dealer
Columbia State
Columbus Dispatch
Detroit Free Press
Detroit Journal
Evansville Courier
Fort William Times-Journal
Grand Rapids Press
Grand Rapids Herald
Hamilton Herald

Hamilton Spectator
Hartford Times
Harrisburg Telegraph
Haverhill Gazette
Houston Chronicle
Houston Post
Indianapolis News
Jacksonville Times-Union
Kansas City Post
Knoxville Sentinel
Lynchburg News
Los Angeles Examiner (2 machines)
Lynn (Mass.) Item
Montreal Gazette
Memphis Commercial-Appeal
Montreal La Patrie
Nashville Tennessean & American
New Orleans Picayune
New Orleans Item
New Orleans Times-Democrat
New Bedford Standard
Norfolk Ledger-Dispatch
Omaha Bee
Ottawa Citizen
Philadelphia Telegraph
Philadelphia Record

Philadelphia North American
Pittsburg Post
Reading Eagle
Richmond Times-Dispatch
Rochester Democrat & Chronicle
Rochester Union & Advertiser
St. Louis Post-Dispatch (2 machines)
Schenectady Gazette
Schenectady Union-Star
Scranton News
Seattle Post-Intelligencer
Sioux City Tribune
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard
Tacoma Tribune
Taunton Gazette
Toledo News-Bee
Toronto Globe
Toronto Mail & Empire
Vancouver World
Winnipeg Telegram
Winnipeg Tribune
Wilkes-Barre Times-Leader
Victoria Colonist
Youngstown Telegram

The simplest, most efficient and most economical outfit for making curved stereotype plates.

YOU CANNOT AFFORD TO BE WITHOUT IT!



R. HOE & CO., 504-520 Grand St., NEW YORK

7 Water Street, BOSTON, MASS.

120 St. James Street, MONTREAL, CAN.

7 South Dearborn Street, CHICAGO, ILL.

109-112 Borough Road, LONDON, S.E., ENGLAND

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

Chicago Evening American

Get the best results.

THE NEW YORK EVENING JOURNAL

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

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

Detroit Saturday Night

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

Foreign Advertising Representatives

F. S. KELLY & CO. GEO. H. 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

LIVE AD CLUB NEWS.

The Shreveport Ad Club gave another enjoyable function at Scheer's Pavilion recently, at which about twenty-five members and several specially invited guests were present. In the absence of the president, W. G. Hudson, Dr. Schwartz, a member of the club, presided in a most creditable manner and contributed largely to the success of the occasion. City Health Officer Dr. C. G. Chandler was a special guest of the club.

Sixty members of the Dallas Advertising League criticised local advertising at the regular meeting held in the ladies' ordinary of the Oriental Hotel last week. S. F. M. Carragher, of the educational committee, read the paper prepared by the secret committee named at the last meeting, and the ads clipped from the Sunday papers were dissected by the members present. Some of the "copy" scrutinized was subjected to rough treatment.

The Denver Ad Club held its annual outing and picnic at Crystal Lake, near Pine Grove, on July 30. In spite of occasional downpours of rain, the day was one of enjoyment, the principal amusement being two baseball games between members representing the morning and afternoon newspapers. Expert accountants, with adding machines, will be kept busy computing the scores that were run up during the games, both of which were lost by the afternoon paper men. One of the games was played with both sides in clown costumes. To accustom the players to the location of home, a mattress was used during this game for the plate. Each base was covered by a huge umbrella and a chair stood under it.

To agree with the wishes expressed by the Ad Club in regard to their annual parcel post and postal guide, the joint committee of the Fort Worth Letter Carriers' and Postal Clerks' Association decided last week to apply the money from the sale of the guide only to the relief of members of the association. They had intended to use the money in the defrayal of expenses of a brass band and delegation from Fort Worth at the national convention soon to be held in San Francisco. The guide is issued annually by the association. This is done all over America and has the approval of the Post Office Department at Washington. The Fort Worth association received Postmaster Barkley's approbation of the issuance of the guide before they began to prepare it.

The Tacoma Ad Club has joined the movement for a tuberculosis hospital and will also enter more strongly into the campaign for clean and honest advertising, as a result of last week's meeting. The Rev. Edgar C. Wheeler, of the Pilgrim Congregational Church, spoke in behalf of the Pierce County Anti-Tuberculosis Society, of which he is an official, and following the discussion after his address a committee consisting of S. A. Perkins, Frank S. Baker and F. W. Worcester was named to wait upon the Board of County Commissioners and urge that a site be purchased or donated and the society given all possible aid.

