

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 7

NEW YORK, AUGUST 2, 1913

10 Cents a Copy

LIGHT ON POSTAL LAW

THIRD ASSISTANT POSTMASTER GENERAL ANSWERS SEVERAL IMPORTANT QUESTIONS.

Department Will Investigate Circulation Statements Whose Accuracy Is Questioned—Offenders to Be Punished—When "Advertisement" Must Be Attached to an Article—Other Phases of the Subject.

THE EDITOR AND PUBLISHER has received from its readers a number of questions concerning the new publicity law which indicate that newspaper men do not understand all of its provisions or know what action the Government will take under certain conditions.

In order to ascertain the views of the Post Office Department on some of these questions the Washington correspondent of THE EDITOR AND PUBLISHER was requested to submit the following list to Third Assistant Postmaster General A. M. Dockery:

HERE IS THE LIST.

1. In case a newspaper refuses to obey the law and second-class mail privileges are withdrawn, can the publisher mail his papers under the first-class rate?

2. If anyone charges that the circulation figures given in a sworn statement are grossly untrue, what action will the department take? Will it send an inspector to examine the books of the accused newspaper? And in case the charge is found to be justified, what action will be taken?

3. Is it obligatory, under the new law, to place the word "advertisement" before or after all matter for which pay is received? Will not the printing of such matter in the advertising columns be sufficient indication that it is paid for without attaching "advertisement" to each article?

WHAT DOCKERY SAYS.

Replying to these questions, Mr. Dockery says:

"In the event that the department should be compelled to deny a publication the privileges of the mail accorded it as second-class matter, under the provisions of the act reading as follows:

Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice by registered letter of such failure,

the publishers would be at liberty to mail copies of the publication as first or third-class matter, as they may elect.

"Concerning the further inquiry made by the publisher of THE EDITOR AND PUBLISHER, it may be stated that where evidence is submitted to the department tending to show that a publisher has made false returns concerning his publication, an investigation is made, either through the office of the chief inspector or in some other appropriate manner, to determine the facts in the case, and the action taken in such cases is determined by all the facts and circumstances in each particular case.

WHAT THE STATUTES PROVIDE.

"In this connection you are informed that the statutes provide that:

Any person who shall submit or cause to be submitted to any postmaster or to the Post Office Department or any officer of the postal service any false evidence relative to any publication, for the purpose of securing the admission thereof at the second-class rate for transportation in the mails, shall be deemed guilty of a misdemeanor, and for every such offense, upon conviction thereof, shall be punished by a fine of not less than one hundred nor more than five hundred dollars." (Act of March 4, 1909, section 1593, Postal Laws and Regulations.)

(Continued on page 132.)



JAMES SCHERMERHORN,
EDITOR OF THE DETROIT TIMES.

See page 136.

Orders Free Entry of Wood Pulp.

William G. McAdoo, Secretary of the Treasurer, has ordered free entry of wood pulp from the countries of Northern Europe, under the "most favored nation" clauses in their treaties with the United States. Wood pulp is admitted free from Canada under a clause of the Reciprocity act, and the European countries, including Norway, Sweden, Russia, England and others, protested that there was discrimination.

Half a Million Libel Suit.

A. Parker Nevin, attorney for the N. A. M., has announced that a libel suit for \$500,000 damages would be filed against the Philadelphia North American. The suit, he said, would be based on an editorial in the North American Monday morning in which members of the N. A. M. were referred to as "criminal conspirators." Nevin said other papers who had exceeded the latitude of "press freedom" would also be sued.

The military governor of Vera Cruz, Mex., has ordered the closing of the offices of the daily newspapers, La Opinion and La Union.

Hanlon Buys Billings Gazette.

Judge George Pierson in the district court of Billings, Mont., has approved the sale of the Billings Daily Gazette to a local company headed by Joseph Hanlon, and upon the purchase price being paid the receiver of the defunct First Trust & Savings Bank made the transfer, the new owners taking possession at once. The business and editorial managements of the paper will be unchanged. Mr. Hanlon's bid for the paper was \$85,000.

New Daily for Asbury Park.

The Evening Times is the name of the new daily paper to be brought out about Oct. 1 at Asbury Park, N. J. The officers of the publishing company are Arthur Steinbach, president; T. Frank Appleby, vice-president, and William A. Verry, treasurer.

Raises \$450,000 in Two Weeks.

The London Times has raised by popular subscription \$450,000 to save the Crystal Palace for the people of the city. The task was accomplished in two weeks, which, it must be admitted, was a notable achievement.

AFTER OSBORN'S SCALP

NEW HAVEN, CONN., DEPARTMENT STORES TRY BOYCOTT ON JOURNAL-COURIER.

Withdraw Their Advertising in a Body—Foreign Ad Is Ostensible Cause, Though Punishment Meted Out Is Said to Have Been Overdue—Merchants Show Splendid Co-operation; Newspaper None at All. (Editorial Correspondence.)

NEW HAVEN, Conn., Aug. 1.—"How to Browbeat a Publisher; or, Co-operation and the Lack of It" would be the fitting title for the first chapter of a little business history now in the making at New Haven, Conn. The *dramatis personae* consists of the management of the Journal-Courier, a morning paper, on one side, and the department stores of the city on the other, with the publishers of the afternoon papers as interested but neutral spectators.

The managers of New Haven's department stores have made up their minds to show Colonel Norris G. Osborn, of the Journal-Courier, that it is not well to displease advertisers. With this in view, they have withdrawn in a body their advertising from the offending paper. Seemingly, they are opposed to having foreign advertising carried in their home papers. The Journal-Courier, it appears, has been somewhat of a favorite with out-of-town advertisers, and has for a long time carried advertising of certain New York business houses, including that of the Altman and Wanamaker stores. In addition, it has been selected on many occasions by Wall Street firms with bona fide stock sale propositions—for none other could get space in Colonel Osborn's paper.

ADVERTISEMENT WAS NOT SOLICITED.

Last week the Wanamaker firm sent, unsolicited entirely, a two-column advertisement to the Journal-Courier, which was accepted as a matter of course. The ad dealt with a bargain furniture sale, but scrutiny of the prices asked would not lead one to believe that New Haven would flock to New York City *en masse* to become the beneficiary of the reductions—which are slight.

When the advertisement appeared, things moved rapidly in old New Haven, moved so rapidly, in fact, that Colonel Osborn has as yet not been able to fully orientate himself. On Saturday, the Edward Malley Co. decided to discontinue its advertising in the Journal-Courier. On Tuesday of this week the Gamble Desmond Co. followed suit, and since then the Charles H. Monson Co. has fallen into line. Two other firms of New Haven, Shartenberg & Robinson and the Mendel & Freedman Co., disavow connection with the boycott. The manager of the former told me that he might go back to the Journal-Courier on Saturday, and the Mendel & Freedman Co., while out of the paper for some time, holds aloof with a smile—that is, if firms do smile when the senior partner exercises his risibles.

Naturally, the heads of the firms interviewed disclaim all existence of a combination in restraint of trade. They are not boycotting the Journal-Courier, so they say. But the fact is that the Journal-Courier carries no department store advertising of any sort just at present. There is also the circumstance that they all dropped out within three days of the moment when the Edward Malley Co. decided to quit.

The Malley concern has two floors full of furniture; some of it is on spe-

cial sale just now. The advertising manager of the firm, Mr. Bowen, is a diplomatic gentleman, who does not talk for publication under conditions such as these. He informed me that the head of the firm, Walter E. Malley, had handled the proposition himself, and that it would be best to see him. Mr. Malley, however, would not even see me, and Edward W. Malley declined to talk of the affair.

The general manager of the Gamble Desmond Co. did not know anything about the matter. The advertising manager thought that something of the kind had happened, but wasn't sure. I learned, however, that the owner of the business, John D. Desmond, had himself issued orders that henceforth the Journal-Courier was to get no more advertising.

C. M. Walker, one of the proprietors of the Charles H. Monson Co., declined to be interviewed. Mr. Mendel, of the Mendel & Freedman Co., volunteered the information that his firm had not advertised in the Journal-Courier for some time; and that he, therefore, was not directly concerned with the action taken. There is no reason to believe, though, that he regrets the attempt at browbeating.

Henry Shartenberg, of Shartenberg & Robinson, disavowed any connection with the movement. He said that the "other fellows" were doing it, and that he was not interested. His firm, he explained, has advertised in the paper spasmodically—whenever there was an opportunity—and would advertise again, possibly on Saturday.

PUBLISHER IS NOT GREATLY WORRIED.
Colonel Osborn cannot be said to have taken the matter greatly to heart. The only statement he would make follows:

"The advertisements of the department stores were withdrawn almost simultaneously. I know of no reason that would justify the action taken, and I am perfectly frank with you when I say that I shall not look for or ask for any. I don't even know whether or not the publication of the Wanamaker advertisement is responsible for the decision reached by the department store managers. The appearance of that ad may be merely a coincidence."

Colonel Osborn said that he was trying to run a newspaper in accord with the best traditions of the press of this country, and that in doing so he might not have always pleased everybody.

From a member of the Journal-Courier staff it was learned that during the last six years the paper has sacrificed over \$12,000 that would have been earned had its management been willing to throw open its columns to announcements it did not consider proper to print. In doing this the management, however, has followed its own judgment, seemingly to the regret of persons who fail to realize that newspapers are run on a pay-roll basis and cannot make sweeping reforms overnight without facing the kind mercies of the receiver.

From sources which must not be identified—at least one advertising manager would lose his job if they were—it was learned that the opportunity offered by the Wanamaker advertisement was employed psychologically to teach the Journal-Courier a lesson which had been due, and overdue, for that matter.

Some time ago the publishers decided to raise its advertising rates, pointing out at the time that the rates in force were too low. The department stores objected to this, and when the boycott of the Journal-Courier was decided upon it was argued that the Wanamaker announcement had been solicited for the express purpose of forcing the raise in rates which the Journal-Courier had stood for. It was also said that the general news and political policies of the Journal-Courier do not please the department magnates, and that this really was the prime motive of the attempted coercion.

Eight years ago the New Haven Register incurred the displeasure of the

(Continued on page 135.)

WASHINGTON TOPICS.

Reduced Parcel Post Rates Go Into Effect August 15—Also the Increase in the Limits of Weight of Packages from 11 to 20 Pounds—Johnstown's Two Newspaper Editors Who Are Representatives.

(Special Correspondence.)

WASHINGTON, July 29.—Despite determined opposition in the Senate, Postmaster-General Bursleson will put into effect on Aug. 15, reduced parcel post rates in the first and second zones and increase the size of mailable packages in the same territory from eleven pounds to twenty.

A conviction that Congress instead of the Postmaster-General should fix rates and that the proposed rates were too low led Senator Bryan, of Florida, and Senator Bristow, of Kansas, to open a fight on the proposed changes.

Postmaster-General Bursleson defended his authority to make the changes and the wisdom of his course at a public hearing before the Senate Post Office Committee. Notwithstanding the express companies charge forty cents for carrying a twenty-pound package 150 miles, the Postmaster-General asserted that the department could carry it for twenty-four cents and make a profit of ten cents. Senator Bryan sought to show that the Government would lose eight cents on such packages.

EFFECT ON RAILROADS, ETC.

The proposed changes were also attacked as being improper treatment of the railroads, street wagon contractors and rural and star route carriers, none of which, it was said, would obtain immediately increased pay for the additional parcel post mail carried as a result of the changes.

Senator Bryan has practically abandoned his attempt to defeat the changes scheduled for Aug. 15, but is now seeking to have legislation enacted to take away the power of the Postmaster-General to change rates or the sizes of packages.

A poll of the Senate Post Office Committee is said to have been shown that the action of the Postmaster-General would be upheld, and that his power would be continued.

THE AEROPLANE IN WAR.

Arthur W. Dunn, newspaper man and magazine writer, of Washington, does not believe that flying machines have reached anything like utility in actual warfare. Mr. Dunn went up in one of the Navy flying machines of a type similar to that in which Ensign Billingsly lost his life, and while he enjoyed the sensation of a flight over Chesapeake Bay, 1,000 feet in the air, he came to the conclusion that only effective scouting duty can be done with the machines at present.

"The Navy officers are doing a great deal to perfect and improve the aerial service," said Mr. Dunn, "but it will be a long time before the man in the aeroplane can drop dynamite on battleships or nearby forts. Even with two men in a machine it takes about all their time to keep it on an even keel. I suppose the man who is not actually operating it could drop dynamite, but from a thousand feet it would be one chance in a thousand that the charge would be effective against any floating craft. Besides they would have to fly higher than that to be out of danger."

"Flying is good sport; very interesting; but I believe the fellow who keeps at it will cross the Divide long before his time."

John Barrett, who is one of the best known men in the public service, was a newspaper man, but he left it when he was first appointed to a Government office. A New England man by birth, he worked his way through college, then took Horace Greeley's advice and went West. He landed at Portland, Ore., and was for some time a reporter on the Evening Telegram. He was working for a meagre stipend when Cleveland was elected the second time. He came out about inauguration time, picked out

the Siamese mission as about what he wanted, stuck to it; and after having a talk with President Cleveland, convinced him that he ought to have the place. Barrett has had a wonderful experience since then, but he has never forgotten that he was once a newspaper man and that what appears in the newspapers is read. He is probably one of the best advertised men in the country.

Johnstown, Pa., a city of flood fame, has the unique distinction of having two newspaper men as Representatives in Congress. Anderson Howel Walters is editor of the Johnstown Tribune and Warren Worth Bailey is editor and publisher of the Johnstown Democrat. Walters is a Republican and Bailey is a Democrat, though the former was endorsed by the Bull Moosers last fall. It might seem strange that one city has two Congressmen, but Pennsylvania has four Congressmen at large. Walters is one of these and Bailey represents the Nineteenth district.

SELLS CONTROLLING INTEREST.

Wood Retires from New Bedford Times to Devote Himself to Arbitration Board.

Charles G. Wood has sold a controlling interest in the New Bedford (Mass.) Times to David L. Parker, and will hereafter devote his entire time to the work of the State Board of Conciliation and Arbitration. Mr. Wood retains considerable stock in the corporation.

Mr. Wood, in a statement to the public, speaks of the great importance of the work of the Arbitration Board and of the critical condition of labor matters in Massachusetts. When he found that he could not do justice to both his own business and the duties of the board he had to decide between them. Continuing, he says:

"The answer to the question was found in this solution. By devoting my energies to my private business I was serving a community; in giving my entire time to the Board of Conciliation and Arbitration I would be serving all the people of the commonwealth of Massachusetts. I decided to serve the greater number. Therefore, I set about to dispose of such of my private interests as would interfere with the time I intend to devote to the commonwealth's business."

Dines Editors for Sake of Fair.

Representatives of the various newspapers on Staten Island and Perth Amboy were the guests of George J. Brown, general passenger agent of the Staten Island Rapid Transit Railroad and new publicity man of the recently incorporated Staten Island Fair Association at a dinner at the Terra Marine Inn, Huguenot Park, Staten Island, during the week. The dinner was for the purpose of getting the newspaper men together to talk over some means for making the fair this year more of a success than it has been for the past several years.

A Cartoon That Did Good.

The New York Sun on Monday printed a cartoon showing a poor woman with her babe on the roof of a tenement house endeavoring to catch a breath of fresh air, while in the distance appeared as a vision a scene at the Mothers' Home at Sea Breeze. The inscription beneath the picture was "Five Dollars Will Make the Dream Come True." The cartoon attracted considerable attention among the Sun's readers, several of whom sent in contributions of \$5 each to provide outings for needy mothers and their little ones. The money was forwarded to the New York Association for Improving the Condition of the Poor.

With its issue of August 15, Farm Progress, of St. Louis, edited by W. G. Hutton, will appear in an enlarged form and with a number of new features. It is now in its tenth year and is widely distributed.

CHICAGO HAPPENINGS.

Press Club Celebrates the Renovation of Its Building by a Dinner and Reception—Publisher Lee's Estate May Go to the State—Malloch's New Book of Verse—Street Car Advertising Brings Only \$100,000.

(Special Correspondence.)

CHICAGO, Ill., July 30.—The Press Club held an informal reception on Friday evening of last week in celebration of the renovation of its building. There was a large attendance. After dinner a musical and literary program was presented, followed by speeches made by John McGovern and Col. William Visscher. It was an altogether enjoyable occasion.

It develops that William H. Lee, owner of the well known publishing firm of Laird & Lee, who died recently, left no known heirs, so his \$200,000 estate may, in time, revert to the State, which has already taken charge of it. The business is to be sold at auction soon. Lee's ancestry is a mystery, as he would not talk about it even to his most intimate friends and business associates.

Douglas Malloch, the lumberman poet, associate editor of the American Lumberman, has written another book of woods verse, entitled "The Woods," of which George H. Doran Co., New York, are publishers. This is his second volume of verse, the first being "In Forest Land." Following this Mr. Malloch tried a new tack with his book "Resawed Fables," a lumberized parody on Aesop's Fables.

Wright A. Patterson, editor-in-chief of the Western Newspaper Union, will address the convention of the Wisconsin Press Association at Milwaukee next week on "How to Make a Newspaper Pay."

M. R. Owings, for eight years in charge of the advertising and publicity departments of the International Harvester Co., has become vice-president of the M. Rumley Co., LaPorte, Ind.

Investigation is claimed to show that Chicago receives far less from its street car advertising than other cities, the amount being only \$100,000 a year, while at the rate paid in New York it should get three times as much.

Illinois is fairly well represented among the fifty-nine students in journalism at the summer session of the University of Wisconsin.

The Publicity Press Co. has just been incorporated for \$5,000 by Thomas S. Phillips, Harvey B. Houck and S. S. Sanders, to do an advertising and publicity business.

Through the filing of two suits for libel, of \$50,000 each, against the Chicago Tribune, Andrew M. Lawrence, of the American, swells the amount of damages claimed in the several libel suits he has brought against various publications and individuals to \$750,000.

Changes On Bay City Tribune.

John W. Hannen, former State editor of the Lansing State Journal, who recently purchased stock in the Bay City (Mich.) Tribune, has been appointed managing editor of that publication. Mr. Hannen has been engaged in newspaper work in Michigan for the last twenty-five years, having been connected with papers in Traverse City for eighteen years in addition to serving on the staffs of Grand Rapids, Detroit and Lansing publications.

H. A. Ballenger, his predecessor, has taken the city desk at the Port Huron Times-Herald.

E. D. Cowles, Michigan's oldest active newspaper man, will continue with the Tribune as editor-in-chief.

Philadelphia Girl Wins Scholarship.

Miss Gladys Palmer, daughter of R. O. Palmer, pastor of the Berachaha Non-sectarian church on North Twenty-ninth street, Philadelphia, who is a pupil in the Philadelphia Girls' High School, has won a Joseph Pulitzer scholarship at Barnard College, in a competition with twenty-four other girls.

NORTHWESTERN NEWS.

