

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 13, No. 2

NEW YORK, JUNE 28, 1913

10 Cents a Copy

PULITZER APPRAISAL.

EXPERTS DIFFER ON VALUE OF GOOD WILL AND ASSOCIATED PRESS MEMBERSHIP.

New York World Placed at \$5,000,000 by Charles M. Palmer—Mr. Pulitzer's Death Said to Have Cut Good Will Value in Half—Testimony by Don C. Seitz, Arthur Brisbane, F. A. Munsey and H. L. Stoddard.

The value of good will and an Associated Press membership received much attention at the hands of experts called to testify at the second appraisal of the estate of Joseph Pulitzer, owner of the New York World and St. Louis Post-Dispatch, before Joseph I. Berry, transfer tax appraiser, whose report will soon be ready. Mr. Berry told a representative of THE EDITOR AND PUBLISHER that the official record had not yet been made public.

According to the Times of Monday, which contained a substantial report of the testimony at the hearings, the World is worth \$10,000,000 in the judgment of Frank A. Munsey, the New York publisher of magazines and newspapers, and \$5,000,000 in the judgment of Charles M. Palmer, of New York, the newspaper broker.

THE FIRST APPRAISAL.

In the first appraisal, which was rejected by Surrogate Cohalan, the total estate of Mr. Pulitzer was valued at \$18,525,116. The value of the World was placed at \$3,080,955, and of the Post-Dispatch at \$1,115,717. This Surrogate Cohalan said in rejecting the report, allowed the World to be capitalized on a basis of nineteen per cent. and the Post-Dispatch on a basis of almost thirty-seven per cent. He pointed out that on a five per cent. basis the World would be capitalized at \$11,000,000 or more and the Post-Dispatch at \$8,000,000, making the total estate \$32,000,000, or almost \$14,000,000 more than the figure at which it had been appraised.

RESULT OF HEARST COMPETITION.

Don C. Seitz, business manager of the World, said that Mr. Pulitzer devoted all his energies to the editorial side of his newspapers and scorned the business side.

In the fall of 1895, he said, William Randolph Hearst came to New York. Hearst, Mr. Seitz testified, "hired away our best people in all departments, mechanical, editorial and business, and he made very rapid strides in pushing his New York morning circulation."

At that time the World, Mr. Seitz said, had a circulation of 180,000 and retailed at two cents. Mr. Pulitzer wanted to meet the Hearst competition at one cent. Mr. Seitz protested against the change, but on February 10, 1896, the World cut its price to one cent in the city. Its circulation went up 88,000 in a single day, but all its profits dwindled. The results in increased circulation, however, disappointed Mr. Pulitzer, and he cut the country rate, which had remained two cents, to one cent. Then, Mr. Seitz said, all the profits of the World disappeared.

Two economies, Mr. Seitz said, had been effected as one way of meeting a severe decrease in revenue from dry goods advertising. One of these was the selling of syndicate matter gathered by the World for its own purposes to papers out of the city, and the other was the cutting down of returns of unsold copies from newsdealers. By cut-

(Continued on page 35.)



Courtesy of Collier's Weekly.

JAMES KEELEY,

GERMAN MANAGER OF THE CHICAGO TRIBUNE

(See page 28.)

Denies New Trial to Music Editor.

A motion for a new trial in the Musical Courier Extra criminal conspiracy case was denied Monday by Judge Dibell in the Circuit Court at Joliet, Ill. William Geppert, of New York, the editor of the Courier Extra, was sentenced to two years in the penitentiary and fined \$2,000 last February, for conspiring to ruin the business of Steger & Sons, piano manufacturers. Attorneys for Geppert based their argument for a rehearing on an affidavit sworn to by Garrett Couchois, who was a principal witness for the State at the first trial. Judge Dibell refused to credit the affidavit and denied the petition for rehearing. In addition to the conspiracy action prosecuted by the State, Geppert faces several other suits for libel, including two by the Steger company and one of \$250,000 by Lyon & Healy, of Chicago. He is under \$5,000 bail.

Brisbane Testifies on Gambling.