Announcement of committees, selection of meeting dates and discussion of various phases of work featured the meeting of the Johnstown Ad-Press Club last week. Within a short time a complete program will be mapped out, and, with an increased membership, the club will become one of the most prominent organizations of the city. Members and prospective members were entertained last Wednesday night at the home of James T. Young, 1111 Boyd avenue, Eighth ward, M. J. Boyle assisting Mr. Young in the entertaining.

The Capitol District Ad Club, of Albany, has elected these officers: President, Lynn J. Arnold; vice-presidents, James Connell, A. A. Marlette; secretary and treasurer, Ralph Dort.

The new officers of the Birmingham (Ala.) Ad Club, elected at last week's annual meeting, are: President, John A. Sparrow; vice-president, J. D. Rosenberger; secretary-treasurer, F. J. Holberg. The new directors are: J. K. Sterne, chairman of the board; Philip Oster, John W. Anderson, W. J. Wheeler, W. E. Radcliffe, H. F. Beaumont and J. E. Shelby.

One of the most successful outings ever conducted by the Rochester (N. Y.) Ad Club was that tendered to their wives and sweethearts July 31. A party of about 300 left on the ferry Ontario, arriving at Cobourg early in the afternoon, and until 4 o'clock, when the return trip was made, the usually quiet old Canadian town resounded with the cries of the merry-makers. Immediately on landing the long-talked-of ball game was played, Jesse Milham's team winning over that of Robert Woodruff by a score of 7 to 2.

Members of the Old Colony Shoe and Leather Men's Advertising Association, Boston, are profiting from an exchange of ideas at a Nantasket Beach supper and outing held last week. Advertising topics were discussed by the speakers. Among those who attended were George W. Coleman, Harry W. Fleming, K. A. Fried, Harry White, F. A. Erskine, W. T. Card, Forest N. Vincent and W. H. Hennessey.

The St. Louis Ad Club has distributed 200,000 copies of a book compiled by a special committee of ad men under Chairman Ship, of Herbert S. Gardner, of the Gardner Advertising Co., entitled "All About St. Louis." The book consists of 52 pages, size 8 1/4 x 11 1/2, and was distributed to all the telephone subscribers in St. Louis, numbering 98,000. It is said the book will be issued annually.

LIKES THE STATES BEST.

Experience of an English Journalist in Canada and Here.

An English journalist, in describing his experiences in newspaper work in Canada and the United States, tells the readers of the Newspaper World some interesting facts. He had been told not to go to Canada by several disinterested persons on the ground that the opportunities presented in the Dominion were few and the pay very small. He thought they were prejudiced, and sailed for Canada, where he quickly secured a position at \$15 a week, or half of what he earned in London. He was loaded down with assignments of an important character and worked twelve to fifteen hours a day. The more he did the more he was given to do. He was expected to praise everything Canadian and he astonished at provincial capitals.

After spending a year in the Dominion without an advancement in salary, this Englishman came to the States. Because of his broad qualifications he secured a position at once as a desk man at \$30 a week, twice what he received in Canada. No one asked him about his ancestry or history. They only wanted to know what he could do. He found himself judged solely by his ability to deliver the goods. He was courteously treated; he was not expected to boost anything or anybody to keep the peace in the office where he worked. This Englishman is now contented and happy, and thanks his stars that he ever landed in New York.

Too Good to Be Missed.

In requesting us to send his copy of THE EDITOR AND PUBLISHER to his vacation address, E. E. Smith, vice-president and treasurer of the Meriden (Conn.) Morning Record, said: "THE EDITOR AND PUBLISHER is too good a newspaper man's publication to be missed for even a week during the vacation period."

Knill-Chemberlin, Inc., Chicago, and Putnam & Randall, New York, have been appointed foreign representatives for the United States for the Calgary (Canada) News-Telegram.

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 3,234,000 lines more than its nearest competitor. Gain over 1911 was 504,000 lines. The foreign business amounted to 1,086,000 lines. Gain in foreign business was 238,000 agate lines over 1911. In December, 1912, the Times led nearest competitor—266,000 lines of local and 13,000 lines of foreign advertising. Present average circulation: Daily, 67,000; Sunday, 87,000.

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

Buffalo News

EDWARD H. BUTLER
Editor and Proprietor

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

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

To the Man Who Buys the Space:

If you wish to make contracts with Dayton and Springfield papers on a GUARANTEED NET PAID CIRCULATION basis, write at once to the

NEWS LEAGUE OF OHIO

and you WILL KNOW what you are buying. Net paid circulation for six months ending June 30, 1913:

DAYTON NEWS, - 30,886
SPRINGFIELD NEWS, 11,608

Contracts will be accepted GUARANTEEING 30,000 net paid for Dayton News, and 11,000 net paid for Springfield News.