Spokane Ad Club Luncheon Attended by Over 300 Persons—Newspaper Men Make the Speeches—Inland Empire Press Meets Sept. 16—A Few Timely Personals from the Newspaper Field in the Northwest
(Special Correspondence.)

Spokane, Wash., July 24.—Spokane newspaper men had a day all their own at the Ad Club luncheon last Wednesday when both the business and editorial sides were given a free feed and an opportunity to talk. A. O. Loomis, advertising manager of the Spokesman-Review, was chairman of the day. The persuasive invitation sent out drew a crowd of 300, despite the warm weather. The chairman didn't call on one advertising man to speak, leaving this delicate task to the "journalists." Stoddard King, just home from Yale with a brand-new line of salve, proved that a college course is sometimes helpful in developing post-prandial eloquence. Bert E. Hilborn came to bat for the Chronicle with an address of thirty words, and Roy Emerson Webster for the Press read his. Otherwise the luncheon was a good one.

The second annual meeting of the Inland Empire Press Association will be held in Spokane Tuesday, Sept. 16, the second day of the twentieth annual Interstate Fair. Dale Strong, editor and publisher of the New West Trade, is arranging a program of community development topics, in which the Spokane country editors have taken much interest the last year. George Fields, editor of the Moscow (Idaho) Post, is president of the association, and N. Russell Hill, editor of the Lincoln County Times at Davenport, Wash., is secretary.

Members of the Spokane Ad Club have organized the Vantor Club among members planning to attend either the convention of the Pacific Coast Advertising Men's Association in Vancouver, B. C., or the National convention in Toronto next year. L. E. Shears is chairman of the club.

Chester L. Wynn, secretary of the Rotary Club and a newspaper man well known in Spokane, Philadelphia and Tacoma, has been appointed publicity agent of the Spokane Interstate Fair, a position he held with marked success.

Ren H. Rice, until seven years ago a newspaper man of long experience in Tacoma and Spokane, is back on the Spokesman-Review. Rice left the Review seven years ago to become secretary of the 150,000 Club and later secretary of the National Apple Show.

Claud Pratt has sold the Leader at Molson, Wash., to L. Darlington, who has had charge of the shop during the five weeks of Pratt's ownership. He is the third owner and eighth editor of the Leader in nine months.

The Banner is the name of a weekly paper started at Withrow, Wash.

Macon News Guests in New York.

Twelve young women, guests of the Macon (Ga.) Daily News, arrived in New York on Wednesday for a week's stay. They are the winners of a circulation contest conducted under the direction of John Paul Jones, the circulation manager. The party is stopping at the Hotel Bristol in West Forty-ninth street, and includes Misses Mattie Reese, Neil Rodriguez and Lora Benson, of Macon; Clio Jones and Meta McDonald, of Port Valley; Lemma Stevens, of Haddock; Lila Broadfield, of Nona; Lillie Mae Benby, of Hawkinsville; Annie Lou Butler, of Vienna; Carrie Spence, of Swainsboro; Clio McCray and Mrs. Annie Phelps, of Dublin.

Guests of Pittsburgh Post Abroad.

Two parties of young women who are touring Europe, one for six weeks and the other for eight, as guests of the Pittsburgh Post, have arrived in London from Canada. Some time this week they will leave for Holland.



KATHERINE M. STILES,
MANAGING EDITOR OF THE MENOMINEE (MICH.) HERALD-LEADER.

PRESBREY EXPECTS BOOM. WOMAN IS MANAGING EDITOR.**Thinks That the Autumn Will Bring Good Business.**

The New York American on Tuesday printed a cable dispatch from London giving an interview with Frank Presbrey, the New York advertising agent, in which he says:

"The effects of the Tariff bill already have been fully discounted. My business is to place businesses, and the experiences of the last two months have assured me that we are in for a strong autumn trade boom.

"I believe the Tariff bill will pass without material alteration, but I am not so sure regarding the Currency bill this season.

"Personally, as a director in a couple of banks, I believe the Currency bill is bound to cause a slight temporary dislocation of business, but the effects are sure to be eventually beneficial."

Fire Threatens Hearst Papers.

A fire on the fifth floor of the twelve-story Rhinelander building, No. 2 Duane street, on June 27, routed night workers in the press rooms of the American and Evening Journal and stopped the wagon delivery service. The damage, estimated at \$10,000, was done principally to the bookbindery of Williams & Co.

May Issue a Morning Edition.

The Manchester (N. H.) Mirror, an evening newspaper, contemplates issuing this fall a morning edition in response to the unanimously expressed desire of the New Hampshire Republicans for a party organ. The Mirror has constantly and consistently supported the Republican party since the beginning of the Civil War.

Destinies of Michigan Daily in Hands of Titianesque M. E.

To be perhaps the only woman in the United States who is the managing editor of a prosperous and influential daily newspaper is no mean distinction. This honor seems to belong to Miss Katherine M. Stiles, of Menominee, Mich., where she runs the Herald-Leader and likewise finds time to act as correspondent for a score of daily papers in Chicago and other cities. In brief, Miss Stiles is a fine example of a "live wire" woman journalist who puts the punch into her professional endeavors.

Miss Stiles succeeded William Francis Traves, for many years managing editor of the Menominee Herald-Leader, who recently succumbed to gangrene of the lungs. She recently reported for her paper and others the Roosevelt libel case in Marquette, Mich., and the Chronicle of that city said of her:

"For a time Miss Stiles was editor, managing editor, city editor and exchange editor of the Herald-Leader, and gave one of the best exhibitions of the newspaper ability ever demonstrated in the Upper Peninsula. For a period of several weeks the Menominee Herald-Leader, editorially, was managed and sent to press by Miss Stiles, almost single-handed. Miss Stiles is not only a good newspaper woman, but in stature she is almost equal to one 'Chris' Hagerly of the Associated Press. It is a cinch that whoever came in to 'lick' the editor of the Menominee Herald-Leader during her reign, changed his mind on confronting the splendid physique and ruddy cheeks of the woman editor in charge."

In answering ads, please mention THE EDITOR AND PUBLISHER.

FREE PAPER GOES UP.

Alexandria (Va.) News, Established March, 1912, Suspends Publication—Owners Had Depended upon Advertising Income to Pay Bills—Paper Given Away—A Number of Reasons Stated for Its Demise.

That no paper, regardless of the size of the community in which it is published, can exist without the help of the income, no matter how small, derived from the circulation department, seems to be demonstrated by an experiment that ended disastrously near Washington, D. C. While in this case the city in which it was published was of less than 20,000 population, the principles are the same in every city, large or small.

In March, 1912, in the little town of Alexandria, Va., seven miles from Washington, the publication of the Alexandria News was launched by L. J. De Motte, John De Motte and A. R. R. Onyun. It was founded, principally, as an experiment on an entirely unique principle; it was to derive its entire income from advertising alone. To this end an arrangement was made with the Washington Times, the paper having the largest circulation in the Virginia town, and the News was inserted in the Times each day, and both papers sold and delivered for one cent, this money going to the Washington paper, which was only interested to the extent of the circulation to be gained through the clubbing offer. This arrangement proved an entire success from the start, and the circulation of the News rose to 2,500 daily, the fact that the two papers were sold for the price of one proving a strong feature.

PAPER GETS A SETBACK.

Unfortunately, soon after the birth of the News, a break in local politics came, and the new paper sided with a new political faction composed of several disgruntled, self-styled "progressives," who proved to be in the minority. This gave the paper a stiff blow.

About this time the Washington paper withdrew from the clubbing arrangement, and the News then entered into a similar arrangement with the Washington Star, but this soon proved unsatisfactory. The original ownership withdrew and the paper was taken over by a local stock company, most of the members of which had no newspaper experience but adopted the paper as a means of political furtherment. With the reorganization the paper adopted the plan of "standing on its own bottom" and withdrew entirely from the clubbing offer. Thereafter the paper was sold on its own merits. But the experiment had lasted too long, large inroads had been made into the working capital, and although it struggled a few months longer it was finally given over to the hands of the receivers. These officials, after a hurried examination, found no other course open but to suspend publication, and the last issue of the paper appeared July 24.

While this is only the story of a small town newspaper, yet it is unique and goes to prove the oft repeated principle that circulation income, while small, is absolutely necessary to every paper that hopes to exist, even those whose advertising receipts are depended upon to a great extent to defray the cost of publication.

Writer Maimed by Safety Razor.

Grantland Rice, a writer on baseball for the New York Evening Mail, has recovered from an operation at St. John's Hospital, St. Louis, Mo., performed after he had cut a tendon of the left hand while sharpening a safety razor blade on board a train from New York. Mr. Rice was sharpening the razor blade when the train gave a sudden lurch, tearing the strap from its fastening, and the blade severed the tendon of the third finger.

MCCORMICK'S ANSWER

REFUTES CHARGES AGAINST HIMSELF AND CHICAGO TRIBUNE IN MURDER CASE.

State's Attorney Maclay Hoyne Had Attacked Him in Letter to Employes and Had Instructed Them to Refuse to Give News to Reporters—The Annenberg-Belford Murder the Basis of the Accusation.

State's Attorney Maclay Hoyne, of Chicago, on Monday sent a letter to his several assistants in which he said:

"Early Sunday morning on the 14th day of July Max Annenberg, circulation manager of the Chicago Tribune, a notorious gunman and slinger, shot down in the public highway, without provocation or excuse, a citizen named Alexander Belford."

Continuing, he alleged that before any steps had been taken to secure evidence for the prosecution of Annenberg, a meeting had been held at the Tribune office, at which were present R. R. McCormick, Edward S. Beck and other officers and employes of the Tribune. At this meeting, he states, it was decided to make Annenberg's case the Tribune's case. He further alleged that Mr. McCormick gave instructions to the managing editor to run, as soon as Hoyne took up the case and showed his teeth, cartoons and articles showing the latter in the position of protecting gambling in the city. Further, the State's Attorney instructed his assistants to treat the Tribune editors and reporters as in sympathy with crime and criminals and to refuse all information to them.

In reply to Mr. Hoyne's statement to his assistants, R. R. McCormick, publisher of the Tribune, said:

"The statement of Mr. Hoyne is absolutely untrue. Mr. Hoyne gave it out knowing it was untrue. When he called Annenberg a slugger and gunman he committed a cowardly criminal libel—cowardly because as State's Attorney he is immune from prosecution.

"He has brought before him witnesses to the assault on Annenberg, which led to the shooting, who made it plain that the shot was fired in self-defense. These persons he has browbeaten and insulted and he has refused to have their testimony given before the Grand Jury.

"His statement regarding Mr. Beck and me is false, and he made it knowing it to be false, because witnesses that he called before him told him so.

"The circumstance governing Mr. Hoyne's conduct is that he is occupying the office of State's Attorney by fraud and is conscious of the fact. He has been exposed by the Tribune and the hidden details of his fraudulent election are now being brought out by the Special Grand Jury. The spleen that he is showing now is merely the venom of exposed guilt."

Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in May 33,524

Net Average in Topeka in May 9,622

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas.

Arthur Capper
TOPEKA, KAN. Publisher

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

DINNER TO EDWARD P. CALL.

His Associates on the Times Give the New Business Manager of the Journal of Commerce a Send Off.

Edward Payson Call, assistant business manager of the New York Times, was tendered a dinner Wednesday evening by the members of the business, advertising and editorial departments, the occasion being his farewell to the Times, as on Friday he assumed the position of business manager of the Journal of Commerce. The dinner was served in the Times restaurant in the Times annex, and was attended by forty-eight of Mr. Call's associates.

The toastmaster was J. S. Richardson, of the advertising department, and the presentation speech was made by "Judge" James Molony, who announced to Mr. Call the delivery of an especially fine large armchair at his residence in Larchmont Manor, and who extolled the virtues of the guest of the evening in a manner that won for both Mr. Call and Mr. Molony general applause.

Laudatory speeches were made by Louis Wiley, business manager, who returned Wednesday morning on the Olympic from a five weeks' trip to London and Paris, and who spoke in praise of Mr. Call's four years as advertising manager, and later as assistant business manager; also by Thomas D. Taylor, advertising manager; H. H. Weinstock, auditor; Edwin S. Friendly, H. M. Wilcox, Kendall B. Cressey, Howard A. Studley, Robert S. Muller, who left on Saturday to enter the agency business in Montreal; Benjamin Ury, Arnold Sanchez and others. Complimentary remarks were also made about Adolph Stark, who is returning to his former home in Cincinnati to take a position on the Enquirer.

CUMBERLAND EDITOR SUED.

Lawyer Whom He Had Criticised Wants to Collect Libel Damages.

(Special Correspondence.)

CUMBERLAND, Md., July 30.—Angered at an editorial criticism in the Cumberland Press of his action in attempting to have the bail of an alleged negro white slaver, accused of enticing a fifteen-year-old white girl to leave her home on the farm and come to the city with him, on the promise that he would obtain her a job, reduced from \$1,000 to \$500, David A. Robb, former State's attorney, has sworn out three warrants charging Custer Field, the editor of the Press, with criminal libel.

Mr. Robb is familiar with criminal libel proceedings, having lodged a New York Journal reporter in jail during the Twigg-Elosser case in Cumberland two years ago, and having previously jailed the editor of a weekly paper in Lonaconing, Md. The second and third warrants were sworn out on articles in the Press, replying to Mr. Robb's public statement that the Press had offered to retract, which statement the editor of the Press emphatically denied.

Less than a week after the serving of the first warrant, the United States authorities on July 28, obtained the negro from the county authorities, and the United States white slave officer demanded that the bail be fixed at \$2,500. It was fixed by the United States commissioner at \$1,500. The libel suit against Mr. Field goes to the grand jury in October.

Business Men as Editors.

The Huntington (Ind.) Press for two mornings last week was written and edited by a force of editors chosen from the Commercial Association of that city. The editor-in-chief was J. W. Caswell, president of the club; the managing editor, C. B. Williams, president of the Huntington Business College; the advertising manager, B. J. Bartlett, owner of a trucking business. One of the reporters was the leading undertaker of the town, and another was the mayor. The new staff did surprisingly good work, in spite of their inexperience.

NEW PUBLICATIONS.

METALINE, Wash.—The Metaline Democrat has been launched by W. A. Logue.

FAYETTEVILLE, Tenn.—W. R. Pylant issued last Thursday the first edition of the County Times.

LISBON, N. D.—Prohibitionists have issued here the North Dakota Standard.

SALEM, Ore.—A labor paper will be issued here in the near future by A. C. Sellers, with the indorsement of the Central Labor Council of Salem.

PITMAN, N. J.—The South Jersey Progressive, a new weekly, is headed by Charles F. Lesinger.

NORRISTOWN, Pa.—Publicity is the title of a new weekly published here by the Washington party. It is the intention to convert the paper into a daily as soon as practicable.

SYRACUSE, N. Y.—The Union Leader, making its first appearance here this week, is edited and published by Mrs. B. H. Bishop. The Leader is a labor organ.

TARPON SPRINGS, Fla.—A newspaper in the Greek language will be published here in the near future.

MILWAUKEE, Ore.—J. F. Norvell has just announced that he will publish here in the near future the Milwaukee Sentinel.

OMAHA, Neb.—The Saturday Socialist is the title of a new publication, of which J. E. Shaffer will be the editor.

SELINGROVE, Pa.—The Northumberland Legal Journal is a law publication just started by Charles K. Morganroth.

FALL RIVER, Mass.—The Portugal America will be the name of a new publication to be issued here soon in the Portuguese language.

RACINE, Wis.—The Racine Daily Call will make its appearance about Aug. 1.

NORTH ADAMS, Mass.—Spiritualists will issue here soon the National Spiritualist Alliance Weekly. It will be an eight-page paper.

Guarantee to Advertisers!

The Hartford Times.

HARTFORD, CONN.

Guarantees 50 per cent. more net cash paid circulation than that of any other Hartford paper.

An analysis of circulation will be sent to anyone upon request.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

Circulation Notes.

The Charles Levy Circulation Co. has begun the distribution of the Hearst group of magazines in Chicago, under the supervision of the Chicago Examiner. The first distribution was made Monday with August Hearst Magazine.

A Live Daily in a Rich Territory

The State Journal of Frankfort, Ky., has the distinction of being the only newspaper published in the capital city of the Bluegrass Commonwealth.

It is issued daily, except Monday, and covers not only the city of Frankfort, but the surrounding territory, comprising a rich agricultural community, with which it is connected by a network of interurban lines—the hallmark of prosperity.

We have just completed the construction of a new plant to replace that destroyed by fire several months ago. We have a substantial building of brick and concrete construction, giving us 10,000 square feet of floor space, and are in a position to offer advertisers the best of service.

For complete information about ourselves, our field and our proposition, address

The State Journal
Frankfort - Kentucky

Complete Newspaper Equipment For Sale

The entire mechanical and office equipment of the

Trenton True American

including complete Press Room, Stereotype and Composing Rooms, with eight Rebuilt No. 1 and one New No. 8 Linotypes, capable of producing a daily 16-page paper of 15,000 to 20,000 circulation, was recently purchased at Receiver's sale by the

BROAD ST. NATIONAL BANK

and is now for sale in whole or in parcels.

Write for a copy of the 16-page paper produced by this plant, copy of the Inventory and appraisal of the Receiver, Price and Terms.

JOHN M. HODGSON, Agt.

True American Bldg., 14 N. Warren St., Trenton, N. J.

This Page Is Addressed to Business Men Who Employ the Advertising Columns of Publications to Make Known to the Public What They Have to Sell.

THE New-York Tribune has broken away from custom in establishing a new business programme, which becomes effective on August 1.

It has been the custom for newspapers, particularly in New York, to follow an advertising practice which the new New-York Tribune has departed from because it believes:

First—That a newspaper should safeguard its readers by refusing to print advertisements that are not honest.

(The New-York Tribune has always tried to do this, but now it takes a step further which all honest advertisers will indorse.)

Second—That a newspaper should adjust its rate card so that all advertisers, local and general, big and little, will have equal opportunity to state their case to its readers at practically the same cost.

Regarding the integrity of the advertising The New-York Tribune will print (making due allowance always for unavoidable mistakes), it is intended that readers shall have full assurance that what they read in its advertising columns they can believe.

Advertising will be accepted only from business houses of good reputation—not merely from those houses whose financial standing is good. There must be a reputation for dealing on the level with the public.

The New-York Tribune will not attempt to tell advertisers what kind of copy they shall use in their advertisements. The only understanding between the advertisers and the New-York Tribune will be that their advertisements shall state facts.

This is important, since the New-York Tribune will guarantee the integrity of its advertisers to its readers.

The platform that both the New-York Tribune and its advertisers will stand on is a very simple one. It is merely one of individual honor, and that should not be difficult.

The New-York Tribune believes that 90 per cent. of men engaged in business intend to do the right thing by the public. It wants to protect them against the false and exaggerated statements and claims of the other 10 per cent. One dishonest advertisement among ten honest advertisements casts a doubt on the integrity of the ten good ones. It is intended that there shall be no doubt in the minds of New-York Tribune readers about any advertisement printed in its columns.