Arthur Brisbane, editor of the Evening Journal, and three Burns operatives employed by the Hearst newspapers to obtain evidence of public gambling at the Belmont and Piping Rock race tracks appeared as witnesses last week in Mineola at a hearing on charges made in the Hearst papers. Mr. Brisbane testified that he had given instructions to the city editor of the Evening Journal to engage the Burns agency. He admitted having written an editorial denouncing gambling at the race tracks, which appeared recently. In reply to the inquiry of District Attorney Wyson, Mr. Brisbane admitted that he did not know from personal experience that there was any gambling going on in violation of law at Belmont or Piping Rock, but said that he had been "generally aware of conditions at the track for some time."

Excavation has been started on the annex to the Houston Post Building, the new structure to cost \$100,000.

The Nashville (Tenn.) Banner is erecting a new building for the plant.

Forges Drafts on New York Papers.

The police of Germany and Austria are looking for a suave young man who has been presenting forged drafts on New York newspapers and getting them cashed. He poses as a foreign correspondent. Ladenburg, Thalmann & Co., bankers, of New York, have received in the past two weeks four of the drafts for collection. The last was drawn against the Sun for \$75 and made payable to William Lodtmann, as were the others. It was cashed by a bank in Berne. Two drafts against the Tribune for \$75 each have been cashed in Vienna, and a draft for \$45 cashed in Mannheim was against the Boston Daily Globe.

George G. Rice Buys the Mining Age.

George Graham Rice, until recently mining and industrial editor of the New York Telegraph, has purchased all of the stock of the Quick News Publishing Co., owner and publisher of the Mining Age, and will begin the duties of editor and publisher of the paper with the next number. The Mining Age is a weekly publication devoted to the interests of stockholders in mining companies. It is about six years old. At various intervals it has been owned by such men as John Hays Hammond, Samuel Newhouse, W. B. Thompson, George L. Vigoreaux and C. W. Pope. The purchase price of the capital stock of the company paid by Mr. Rice in cash was said to have been \$22,500.

Ex-Mayor Would Wreck a Paper.

Carleton McCarthy, formerly Mayor of Richmond, Va., gave a sensational turn to the typhoid fever epidemic controversy of that city, Monday, when at the session of the board which controls the water system he termed the article in the Times-Dispatch on the water question a "deliberate lie." Mr. McCarthy said a McNamara was needed in Richmond to destroy the newspaper plant, and made a motion that the board instruct the city engineer to place bichloride of mercury in the pipes leading to the building occupied by the Times-Dispatch.

OCEAN NEWS SERVICE.

COMPANY BEING ORGANIZED TO FURNISH NEWS FROM STEAMSHIPS AT SEA.

Reporters to Sail on Each Liner and Get Interviews with Passengers Which Are to Be Forwarded by Wireless—Thirty-eight Newspapers Have Subscribed for the Service—Advantages of the New Enterprise.

News gathering facilities have been developed during the last ten years to a point of perfection, but would seem to leave nothing to be desired in the way of efficiency or in the fields covered. But it has been left for a New York newspaper man to devise a new method of gathering ship news and thus open up a source of information regarding the persons and affairs of those who travel the ocean highways that has long been sought by the great dailies of this and other countries.

Willis C. Pratt, whose journalistic experience has covered a period of more than twenty years as a writer and executive on the World, Herald and Mail, is the originator of the Ocean News Association, which he expects will be put into operation about September 1. This organization will adequately cover the news originating or having a "following" on board the great trans-Atlantic steamships and will send this news ashore by wireless.

Briefly the plan is this: To select a staff of the best known newspaper writers who have special equipment for this special work; to initiate the service by assigning two men to each of the five big steamship lines plying between this country and Europe, and to gradually extend the service until one high-class man is placed on every prominent steamship in the trans-Atlantic service. In speaking to a representative of THE EDITOR AND PUBLISHER, Mr. Pratt said:

VALUE OF SPECIAL SERVICE.

"It has come to be generally understood among newspaper proprietors that the modern liner is a floating hotel where, for varying periods, is segregated a larger percentage of persons of note than can usually be found in any of the big land hostleries. It is a matter of common knowledge that approximately 10,000 'newsmakers' are constantly on the sea. Practically all the big steamships entering or leaving the port of New York habitually carry scores of passengers whose individual opinions newspapers here, and abroad are anxious to have. With a trained correspondent on board, interviews may be obtained during the voyage without any of the hurry and slap-dash that characterizes those obtained under the present method of ship news reporting.