Combination rate, 6 cents per line

NEWS LEAGUE OF OHIO

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

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

The high circulation and advertising ideals advocated by the Baltimore Advertising Convention have long been the policy of the *N. Y. Globe*. There are very, very few papers in the entire United States that can say this.

In New York it's

The Globe
and Commercial Advertiser

Net Cash Circulation average for the year ended May 31, 1913, 132,920; for month ended May 31, 1913, 149,144.

THE DAILY ADVOCATE

2 cents Stamford, Connecticut. 2 cents a copy.

If you have anything to sell you can sell it through the *Advocate*. It has a 5,000 circulation in Stamford and surrounding towns.

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

The Philadelphia German Daily Gazette

CARRIES MORE Local and General ADVERTISING

than any other German daily published in this country.

HOWARD C. STORY, Publishers' Representative
NEW YORK: 806 Nassau-Beekman Bldg.
CHICAGO: PHILADELPHIA: 1100 Boyce Bldg. 924 Arch St.

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

40,000 Circulation Guaranteed

We are looking for advertising representatives in New York and Chicago.
NICHOLAS GONNER, Editor-in-Chief
Dubuque, Iowa

The Minneapolis Daily News CIRCULATION Is Growing Faster

Than that of any other paper in the Northwest
June Daily Average, 53,054
A Flat Rate of Seven Cents Per Line
General Advertising Department
C. D. BERTOLET, Mgr.
1106-1110 Boyce Bldg., Chicago.
306 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, People's Gas Bldg., Chicago
H. C. ROOK, Real Estate Trust Bldg., Philadelphia.

The New Orleans Item

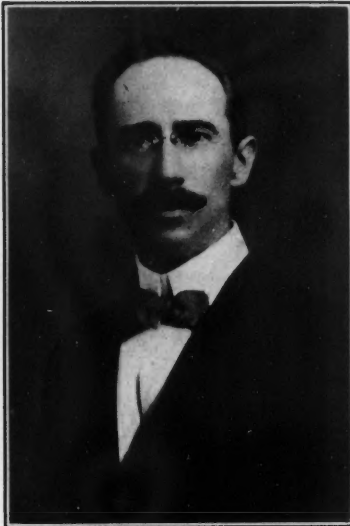
2ND U. S. P. O. REPORT
Six Months' Average Circulation.
The New Orleans Item..... 48,525
The Daily States..... 30,501
Item's lead..... 18,024
The Times-Democrat and Picayune have not filed second statements.
THE JOHN BUDD COMPANY, Advertising Representatives
New York Chicago St. Louis

MULLER GOING TO TORONTO. REFUSES TO CARRY U. S. MAIL.

Assistant Advertising Manager of New York Times Will Head the Gagnier Agency of Canada.

Robert S. Muller, assistant advertising manager of the New York Times, assumes this week the general management of the Montreal office of the Gagnier Advertising Service of Canada, which also has offices at Toronto and Winnipeg.

That Mr. Muller has an enviable record is shown by his former connections covering more than a decade,



ROBERT S. MULLER.

during which time he has been associated in the copy department of N. W. Ayer & Son, Philadelphia; has been advertising manager of Messrs. Steinhart & Brothers, of New York; manager of the Bureau of Writing and Designing of the Morse International Agency, of New York; manager of the Thurston Advertising Agency, New York; solicitor and writer of the M. Plattner Agency, New York, and general advertising and sales manager of the Sing Fat Co., New York, San Francisco and Los Angeles.

The best wishes of Mr. Muller's many friends will go with him as he takes up his new duties. During his connection with the Times he has won the praise of his employers by his conscientious and able work.

Big Judgment Against Graphotype Co.

A judgment for \$298,000 was entered last week in the County Clerk's office against the United States Graphotype Co. in favor of the Premier Machine Co. on thirty-six demand notes. Two of the notes, amounting to \$271,281, were to the order of James R. Keene, who indorsed and delivered them to the plaintiff, and thirty-four notes for \$14,410 were to the order of the Premier Machine Co. The United States Graphotype Co. was incorporated under New York laws in August, 1902, with a capital stock of \$2,000,000, to manufacture typesetting machines.

Features Proctor's Cartoons.

The New York Mining Age, which was recently purchased by George Graham Rice, is featuring the cartoons and photographs of Arthur F. Proctor, whose previous work on prominent newspapers is well known. Under the management of Mr. Rice the Mining Age has shown marked improvement and in a few weeks it will be enlarged.