Advertising has tremendous pulling power when it is believed. It has none when it is disbelieved. Obviously the most effective advertising is truthful advertising. It is also the most valuable. Advertisers can afford to pay more for it.

Now, a brief analysis of The New-York Tribune's new rate card, showing how all advertisers, wishing to certify to the accuracy of their statements, may operate.

The small display advertisers, using a space of twenty lines, can come in four times a month at a cost of 24 cents a line, or \$4.80 each insertion, or \$19.20 for one month. If he wants to come in every month in the year it will cost \$230.40.

A 20-line advertisement 8 times a month will cost 23 cents a line, or \$4.60 each insertion, or \$36.80 for one month. For twelve months it will cost \$441.60.

A 20-line advertisement 12 times a month will cost 22 cents a line, or \$4.40 each insertion, or \$52.80 for one month. For twelve months it will cost \$633.60.

A 20-line advertisement 16 times a month will cost 21 cents a line, or \$4.20 each insertion, or \$67.20 for one month. For twelve months it will cost \$806.40.

A 20-line advertisement 20 times a month will cost 20 cents a

line, or \$4 each insertion, or \$80 for one month. For twelve months it will cost \$960.

The advertiser may use more than 20 lines each insertion or more insertions, but the rate will be the same as quoted.

Advertisers who prefer to operate on a space basis instead of an insertion basis will get the following rates;

2,000 lines within a month, 24 cents a line, \$480 for a month; for twelve months, \$5,760.

3,000 lines within a month, 23 cents a line, \$690 for a month; for twelve months, \$8,280.

4,000 lines within a month, 22 cents a line, \$880 for a month; for twelve months, \$10,560.

5,000 lines within a month, 21 cents a line, \$1,050 for a month; for twelve months, \$12,000.

6,000 lines within a month, 20 cents a line, \$1,200 for a month; for twelve months, \$14,400.

The advertiser may use more than 6,000 lines in any one month, but the rate is the same. There is no average of space for twelve months.

Each month automatically closes its own business. A bill is rendered for the space or insertions used in that month. A new month represents a new transaction.

Observe that the small advertiser, going in 20 times or more a month with a 20-line advertisement, pays the same rate—20 cents a line—that the advertiser using 6,000 lines or more a month pays.

The rates quoted are from the base rate of 25 cents a line for display advertising, run-of-paper.

If pages 2 or 3 or outside page of either daily or Sunday Tribune is desired by advertisers, add five cents a line to the rates quoted—that is, the rates become 29 cents, 28 cents, 27 cents, 26 cents, 25 cents a line, according to insertions or space used.

If position is desired by advertisers, either a run-of-paper rate or selected page rate, there is an additional charge of 10 cents, 15 cents, 20 cents, 30 cents and 40 cents a line, according to the kind of position wanted, which is fully explained on the new rate card.

There are departments of advertising, costly to maintain, that are specially noted on the new rate card. They carry rates that vary from 25 cents to 50 cents a line.

All classified advertising, except classifications noted in special departments, is charged at 20 cents a line, giving the small advertiser, who runs three times a week, a rate of 18 cents a line, and a rate of 15 cents a line if he runs seven times a week. These small advertisements, set in plain type, are charged on the count line basis, averaging seven words to the line.

Classified advertising carrying display type, like Real Estate, Steamboats, etc., all start at the rate of 20 cents a line. They earn a rate of 18 cents a line if 250 lines are used within a month; they earn a rate of 15 cents a line if 500 lines are used within a month. The charge is made on the agate line basis.

The new rate card of the new New-York Tribune is easy to understand. After reading it over once the advertising agent or advertiser has no doubt in his mind as to how he may operate.

The New-York Tribune is a newspaper published to meet the best traditions of the American people. Every reader is an asset of the paper and a desirable patron for the responsible advertisers. Its rates are fair for the service it can render. The rates will be maintained just as rigidly as will the policy of printing only trustworthy advertisements. If The New-York Tribune reads aright the signs of the times in the business world, its new business programme will be welcomed by local and general advertisers as representing their ideals.

New-York Tribune

NEW-YORK, SATURDAY, JULY 26, 1913. 14 PAGES. PRICE ONE CENT

ALL SQUARE FOR DAVIS CUP MATCH

McLaughlin Beats by Paris in Five-Set Struggle but Williams Fights His Way to Victory

LAWN TENNIS OF THE BEST

English Girls Beat Americans Champions May Have Lost by an Error of Judgment in the Fourth Set

PINT OF BLOOD TO FRIEND

Friend Transformed from Friend to Enemy in the Heat of the Battle

TORN BETWEEN PARENTS

Girl, Whipped at Baseball, Torn Between Parents

FINDS NEARLY 40 YEARS

Woman of Whom Steve Had Been Lost Discovered with Steve

ELOPES WITH GIRL OF 14

Man, 25, Takes Her Away in an Act

RUSSIA PERMITTED TO OCCUPY ARMENIA

Angry Take This Means of Compensating Turkey in Case of Peace

WES WILLE ENTERTAINING

Mr. George F. Davis Hosts at Harbor Grand Friends

RUMOR OF TRAIN SHOOTING

Four Beliefs Filled by Guards and One Carpent Wounded in Accident—Report Denied by Official in Charge—No One Injured

SO WORN BY ROOTS

Auburn Is Haven for Sixty Mothers from Sing Sing Submissively Call Prison Super and Warden Chance to Sleep

HOWARD ELLIOTT HEADS NEW HAVEN

President of Hartford Parents League Wins War Appointment—Single Power Over City After September 1

OPEN DOOR, NEW POLICY

Stark Goes Up to Point Be Five Steps War Appointment—Single Power Over City After September 1

CHICKEN LAND PARTY RETURNS TO ST. JOHN'S

Party of 100 Returns to the Harbor Ship Eric's Boat at Wharf

THIRD DEATH MYSTERY AT HAMILTON LODGE

John D. Sargent Found, Self-Slain, in Cottage of Former

WIDOWLY VERY DIBBET BASS

Man, 70, Found Dead in Apartment

DISCOVERED FOR EVIDENCE

Man Found Requiring Health Certificate Before Starting

AMBASSADOR HENRY LANE WILSON

Photographed on his arrival here from Mexico yesterday



WILSON ANGRY; ARRIVAL IGNORED

Ambassador to Mexico, Welcomed by Scores of People and State Department, Held Washington Trip

FACES HOTEL'S CORRIDORS

Finally Decided to Go to the Hotel and Stay in Room

ADVERTISING

Advertisement rates and terms.

ADVERTISING

Advertisement rates and terms.

ADVERTISING

Advertisement rates and terms.

ADVERTISING

Advertisement rates and terms.

ADVERTISING

Advertisement rates and terms.

ADVERTISING

Advertisement rates and terms.

LEADING CARTOONISTS OF AMERICA

Winsor McCay, of the Hearst Publications.

Two things have made Winsor McCay famous: A technique that has not been surpassed in the world of newspaper cartoons and illustrations, and an imagination that seems limitless. His work has charms that are all its own, and its range of subjects rivals that of the

human in spite of their sojourn in a land of unnatural proportions and institutions. For a man who dwells in the unreal as much as he does, Mr. McCay manages to pay much attention and tribute to versimilitude; more so in fact than do the cartoonists who busy



WINSOR McCAY,

CREATOR OF LITTLE NEMO AND OTHER POPULAR CARTOON CHARACTERS.

1001 night tales. The Arabian story teller never took such flights of fancy as does the creator of "Little Nemo" and "Land of Wonderful Dreams."

The fact that Mr. McCay relies for effect upon a well-drawn and well-told story has made his recourse to rougher phases of cartoon humor unnecessary. To be sure, Little Nemo does fall out of bed, as a rule, and Flip now and then betrays a weakness for horseplay or worse, but on the whole the McCay characters are gentle folk and very

themselves with real people and real landscape.

Mr. McCay would have made a first-class architect, had he willed it. The reference to his willing it is made here to show that he is the creation of his own will and could have been virtually whatever appealed to him. Years ago he painted street signs in Chicago, a job not greatly conducive to the development of art in a man. Later he put in some time in Ohio city drawing posters that were to advertise a vaudeville house. While thus engaged a local editor became interested in the work of young McCay, and soon, thereafter, he was turning out cartoons on a small salary. Later on Mr. McCay joined the staff of the New York Herald, creating "Little Nemo," "Dreams of the Rarebit Fiend" and "Dull Care." Into the latter Mr. McCay managed to mix a whole lot of sound philosophy, strongly tinged with a stoicism that would have delighted the heart of a Zeno.

Since then Mr. McCay has gone over to the Hearst forces. "Little Nemo" still indulges in his dreams under a different caption, and now and then his paternal prototype suffers in "Midsummer Nights Dreams," being still fond of cooked cheese and ale, and other equally indigestible things. More recently Mr. McCay has tried his hand at cartooning seriously. The result has been a very happy one, and if Mr. McCay can be induced to turn out more material of that sort he will soon become as famous in this department as

he is in the one to which he at present belongs.

Mr. McCay relies entirely upon simple lines, and is one of the first cartoonists, if not the very first, who gave their work plastic effect by surrounding objects with a line somewhat heavier than those used to show details.

A little while ago Mr. McCay attempted and carried through an undertaking for which the average artist would have considered life entirely too short. The task was one requiring infinite patience and close study. It consisted of some 8,000 colored cartoons of Little Nemo and his companions in the Land of Wonderful Dreams, showing them in a typical colored comic adventure. When the cartoons had been drawn they were converted into a moving picture film—with surprising effect. So closely had Mr. McCay studied the movement of the human body that Little Nemo and the others came to life in the most natural fashion. Since then the artist has repeated this in a typical comic, showing the relations of a man asleep and a gluttonous mosquito in search for breakfast.

Mr. McCay lives at Brighton Beach throughout the year, and has the reputation of being the best of fathers and husbands, and a friend one is proud to have. He is about 40 years of age, quiet, the owner of a sociable disposition and keen sense of humor. His principal hobbies are making pictures and boating a little. The fact that he is the proud father of a most promising boy and girl is said to be responsible for the fine delineations of child life he has given in his comic serials. Little Nemo, and the little princess actually exist after all. Nemo is now about 14 years of age, and the princess is said to be nearly 16—ages they have in the "Land of Wonderful Dreams."

DEATH OF JOHN O'CALLAGHAN.

(Special Correspondence.)

Boston, July 31.—John O'Callaghan, national secretary of the United Irish League of America, and for more than twenty-five years a valued member of the staff of the Boston Globe, died at his home in Brighton last Sunday at the age of forty-eight. Messages of sympathy were sent from all over the country and from many of the Irish members of the British Parliament.

The funeral services were held at St. Columbkille's Church, Brighton, on Wednesday and were attended by a large throng, including many prominent officials of Massachusetts, including Mayor Fitzgerald, of Boston; Mayor Barry, of Cambridge, and Mayor Duane, of Waltham.

John O'Callaghan was a reporter of the old school and was one of the most popular men "in the game" in Boston. He was born in Ireland and worked on Cork and Dublin papers until he was forced to leave the country on account of the views he expressed. He came to Boston and went to work on the Globe.

Although living in America, O'Callaghan never ceased to work for the cause of home rule for Ireland, and in this fight he was allowed to use the columns of the Globe freely. Anything that he wrote on the subject was always read with interest, as he was an authority on all the phases of the battle which is not over yet. Two years ago he was in Ireland and England, and wrote long dispatches for the Globe on the fight in the House of Commons.

The Rome (Ga.) Daily Press has suspended publication. Laborers' liens hastened the end. The paper was edited by Claude H. Porter and managed by W. Lindsey Wilson.



TEACHING THE YOUNG IDEA HOW TO CHUTE.

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.



The Knickerbocker Press

LEADS ALL THE REST

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS	-	1,572,858 lines
Times-Union	- - - - -	1,512,910 lines
Journal	- - - - -	1,036,840 lines
Argus	- - - - -	322,448 lines

THE KNICKERBOCKER PRESS leads the Argus by	- -	1,250,410 lines
THE KNICKERBOCKER PRESS leads the Journal by	- -	536,018 lines
THE KNICKERBOCKER PRESS leads the Times-Union by	-	59,948 lines

Remember, The Knickerbocker Press Leads in All That Is Worth While!

The Knickerbocker Press

ALBANY, N. Y.

JOHN M. BRANHAM CO., Representatives

Brunswick Bldg., NEW YORK

Mallers Bldg., CHICAGO

Chemical Bldg., ST. LOUIS

BALTIMORE JOTTINGS.

German American Publishing Co. Takes Over the Sonntags Post—Edward H. Pfund Becomes General Manager—Press Club in New Quarters, Now Has 141 Active Members and 50 Associate Members

(Special Correspondence.)

BALTIMORE, July 30.—The Sonntags Post, a German Sunday paper, which was founded in 1860, and is the oldest Sunday newspaper in the German language in Baltimore, has been taken over by the German-American Publishing & Printing Co., of which Arthur M. Doemmel is president, and Edward H. Pfund secretary and treasurer.

The Sonntags Post appeared last Sunday, July 21, in its usual form and will be improved from time to time. The subscription price will be the same as before—5 cents a copy.

Mr. Pfund, formerly editor of the Daily Journal (German), was prevailed upon by a number of German-Americans prominent in commercial and political circles throughout the State to assume the management of the paper.

The Baltimore Press Club has entered upon a new lease of prosperity by the removal of its club headquarters from 212 West Franklin street to a newly equipped building at 211 East Fayette street. The former headquarters were nearly a mile from the immediate vicinity of the newspaper publishing center. The newly located rooms are within three blocks of all the daily papers of the city.

The club has an enrolled membership of 141, and nearly fifty associate members. The club was organized in the fall of 1911, succeeding the Journalists' Club, which was in existence since 1880. The club's annual entertainment is always a big feature and is attended by the distinguished men of Maryland. The periodical functions of the club are novel in character and attract considerable attention.

Recently an unique performance was given in the club building by a score or more Arabs attached to the spectacular production, "The Garden of Allah." The performance was entirely out of the ordinary. The Arabs gave exhibitions of games and amusements they indulge in at home in the desert, including unique methods of wrestling, sleight-of-hand, handling native weapons, dancing, etc. A specially prepared lunch was provided for the party, which included chicken sandwiches and coffee. Three of the party, however, had no scruples about drinking beer. They said they were no longer heathen, but Christians, hence the food and drink of Christian civilized people was not taboo—including pig-meat and alcoholic beverages.

The officers of the Baltimore Press Club are: President, John B. Musgiller, of the News; vice-president, Col. Clinton McCabe, of the News; secretary, Word H. Mills, special writer; financial secretary, E. Lester Muller, of the American; treasurer, Harry W. Neepier; attorney, Isidor Goldstrom. On the board of governors are Charles B. Weiss, of the Star; Edward H. Pfund, of the Sonntags Post; Howard S. Briscoe, of the Sun, and Lloyd Morrison, of the Star.

W. H. M.

University Asked for Ad Course.

Syracuse University will be requested by the Associated Advertising Clubs of America to introduce into its curriculum a lecture course on advertising. The committee on schools and colleges of the Associated Clubs have planned the establishment of advertising courses in the leading American universities, and Syracuse has been chosen as one of prime importance in New York State. The idea is to furnish helpful instruction to students who expect to engage in publicity work after graduation.

The Phillipsburg (N. J.) Post, established in 1892, has been suspended.

PRESS CLUB NEWS.

The Maine Daily Newspaper Association met in Lewiston last week. No business was transacted. Those present were: Oscar R. Wish, of the Portland Argus; Frank Morton, of the Portland Express; F. B. Nichols, of the Bath Times; E. M. Morrill, Gardiner Journal; C. F. Flynt, Kennebec Journal; W. B. Reed, Bangor News; M. R. Horrigan, Bangor Commercial; L. B. Costello, Lewiston Sun; W. A. Pidgin, Lewiston Journal.

Members of the Boston Newspaper Club have not ceased talking about the good time they had on their outing to Marblehead recently. They were pro-

things hum. No sooner had he been installed than he sent a circular letter to each member of the club calling on him for a prompt and energetic support of the club and asking for suggestions. One of these was a building fund by which it is proposed to erect a permanent home for the Pittsburgh Press Club, and another was an entertainment at the club, a cabaret night, which was a great success. City and county officials and well-known citizens besides the newspaper men enjoyed it.

At a supper given last Saturday in the wee sma' hours of the morn, the New Orleans Press Club was organized, amid great enthusiasm, cold meats, liquid refreshments and smokes.



MEMBERS OF BOSTON NEWSPAPER CLUB AT MARBLEHEAD.

Bottom Row (Left to Right)—George M. Dimond, assistant city editor, Globe; William U. Swan, Associated Press; John W. Carberry, Globe; Michael E. Hennessey, Globe; George Perkins, Globe; R. L. Longley, Globe; John Buchanan, Globe; John Cutler, who makes up the Transcript, and Percy Harrison, Boston correspondent of New York Sun.

Middle Row—John Barrows, Transcript; Edwin Reynolds, Globe; George L. Walker, Boston Commercial; W. D. Sullivan, city editor, Globe; Charles Lee, Commercial; Henry Claus, Transcript; Frank H. Cushman, city editor, Record; Walter E. Barnes, Globe; Jacob C. Morse, formerly of Herald; Charles Alden, guest; George B. Gavin, assistant day editor, Globe; Charles Towne, editor, Cambridge News, and Russell Crane, Cambridge News.

Back Row—Leverett D. G. Bentley, Boston correspondent, New York World; Benj. F. Felt, Herald; Carl Barrett, sporting editor, Record; Frank P. Sibley, Globe; Robert H. Newcomb, press agent of N. Y., N. H. & H. R. R., and Thomas J. Feeney, publicity manager, New England Tel. & Tel. Co.

vided with a special trolley, which started from Post Office square, Boston, at 4 o'clock, and took them on a delightful ride along the North Shore. Upon arrival at the old seaside town they immediately started a series of sports and a ball game. All having acquired a large helping of hunger they went to the Adams House and had a fish dinner. There were no speeches but plenty of music. After enjoying the sea breezes for several hours more the sojourners returned to the city.

The semi-annual meeting of the Maryland Press Association has just been held at Ocean City, Md. In the absence of Col. William S. Powell, the president, the meeting was called to order by C. O. Melvin, of Pocomoke City, vice-president. W. M. Halliday was elected president.

Fun ran riot at the carnival given last week by the Press Club of St. Louis in Delmar Garden. Gov. E. W. Major went to the carnival expecting to spend an hour or so and then take a train for Jefferson City. Being a fairly accurate judge of a good thing, he canceled his arrangements for departing and remained for the big show.

The newspaper men of Grayson County, Texas, have been called together for the purpose of organizing a Grayson County Press Association. The first meeting will be held Aug. 5.