"Where the matter in hand is of prime importance the interview may be submitted to the person interviewed after it is put into type, and thus the dangers of misquotation, so frequent in cases where facts are hurriedly gathered on arrival or departure, are avoided. This matter will be sent ashore by wireless telegraph, anticipating the arrival of the ship by from twelve to seventy-two hours.

"Beside the greater degree of accuracy and the more comprehensive sweep-up of matters of importance and general interest, there are numerous other advantages to this plan. From the newspaper point of view these are so obvious that there is no need to re-

(Continued on page 38.)

WASHINGTON TOPICS.

Special Instructions Issued to Postmasters Regarding Second Class Matter—Row Over Gees' Appointment—Is There a Corporate Controlled Press? Sisson Wants to Know in Excepting to Criticism.

(Special Correspondence.)

WASHINGTON, June 25.—As a result of the decision rendered by the United States Supreme Court upholding the constitutional validity of the newspaper publicity law, Postmaster General Burleson has directed that publications which have not filed their statements for October, 1912, and April 1, 1913, be ordered to do so at once. Third Assistant Postmaster General Dockery, who has charge of the enforcement of the law, is to-day instructing postmasters to promptly communicate the information to the publications entered as second-class matter at their respective offices that statements for these dates mentioned should be filed at once in duplicate. When statements are filed the postmaster will promptly forward one copy to the department and the other will be retained in the files of the post office. The failure of any publisher to file the required statement after notification has been given makes his publication unavailable as second-class matter.

Newspapers henceforth are to be handled with the utmost dispatch by the Post Office Department. Instructions have been sent to every postmaster in the country by First Assistant Postmaster General Roper to expedite the handling of daily papers with all possible speed.

The letter of instructions to the postmasters reads as follows:

Your attention is directed to the importance of the prompt dispatch and delivery of second-class mail, particularly daily newspapers. Many of these publications contain market quotations and other commercial data which are used frequently as the basis of the subscriber's daily business operations; and the value of this information is lost if it is unduly delayed in transit. You are therefore directed to give attention to the handling of this class of mail next to first-class letter mail.

Where daily papers are weighed at the office of publication, clerks assigned to this duty should report at the respective offices of publication at an hour that will allow sufficient time to complete the weighing and insure the dispatch of the papers on the proper train. Whenever the papers fail to dispatch by the proper train for any cause, a report of this fact should be made to the postmaster, stating fully the reasons therefor.

Daily newspapers which are not sent direct from the office of publication to railroad depots for dispatch but are mailed in the post-office should receive prompt attention so as to insure their dispatch by the same trains as letter mail for the same address. Should any delay occur in the distribution and dispatch of such papers a record should be kept in such form as will enable the postmaster to make an intelligent explanation of the delay.

All sacks containing daily papers should bear a slip marked or stamped "daily papers," even though the entire contents do not consist of such papers.

Where papers are received at mailing offices without address postmasters should immediately bring this fact to the attention of the publishers so that the fault can be remedied. This fault is frequently due to the poor quality of the wrappers, mutilation and labels used in preparing the papers for mailing, and postmasters should confer with the publishers with a view to having them adopt material of a better quality. Whenever publishers who are at fault refuse to co-operate in this respect, postmasters should bring the matter to the attention of the Department immediately.

Where papers are distributed in offices of publication, postmasters should co-operate with the publishers in keeping their mailing galleys corrected to date and properly arranged. The Department should be advised of publishers who refuse to co-operate fully in this respect.

Upon receipt of mail at a post-office all sacks labeled "daily papers" should be distributed promptly and every effort made to effect their delivery on the first carrier trip after the receipt of the mail in the office, provided, of course, that the delivery of first-class mail is not delayed thereby. A record should be kept of daily newspapers received without address, showing the name of the paper, so that this information may be available in case of complaint.

A bill has been introduced in the House of Representatives by Congressman Finley making an appropriation to enable the Secretary of Agriculture to conduct experiments to determine the practicability of making paper material out of cornstalks. The bill carries an appropriation of \$30,000. The buildings in which the experiments are to

be conducted will be located at Henderson, Ky., should the bill pass.