Prizes for N. Y. City Trade Mark.

The Merchants' Association of New York is considering the adoption of a trade-mark, to be attached to all packages leaving the city, for the purpose of advertising the American metropolis. Two prizes of \$150 and \$50 have been offered for the most suitable design.

Clover Leaf Gives Sixty Days' Notice to Postal Authorities.

Claiming inadequate compensation for the carrying of United States mail as responsible for its action, the Toledo, St. Louis & Western Railroad Co. has notified the Post Office Department that it will discontinue the transportation of mail at the end of sixty days. The increased weight of mail matter resulting from the parcel post innovation is given as the specific cause.

The company, also known as the Clover Leaf System, has been notified that its contract with the Government will have force for another two years and that discontinuance will not be permitted. An effort is being made to adjust the difficulty without resort to legal action.

The railroad company claims that the rates paid for the service are too low and that its credit is injured by the loss resulting.

BEAT OCTOPUS BY A TARTAR.

Larke, of Indianapolis Sun, Imported H. H. Herr to Fight Gas Merger.

Staid old Indianapolis appears to have caught a newspaper Tartar who threatens to make things quite interesting for some of the public service corporations which heretofore have had things pretty much their own way. George H. Larke, resident manager of the Sun, under the new Boyce-Larke ownership, had hardly settled himself in the big office chair when he began to suspect that the two gas companies in the Hoosier capital had a hen on the nest.

Larke began to figure, and when he had worked out a few simple problems he found that a stock syndicate was about to make two or three million dollars out of a merger deal, all at the expense of the gentleman who foots the gas bill.

The fight, which began in May, has been a revelation to Tom Taggart's suburb of Freck Lick and the gas merger clique is having a stony road to travel. Larke imported Horace H. Herr, for several years city editor of the Kansas City Post, a writer whose work has recently found favor with some of the Munsey publications and Collier's, and the man who beat the Inter-City Viaduct switching monopoly in Kansas City in 1910. With Herr in the field, Larke took personal charge of the fight, with the result that the merger has not been effected and seems to be effectually blocked, despite the fact that it is backed by one of the most powerful combination of financiers in Indianapolis.

That the Sun has picked the popular side is shown by the doubling of its circulation since the fight began.

NEW INCORPORATIONS.

BELGRADE, Mont.—Belgrade Journal Company; to conduct a newspaper; capital, \$65,000; A. A. Cameron, C. C. Davis and others, incorporators.
NEW CASTLE, PA.—Treadwell News Company; \$5,000 capital.
CHICAGO, Ill.—Rodenbaugh & Morris Co.; capital, \$5,000; printing and publishing business; incorporators, Harry E. Rodenbaugh, Harlan R. Morris, Martin Walsh.
CHICAGO, Ill.—Linden Brothers; capital stock, \$35,000; printing and publishing; John Linden, Edward S. Linden and N. L. Frye, incorporators.
TEMPLE, Tex.—Telegram Publishing Co.; capital stock, \$50,000; incorporators, E. K. Williams, George W. Williams, Will Stephens.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

A steadily increasing business—without the aid of special editions—is the answer as to why

THE EVENING MAIL'S

policy of accepting only clean advertisements is a winning one.

203 Broadway - New York

July

In July THE NEW YORK TIMES published 542,929 lines of advertisements, a gain of 31,518 lines compared with July, 1912.

The net paid daily sale of THE TIMES greatly exceeds 200,000 copies, and the daily city sale exceeds the COMBINED city sale of five of the other seven New York morning newspapers.

THEY ALL FALL FOR



"DOTTO,"
the Want Ad Scout
clever pictures
that attract special
interest and attention to your

CLASSIFIED COLUMNS

In use by some of the best newspapers. Exclusive rights to only one paper in town or city. Write or wire today.
Address

The Post, Pittsburgh, Pa.
EMIL M. SCHOLZ, General Manager.

THE PEORIA JOURNAL

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

HERE'S A GOOD BUY— THE READING NEWS

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 224 Fifth Ave., New York; 129 So. Michigan Ave., Chicago.