Austin Beach, of the Dispatch, recently elected president of the Pittsburgh Press Club, has begun to make

Officers elected were as follows: Herman J. Seiferth, Picayune, president; R. P. Parker, Item, vice-president; Clem G. Hearsey, Picayune, recording secretary, and Stanley W. Ray, Times-Democrat, financial secretary, while the board of directors consists of Sam Sarokin, Item; Rudolph Ramelli, States; C. L. McMullen, States; Guy Housely, Picayune, and David Ewing, Times-Democrat. A quarters and membership committee is doing its best to make the organization worth while.

The Brooklyn Press Club, at its meeting last week, donated \$50 to the Gregory Humes Memorial. Newspapermen are raising funds to endow a bed in a hospital in memory of the reporter who lost his life in a recent railroad wreck under heroic circumstances.

The Southern Iowa Editorial Association has elected the following officers for the ensuing term: President, Harry Keller, Russell Union; vice-president, K. F. Baldrige, Bloomfield Democrat; secretary and treasurer, O. E. Hull, Leon Reporter. Iowa City was chosen as the place for the winter meeting. The association refused to indorse an equal suffrage resolution.

The Houston (Tex.) Press Club last week went on a junket to Hempstead to enjoy a watermelon feast, the Houstonians being the special guests of that thriving community and the Hempstead Business League for the biggest melon cutting event of the year. The assault

delivered on the melons was well sustained, and the loss of melon life was appalling.

The midsummer outing of the Indiana Democratic Editorial Association for 1913 will go into the record as remarkable for several reasons. It had the largest attendance of editors for several years, and every one thoroughly enjoyed himself. It was the best dressed lot of editors and "editresses" that ever assembled under one roof. And it demonstrated that a lot of tin-horn politicians were not able to use the association for their own selfish ends.

The summer meeting of the South Dakota Press Association will be held at Watertown, Aug. 7 and 8.

The Georgia Weekly Press Association held its annual meeting at La Grange, Ga., on July 22-23. Governor Slaton, of Georgia, and Mrs. Slaton were among those attending.

Montana newspaper men are interested in the annual meet of the State Press Association that will be held this year at Kalispell on Thursday, Friday and Saturday, Aug. 14, 15 and 16.

At the forty-first annual convention of the North Carolina Press Association the following officers were chosen for the ensuing year: Clarence Poe, of the Progressive Farmer, president; W. C. Hamer, of the Asheville Courier, first vice-president; J. H. Cowan, of the Wilmington Dispatch, second vice-president; D. L. St. Clair, of the Sanford Express, third vice-president; J. B. Sherill, of the Concord Times, secretary-treasurer; B. H. DePriest, of the Shelby Highlander, historian; William Laurie Hill, of Our Fatherless Ones, poet; R. F. Beasley, of the Monroe Journal, orator. The executive committee remains intact, with the exception of one place; James H. Caine, of the Asheville Citizen, retiring president, was chosen as a member of the committee, to succeed R. M. Phillips, deceased.

W. C. McClintock, of the Tabor Beacon, president of the Western Iowa Editorial Association; F. M. McCabe, of the Logan Observer, vice-president, and C. C. Schaefer, of the Randolph Enterprise, secretary and treasurer, together with E. P. Chase, of Atlantic, have arranged the program for the meeting of the association to be held at Atlantic, Ia., September 19. The meeting promises to be a big one, and will be attended by a large number of the editors.

NEW INCORPORATIONS.

CHICAGO, Ill.—Lutheran Publishing Society of Chicago; capital stock, \$750; to publish missionary paper. Incorporators: Niels Hansen, Laurits Petersen and George Frantzen.

PORT ANGELES, Wash.—The Bee Publishing Co.; capital stock, \$25,000. Incorporated by L. W. Campbell, J. W. Lindsay, et al.

CONCORD, N. C.—The Chronicle Publishing Co.; capital authorized, \$10,000; to publish a newspaper and do other printing.

NEW YORK, N. Y.—Diario Del Salvador Publishing Co., of Manhattan; capital stock, \$250,000. Incorporators: Charles A. Wood, Richard Krause and Louis F. Corea, all of New York.

Municipal Gazette for Sacramento.

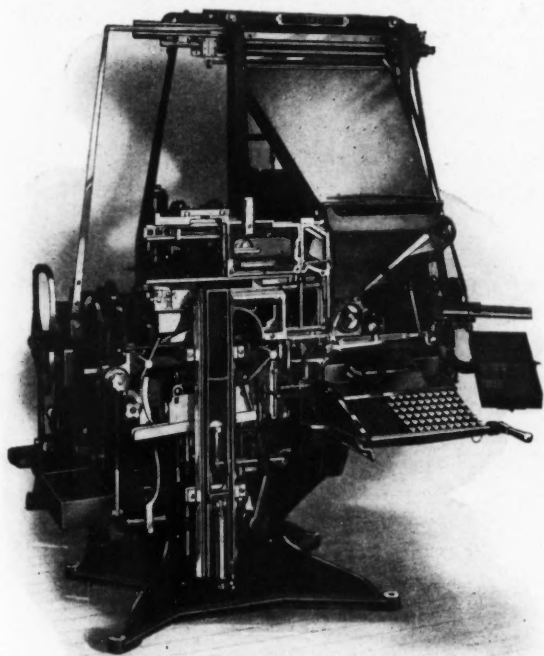
The City Clerk of Sacramento, Cal., acting under direction of the City Commission, is preparing for the publication of a weekly Municipal Gazette, as required by the charter. The Gazette will contain accounts of the commission's actions and also advertising, now done in a daily newspaper. In Los Angeles the municipal paper was abandoned by a vote of the people.

The Barnard Bulletin, suspended for several months, will be reissued by Ove Hazelwood, its former proprietor.

INTERTYPE VS. LINOTYPE

The question of superiority between the INTERTYPE and the Linotype has been definitely settled by INTERTYPE users in all portions of the country.

INTERTYPE



THE ACME OF HIGH QUALITY.

The INTERTYPE has proven its superiority of design and of mechanical construction, its superiority for speed, reliability and economy.

The Monopoly is therefore driven to desperation.

They did not apply for an injunction, which would mean an immediate hearing, but waited till court had adjourned for the summer and then filed a suit for civil action. Our pamphlet entitled "INTERTYPE vs. Linotype" exposes the Monopoly's latest attempt to intimidate printers and publishers.

Every purchaser of an INTERTYPE is absolutely protected from all danger of suits from patent infringement.

Before paying monopoly prices for inferior machines, write us for the facts.

INTERNATIONAL
TYPESETTINGMACHINE CO.

World Building
New York, N. Y.

Rand-McNally Bldg.
Chicago, Ill.

316 Carondelet St.
New Orleans, La.

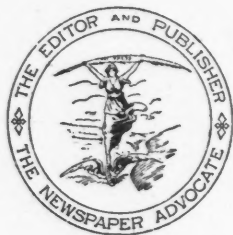
86 Third St.
San Francisco, Cal.

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, 4330 Beekman. Issued every Saturday. Subscription, \$2.00 per year; Canadian, \$2.50; Foreign, \$3.00.



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

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

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

World Building, Tribune Building, 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.

New York, Saturday, August 2, 1913

CAN PRESS AGENTISM BE SUPPRESSED BY LAW?

A bill has been introduced in the United States Senate to put an end to press agentism. Under its provisions any person, firm or syndicate furnishing newspapers or periodicals articles, matrices, pages or sections containing matter for which they have received or are to receive pay from persons interested in their publication, without indicating that it is advertising, will be liable to a fine of from \$50 to \$1,000. The object of the bill is to protect the publications and their readers from imposition.

It seems to us that such a law will be impossible of enforcement. How is an editor going to know whether or not the person sending him an article has already received pay from the corporation or firm in whose interest it was written? Must every syndicate or writer furnish a sworn affidavit with each contribution on this point? Who is to decide whether the article contains advertising matter?

Nearly every news article published contains more or less publicity for some one or some thing. Editors at present have great difficulty in keeping out of their columns articles that should be paid for and printed as advertisements. If everything of a publicity nature should be cut out of the articles printed in newspapers and periodicals they would be robbed of their value as news. Louis Wiley, of the Times, once said that no article should be printed in the news columns merely for the purpose of advertising a person or thing, but that all articles possessing an important news value should be published even if they incidentally had a certain advertising value.

The newspapers themselves must be the court of last resort as to the availability of matter submitted for publication. The press of the country, for its own protection and the maintenance of its authority with its readers, must keep careful watch over its columns. The day of misrepresentation, of lying, fraudulent advertisements or news matter is passing. No newspaper can afford to allow itself to be used for ignoble or base purposes. Neither can it afford to allow its influence to become a commodity that is sold to the highest bidder.

EDITORIAL COMMENT.

The annual report of the Carnegie Foundation deprecates the use of inflated and inaccurate advertising by educational institutions or campaigns of rivalry that are inimicable to scholarship, on the ground that they lead to a coloring of facts; they degrade college administration, cause hurtful competition between college and college, and finally, they mean immense waste in education. There should be no peace for the press agent whose appeal perverts higher collegiate ends. Untruthfulness in the advertising of an institution that teaches honesty, and uprightness is as much out of place as a bull in a china shop.

The Chicago Press Club's paper, The Scoop, recently contained an article on "Buffalo Bill," written by William Lightfoot Visscher, and illustrated with a picture of our dear old friend, Major John M. Burke. What do you think of that? Won't Bill kick when he sees the major's picture printed for his, and won't the major kick because there is a single newspaper man in the country who could be so ignorant as not to know the major himself when he sees his picture!

One of the most notable, if not the most notable, advertisements of the year was a six-page co-operative ad of the Cole Motor Car Co., of Indianapolis, which appeared in the Saturday Evening Post of last week, at a cost of \$27,500. The advertisement was set in large, easy reading body type, two-column measure, and was designed to exploit the Cole Standardized Car, the company's latest product. As a piece of sustained ad writing it should serve as a model to all ad writers. The argument is close and convincing, and its sentences are well wrought in clean-cut, everyday English. Whether or not the Cole Motor Car Co. was wise in concentrating so much publicity in a single issue of one publication is a question that can only be answered by the results. In our own opinion, a double-page spread at one-third the expense would in the end have accomplished just as much, and the same amount of money spent in newspapers over dealers' names would have produced more returns. We are busy people in these days, and few of us are willing to read six-page advertisements, no matter how well they may be written. The cream of the argument in the Cole ad could have been given easily in two pages. Therefore, why use more?

The National Association of Manufacturers will find that it is making a great mistake in bringing libel suits against a certain Philadelphia newspaper that referred to its operations as "A Criminal Conspiracy." Col. Mulhall's testimony showed that the association in its endeavors to promote or defeat legislation at Washington resorted to methods that place it in an unenviable position. If the libel suit against the North American ever comes to trial some rather interesting and surprising facts about the Manufacturers' Association will be brought to light.

It seems too bad that the Trenton True American, after an honorable career of 112 years, is to cease publication. Founded when Thomas Jefferson was entering upon his first term as President of the United States, it pursued its course with varying success until, overtaken by misfortune, it went into the hands of a receiver and has just been sold to the Trenton Times for an upset price of about \$41,000, by which it is to be discontinued. Whether the Times is wise in chloroforming its aged contemporary remains to be seen. One thing is certain, the field is "cleaned up," and it is reasonable to believe that if the Times gives the community the benefit of a good, clean, impartial news service, it will continue to enjoy for a long time a growing prestige. The fly in the ointment in the Trenton situation was the claim of managers of the Trenton True American of a paid circulation of 12,000 to 15,000 copies daily, whereas the actual circulation was 4,100.

The new publicity law, which is now in full force, has been complied with by over ninety per cent. of

all the newspapers printed in the United States. Those that have ignored it for one reason or another find themselves facing a number of difficulties. Some of them do not know "where they are at." Of course, if they want to retain second class mail privileges they must obey the law. If they are willing to waive these privileges, how can they secure out-of-town distribution? Those who have filed the required statements would like information on some points. Elsewhere in this issue will be found an interesting article giving the views of the Third Assistant Postmaster General on a number of important questions connected with the new law.

On the whole, this seems to be open season for newspapers incurring the displeasure of the high and mighty. Following a whole string of libel and other actions, now pending in various parts of the country, the Governor of Louisiana has brought suit for \$100,000 against the Daily States, of New Orleans. With public censors active as never before, and with the libel and damage suits mill full of grist, publishers of the timid variety may deem it well to trim sail for awhile. But such is the brood that in the end there will be no emasculation. For this the American public ought to be truly thankful. What governmental affairs in this country would be with the newspapers muzzled entirely is not a pleasant picture to contemplate.

AN INQUISITION FOR NEWSPAPERS.

(From the New York Herald.)

As our readers are possibly aware, the last Congress, in a rider to the Post Office Appropriations bill of August, 1912, denied "the privileges of the mail" to any newspaper failing to publish, at half-yearly intervals, a "sworn statement" setting forth complete details of its internal organization and financial standing.

The law, which has just received the sanction of the Supreme Court, is most comprehensive in scope. Unless a paper wishes to be outlawed—for that, in plain English, is the meaning of the delightful Congressional euphemism "denial of the privileges of the mail"—it must furnish the government and publish at its own expense (1) full particulars of its accountant's department; the composition of its directorate; statistics of its circulation; the names of its owners, stockholders, bondholders, mortgages or other security holders—perhaps, even, of its creditors; for there is, in Chief Justice White's opinion, a significant remark that "debt, in its ultimate conception is a dismemberment of ownership." And if that remark has any meaning it is that the creditors of a newspaper, or any other business concern, are its owners.

The law, in fact, only stops short at insisting upon information as to whether a newspaper is "run" by a tall man or a short man, whether he is fat or thin, dark or fair, married or single, a Roman Catholic, Episcopalian, Methodist or Christian Scientist. Probably a future Congress may repair these little omissions and give the postmaster authority to suppress any newspaper that does not conform to the prevailing administration's views of political orthodoxy.

Where earth, and sea, and sky and heaven's glory
Are covered o'er with doubt and heartsick fears;
When life itself seems but a wretched story,
And hope is drowned in bitter, bitter tears;
When God's own love seems dim and fading from you
And everything is gloomy, black despair—
Keep trudging onward—luck will smile upon you,
And you will win—if you keep fair and square.
—Harry R. Drummond.

Your stand in the matter of the proposed gas company advertising campaign was timely and you deserve commendation for it.

The newspapers have been the goat of the so-called contributing local advertiser too long and the time has arrived when a public service corporation can get just as much benefit out of applied local advertising as any other local advertiser.—Emil M. Scholz, General Manager, Pittsburgh Post and Sun.

PERSONALS.

Lafayette Young, editor and publisher of the Des Moines Capital, arrived in London, Monday, from the Servian army headquarters at Nish. From the number of mutilated wounded men he saw, Mr. Young believes the present is the most brutal war fought in modern times.

Wm. Berri, publisher of the Brooklyn Standard Union, and R. F. R. Huntsman, advertising manager of that paper, left last week for a vacation to be spent at Bretton Woods, N. H.

John Alexander Reid, at one time editor and owner of the Calgary Tribune, now the Morning Albertan, but of late financial commissioner of Regina, Sask., has been appointed agent general for the province of Alberta, with offices at No. 1 Charing Cross, London.

R. W. Brown, managing editor of the Louisville Times, is spending a month's vacation in Europe.

Richard L. Metcalf, associate editor of Mr. Bryan's Commoner, was tendered a reception by the Nebraska State Association in Washington Wednesday evening. Mr. Metcalf will leave shortly for Panama, where he is to become a member of the Panama Canal Commission.

Louis Viereck, who was formerly American correspondent of the Berliner Tageblatt and Frankfurter Zeitung, but who has resided in Berlin for some time, is to visit this country in August at the invitation of J. J. Hill, of the Great Northern Railroad. While in America Mr. Viereck founded the German Pioneer, which later became known as the Review of Two Worlds. George Walter Viereck, his son, is editor of the International, by which the latter publication is now known.

T. W. Clawson, editor of the Washington (N. C.) Star, and Mrs. Clawson are at Asbury Park. While in the North Mr. Clawson will buy new machinery for his newspaper plant.

Abram W. Smith, instructor in journalism at the University of Washington, has resigned to become advertising manager of the Olympia Brewing Co., at Olympia, Wash.

Miss Edna Showalter, daughter of W. D. Showalter, who is well known in New York advertising circles, made her debut in vaudeville at Keith's Union Square Theater on Monday. Miss Showalter, who was formerly with the Metropolitan Opera Company, sang a number of arias from operas, and pleased a large audience.

Miss Alberta Clair, the Wyoming girl who is riding 2,000 miles on horseback over Missouri in the interest of good roads for the St. Louis Times, has arrived in Kansas City.

E. W. Carroll, late of Jackson, Ga., has been appointed business manager of the Atlanta (Ga.) Daily Herald.

Oscar R. Wish, business manager of the Portland (Me.) Argus for many years, has been appointed postmaster of that city. Mr. Wish has been with the Argus since 1870.

A. M. Hayes, a newspaper publisher of Buenos Ayres, Argentina, is in San Francisco.

W. W. Booth, editor of the Tonopah Bonanza, is visiting the East, and especially Philadelphia. He will return home by way of Salt Lake and Los Angeles in September.

A. B. Dunlap, who has edited the Clarence (Ill.) Republican the past

year, has moved his plant to Leonard, where he will publish the News.

Earle S. Goodrich, the first editor of the St. Paul Daily Pioneer in 1854, recently celebrated his eighty-sixth birthday.

A. E. Gibson has resigned as editor of the Marion (Ind.) Leader-Tribune, and is a candidate for mayor of that city on the Democratic ticket.

William Orchard, editor of the Council Bluffs (Ia.) Nonpareil, has been named a member of the Iowa State Library Commission.

Edward McGeehan, editor of the Montclair (N. J.) Times, was tendered a dinner by the newspaper men of Hazleton, Pa., upon a recent visit to that city, which is his old home.

Clifton S. Hunsicker, of the Norristown (Pa.) Times, has started on a trip through Europe. He will return in October.

GENERAL STAFF NEWS.

Russell E. Smith, manager of the Frank M. Munsey newspaper syndicate, has left that concern to return to his more remunerative free lance writing business. Mr. Smith, who is a well-known contributor to the magazines, and a playwright and scenario author as well, like every man who has made his living by his typewriter, felt the irk of a "regular job" and has returned to his first love.

Philip Speed, after an absence of three months, has rejoined the staff of the Morning World.

John J. Spurgeon, managing editor of the Morning World, is on his vacation.

E. J. Knowlton, who has had forty years' newspaper experience in New Hampshire, has been appointed city editor of the Manchester Union. George Talbot Odell is the Union's new Washington correspondent.

John Y. Dater, Jr., of the New York Sun; his father, John Y. Dater, publisher of the Ramsay Journal, and two others were badly hurt in an automobile accident in Paterson last week.