Senator Burton, of Ohio, has introduced a resolution in the Senate calling upon the Postmaster General for certain information relating to the appointment of a postmaster at Salem, O. The postmaster in question is George H. Gee, editor of the Salem (O.) Herald. The resolution was discussed at length, and on the motion of Senator Williams, of Mississippi, was laid on the table by a vote of 38 to 23.

The resolution reads as follows:

RESOLVED, That the Postmaster General be requested and directed—

First—To transmit to the Senate all papers relating to the appointment of a postmaster at Salem, O.

Second—To investigate and inform the Senate whether such postmaster was recommended under an agreement that, if appointed, he would, as a condition of such appointment, publish a Democratic newspaper.

Third—To inform the Senate whether it is the policy of the department that postmasters shall devote the whole of their time to the duties of their office; and if so, whether such condition was imposed in the case of this office.

Is there a corporate-controlled press?

Representative Sisson of Mississippi says there is. He takes exception to certain criticism that has been made by the press about a recent speech he made in the House in regard to the California Anti-Alien bill.

At the last session of Congress Representative Sisson opposed the building of two battleships, and notwithstanding this his remarks were warlike in tenor. In commenting on the press, he says:

I understand fully how a corporate-controlled press may condemn the position which I take, especially those papers that represent in their news and editorial columns the interests of the great industrial, transportation, mining and land corporations and not the masses of the people.

These great corporations purchase labor, and they desire to buy it just as cheaply as they can. Their profits are increased when they buy the cheapest units of labor. It has been this portion of the press which has misconstrued and misinterpreted the remarks which I made on the floor of the House a few days ago, by segregating sentences from the context and making me say in their news items and in their editorials something that I did not say.

There is not a sentence in that speech which I made on the California situation that will justify the headlines and press comments which stated that I made a "war speech." On the contrary, I stated at the very outset that the "situation in California is a very critical one, and I trust I may not say anything that will in the least tend to prevent a friendly settlement or embarrass the State Department in its effort to retain the friendship of Japan." This statement is not even referred to in any of the public press.

Let the press quote all I say on any subject and I am willing to abide by their headlines and editorial criticism, but I am unwilling that they quote a single sentence from my speech and from such single sentence draw the conclusion that could not be drawn from the entire context.

PLEADS FOR MORE PUBLICITY.

Talcott Williams Says It Is Duty of City Officials to Give News.

In an address at the conference of mayors at Binghamton recently, Dr. Talcott Williams, director of the Pulitzer School of Journalism, referred to existing conditions in the metropolis and asserted that the differences between the administration and certain newspapers were due to a misunderstanding on both sides.

He said it was the duty of mayors, instead of countenancing the suppression of news or giving out to reporters announcements of important municipal projects in a hurried and slipshod manner and blaming the newspapers for any inaccuracy, to make careful abstracts of important documents and take pains to see that the reporters fully understand the municipal announcements, thus keeping in close touch with the voters who elected the executive.

The responsibility, he said, lay primarily with the city officials to see that, instead of suppression of events in municipal circles, the public was taken into the confidence of the administration through the medium of the newspapers and every step made plain.

Fire Killed This Paper.

The Gray County Tribune, Ingalls, Kans., has suspended because of a fire which destroyed its plant.

CHICAGO HAPPENINGS.

Illinois Legislature Fails to Pass Fraudulent Advertising Bill—Lord & Thomas and the Charles H. Fuller Agency Lead in Agency Assessments—Results of Golf Tournament—Death of J. Mayo Crane.

(Special Correspondence.)

CHICAGO, Ill., June 25.—The Illinois Legislature failed to pass the bill before it to prohibit false advertising in newspapers and periodicals. There was only a small membership of the House present when it was called up. It received sixty affirmative votes and four negative, but was short the constitutional majority.

The Illinois Woman's Press Association held a meeting in memory of Mrs. Florence Gebhardt, its former corresponding secretary, in Hotel La Salle Tuesday evening.

Frederic Hatton, the Post's dramatic critic, has novelized the comedy "Years of Discretion," and it has been published in book form. Another play by Mr. and Mrs. Hatton is promised for the coming theatrical season.