A BARGAIN SPACE BUY

The Detroit News and News Tribune
(WEEK-DAY COMBINATION)

190,000 PAID CIRCULATION 15c
Present rate on 10,000 Lines—

The **WORLD**, "The World Over A World Beater"

Figures are prosaic things except when they point to the progress of "a mighty engine of publicity gathering momentum every minute"—the esteem in which the HOME FOLKS hold their FAVORITE PAPER

The New York Evening Post's statistical record of paid advertising carried in New York newspapers shows that in Seven Months, January to July, inclusive,

The World

Carried

7,231,222

Agate Lines

The Herald

Carried

5,579,399

Agate Lines

The World Led by **1,651,823** Agate Lines

In the month of July the figures show that

The World

Carried

817,585

Agate Lines

The Herald

Carried

587,433

Agate Lines

The World Led by **230,152** Agate Lines

"The New York World is the People's
Favorite Newspaper"

PRESS ASSOCIATIONS. AD FIELD PERSONALS.

La Porte, Ind., is to entertain the Northern Editorial Association Sept. 4 and 5. J. A. Beane, of Goshen, the president of the association, and Harry B. Darling, the secretary, are busily engaged in preparing the program which is to be offered at that time. One of the features of the convention will be a dinner at the Rumely Hotel, at which Governor Ralston, George Ade and several Congressmen will speak.

Members of the Alabama Press Association, in annual session at Birmingham last week, exhibited a strong tendency to greater independence in the matter of advertising charges. They expressed a determination to discourage the use of much of the free advertising matter that is sent out under the guise of pure reading matter. The following officers were re-elected: L. H. Nunnelle, of the Centreville Press, president; A. B. Tucker, of the Thomasville Echo, vice-president, and Joseph R. Rosson, of the Cullman Democrat, secretary-treasurer.

Malcolm Jennings, of Columbus, was re-elected president of the Ohio Select List of Daily Newspapers at the annual meeting in Columbus last week. Other officers were re-elected as follows: L. H. Brush, of the East Liverpool Review, vice-president; C. H. Spencer, of the Newark Advocate, secretary, and R. C. Snyder, of the Norwalk Reflector-Herald, treasurer. Besides the officers, the directors are John T. Mack, of the Sandusky Register; W. O. Littick, of the Zanesville Times-Recorder, and L. A. Culbertson, of the Mt. Vernon Republican-News. Mr. Culbertson replaces E. B. Cappeller, of Mansfield, on the board. The contract for newsprint was awarded to the Canada Paper Company of Toronto.

With more than 250 delegates, representing over 150 newspapers, in attendance, the Georgia Weekly Press Association held its twenty-seventh annual session at La Grange recently. The following officers were elected to serve during the ensuing year: P. T. McCutcheon, Franklin News and Banner, president; J. C. McAuliffe, Milledgeville News, first vice-president; J. A. Perry La Grange Reporter, second vice-president; J. J. Howell, Cuthbert Leader, treasurer; C. E. Bennis, Butler Herald, secretary, and H. M. Stanley, Dublin Courier-Dispatch, corresponding secretary.

The sixtieth annual convention of the Wisconsin Press Association was held at Milwaukee this week. Among the addresses were: "Unfair Competition," W. H. Bridgman, Stanley; "Are Premiums and Contests of Value to the Country Newspapers?" C. G. Starks, Berlin; "The Editor in Politics," Judge Emil Baensch; "How to Make a Newspaper Pay."

H. G. Stibbs, assistant advertising manager of the Lowe Brothers' Paint Company, Dayton, O., has been appointed advertising manager of the Pacific Coast Condensed Milk Company. Mr. Stibbs is well-known in advertising circles all over the country, and for the past year has been president of the Dayton Advertising Club. He left Dayton on Wednesday to take up his duties in his new home in Seattle, the headquarters of his company.

Robert W. Schlegel, who has been an assistant in the classified want ad department of the Knickerbocker Press, Albany, has been promoted to the position of manager.

Hugh McAtamney, a veteran typographer in the advertising business, is preparing a publicity campaign for the new Equitable Building.

Fred C. McKittrick has returned to the staff of George McKittrick & Co., New York, publishers of McKittrick's Directory of Advertisers.

C. L. Morton, who during the past few years has been representing Canadian publications, will have charge of the new Boston office for the MacLean Publishing Co., Toronto.

Charles Ware, a prominent New England progressive, has been made advertising manager of the Boston Journal, which declares itself "an independent newspaper."

Theodore Pohl, formerly associated in advertising with the Philadelphia Press, joins the advertising department of the North American on August 1.

F. J. Rothmueller, for the past six years with the Blaine-Thompson Company, Cincinnati, has become manager of advertising and sales for the Odorono Company, Cincinnati, manufacturers of a toilet preparation.

S. B. Goslin, who has been the advertising manager of the Battle Creek Enquirer and Evening News for the past year and a half, will resign September 1, to take an interest in the Battle Creek Roofing & Manufacturing Company, and to act as sales manager.