During the absence of the pastor of the Hale Memorial Church, Peoria, Ill., "pups" are given "takes" to fill in, and W. Kee Maxwell, political editor and humorist of the Herald-Transcript, occupied the pulpit July 27, and W. J. Leach, of the Journal, put out a couple of galleys of copy on August 3.

Royce P. Eckstrom, formerly circulation manager of the Chicago Journal, has joined the Hearst forces. Mr. Eckstrom, who left the Journal last week, is spending this week on vacation, and is expected to report for duty Monday. He is succeeded by "Bonnie" Anderson, formerly city circulation manager of the Chicago American.

John R. Hornaday, managing editor of the Birmingham (Ala.) Ledger, is a candidate for president of the City Commission of that city.

Edward Insley, who recently resigned as managing editor of the Sacramento (Cal.) Union, has been succeeded by Lynn Simpson, of the San Francisco Chronicle.

Joseph S. Thomas, editor of the Bucks County Gazette, of Bristol, Pa., has been re-elected chairman of the Washington Party county committee at Doylestown, Pa.

Percy J. Prewitt, of St. Louis, is the new city editor of the Waycross (Ga.) Morning Herald.

W. Dudley Dellay has resigned as managing editor of the Chicopee (Mass.) Journal.

WASHINGTON PERSONALS.

J. K. Stauffer, of the Reading (Pa.) Eagle, has returned from a three weeks' visit to his home city.

Edwin Hobby, of the Waco (Tex.) News, and W. P. Hobby, of the Beaumont Enterprise, were recent visitors to the city.

Samuel Hellman, of the St. Louis Republic, and Mrs. Hellman, spent several days in Washington last week.

Thomas F. Walker, a financial and political writer of New York City, is stopping at the Shoreham for a few days.

Andrew R. Kelley is the latest addition to the Washington corps of correspondents. He represents the Boston American.

Senator Reed Smoot, of Utah, in a speech on the tariff in the Senate last week, mentioned William Randolph Hearst, publisher of the New York American, as among those who had been mentioned as a candidate for the Presidency.

William Leavitt Stoddard, of the Washington bureau of the Boston Transcript, is the author of "Repressing the Irrepressibles," the leading article in the August Metropolitan.

Geo. Leonard, of the Christian Science Monitor, of Boston, has returned to Boston from a vacation.

WEDDING BELLS.

Edwin A. Freeman, only son of Mr. and Mrs. William C. Freeman, was married on Thursday to Miss Pearl Maree Prentice, only daughter of Mr. and Mrs. William E. Prentice, of Newark Valley, N. Y. The wedding took place in the First Congregational Church there and was attended by a large number of the bride's and groom's friends. The bride was given away by her father. The groom's best man was his father. The bride's maid of honor was the groom's sister, Miss M. Eleanor Freeman. The wedding breakfast was served at the bride's home, after which the young couple started on a two weeks' wedding trip.

Roy L. Fruit, editor of the Sedan (Kan.) Times-Star, was married on Sunday, July 20, at Cherryvale, Kan., to Miss Yolande Dobson, of that city.

The wedding of Frank Mickley, of Allentown, editor of the South Bethlehem Globe, and Miss Julia Garwood, a society belle of Pittsburgh, is scheduled to take place in September.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

Chicago—New York—Philadelphia, for 20 years the coal traders' leading journal. Write for rates.

BUSINESS OPPORTUNITIES

WANTED

Experienced newspaper man of high character, able to invest \$15,000, to join me in purchase of stock and management of big, prosperous western daily, a leader in a city of 70,000. A remarkable opportunity. Give reference first letter. "FORTUNE," care THE EDITOR AND PUBLISHER.

\$5,000 CASH

makes first payment on daily paper in thriving Wisconsin City. Write us. American Newspaper Owners' Exchange, Rand-McNally Building, Chicago.

A small trade paper, which can be handled easily by one man and will produce an income of \$5,000, can be bought for \$7,000. HARRIS-DIBBLE COMPANY, 71 West 33d 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

Telegraph editor, full A. P. service, on evening New York State paper. Address "H.," care THE EDITOR AND PUBLISHER.

SITUATIONS WANTED

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

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.

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

CIRCULATION GETTERS.

There is nothing that gets the circulation and the money in the cash drawer, as readily and as satisfactorily as a properly conducted 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.

EXPERIENCED ADVERTISING MAN.

Is your advertising department a dividend-payer? Is your field being developed as it could be developed?

If not, do you want an advertising manager who not only knows how to design and sell advertising himself, but who knows how to develop his staff to the 100 per cent. efficiency point?

This man has a record of which he is rather proud; he knows advertising—knows how to go back of copy and space, and study conditions in an intelligent manner. If you really need a high class advertising man, one who knows from experience that he can accomplish the feats publishers dream of, and your field is large enough to warrant you paying him a salary of \$100 a week, then it might be to our mutual interests if you would write "EFFICIENCY," 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.

Young, energetic reporter, who has been employed on the largest newspapers in Australia for the past five years, has come here to learn American method, and is now seeking employment on a live country daily paper. A large salary is not expected. Write to "PUSHFUL," 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

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.

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.

CIRCULATION GETTING.

By WILLIAM L. BETTS,
Newspaper Circulation Specialist.

That not all circulation contests are a success is admitted. But it is not necessarily true that they fail because of inherent defects.

Every question of importance has its pros and cons, and, naturally, the contest proposition is no exception to this. I venture to say that in nearly every instance where opposition has developed, or where prejudice against the contest exists, one of three causes is responsible. The first of these is a poor paper—the sort of newspaper that would not sell no matter what was done. Secondly, there is the possibility of contests having been dishonestly managed—not necessarily on the paper whose circulation manager or management in general is opposed to contests. Thirdly, hostility may be due to the fact that too many contests have been held in the city, and that on this account the public is no longer interested.

I maintain that a contest once a year is enough for any city, and two years would give the best results in the smaller cities. That lapse of time is sufficient to invest the enterprise with novelty, a factor which greatly aids the management of the paper and those in charge of the contest.

OPPOSED TO FREQUENT CONTESTS.

I may be permitted to state here that for years I have consistently advised newspapers against holding contests more often than here indicated. There are some unreliable contest managers who prompt newspaper publishers to hold contests oftener than I believe it is good to hold them. It is next to impossible for a contest to be a success under such circumstances. Just because there may be a few hundred dollars in the contract, some contest promoters will give advice which they know is not sound.

No argument is needed to show that the newspaper without quality will not benefit greatly by a contest. In the first place, it will be difficult to get new subscribers, and, secondly, as pointed out in a recent article in THE EDITOR AND PUBLISHER, they will not stay with the paper. The poor newspaper is a failure no matter what you do for it. To manage a contest campaign for one is difficult. Those securing subscriptions find it hard to persuade non-readers, and the undertaking, generally, is difficult and barren of results.

Where a contest has been dishonestly managed it is not worth while for a long time to attempt another. The public is likely to remember the details of the case for years. Sometimes the prizes have not been fairly awarded, but more often the promises made as to quality of rewards were not kept. Confidence in the paper is everything in a contest, and where this has been destroyed poor results may be looked for.

FINANCIAL RETURNS USUALLY GOOD.

Contrary to views recently expressed, the financial aspect of a contest is all in favor of the newspaper, as my own experience has many times demonstrated. There is a handsome surplus after the prizes have all been paid and the cost of the contest has been met, and what is more important, thousands of people who might never have been introduced to the paper through any other agent have a chance to become familiar with it. The subscription period of a contest is generally long enough to make the reader fully acquainted with the newspaper he has taken. If at the expiration of the subscription term he refuses to renew, something must be wrong either with him or the paper.

The contest serves chiefly to introduce the newspaper in homes where it has not been taken before. Buying a paper on the street is not to be compared to getting it at the home for, let us say, six months. In the one case it is read hastily and spasmodically; in the other it is likely to become part of the daily program. There are certain qualities in a newspaper which casual reading will never reveal, but which

will become apparent enough when it is read leisurely, as is done in the home.

Since contests make principally for home circulation, it seems but logical that the paper which does not get large renewals when the original term has expired has been tried and found wanting. This is a phase of the contest which circulation managers, actuated by loyalty, are prone to overlook.

CIRCULATION CONTESTS.

A popularity contest has just been launched by the Detroit Times. The prizes are eight Shetland ponies and carts, eight free scholarships in a business college, and twenty-four others, consisting of bicycles, gold watches and theater seats. The contest opened on July 21 and will close on September 30. Contestants must not be over seventeen years of age and of good repute.

Much interest has been shown in the popularity contest recently inaugurated by the Dubuque (Ia.) Telegraph-Herald, with autos and pianos as the attraction. The fact that the Times-Journal, of the same city, has also conducted a contest on similar lines has led to unusual exertions on the part of both papers. The contest of the Times-Journal ended on July 27.

CIRCULATION PERSONALS.

S. L. O'Connor, circulation manager of the Minneapolis Tribune, has resigned to take a similar position on the Duluth News-Tribune.

W. Tyler Smith, who has been circulation manager of the Medford (Ore.) Sun, has joined the staff of the Pacific Homestead, Salem, Ore.

A. C. Jenkins, recently celebrated his thirteenth anniversary as circulation manager of the Birmingham (Ala.) Ledger.

H. S. Blake, of the Houston Post, formerly of the Des Moines Register, is planning to bring out a house organ that will specialize on carrier news.

Joseph Harrison has resigned as circulation manager of the Saginaw Daily News to take a similar position with the Rochester Herald.

CIRCULATORS HAVE OUTING.

Make Merry with Families at Glen Island.

The annual outing and dinner of the Circulation Club of New York was held with great success on July 23 at Glen Island. Gotham's circulators and their families attended en masse, among them the officers of the club: Frank P. O'Raw, president, New York Tribune; William Webber, vice-president; New York World; William Henry, secretary, New York American, and Harry C. Hudson, treasurer, of the New York Globe.

Among the out-of-town guests and newsdealers were the following: S. Coleman, South Norwalk, Conn.; J. Biber, Yonkers, N. Y.; H. A. Schafer, Pittsburgh, Pa.; R. Barrett, Catskill, N. Y.; R. Bauer, Lynn, Mass.; T. F. Conley, Port Chester, N. Y.; H. Barnett, Asbury Park, N. J.; W. Fahrenholz, Liberty, N. Y.; F. Farrelly, Springfield, Mass.; E. A. Duffy, Binghamton, N. Y.; John Daxon, Yonkers, N. Y.; G. W. Dowling, Rockville Centre, Conn.; H. F. Dorl, Haverstraw, N. Y.; Harry Gould, Boston, Mass.; P. Henson, Albany, N. Y.; M. Goodman, Scranton, Pa.; S. R. Kaufman, Reading, Pa.; H. Koppelman, Hartford, Conn.; M. Manson, Rochester, N. Y.; Gould Turney, Bridgeport, Conn.; M. Speer, Mt. Vernon, N. Y.; J. Schwarzbach, Elizabeth, N. J.; Allen Tillinghast, Bridgeport, Conn.; Peter Zeicken, Poughkeepsie, N. Y.; M. Donovan, Thomaston, Conn.; J. W. Peterson, Portland, Me.; S. Rachels, Passaic, N. J.; E. H. Rolston, Seymour, Conn.; Herman Schrott, Washington, D. C.; W. J. Shelden, Troy, N. Y.; M. Silversteen, Providence, R. I.; W. T. Suttle, Paterson, N. J.; John Komishane, Elizabeth, N. J.;

P. Keren, Mt. Vernon, N. Y.; S. McCutchin, Boston, Mass.; J. Morlock, Schenectady, N. Y.; William McCourt, Buffalo, N. Y.; L. G. Modeman, Paterson, N. J.; W. O'Neill, Cumberland, Md., and L. reet, Pittsburgh, Pa.

Most of the married men were accompanied by their wives and families, for there was a reason. Lymie Peet was asked why he didn't bring his wife, and in answering said:

"I left her home to take care of the chickens while I am looking up a new brood in New York."

When last seen he had quite a flock under his arm, and that Pittsburgh friend of his was helping to keep the flock together.

Between eats there was a baseball game, running races for fat men and fat women, and games of all kinds for children.

I. C. M. A. Official Bulletin.

The July issue of the Official Bulletin of the International Circulation Managers' Association, which is now edited by Sydney D. Long, the new president, contains forty-eight pages and is the largest number ever issued. Mr. Long is circulation manager of the Wichita Eagle and therefore the paper is printed in that city. The issue is full of matter of interest to the men who look after the circulation end of the newspaper business. One of its prominent features is a combination cut representing the daily newspapers of Cincinnati that reported the recent convention in that city.

University Students Read E. & P.

Charles Speaks, business manager of the Ohio State Lantern, the official newspaper of the Ohio State University, Columbus, O., writes:

"The college newspaper men and the students of journalism at this school are, as a whole, interested readers of THE EDITOR AND PUBLISHER, especially so in regard to the lectures you report from the Pulitzer school. Allow me to congratulate you upon that magnificent edition of April 23 and also that of June 7."

LIGHT ON POSTAL LAW.

(Continued from title page.)

"With reference to the marking of paid editorial or other reading matter as advertisements, you are informed that the intent of this part of the act was to enable the public to know whether matter which is published in a newspaper or periodical of the second class is what it purports to be or is in substance a paid advertisement. To this end the act requires that all editorial or other reading matter, such as textual business write-ups, descriptive news stories, etc., which have for their purpose the calling of attention to the merits of something in which the undisclosed advertiser is interested, published in any such newspaper, magazine or periodical, for the publication of which money or other valuable consideration is paid, accepted or promised, shall be plainly marked 'advertisement,' the word being printed in full, and not abbreviated.

"In order to meet this purpose, it would not seem necessary to mark regular display advertisements, or such as are classified under common heads, or where, from their nature, form or position, there can be no doubt that they are advertisements, but if an advertisement or other paid matter is in such position, or written in such way as to leave any reasonable doubt of its true character, it should be marked 'advertisement.' The purpose of the act is to have every advertisement, in whatever guise, place or form, for the printing of which compensation is paid or promised, clearly recognizable as such.

"In case of an indictment for an alleged violation of this part of the act, it would be construed and applied by the courts on the facts of a given case."

The Morgan County Times, Decatur, Ala., has suspended after four years' existence.

\$30,000 In Cash

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

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
200 FIFTH AVENUE NEW YORK

TURNER'S BULLETIN

Highest testimonials have been awarded

C. Godwin Turner

on
Efficiency of Press Room, Paper, Circulation and Delivery.

Address

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

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 Atlanta
St. Paul 200 William St. Seattle
Omaha NEW YORK Dallas

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

F. E. OKIE CO.

Manufacturers Fine Printing Inks
PHILADELPHIA, PA.

TAKE IT TO

POWERS

OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH

ON TIME ALL THE TIME

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

NOTE THE DIFFERENCE!

MR. MELLE'S WAY OF HANDLING
NEWSPAPER MEN AND THAT
OF NEW PRESIDENT.

New Haven's Late President Unapproachable When Information Was Sought—Mr. Elliott Greets Reporters Cordially and Promises Sincere Co-operation—Wants Their Help, Too—New Era for the Railroad.

"There is more than one way of skinning a cat," said Jim to Pat. Likewise there are at least two ways—the right and the wrong one—of dealing with newspaper men. So says every member of the small army of reporters and editors who covered the election last Friday of Howard Elliott as president of the New Haven Railroad.

During the ten years that C. S. Mellen has held that office, representatives of the press, with the exception of a very few favorites, have never been able to get near him nor to obtain satisfactory information. Stereotyped denials and technical statements that did not contain or mean much have been handed out from time to time by a publicity man. First-hand matter from the chief himself has never been forthcoming.

LAST CALL ON MELLE.

After the directors had elected Mr. Elliott and had left the palatial board room of the New Haven in the Grand Central Terminal, the assembled reporters were foolish enough to think that the retiring president would relent and utilize his last great opportunity of meeting them face to face and saying his last word about the position, which must have been the most trying that any railroad man has ever been called upon to fill.

Accordingly the "boys" walked into an ante-room of Mr. Mellen's office. After waiting for a little time, they were informed by one of his representatives that Mr. Mellen could not see them, but that a statement might be issued later through his publicity department. Out they came into the almost endless corridor, denouncing the man who had failed in the handling of a gigantic task, largely because he had been unable or unwilling to recognize and bow to the will of the people and the power of the press.

NEW PRESIDENT ACCOMMODATING.

Almost while their objurgations were reverberating down the corridor, from the other end of the directors' room came a pleasant-faced, thick-set, modest-appearing gentleman. Immediately several photographers who had been waiting for an hour or more for an opportunity to photograph Howard Elliott, the new chief executive of the New Haven, stepped forward and very courteously asked for that privilege. No sooner did Mr. Elliott spy them, as he came into the hall, than he smiled and threw up his hands in the most good-natured way. In reply to the request of the photographers, he said: "Of course, boys, where would you like to have me?" They said: "At your new desk in the New Haven office." Immediately he led the way to the door from which he had just come out, seated himself at the president's desk in the directors' room and gave everyone of the boys as many chances as they wanted.

A few minutes later President Elliott and his photographer friends—for already he had won their friendship for all time—appeared in the corridor again. Just then a bunch of newspaper men came along who had been trying to find out when Mr. Mellen's statement would be forthcoming. Not having been successful, they were in an even worse frame of mind than when they had first emerged from his office a few minutes before.

The new president of the New Haven greeted them with a smile and a hearty "Hello, boys, what do you want?" The reply was: "We understand that you have a statement for us." "Yes, I have," said Mr. Elliott, "and cigars, too. Come right over to my room—750—in the Ho-

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

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

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

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

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

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

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

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

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

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

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

Which all goes to say that

THE NEW YORK HERALD

is

A GOOD ADVERTISING MEDIUM

tel Belmont and I will give you all you want of both." "All right," was the hearty reply from the leader of the group. "We will round the fellows up and will be over in a few minutes."

Ten minutes later the parlor of Mr. Elliott's suite on the fifteenth floor was full of jolly newspaper men and tobacco smoke. They were plying him with all sorts of questions and he was answering them seriously or in jest, as the queries required. On the part of everyone there was the best of feeling without any special effort being made on Mr. Elliott's part to bring it about. He was simply acting the gentleman that he is. Moreover, he was showing unmistakably his appreciation of the power of the press. In the formal statement, copies of which in printed form he had ready for every man who came, he unmistakably outlined his attitude toward the press. His ideas in this regard were reiterated in his manner and in all that he had to say offhand to the men that memorable afternoon.

It was far more than a "glad hand" affair. Under all the courtesy which Mr. Elliott displayed there was a vein of seriousness which made a tremendous impression upon everyone present. As the fifteen or twenty reporters who made up the company filed out of the room, without exception they extended their hands to the new president of the New Haven and wished him the best of success, and they meant every word they uttered. He meant every word he had spoken to them when he said that he would do all in his power to help them and bespoken their co-operation with him.