C. Brewer Smith, Boston advertising counsellor, sailed last week on the *Kaiser Franz Joseph*, to further trade relations with North Africa. He sees the opportunity of developing several new lines of commerce.

M. C. Watson, the New York special representative, returned last Monday after a visit through the Middle West. He reports everything in very prosperous condition in that section of the country, and states that the only pessimistic talk that he heard in regard to business conditions was in the East.

Howard C. Story, the well-known special agent, has added the Wachter and Anzieger, of Cleveland, O., to his list of papers.

Frank T. Carroll, of Dan A. Carroll's office, New York, is on a visit to Detroit, where he is combining business with pleasure.

E. M. Hoops, advertising agent, Wilmington, Del., was in New York this week calling on the special agents.

W. C. Bates, manager of the N. M. Sheffield Agency, has returned from a business trip Up-State.

S. M. Frenkle, advertising manager of the Montenegro-Riehm Music Co., of Louisville, Ky., is seeking recreation in a rather strenuous way. Accompanied by Mrs. Frenkle, he motored from Louisville to New York and back, reporting that he has had a very pleasant trip.

Some Striking Advantages of the Multiple Linotype Way



Quick Change Model 8
Three Magazine Linotype



Quick Change Model 9
Four Magazine Linotype

VERSATILITY—Six to eight different faces, in four different bodies and measures, in a single machine.

FLEXIBILITY—Operator makes complete changes of face, body, and measure without leaving his seat.

ECONOMY—Multiple Magazine Linotypes fully equipped cost less than single magazine machines with the same equipment.

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

ROCHFORT'S \$2,400 A WEEK.

French Writer Established Record in Foreign Journalism.

Henri Rochefort drew at one time a larger income from newspaper work than any of his contemporaries. When *La Lanterne* was started it was arranged that he was to have a royalty on the sales. He wrote the whole of the paper, amounting to about three columns.

About 60,000 copies were sold of the first number, and by the time the fourth number was issued that circulation was doubled. The result was that Rochefort was soon making \$2,400 a week out of it, while it brought each of the directors \$62,000 a year for doing nothing but keeping him up to the work. There has been no other instance of a journalist getting so much money from his work.

SEND FOR SAMPLE

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

Turn to Page 72

of the new convenient Barnhart's Specimen Book

PREFERRED TYPE FACES

and see the superb effects obtainable with **Old Roman Semitone**

A soft, shaded face of rare beauty and distinction. Your customers will be delighted with it. It is just one of seventy. They are all thoroughly good.

Barnhart Brothers & Spindler

168-172 West Monroe Street

Washington	CHICAGO	Kansas City
St. Louis	200 William St.	Atlanta
St. Paul	NEW YORK	Seattle
Omaha		Dallas

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. 4300-4 Beekman

Book Was Doubly Presented.

When James McNeill Whistler found, in a second-hand bookstall, his book which he had inscribed to a lady, he bought it. Writing, "With the renewed regard of James McNeill Whistler," he called a messenger and sent the book back to her.

FOR SALE CHEAP

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

ONE 20-PAGE HOE
(No. 3 supplement) Press. Rebuilt 1910. Stereotyping outfit included.

ONE GOSS STRAIGHTLINE
32-page Press. Color attachment. Complete stereotyping outfit.

ONE GOSS
Straightline 32-page. Color attachment. Complete stereotyping outfit.

ONE GOSS
Straightline 48-page Press. Color attachment. Complete stereotyping outfit.

Address
DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

TIPS FOR THE AD MANAGER.

H. E. Lesan Advertising Agency, 440 Fourth avenue, is forwarding 5,000 l. contracts to the West.

Dauchy Co., 9 Murray street, is placing orders in the South for Parker's Hair Balsam.

George Batten Co., Fourth Avenue building, is making 5,000 l. contracts for Huyler advertising in the East.

The Illinois Central Railroad, Chicago, is sending out 5,000 lines or more for one year in the Southwest.

The Clague Advertising Agency, Chicago, Ill., is issuing copy which is to apply on existing contracts for the Pabst Brewing Co. in the Southwest.

Matos-Menz Advertising Agency, Bulletin building, Philadelphia, is placing orders and copy for 150 l. 6 t. in the West for J. S. Tyree.

The McManus Agency, Chicago, is forwarding copy to apply on contract for the Ford Motor Co.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, is handling the advertising for the Stroh Brewery Co. in the East.

H. K. McCann Co., 11 Broadway, New York City, is placing 300 l. of copy 13 t. on Monday for "Pearline," to apply on contract. It is also placing 93 l. Soapade copy on Wednesdays and Saturdays for thirteen weeks, to apply on contract.