Out in the hall the following conver-

sation took place as the "boys" made their way to the elevator:

"Did you ever see a greater contrast between two men elected to hold the same position? Fifteen minutes ago over in the Grand Central we made an honest effort to see Mellen. He hid himself in his room and sent out word that he did not care to see the newspaper men. He certainly does not know how to handle the press.

"This man whom we have just left certainly knows his job. He is sincere. He is no mere hand shaker. He always has given the newspaper men a fair deal. I am sure that he will in the future. He is a man with whom we can work, because we can get to him and, as far as possible, he will tell us what we want. Mellen had the wrong way of dealing with the press. He failed. Elliott has the right way. He is sure to succeed."

To these sentiments the men subscribed heartily, without an exception.

Libby Is Standard Oil Press Agent.

J. I. C. Clarke, whose salary as press agent of the Standard Oil Company is said to have been \$20,000 a year, has resigned. His successor is W. H. Libby, who has been with the corporation for more than twenty years, and who has had considerable to do with the development of the corporation's foreign business. Mr. Clarke is a dramatist and former newspaper man.

The Mabton (Wash.) Chronicle plant was seriously damaged by fire and water last week.

OBITUARY NOTES.

H. H. MITCHELL, editor of the Boonville (Mo.) Republican, died of heart trouble on a train between St. Louis and his home, last week.

EARL HORSELY, editor of the Elmwood (Ill.) Gazette, was killed in an automobile accident.

WILLIAM ROWLAND ROBINSON, member of the staff of the Portland (Me.) Express-Advertiser, died, on July 15, after a brief illness. He was forty-one years old.

GUSTAVE L. JUENGER, twenty years old, on the business staff of the Houston Post, died on July 18 as the result of injuries received in a quarrel on July 4.

SOLOMON ADDISON WOLF, thirty-three years old, a well known magazine writer and newspaper man, of Philadelphia, died, on July 27, after an operation for appendicitis.

JEREMIAH CURTIN, a well-known newspaper man and author, of New York, died, on July 23, at the age of sixty-three, at his home, in Brooklyn. Mr. Curtin came to New York from Canada in 1873 and gained reputation as editor of McGee's and later of Redpath's Illustrated Weekly.

JAMES KERR, eighty-two years old, believed to be the oldest printer in Wisconsin, died in Green Bay, on July 19. For a number of years he had been editor and publisher of the Green Bay Review, a weekly paper. He also was a former collector of customs at this port.

T. A. MEARS, editor of the Byron Herald, died at his home at Byron on July 16. Mr. Mears had been operated upon for appendicitis last week and was suffering with pneumonia at the time. He leaves a widow and three children.

JOHN G. EGAN, a well-known Pacific Coast newspaper man, who for the past twenty-five or thirty years has written copy for practically every paper on the Coast from Mexico to British Columbia, died July 10 at Rossland, B. C., as a result of an operation for an internal ailment. Egan was sixty-two years old. Egan went to Rossland about two years ago from San Francisco and became editor of the Rossland Miner, a newspaper owned by W. K. Esling.

JACOB G. HILE, newspaper publisher at Shelby, Ind., and one of the publishers of the Columbian Ledger in 1860, died at Shelby on July 18, at the age of seventy-four.

EDWARD M. HOGAN, of Suffern, N. Y., a widely known politician and newspaper man, died in that village. Mr. Hogan was editor and owner of the Suffern Independent, the largest paper published in Rockland county. He was forty-five years old.

Newspaper Stories Text in School.

Use of the daily newspapers in the public schools is one of the many ways in which the Rochester (N. Y.) Board of Education encourages that indirect method of instruction which at present everywhere is making a profound impression on the systems employed by principals and teachers. The newspaper itself seldom is directly introduced as a class-room text-book, but subjects culled from the news of the day are topics for daily discussion in the classroom, and in this way the pupil is encouraged to keep abreast of the times.

Dothan, Ala., May Get A. M. Daily.

A movement to establish a morning daily newspaper is in progress at Dothan, Ala. It is proposed to have a capital stock of from \$10,000 to \$25,000. Subscriptions to stock in the enterprise are now being solicited and those interested state that they are meeting with a great deal of encouragement.

The Paterson Press and Sunday Chronicle

(Sunday Edition of Press)
**Show Remarkable Advertising Gains,
Notwithstanding Local Conditions**
During the first six months of 1913 The Paterson Press and Sunday Chronicle gained 481,890 lines of PAID advertising over the corresponding period of 1912, which period showed a gain of \$58,610 lines over same period of 1911, making a total gain first half of 1913 over first half of 1911 (just prior to change of management) of

840,000 lines

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

Greatest Growth in Sunday Advertising

Of the five New York Sunday newspapers leading in volume of advertising, THE NEW YORK TIMES during June made the largest GAIN in Sunday advertising—46,068 agate lines.

The Sunday TIMES appeals more strongly than any other Sunday newspaper to intelligent and discriminating people.

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

THE EVENING MAIL'S

**policy of accepting
only clean advertise-
ments is a winning
one.**

203 Broadway - New York

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 CIR- CULATION 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**

NEWSPAPERS MUST ADVERTISE.

By **JAMES B. COULSON,**
*Circulation Manager the Worcester
Evening Post.*

The salesman, or commercial man, as he is familiarly known, is the agent through whom many of the great industries of the world are operated. It is largely through him that the order, "run overtime," or the order, "shut down," goes forth to the foreman in the big manufactories of the country. Salesmen are in demand the world over—successful salesmen. But how is the successful salesman to be made? By the reliability of the goods he handles. How applicable this is to newspaper enterprise I need hardly point out.

General Charles H. Taylor, of the Boston Globe, in 1889, said: "We learn the requirements of the public through the public, and then we make our paper with our conceptions of what the public wants.

"But," he added, "we advertise our paper as well. We spend more than thirty thousand dollars a year for advertising the Globe in a select list of New England dailies."

General Taylor's business policy is more effective to-day than it ever was. Newspapers require publicity just as much as do other salable articles offered to the public. Advertise your newspaper outside of its own pages. Let the public know in advance the special features the coming issues of your paper will contain. I am a firm believer in the contents bill, which is largely practised in Europe. It is a means of marketing the newspaper before it is published.

PROMOTION OF CIRCULATORS.

The statement has been ventured that, to be successful in the newspaper business, one must be a threefold genius, having a firm grasp of editorial, business and news combined. To-day it is evident that a fourfold genius is essential to the success of a newspaper by adding that all important qualification—circulation. The wide-awake circulation manager who is invariably a salesman, must, of necessity, be, in a general way, well-grounded in these four branches of newspaper work. His personal contact with the public, through his news agents, gives him the practical training. Is this not why promotions to the general or business management of newspapers are most frequently made from the ranks of circulation men?

No one, not even the managing editor, knows the various demands of the public in the choice of a newspaper as well as does the circulation manager. He is well versed in most of the favorable and unfavorable comment that comes to his ears through the newsdealer. He learns the nationalities, classes and societies that approve or disapprove of his paper, and why.

Popularizing a newspaper is only another shrewd way of advertising. The wide-awake management of newspapers to-day should be alert to the performances of deeds of philanthropy in communities where occasions arise. The activities of a newspaper, urging public necessities in which the community has a common interest, call for favorable comment from its readers and tend to the uplift of the enterprise. Follow the trend of public opinion for the general good of all and do not imitate the example of the political editor, who, generally, is everlastingly informing from one-half to two-thirds of the people among whom his paper circulates that their political beliefs are ill-conceived.

THE CASE OF LA PRENSA.

A successful newspaper must be popular and every means to make it so should be strenuously pressed. We all have been strikingly impressed with that great example in newspaperdom, "La Prensa," of Buenos Aires, Argen-

tina. In the spacious home of this paper, departments of education, law and medicine have been organized for charitable purposes. Deserving children are instructed in music, and besides giving advice on matters of law and medicine, their doctors are often seen administering at the sick bed, and their lawyers are frequently observed pleading for what the paper believes to be justice in the courts of laws—all gratis. While I know that such liberality is not practicable with all newspapers, yet every paper with business pretensions should be free to adopt similar publicity measures.

CHANGES IN INTEREST.

VIRGINIA, Ill.—Henry McDonald has taken over from Charles M. Tinney the ownership of the Virginia Gazette, a daily.

XENIA, O.—The Greene County Tribune, a weekly, has been bought by Dr. Austin Patterson, publisher of the Xenia Republican, also a weekly. Both papers will be continued independently. The Tribune has been the organ of the prohibitionists.

ELDORA, Ia.—The Sheldon Mail has been sold by C. O. Button to Paul C. Woods, formerly owner and editor of the Eldora Ledger.

PINE RIVER, Minn.—The Pine River Sentinel has been bought by C. A. Reil, of Wacona. George J. Silk was its former owner.

CADILLAC, Mich.—Perry E. Powers, owner of the Cadillac Daily News, has purchased from the Globe Publishing Co. the Cadillac Daily and Weekly Globe.

BENTON, Pa.—The Benton Argus, a weekly, has been sold at bankruptcy sale to Clyde L. Heileman. Percy Brewington formerly owned the Argus.

DECATUR, Ia.—The Decatur Herald has been acquired by Carl J. Aldrich from George F. Marley.

CHICAGO, Ill.—Charles H. Gallion, publisher of the Roseland Index, has bought the Chicago Heights Signal.

WAYNESVILLE, N. C.—G. C. Briggs has sold the Waynesville Courier to R. B. Wilson and H. M. Hall.

MOORHEAD, Minn.—The Moorhead Independent has been sold to C. E. Colby, of the Barnesville Headlight.

WATERTOWN, Wis.—E. W. Feldschneider has bought the Watertown Leader of Ward L. Swift.

ANTHONY, Kan.—Eugene L. Smith has bought the interest of John K. McMullens in the Ellinwood Leader.

OKMULGEE, Okla.—George Morgenstein, of the Muskogee Times, has purchased the Okmulgee Republican.

JAMESPORT, Mo.—The Semi-Weekly Gazette has been bought by Thomas R. Shaw, Jr., the former owner, M. F. Stipes, retiring.

DOUGLAS, Kan.—Neil B. Anthony has acquired from J. Clyde Bell, of Buffalo, the Advocate, a weekly.

SAUK CENTER, Minn.—Asa Wallace, formerly editor of the Fairfax Standard, has bought the Herald.

STERLING, Ill.—The Rock Falls News has been purchased by Charles and Harry Bent.

MILFORD, Tex.—The Courier has been sold by J. Swint McMurry to P. E. Truly & Son.

TWIN FALLS, Idaho.—The Twin Falls News has been purchased by the Twin Falls Daily Press.

LANCASTER, Pa.—The Morning News has passed into the ownership of a syndicate of local and Harrisburg business men, H. E. Kennedy selling his controlling interest.

BISMARCK, N. D.—The Times, a weekly, has been bought by J. H. Bloom, of the Devil's Lake Daily Journal, and H. J. Dummer.

MACOMB, Ill.—Ernest Dudman, editor of the Eagle, has acquired the Industry News.

AGENDA, Kan.—F. S. Crane has sold the Farmers' Voice to Mr. and Mrs. N. Vernon Morley, associated with the publication two years.

MADISONVILLE, Ky.—The Dixon Journal has been bought by C. C. Givens. The paper will be under the management of C. C. Givens, Jr.

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 1,036,000 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 12,600 lines of foreign advertising.

Present average circulation: Daily, 67,000; Sunday, 87,000.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER

Editor and Proprietor

"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

Brass Tacks

They can be found in the circulation of every newspaper if you only know how to go after them.

When making your contracts for Dayton and Springfield, demand a NET PAID circulation guarantee, eliminating ALL free copies.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

New York—La Coste & 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.

Some day all reputable newspapers will adopt the **GLOBE** policy of quoting only NET CASH SALES, averaged for the ENTIRE YEAR. On this basis, when you ask for the "best buy" in the high class evening field you will find

In New York it's

The Globe
AND COMMERCIAL ADVERTISER

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.

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

Net average weekly circulation for the year 1912:

January	30,908	July	32,935
February	30,996	August	33,730
March	31,053	September	34,821
April	30,998	October	35,406
May	31,332	November	36,067
June	32,102	December	36,487

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

We want live representatives in the Eastern and Western fields.

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

The 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. 306 Fifth Ave., New York City.

GET THE BEST ALWAYS

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKER, Brunswick Bldg., New York
HORACE M. FORD, People's Gas Bldg., Chicago
H. C. ROOK, Real Estate Trust Bldg., Philadelphia.

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.

AFTER OSBORN'S SCALP

(Continued from page 122.)

same people, and it was properly punished at the time. Some of the stores are said to have ignored the publication for nearly two years, though ultimately they came back. It is of interest to know that Colonel Osborn was at that time the editor of the Register.

OTHER NEWSPAPERS NOT INTERESTED. Meanwhile the afternoon papers of the city—the Register, the Times-Leader, and the Union—refuse to be interested, though the Journal-Courier, as a morning paper, is in no sense a competitor. William A. Hendrick, of the Times-Leader, refused to say a word, other than that the fight was not his. In the office of the Union no opinion was held by the only person on the premises, and a like result was achieved in the case of the Register. The managing editor of that paper, the only person who would discuss the case, had heard of it, but was emphatic in his declaration that the boycott did not extend to his paper.

The only talkative advertising manager New Haven can boast of managed to become communicative to the extent of pointing out that the Journal-Courier had not shown a proper spirit by accepting the Wanamaker advertisement. Confronted with the statement that the department stores of New Haven advertise in the small cities adjacent, especially Ansonia, in spite of the fact that these communities have fairly good department stores of their own, he had nothing to say. The advertising man admitted that this should not be done. When asked his opinion as to how much trade the Wanamaker announcement had taken from the New Haven stores, he said that he did not know, but thought that it must have been little. He was frank enough to admit that the New Haven papers would have a merry time of it, if they were to refuse all foreign advertising that was liable to shorten the home market for the local merchants.

BOYCOTT SEEMS WELL ORGANIZED.

Summed up the case is this: New Haven's department store managers have made up their minds to punish the Journal-Courier, ostensibly for publishing an out-of-town advertisement—this was admitted by advertising managers of the stores and others familiar with the situation. That they are not consistent in this, seeing that they invade through newspaper advertising the field which by the same process of reasoning belongs to others, does not seem to dampen their ardor. That a combination in restraint exists was shown not alone by the manner in which the advertising was discontinued, but by the reception given the writer. Whether his presence in town had been made known over the telephone, or in some other manner, he does not know, but that some such precaution was taken appears to be a very reasonable conclusion. The fact that the alleged ring leaders of the boycott refused to talk at all, or advanced the plea of ignorance, permits the deduction that this part of the program had been decided on, either some time ago, or on Thursday afternoon. With the exception of Mr. Malley, they were all polite but firm—one of them affable as stated.

That New Haven's department store managers believe in co-operation was shown some time ago when the typographical union of that city insisted that in future no service matrices could be used by them. The department store managers finally succeeded in bringing the difficulty to arbitration, still pending, it was learned. However, the newspapers of that city do not seem to favor much co-operation, in fact, if rumors are reliable, the position of the Journal-Courier affords at least a little gratification in some quarters. Whether the morning paper deserves such treatment is impossible for the writer to say, but it occurs to him that what can be tried on one paper can be tried on another. Since there is no competition in New Haven's morning field, and since there are three afternoon papers with circu-

lations that must overlap at least a little, it would seem that an autocratic department store league could do more damage in the afternoon field than it has decided upon, or could carry out, in the case of the Journal-Courier.

Department store tyranny is already one of the great evils of the American press. If the publishers of papers cannot stand together at least to the extent of urging reason, then journalism in this country has indeed fallen upon evil days. GEORGE A. SCHREINER.

NEW ADVERTISING AGENCY.

Campbell-Briggs-Stephenson, Inc., to Handle French, Shriner & Urner Account.

Campbell-Briggs-Stephenson, Inc. is the name of a new service advertising agency that has opened offices at 27 Thames street, New York City.

William G. Campbell has been Eastern sales and business manager of the Steel City Electric Co., of Pittsburgh, known to the electrical field through his articles on sales and advertising problems that have appeared in various trade papers during the past year.

George D. Briggs, the second member of the firm, has contributed articles on advertising to Men's Wear and the Chicago Apparel Gazette.

Louis Stephenson, the third member, was for twelve years with Rogers Peet & Co. and Smith Gray & Co. in various capacities incidental to retail business, specializing on detail and system. Mr. Stephenson is well known to the readers of the Haberdasher through contributions on retail business opportunities.

The most prominent of the new firm's accounts is that of French, Shriner & Urner, who are about to launch a limited campaign covering New York, Philadelphia, Chicago and Kansas City.

Beers of Havana in Town.

L. MacLean Beers, president of the Beers Advertising Agency, of Havana, Cuba, with offices at 37 Cuba street, Havana, and New York offices at 1111 Fuller building, A. Rodriguez, manager, is in New York for an extended visit with New York agents and manufacturers who are contemplating publicity campaigns in Cuba. Mr. Beers states that the people of the island are enjoying an unprecedented prosperity; the sugar and tobacco crops are large this year. Some advertising agents have been going it alone and placing business direct with Cuban newspapers because most of them allow a commission of twenty per cent., but invariably big losses have occurred because of lack of knowledge of local conditions. There is a decided tendency to place business through his agency. He is in direct touch with all of the newspapers of the island, knows the circulation of each intimately, and can save any advertiser a considerable sum of money and secure profitable returns.

Catskill Mail to Have New Plant.

M. E. Silverstein, editor and publisher of the Catskill Mail, whose plant was recently destroyed by fire, will erect a new building and put in new machinery as soon as possible. The Mail has been printed every evening on the press of the Examiner, a weekly newspaper. Mr. Silverstein has installed a new No. 8 Mergenthaler linotype.

Lack of adequate support is given by R. W. Schoonaker, of Frankfort, Ia., as the cause of suspended publication of the News-Messenger, a weekly now in its eleventh year.

The London Times is set by a battery of thirty-four monotype machines.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

The Circulation of

THE BOSTON AMERICAN

IS OVER

400,000

DAILY and SUNDAY

THE LARGEST IN NEW ENGLAND

Metal Economy

WILDES' REFINED METALS

PLUS

OXODIO

THE METAL FLUX AND PRESERVATIVE

Thomas Wildes' Son
METALS

14 Dover Street, New York

O H, YOU SNOODLES!

"Snoodle's Diary" by Hungerford, is a pronounced hit. One of the best laugh-makers in newspaper comics.

Only one paper in a town or city gets it.

Address

The Post, Pittsburgh, Pa.

EMIL M. SCHOLZ, General Manager.

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

HERE'S A GOOD BUY—

THE READING NEWS

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

A BARGAIN SPACE BUY

The Detroit News and News Tribune—Week Day Combination

190,000 PAID CIRCULATION

PRESENT RATE ON 10,000 LINES—15c.

SPIRIT WILLING BUT FLESH IS WEAK.

James Schermerhorn Commends the Baltimore Declaration of Principles, But Shows How Difficult It Seems to Be for Those Who Applauded Them to Put Them Into Practice.