Lyddon & Hanford Co., 452 Fifth avenue, New York City, is contracting the advertising in the West for Warner's Safe Remedies.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is handling contracts to appear in the South for Professor Roxroy.

George G. Powning & Son, New Haven, Conn., are forwarding copy to the West for E. J. Woods.

W. W. Sharpe & Co., 99 Nassau street, are making 5,000 l. yearly contracts on Bay State Line advertising in the East.

Julius Schack, 9 Clinton street, Newark, N. J., is placing 42 l. double column copy in the South for I. Lewis Cigar Manufacturing Co., "Cobs Cigars."

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is forwarding small copy to the West for the Ko-rec-tiv Co.

The Massengale Advertising Agency, Atlanta, Ga., is sending out 1 inch, double column, and 2 1/2 inches, double column, copy for the advertising of Browns-Wells Co.

The Wendell P. Colton Co., 165 Broadway, New York City, is issuing 56 l. copy and orders for the Hudson River Day Line in the West.

The Snitzler Agency, Hearst building, Chicago, is making contracts for the Dearborn Supply Co. in the South.

Wyckoff Advertising Agency, 25 East Twenty-sixth street, New York City, is placing copy in the West and South for Lavona, "Takalon."

Pride-Hoffman, Inc., New York City, is issuing 660 l. of advertising copy to run 4 t. in the South and West for the Hotel Knickerbocker.

J. F. Murray Agency, New York City, is making contracts in the South for the Wythe Chemical Co. and the Jads Salt Co.

L. A. Sandlass, 7 Clay street, Baltimore Md., is handling the advertising for the Resinol Chemical Co. in the West.

Nichols-Finn Advertising Co., Kesner building, Chicago, Ill., is placing copy of C. B. & Q. R. R. advertising in the West.

P. F. O'Keefe Agency, 43 Tremont street, Boston, Mass., is forwarding 3,400 l. contracts, to be used within three months, for

New Orleans States Sworn Circulation, 42,320 copies daily City 29,386—Country 12,934 Carrier circulation in June averaged over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans. The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

the Winchester Repeating Arms Co. in the South and West.

The J. Walter Thompson Co., 44 East Twenty-third street, New York City, is sending out contracts for 20 l. 166 t. to the South for the Marvel Co.

There's-a-Reason Co. is issuing copy on Postum Cereal advertising which is to apply on contract in the West.

Vredenburg-Kennedy Co., 456 Fourth avenue, New York City, is making contracts in the South and West for Kresko Laboratories.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on an exchange basis for the Belleclair Hotel, New York City; the New Jewell Hotel, St. Paul, Minn.; the Kennard House, Cleveland, O., and the Ponce de Leon Hotel, Atlantic City, N. J.

The Metropolitan Agency, 6 Wall street, New York City, is making up a list of daily papers for the advertising of George P. Ide, collars and cuffs, Troy, N. Y.

The Hanff-Metzger Agency, Emmet building, New York City, is putting out a new schedule and making new contracts for the advertising of the Hoyt Shoe Co., Manchester, N. H. Copy for this advertising will start early in September.

H. K. McCann Co., 11 Broadway, New York City, is placing 2,000 l. contracts in Canadian dailies for the advertising of the Imperial Oil Co.

The Tracy-Barry Agency, Philadelphia, is placing orders for Shane Bros and Wilson Co., "King Midas Flour."

EXPLAINING "FRESH CHURNED."

Michigan Uses Ad as Governmental Means of Correction.

Handicapped by the lack of adequate laws, the Dairy and Food Department of Michigan has taken recourse to advertising to protect the public against imposition from those who sell oleomargarine for butter. In harmony with this policy, James W. Helme, dairy and food commissioner, caused the following ad to be recently published in the Detroit News and the Times of that city. The copy speaks for itself and is worth close attention. It was set in two-column measure and cannot have escaped the widest notice:

State Dairy and Food Department

To the Citizens of Detroit: In this morning's Free Press an advertisement of Lafer Brothers reads as follows: VISIT OUR BUTTER DEPT. Where We Sell Our Famous Fresh Churned at 22c and 25c lb.

The casual reader would think from the wording of this ad that Lafer Brothers are selling butter at the prices quoted. Such is not the case. The "Fresh Churned" mentioned in this ad is Oleo, and not Butter, although the word Oleomargarine does not appear anywhere in the advertisement.

This style of advertising is peculiar to Lafer Brothers. Some time ago I called the attention of all Detroit daily newspapers to the deceptive character of this advertising. The Detroit News and Times refused to carry the ad, in this deceptive form and Lafer Brothers declined to do any further advertising with the News or Times. As there is no legal way at present that applies to such deceptive ads, I am compelled to resort to the advertising columns of this paper to protect Detroit consumers from being deceived by advertisements like that appearing in the Free Press this morning.

JAMES W. HELME, State Dairy and Food Commissioner.

Pittsburgh Leader's School Number.

The Educational Number of the Pittsburgh Leader, published July 15, contained about twenty columns of advertising. There were thirty-three colleges and schools represented. Besides pictures of and articles about these colleges and schools, there were some special features elaborating upon the necessity of an education. The Leader makes this an annual co-operation affair and the colleges and schools throughout Western Pennsylvania seem to appreciate the good results obtained through this channel of publicity.

The editors and publishers of the maritime provinces will meet at St. Johns, N. B., on Aug. 18. A splendid program has been arranged.

ROLL OF HONOR

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

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

Here's a Chance to Save Money

Put in a stock of emergency pages. Then you can take a chance with one or two less machines during July and August. These pages are great safeguards against breaks in stories or breaks in equipment.

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

You Can Increase Your Advertising Revenue by Running a Moving Picture Department.

The picture theatres in your city would be willing to advertise if you run our Moving Picture News Service. It includes matrices or electrotypes of photoplay stars and scenes from pictures appearing in local theatres.

A very liberal proposition will be submitted to you if you write to

THE MOTION PICTURE NEWSPAPER PUBLISHING COMPANY, 1600 Broadway, New York City.

Wanted—A Losing Newspaper

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

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

NOTICE

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

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

QUESTIONS CLAIM OF RIVAL.

Publisher Bryant Offers Bonus to News to Prove Circulation.

Advocacy of the "known-circulation" principle by the Press-Chronicle Co., of Paterson, N. J., has led to an interesting controversy with the management of the Paterson Evening News, caused by the former's charge that the circulation statement made by the News to the Government, in compliance with the newspaper publicity act, was not consistent with the facts in the case. The management of the Press-Chronicle, on August 1, offered to pay the sum of \$500 to the News Printing Co., or some charitable institution, if it could prove that the statement made to the Government was correct. In addition the Press-Chronicle Co. announced its readiness to pay the cost of the examination that would have to be made.

The management of the Paterson Press and Sunday Chronicle insists that the statements made by the Evening News were incorrect and were designed to damage with the public and advertisers the cause of papers which have done everything possible to present a clear and reliable survey of their circulation.

William B. Bryant, the publisher and general manager of the Press and Chronicle, was formerly connected with the New York Tribune as assistant business manager, severing his connection with that paper on May 1, 1911, for the purpose of assuming management of the properties. He is the son of the late William C. Bryant, for many years publisher of the Brooklyn Daily Times, and at one time general manager of the American Newspaper Publishers' Association. Associated with him as managing editor is John L. Mathews, formerly with the Brooklyn Times. Both men are widely and favorably known. Mr. Mathews has been claimed to be one of the best all-round newspapermen in the country.

DEFENDS PROVEN CIRCULATIONS.

Mr. Bryant takes the stand that he has been forced into the controversy by persistent claims which he alleges are not true, and which are likely to damage his interests if permitted to go unchallenged. His own papers deal only with authenticated known circulation, an advantage which, according to Mr. Bryant, is still overlooked by some advertisers who would benefit greatly when placing copy by demanding proof of bona fide circulation.

In passing it may be of interest to say that Mr. Bryant and his colleague have been very successful in building up the Paterson Evening Press and Sunday Chronicle. Their policy has been "open books—the square deal—same rates to all—for the town," and it is only fair to say they have been on the winning side of almost every fight. They fought the I. W. W. to a standstill and have the good will of many of the most successful men of Paterson.

It appears that the Evening News published, on July 29 and 30, its own figures on circulation as given to the postoffice department, and contrasted them with similar statements made by the other Paterson papers. Mr. Bryant, believing that he knew the report of his contemporary to be exaggerated, made the offers referred to, for no other purpose than to show that the figures given the Government were not correct and that the advertisers were being misled in a novel manner.

The Evening News reproduced a letter from the A. A. A. acknowledging request for an audit of its circulation, whereupon Mr. Bryant accepts the three A.'s auditor as the News selection as one of a committee of three to consist of one auditor or agent from each of the two companies; a third to be named by these two in order that an impartial finding may be obtained.

The Evansville (Ind.) Weekly Reporter has suspended publication after twenty-three years' service.

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