MR. EDITOR: You write that much was said about the "new spirit in advertising" at Baltimore, and you ask me to tell the readers of EDITOR AND PUBLISHER what I think about it.

I think the fervor for truth and integrity in advertising and for "upholding hands worthy to be upheld" was fine and catching, all the way from the unordained pulpites of Sunday to the signers of the Declarations of Interdependence of Friday; but it was not, strictly speaking, a new spirit.

The new spirit in advertising—if you want the actual chronological version of it—dawned with the advent of Dobbs at Louisville in 1909; was palpable enough to be approved by the Middle West at Omaha in 1910; was quickened by the coming of Coleman at Boston in 1911; waxed stronger to match the amplitude of every growing thing in Texas in 1912, and descended upon all the delegates like a flood of California's golden sunshine at the hour of Woodhead's anointing at Baltimore in 1913.

It was not a new spirit any more than the spirit of 1776 was new. The passion for independence had long before that burned in the breasts of those geographical precursors of the three advertising patriots I have just mentioned—the illustrious Patrick Henry, Paul Revere and George Washington; the latter as surveyor and Indian-fighter having gone far enough West to appear here as the Sunset publisher's prototype.

TIME TO STOP TALKING.

To continue the parallel, the signing of the Declaration at Baltimore was only a start. Valley Forge, Saratoga and Yorktown are ahead for those upon whom the spirit of protest has fallen. It is time to stop talking truth and to begin fighting for it.

Exalted by the idealism of a convention that culminated in the glorious creed of the committee of thirty-nine, I went forth feeling that the wide world had been conquered for probity and co-operation. I stopped off at the city of Brotherly Love, where that other declaration against intolerable conditions, concluding with a covenant of loyalty and concord, was drawn up 137 years ago.

"Fine! fine!—the standards set up at Baltimore!" exclaimed an esteemed man of character in an historic agency of character that abominates liquors, patent medicines and wildcat mining. "But I wish some of you idealists would get our clients to see as much good in a clean newspaper of small circulation as they find in a wide-open sheet of large circulation."

The general manager of a magnificent daily newspaper that assumes full accountability for everything it prints in its advertising columns, and therefore rigidly excludes liquors, alleged cures and investment frauds (who was at

Baltimore consenting to "closer relationship," etc.), declined, with thanks, the opportunity of upholding the kind of a newspaper the Baltimore convention declared should be upheld and used instead a newspaper that does not admit responsibility for its advertising and revels in intoxicants and medical and mining humbugs.

THEORY AND PRACTICE CLASH.

"You see we want to reach a certain class with this particular copy," was the explanation of the general manager, who insists that his advertisers shall have better service than he gets.

All of advertising New York seemed to be at Baltimore; surely the splendid code of honor would take immediate effect there. Yet the mediums that seemed to be undeserving of support were strangely prosperous, and the most strictly censored were strangely lean.

The head of a superior agency that excoriated publishers not long ago for placing unseemly stuff next to wholesome copy, and who was present when it was proclaimed that "each and every member owes a duty to the association of enforcing the code of morals," begged to be excused from using the pages of a guaranteed newspaper because the appropriation was exhausted. Five polluted mediums came in ahead of the paper that deserves (according to the declarations) to be upheld, in a city of 550,000.

An earnest advocate of truth and decency in advertising, who subscribed to the sentiment at Baltimore that there "should be no double standard of morality involving buyer and seller," selected the morning and evening editions of two uncensored newspapers for a food product that has always been so exacting that it has confined itself to highly artistic magazine covers. He did this without so much as paying his respects to the third newspaper, a friend of truth—not even a howdy-do clasp for "hands worthy to be upheld."

The advertising manager of another food product confessed that he was not getting all that he liked in the wide-open newspaper he was using; but, then, he was getting a class of circulation which was quite essential at this time at a cost below what a clean paper could sell its space for and continue its companionship with truth.

THE FATE OF GREAT REFORMS.

"You seem to be working against considerable opposition," he said to the newspaper that Baltimore said deserved to be upheld. "But I believe it has been the history of the world that great reforms were brought about in this way." So he cheerfully joins the opposition.

I have no desire to chide anybody for this or make doleful deductions. Those who seek circulation rather than truth are doing it natural, and, doubtless, what seems to them the necessary thing from a dollars and cents standpoint. Which, of course, is also the justification of those who produce and those who publish bad advertisements.

But it proves that the declarations have not gotten out of Baltimore and into general circulation as yet; for Baltimore proclaimed its belief in truth, not only in the printed word, but in every phase of business. The new spirit in advertising is just a spirit. It hath this extent, no more.

A Western advertising journal is making up a list of daily newspapers that deserve to come under the declarations. In 2,500 dailies it has discovered a dozen or fifteen. But it shows the fighting spirit. It says it will not solicit advertising from newspapers that fail to qualify for this list of clean mediums.

The honest advertising law adopted in many States exempts publishers from its penalties. In some instances only the advertiser who knowingly or wil-

fully resorts to deception or exaggeration is liable to a fine or imprisonment. This is like marching to the front armed with a feather duster.

THE BATTLE AT OUR DOOR.

This brings the battle to your door, Mr. Editor. Your publication has printed many brave words for advertising reform. Editionally it stands shoulder to shoulder with the declarations—"we pledge ourselves, each to one and one to all, to make this the foundation of our dealings"—shouldn't you exclude the advertising of newspapers that do not pretend to make truth the test of what is eligible for their columns?

In your issue of July 12 you printed an advertisement for a wonderfully successful Detroit newspaper that contained outrageous distortions of the truth. A specimen will suffice to show the audacity of these falsehoods—all the more reprehensible because this newspaper can make a creditable enough showing from the facts.

To prove how much more influential it is than a certain Chicago newspaper, this publication says it defeated single-handed a traction franchise grab in the city of Detroit which other newspapers supported. The files of the Detroit Times show that it was exposing and denouncing this measure many weeks before its contemporary took a definite position on the question, and while it was still so non-committal that it was being credited with sentiments favorable to the franchise.

This is important only as illustrating how far we have got to go to make the declarations of the Baltimore convention widely effective.

We should eat at the hotel we own. The fasting wonder should not leave the museum to go out to supper. The Temperance apostle should not try to blow the foam from a glass of water.

Until all the thirteen departments that framed that document at Baltimore are prepared to catch the inspiration of the example of the thirteen colonies and form a confederacy offensive and defensive to enforce those principles, we shall worship annually on the mountain-top of ecstasy in spirit, *but not in truth*.

Our professed righteousnesses, in the absence of both faith and works, become as filthy rags. Our declarations are sounding brass and tinkling cymbal—as futile as the unanswered petitions of Shakespeare's wicked king—

"My words go up, my thoughts below; Words without thoughts never to heaven go."

Very truly yours,

JAMES SCHERMERHORN.
Detroit, July 25, 1913.

The Linotype Bulletin.

The July number of the Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Co., is garbed in the national colors—red, white and blue—the ornaments consisting of flags, cannons, cannon balls, etc., and giving the issue quite a patriotic appearance. It is set throughout on the linotype in a new series of Caslon just completed by the Mergenthaler Linotype Co. in a variety of sizes. The work as a whole affords an excellent example of the possibilities of the machine for high-grade book and magazine composition. Printers generally, whether linotype users or not, should send for this publication, which is mailed free to any printer, anywhere.

Pittsburgh Post's Prize Winners.

The Pittsburgh Post this week sent the fifth and last of its vacation tourist parties on their sightseeing trips to points of interest in the United States, Canada and Europe. In all forty readers of the paper became its guests on these trips as the result of a very successful voting contest which was started during the middle of April last. Sixteen of the Post's guests are now traveling through Europe and will not return to the Smoky City before the end of August. Eight are taking in the Yellowstone National Park and sixteen are touring Canada and the Great Lakes.

Our Mailing List

Should keep you in touch with what we are doing along feature lines.

If proofs aren't reaching you—

WHY?

The International Syndicate

BALTIMORE

"A page in a hurry"—that's the idea. You know how 'tis. When you want a page you want it in a hurry. We've worked out a plan of interest to you. You can get as many pages as you want and at small cost. In fact, it's cheaper to buy our page mats than to set 'em up.

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

MOST CONVENIENT

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

CENTRAL PRESS ASSOCIATION, Cleveland

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.

NOTICE

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

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

SIX MONTHS' ADVERTISING RECORD.

Largest Gain Was Made by the Chicago Daily News and the Greatest Loss Was Scored by the Winnipeg Free Press.

(From the Mail Order Journal.)

Table with columns: Newspaper, 1913, 1912, Increase, Decrease. Lists various newspapers and their advertising revenue for 1913 and 1912, along with percentage changes.

*Published only six days a week.

Paper Has Four Fires in Two Weeks.

Fire last week did \$80,000 damage to the plant of the Rochester (N. Y.) Union and Advertiser, an afternoon newspaper. It was the fourth fire in two weeks in the building.

Dover News Quits.

The Dover (N. H.) Evening News suspended publication July 17, leaving the Daily Democrat the only daily paper now published in Dover, or Stratford County. The News was started in 1911.

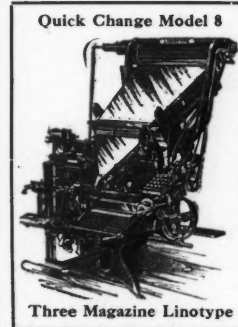
TEN CENTS

Is what it cost DRUMB & SUTOR, Publishers of the GRAND RAPIDS (WIS.) TRIBUNE

For repairs on their

Quick Change Model 8 Three Magazine Linotype

FOR A PERIOD OF SIX MONTHS



Three Magazine Linotype

GRAND RAPIDS TRIBUNE GRAND RAPIDS, WISCONSIN.

The Linotype Co. Chicago, Ill. June 26, 1913.

Gentlemen:—As we have had our Model 8 Linotype in use just about six months, we thought possibly it might be of interest to you to know that our expense for repairs during that time has been exactly ten cents. This consisted in replacing one star wheel and one retaining spring on the elevator, each costing five cents. This may be nothing out of the ordinary, but could not have been much less. Very truly yours, Drumb & Sutor.

On the small weekly as well as on the metropolitan daily

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

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

NEW PUBLICATIONS.

MOBILE, Ala.—W. P. Cothran, a prominent publisher of this city, will issue a new afternoon paper, to be called the Post.

HARRISBURG, Pa.—The Progressive News is the title of a new publication with which will be merged the Penbrook News. George E. Shaffer is editor.

GRAND RAPIDS, Mich.—Frank A. Ryan is the publisher of a new weekly, the Rural Route Shoppers' Guide, which has just made its appearance.

SPRINGFIELD, Ore.—H. C. Ethel will, in the near future, issue a new publication, the name of which has not yet been selected.

ROCKPORT, Ind.—C. E. Abshire will be the manager and editor of a new progressive weekly due next week.

JOAQUIN, Tex.—H. Padonas is the editor of a newspaper, the Journal, which has just been established.

MILFORD, Mass.—Edward T. McShane, owner of the Uxbridge Transcript, contemplates establishing a weekly here.

ALICE, Tex.—A new weekly, the Alice News, has just been issued.

PICTON, Tex.—The Picton Star, L. Moss editor and owner, has made its appearance.

FALL RIVER, Mass.—The Catholic Home Journal, a new weekly, was launched July 26. Simon S. Sullivan is the owner.

Magazine Publishers Bankrupt.

The Caxton Society, Inc., publishers of the Caxton Magazine and books, at Chatham, N. Y., has filed a petition in bankruptcy here, with liabilities \$24,961, of which \$17,143 are secured and \$375 for salaries, and nominal assets \$42,674. The corporation was incorporated under Massachusetts laws on March 28, 1910, with capital stock \$125,000.

Who Is a Dead One?

Charles Grant Miller, of Chesterland, O., writes under date of the 22d: "The newspaper man who thinks he can get along without THE EDITOR AND PUBLISHER is a dead one and doesn't know it."

GOVERNOR SUES PAPER.

Wants \$100,000 Damages from New Orleans Daily States.

Gov. L. E. Hall, on July 26, brought suit for \$100,000 damages against the Daily States and J. Walker Ross and Robert Ewing, managing editor and publisher, respectively.

The suit is based upon statements published in the States concerning a deal whereby the Texas Levee Board, a State institution, sold 900,000 acres of land to a Grand Rapids, Mich., company. The deal was made in 1898, and some time later a suit was brought by the Attorney-General, charging irregularities in the transaction.

The Federal Court of Appeals handed down a decision July 11 ordering retrial of the case, and since then the matter has been commented upon generally by papers over the State.

Mears Is on the Home Stretch.

John Henry Mears, globe trotter of the New York Evening Sun, reached Victoria, B. C., on Aug. 1. He is now on the last lap of a record trip around the world, ending in New York City.

The advertising agents of a score of big railroads will hold a three days' convention at Salt Lake City, beginning Aug. 4.

TIPS FOR THE AD MANAGER.

The Garford Motor Truck copy, now appearing in New York, New Jersey and New England newspapers, for the R. & L. Co., Eastern Garford distributors, was planned, written and prepared, in its entirety, not by the Charles H. Fuller Co., as recently stated, but by the Siegfried Co., Inc., 50 Church street, New York.

The Charles H. Fuller Co., 623 South Wabash avenue, Chicago, is placing 6,000 l. contracts with Middle West papers for the Hot Springs Chemical Co., Hot Springs, Ark. It is also issuing 5,000 l. contracts with Southern and Western papers for the R. C. H. Corporation, Detroit, Mich.

The Snitzler Advertising Co., Hearst building, Chicago, is forwarding 80 l. 8 t. in weekly Southwestern papers for M. Colby.

Chas. H. Touzalin Agency, Inc., Kesner building, Chicago, is sending out 10 l. 3 t. to Southern, Southwestern and Central papers for the Chicago Musical College. It is also placing 98 l. 9 t. a week orders with Southwestern papers for the Goodrich Transit Co.

The Blaine-Thompson Co., the Fourth National Bank building, Cincinnati, O., is making 3,000 l. 1 yr. contracts with Southwestern papers for the Odorano Co.

H. D. Stewart Agency, Chicago, Ill., is issuing 57 l. 2 t. orders to Western and Southwestern papers for the W. D. Boyce Co., of Chicago.

B. F. Kirkland Advertising Agency, Chicago, Ill., is forwarding 420 l. 1 t. contracts weekly to Southwestern papers for the Welcome Guest, Portland, Me.

The Chicago & North Western Railway Co., Chicago, Ill., is contracting for 10,000 l. 1 yr. contracts with Middle West and Kentucky papers direct.

The Guenther-Bradford Co., 64 West Randolph street, Chicago, Ill., is placing 180 l. 1 t. contracts with Western and Southwestern papers for St. Mary's College and Academy.

The Metropolitan Advertising Agency, 6 Wall street, New York City, is forwarding sixty time orders to New York and New Jersey papers for the New York Law School. It is also handling all of the advertising for Geo. P. Ide & Co.

The M. H. Roberts Co., 1133 Broadway, New York City, is asking for rates in a large list of papers.

Frank Seaman, Inc., 116 West Thirty-second street, New York City, is placing new contracts for 6,000 lines for Liggett & Myers, "Fatima Cigarettes."

The Ballard Advertising Agency, Marbridge building, New York City, is issuing orders for the Harper's Bazaar Advertising.

Dauchy Co., 9 Murray street, New York City, is sending out 28 l. 13 t. for Allen F. Olmstead, "Allen's Foot Ease," Leroy, N. Y.

Cowen Co., 50 Union square, New York City, is forwarding extra orders for the Zira Cigarette advertising.

David Strang, advertising manager of the United Drug Co., Boston, Mass., is sending out orders for 1,600 inches generally for the Rexall Remedies.

The Hotel Publicity Association, 23 West Thirty-first street, New York City, is issuing orders for room and board on a full exchange basis for the advertising of the new Continental Hotel; New York City.

The Hanff-Metzger Agency, Madison avenue and Twenty-ninth street, New York City, is inquiring for rates.

Wendell P. Colton, 220 Broadway, New York City, is asking for rates on 7,500 lines.

The Freeman Advertising Agency, Richmond, Va., is sending out renewal orders to Southern papers for the advertising of Straus-Gunst & Co., "Jefferson Club Rye Whiskey," Richmond, Va.

Campbell-Briggs-Stephenson, Inc., 27 Thames street, is planning a short campaign in big cities for French, Shreiner & Urner, Shoes.

CAN A PAPER REFUSE ADS?

Deadwood Telegram Furnishes the Department a Test Case.

The Deadwood (S. D.) Telegram is making an interesting test of the postal regulations. Wishing to insert an advertisement in the Lead (S. D.) Call, the publisher of the Telegram offered copy and payment at the regular rate, but the Call declined to accept the business. The Telegram thereupon appealed to the postmaster of Lead, but that official, being business manager of the Call, refused to make a ruling. The Telegram has therefore appealed to the officials at Washington to decide whether a newspaper, under the postal laws, may discriminate in the sale of advertising space, or whether it is obliged to accept all business offered.

NEW AD INCORPORATIONS.

NEW LONDON, Conn.—New London-Norwich Poster Advertising Co. of New London; capital, \$8,000. Officers: Henry H. Vignot, president and treasurer; Ellen Vignot, secretary.

NORFOLK, Va.—Allen Ayers Advertising Agency; capital, \$15,000 maximum, \$500 minimum. Officers: Allen Ayers, president; P. S. Ruber, vice-president, and S. L. Slover, secretary-treasurer, all of Norfolk.

LOS ANGELES, Cal.—United States Advertising Corporation; capital stock, \$10,000. Directors: Charles Grossman, E. F. Watkins and Thomas W. Hart.

WILMINGTON, Del.—Williams & Cunningham Co.; capital stock, \$250,000. General advertising and publishing business.

NEW YORK, N. Y.—National Display Exhibiting Corporation; capital stock, \$10,000. Incorporators: Milton T. Orrok, George E. Foley, Ross A. Mackey.

CINCINNATI, O.—The James T. Ford Co.; capital, \$50,000; James T. Ford, incorporator. General advertising and publishing business.

CHICAGO, Ill.—H. C. Wuerzinger Publishing Co.; capital, \$10,000. Incorporators: H. G. Wuerzinger, Samuel Friedlander and Catherine Brougham.

FORT WORTH, Tex.—Forth Worth Advertising Men's Club; no capital stock. Incorporators: Ed. R. Henry, Tully Bostick, J. Montgomery Brown.

CHICAGO, Ill.—Bailey-Freeman Advertising Co.; capital, \$5,000. Incorporators: Roy R. Bailey, G. G. Bailey and A. B. Freeman. General advertising and publishing business.

NEW YORK, N. Y.—Joseph A. Richards and staff; capital, \$10,000. Incorporated by Milton Towne, Elizabeth Banta and Robert J. Holmes, 318 West 57th street.

CHICAGO, Ill.—Publicity Press Co.; capital, \$2,500. Incorporators: Thomas S. Phillips, Harvey B. Houck and S. S. Souders. General advertising and publishing business.

Agency Adds New Papers to List.

Hasbrook & Story, publishers' representatives, 200 Fifth avenue, New York, have recently secured the representation of the Rochester (N. Y.) Times, for both the East and West. This newspaper has not been heretofore represented in the advertising field. The same firm has also been appointed representatives of the Louisville (Ky.) Home and Farm, which is owned by Richard W. Knott, proprietor of the Louisville Post. Other papers handled are the Atlanta Constitution, Tri-Weekly Constitution, Philadelphia Evening Telegraph, Rochester Evening Times and Louisville Home and Farm.

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.

ARIZONA.	MISSOURI.
GAZETTE—Av. Cir. Feb., 6,339... Phoenix	POST-DISPATCH St. Louis
CALIFORNIA.	MONTANA.
ENTERPRISE Chico	MINER Butte
RECORD Los Angeles	NEBRASKA
TRIBUNE Los Angeles	FREIE PRESSE (Cir. 128,364).... Lincoln
To cover Los Angeles, you must use The Tribune, Los Angeles' Fastest Growing Paper.	NEW JERSEY.
INDEPENDENT Santa Barbara	PRESS Asbury Park
BULLETIN San Francisco	JOURNAL Elizabeth
CALL San Francisco	COURIER-NEWS Plainfield
ORCHARD AND FARM IRRIGATION San Francisco	NEW YORK.
The leading Farm Journal of the Pacific Coast and the Irrigated States.	KNICKERBOCKER PRESS..... Albany
RECORD Stockton	BUFFALO EVENING NEWS.... Buffalo
Only newspaper in Stockton that will tell its circulation.	BOLLETTINO DELLA SERA, New York
GEORGIA.	EVENING MAIL..... New York
ATLANTA JOURNAL (Cir. 54,989) Atlanta	STANDARD PRESS..... Troy
CONSTITUTION Atlanta	OHIO.
CHRONICLE Augusta	PLAIN DEALER..... Cleveland
LEDGER Columbus	Circulation for June, 1913.
ILLINOIS.	Daily 114,224
POLISH DAILY ZGODA..... Chicago	Sunday 143,321
SKANDINAVEN Chicago	VINDICATOR Youngstown
HERALD Joliet	PENNSYLVANIA.
NEWS Joliet	TIMES Chester
HERALD-TRANSCRIPT Peoria	DAILY DEMOCRAT..... Johnstown
JOURNAL Peoria	DISPATCH Pittsburgh
STAR (Circulation 21,589)..... Peoria	PRESS Pittsburgh
INDIANA.	GERMAN GAZETTE..... Philadelphia
THE AVE MARIA..... Notre Dame	TIMES-LEADER Wilkes-Barre
IOWA.	GAZETTE York
REGISTER & LEADER..... Des Moines	SOUTH CAROLINA.
THE TIMES-JOURNAL..... Dubuque	DAILY MAIL..... Anderson
KANSAS	THE STATE..... Columbia
CAPITAL Topeka	(Sworn Cir. June, 1913. D. 21,733; S. 21,960)
KENTUCKY.	TENNESSEE.
COURIER-JOURNAL Louisville	NEWS-SCIMITAR Memphis
TIMES Louisville	BANNER Nashville
LOUISIANA.	TEXAS.
DAILY STATES..... New Orleans	STAR-TELEGRAM Fort Worth
ITEM New Orleans	Sworn circulation over 25,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
TIMES-DEMOCRAT New Orleans	CHRONICLE Houston
MARYLAND.	The Chronicle guarantees a circulation of 35, 000 daily and 42,000 Sunday and will in- crease its advertising rates on October 1, 1913.
THE SUN..... Baltimore	WASHINGTON.
has a net paid circulation of 124,000 copies daily, 80,000 of which are served in Baltimore homes.	POST-INTELLIGENCER Seattle
MICHIGAN.	WISCONSIN.
PATRIOT (Morning)..... Jackson	EVENING WISCONSIN..... Milwaukee
Daily (Except Monday) Average, Year of 1912	CANADA.
Daily..... 10,589 Sunday..... 11,629	ALBERTA.
MINNESOTA.	HERALD Calgary
TRIBUNE, Morn. & Eve..... Minneapolis	BRITISH COLUMBIA.
	WORLD Vancouver
	ONTARIO.
	FREE PRESS..... London
	QUEBEC.
	LA PATRIE..... Montreal
	LA PRESSE Ave. Cir. for 1912, 114,371 Montreal

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

AD FIELD PERSONALS.

A. H. Clarke, of Los Angeles, Cal., has taken over the H. W. Clough Advertising Agency, of that city. He had been connected with the firm for two years, and has made plans to materially widen the scope and field of the concern.

George W. Coleman, ex-president of the A. A. C. of A., entertained last week at Sagamore Beach, Cape Cod, some 200 men and women interested in sociological work.

Homer McKee, advertising director of the Cole Motor Car Co., has made arrangements for a series of lectures on standardization of advertising, to be delivered in the principal cities of this country and Canada.

Fred Johnson, for eleven years advertising manager of the Portland (Ore.) Evening Telegram, and at one time circulation manager of the Chicago Record-Herald and Daily News, who has been visiting friends in Portland, Me., has left for the Pacific Coast.

Harry E. Kister, president of the Waterloo Town Crieters' Club, has been added to the educational committee of the A. A. C. of A. by President Woodhead. Mr. Kister has shown rare ability along the lines he will follow in his new capacity.

M. R. D. Owings has been elected vice-president and a director of the M. Rumely Co., of Chicago, Ill. He will have charge of the credit and collection department of the firm. He was formerly connected with the International Harvester Co.

N. M. Mayo will have charge of the newly created advertising department of the Sunset Central Lines. He will be stationed at Houston.

Robert Frothingham, formerly advertising manager of Everybody's Magazine, recently addressed the San Francisco Commercial Club on the necessity of paying for advertising. He criticised adversely the general tendency displayed by publicity efforts made for communities. Mr. Frothingham is on a tour around the world.

Warren O. Seelye, formerly assistant advertising director of the United States Tire Co., of New York, has returned to Detroit, Mich., to associate himself with the Dunlap-Ward Advertising Co., of that city.

Phillip F. Donohue, who has for the past five years been associated with advertising companies in this city that make a specialty of legal advertising, has opened offices in the Woolworth building. His attention will be devoted primarily to legal and financial advertising, in both of which fields is acquaintance is wide.

Eimer F. Meyer, at one time connected with Success Magazine, has been appointed advertising manager of Everybody's Magazine, succeeding Robert Frothingham, who resigned several weeks ago.

Frank W. Webb, advertising manager of the Baltimore News, last week sent a letter outlining the proposed plan for the formation of an association of newspaper advertising managers to several hundred of the latter, and asking for suggestion. The new organization will be affiliated with the A. A. C. A.

S. E. McPhee, formerly with the advertising department of Rogers & Co., of Pittsburgh, is now connected with Stevens, Maloney & Co., of Chicago.

Jack W. Speare, advertising manager of G. W. Todd & Co., Rochester, was presented a handsome gold Howard watch by 348 salesmen of the company assembled in convention last week, as a tribute to his untiring efforts to help the boys on the firing line.

William Woodhead, president of the Associated Advertising Clubs of America, was the guest of honor at a banquet tendered him July 24 by the advertising men of San Francisco on his return from the Baltimore Convention. The affair was attended by a large number of the leading business men of the city.

Warren O. Seelye, formerly assistant advertising director of the United States Tire Co., and of late in charge of the New York office of the Dunlap-Ward Advertising Co., has been transferred to the Detroit office.

Mrs. Nerva L. Roberts, for some time with the Cadillac Printing Co., of Detroit, has been appointed advertising manager of Kline's store in that city.

Edward F. McGowan, who for two years has been manager of the classified want ad department of the Albany Knickerbocker Press, has been promoted to the position of assistant advertising manager. Ralph B. Dort, a graduate of Princeton in the class of 1913, has been appointed assistant foreign advertising manager.

J. Ernest Nicholson, advertising manager of the St. Louis Journal of Agriculture and Star Farmer, is spending a few days in New York on business.

Frank W. Henkel, the well-known Chicago special, is spending a few weeks in the East in the interest of his list of papers.

Putnam Drew, well known in newspaper and advertising circles, has been appointed assistant to the advertising manager of the New York Times, succeeding Mr. Muller, who goes to Montreal, as noted elsewhere in this issue.

Genial Harry Adler, advertising manager of Feist & Feist, one of Newark's leading department stores, and for ten years a member of THE EDITOR AND PUBLISHER's family of readers, left on Saturday for two weeks' vacation at Portland, Me. Mr. Adler was for many years classified manager of the Newark Daily Advertiser, and before that was building news editor of the Mail & Express and real estate editor of the New York World.

Philadelphia Admen Waking Up.
Advertising representatives of Philadelphia daily papers to the number of about 30 enjoyed a day's outing on the links and tennis courts early this week at the Stenton Golf Club. Robert Cade Wilson, general manager of the Public Ledger, donated a cup for the kickers' handicap, which was won by Albert Raby with a net score of 83. Another cup, donated by the Record, was captured by James M. Brooks with the low score of 75. The Inquirer offered a cup for the survivor in singles, which proved to be Herbert A. Smith. An informal dinner ended the recreation. During the dinner a committee was appointed to formulate plans for a permanent organization.

Ad Club Action Is Indorsed.
The Real Estate Exchange at its regular weekly meeting indorsed the action of the Ad Club for a Texas building at the Panama Exposition and appointed a committee of three to induce other exchanges to indorse the project. This committee consists of P. R. Weatherford, F. N. Hopkins and Adams B. Vera.

Pohlig Joins North American Staff.
Theodore F. Pohlig, who has been connected with the advertising department of the Philadelphia Press for thirty-four years, has become associated with the advertising department of the Philadelphia North American. Mr. Pohlig's friends on the Press last week gave a dinner in his honor. Before taking up his duties on the North American he will take an ocean trip.

DIRECTORY OF ADVERTISERS AIDS.

Publishers' Representatives

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

Advertising Agents

- STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago
- AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector
- BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831
- HOWLAND, H. S., ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573
- LEE-JONES, Inc.,
General Advertising Agents,
Republic Building, Chicago.
- KIERNAN, FRANK & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
- MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
- ANKRUM ADVERTISING AGENCY
Classified Specialists
431 S. Dearborn St., Chicago, Ill.
- CLASSIFIED AD COMPANY
Clearing House For All Agencies
Karpen Bldg., Chicago.
- GUENTHER-BRADFORD & CO.,
Chicago, Ill.
- THE BEERS ADV. AGENCY
Lat.-Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1710 Flatiron Bldg.
- THE EXPORT ADV. AGENCY
Specialists on Export Advertising
Chicago, Ill.

AD FIELD NOTES.

S. G. Lindenstein, Inc., newspaper special representatives at 118 East 28th street, New York, have secured the foreign representation of the Franklin (Pa.) Herald, Shamokin (Pa.) Daily News, Shenandoah (Pa.) Herald and Warren (Pa.) Times.

The H. H. Walker, Inc., a general advertising agency at 200 Fifth avenue, has been reorganized and its capital increased to \$100,000, all of which has been subscribed. The officers are President, H. H. Walker; vice-president, J. F. Myers; secretary, M. B. Smith; treasurer, G. L. Lewis.

The Wyckoff Advertising Co., of Buffalo, has increased its capital stock from \$75,000 to \$125,000.

The Advertisers' Club, of Memphis, Tenn., has launched a club newspaper called "The Advertisers' Talk." It consists of four pages and is edited by Henry Nathan.

The pastors of the Protestant churches of Memphis have agreed on a campaign of advertising, the purpose of which is to reach more people and bring them under the influence of the church.

Ed. E. Sheasgreen and Theodore J. Furner have organized the Standard Cost Finding Service Co., with offices at 1603 Monadnock block, Chicago.

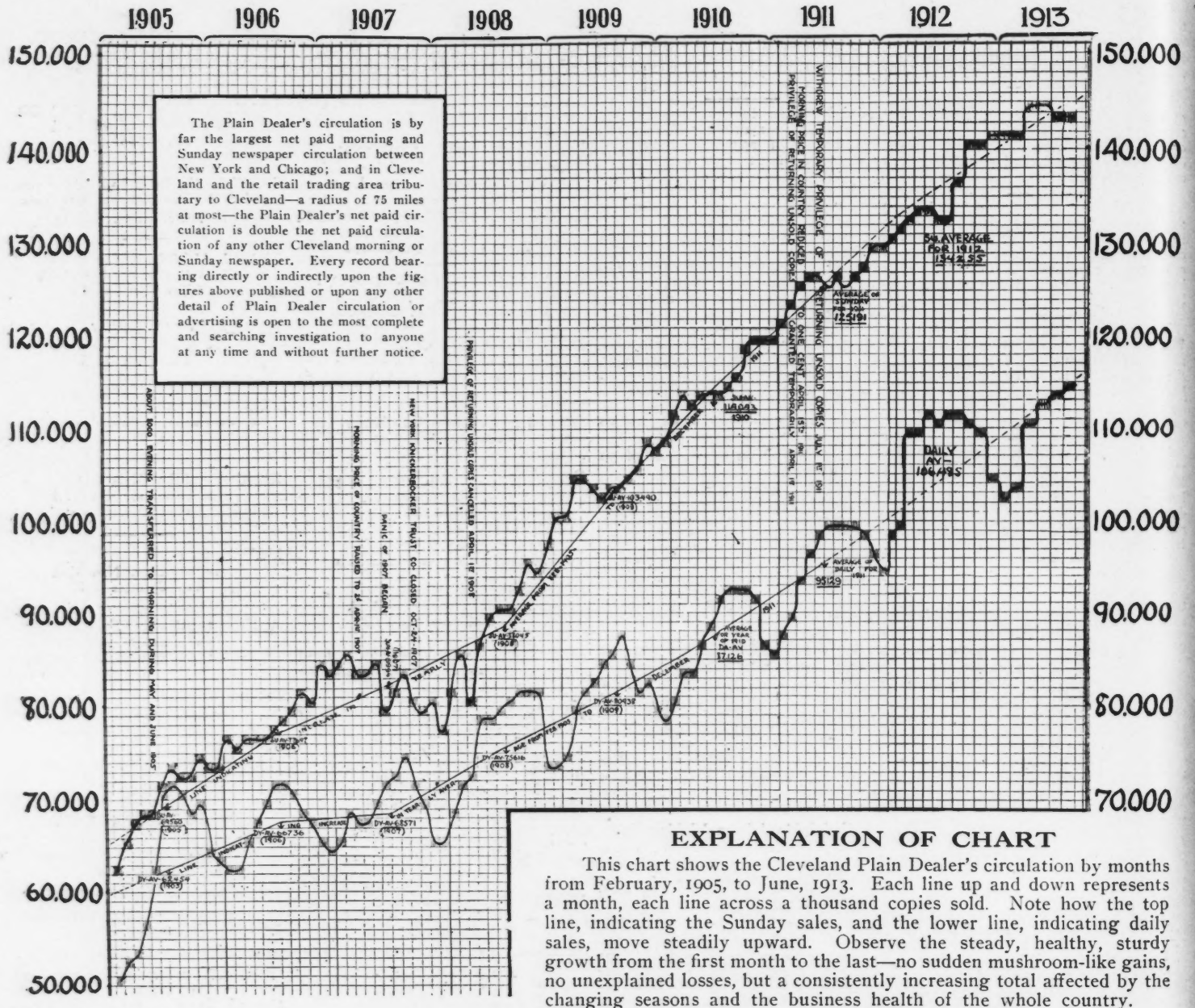
Leads in Volume of Advertising.
The Los Angeles Times for two years in succession has printed more classified and display advertising than any other single newspaper. During the first six months of 1913 it printed 9,372,300 agate lines.

Mexican Papers' New York Office.
The Madero Brothers, owners of El Imparcial and El Diario, in the city of Mexico, have opened an office in the Pulitzer building, with Fernando L. Padilla as manager.

Wind Shows Pluck Where Needed.
A strong wind did what no resident of Mt. Auburn dared to do—remove the effigy of Fay D. Slate, editor of the Mt. Auburn Tribune, which had been hanging on the public square for several days. Slate is under bond for killing Dr. P. B. Windsor, Mayor of Mt. Auburn, May 22. The figure appeared one morning between a bank and a drug store, but no open supporters of Slate ventured to cut it down.

The Cleveland Plain Dealer's Circulation

By months from February, 1905, to June, 1913



EXPLANATION OF CHART

This chart shows the Cleveland Plain Dealer's circulation by months from February, 1905, to June, 1913. Each line up and down represents a month, each line across a thousand copies sold. Note how the top line, indicating the Sunday sales, and the lower line, indicating daily sales, move steadily upward. Observe the steady, healthy, sturdy growth from the first month to the last—no sudden mushroom-like gains, no unexplained losses, but a consistently increasing total affected by the changing seasons and the business health of the whole country.

June Circulation Averages, Daily 114,224; Sunday 143,325

Advertising Rates in Effect August 1, 1913

These rates are based upon a guaranteed average net paid circulation of 100,000 copies of the Morning Plain Dealer and 130,000 copies of the Sunday Plain Dealer. A pro rata refund will be made any advertiser using space at these rates should the Daily or Sunday averages fall below the figures guaranteed.

DISPLAY ADVERTISING

Minimum space, 7 lines. Contracts written for one year only. Rate, run of paper per agate line.

	Daily	Sunday
Single Insertion.....	20c.	20c.
26 days or 1000 lines.....	18c.	20c.
52 days or 2000 lines.....	17c.	19c.
104 days or 3000 lines.....	16c.	18c.
156 days or 4000 lines.....	15c.	17c.

POSITION CHARGES

Next to reading matter.....Add 2 cents to each rate
 Minimum depth accepted, 28 lines.
 First following and next reading matter.....Add 4 cents to each rate.
 Minimum depth accepted, 42 lines.

SPECIAL ADVERTISING

Minimum classified or reading space, 2 lines. Contracts written for one year only. Rate run of paper, per agate line:

	Daily	Sunday
Reading Notices, under rule.....	\$1.00	\$1.00
Mail Order—Strictly mail order advertising.....	15c.	17c.
Hotel, Resort, Publishers, Schools and Colleges.....	15c.	17c.
European Advertisements.....	18c.	20c.
Classified Advertising—all classifications.....	15c.	17c.
Automobile—52 days or 4,000 lines.....	15c.	17c.

Less than 52 days or 4000 lines, card rates.
 Steamships and Time Cards..... 12½c. 12½c.
 When cuts or display type are used in a classified advertisement, the entire space occupied will be measured.

J. C. WILBERDING
 Brunswick Building
 New York City

The Cleveland Plain Dealer
 CLEVELAND—Sixth city and growing

JOHN GLASS
 People's Gas Building
 Chicago