Jonathan May Crane, for thirty years engaged in Chicago newspaper work, was stricken with apoplexy last week while at his work at the Tribune copy desk. He was taken to St. Luke's Hospital where he died two days later. He was fifty-four years old. His brother was a minister and he studied for the ministry, but took up newspaper work instead. For a short time he worked on New York papers. He leaves a widow and two children.

The Lord & Thomas Co. is assessed the highest of any advertising agency on the assessor's books this year, being down for \$26,500. The G. H. Fuller Co. comes next with \$22,182, the others are much lower, ranging from \$5,000 for the Mahen Co. and \$4,500 for the Clague Agency down.

Herbert L. Sill, for years a well-known Chicago newspaper man, died recently in Indianapolis.

At the third monthly tournament of the Western Advertising Golfers' Association, held at the Beverly Country Club last week, forty-nine members and three guests started. F. A. Sperry took the honors when he won low gross prize and also won the final match on the first flight. As he could take but one prize he took first pick by taking low gross. H. W. Rankin had second best net and took the low net score prize.

The police have again ordered outside papers and magazines off street corner newsstands. This hits the Saturday Evening Post the hardest of any.

Members of the Cook County Press Club enjoyed an outing at Silver Lake, Wis., Saturday.

Stricken with apoplexy while at work at the telegraph copy desk of the Tribune, Jonathan Mayo Crane, for thirty years a newspaper man in Chicago and New York, died at St. Luke's Hospital June 19. Crane began his newspaper career at Springfield, Ill. Later he came to Chicago. For a short time he was employed on the Commercial Advertiser in New York.

Publisher Apologizes for Libel.

Daniel J. McCool apologized in open court last week to Samuel E. Hudson and Robert Haight, political writers and reporters, and D. C. Humphries for libelous articles he had written for a paper he publishes in West Philadelphia, and thus brought to a close a criminal libel suit which had been instituted against him. Mr. McCool, who, several weeks ago, had his nine-year-old son in court to try his case, acted as his own lawyer before Judge Little came to his rescue and appointed J. H. Williams to act as his counsel. Mr. Williams brought about the adjustment of the case.

Maine Rural Life is a weekly magazine feature that has been added to the Portland (Me.) Daily Press. It is proving popular with country readers.

TOWNE TO START NEW PAPER.

Deposed Scranton Tribune Editor Is Joined by His Editorial and Circulation Staffs.

As a climax to recent upheavals in Scranton newspaper circles it was announced Monday that Robert W. Towne, deposed editor of the Tribune-Republican and the Truth, morning and evening papers respectively, would start a new paper, which will be known as the Daily News and will appear on or about July 4. Headed by T. J. Duffy, managing editor of the Tribune-Republican and Truth, the entire editorial and circulation staffs of the Tribune-Republican walked out Monday to join Mr. Towne in his new venture.

The Tribune Co. was put in the hands of receivers three weeks ago on the petition of Towne's financial backer, E. A. Whitehouse, of Newark. Towne has charged this step to influences which he says he offended in pursuing a Progressive policy.

All the capital in his new venture was subscribed outside of Scranton. Among the shareholders mentioned are Gifford Pinchot, George W. Perkins, Joseph Medill McCormick and several Progressives, including William R. Nelson, of the Kansas City (Mo.) Star.

The Rev. Joseph H. Odell, school director and pastor of the Second Presbyterian Church, will succeed Towne as editor of the Tribune Co.'s publications.

Resolutions calling upon Congress to investigate the circumstances attending the appointment of the receivers for the papers were adopted by acclamation last week at a Washington party dinner held in Scranton. A letter from Colonel Roosevelt, read at the meeting, after commending Mr. Towne, said that he was "being pushed by the bosses and the great corrupt powers of finance which are standing behind the bosses."

Appraisers for Scranton Tribune.

C. E. Bradbury, of Scranton, a public accountant, and William C. Dersluck, editor of the Hazleton (Pa.) Plain Speaker, have been appointed by Judge Witmer to appraise the business of the Scranton (Pa.) Tribune Publishing Co. They will proceed forthwith to make the appraisal and report to the court.

Cartoons of Mayor Gaynor for Sale.

A volume of cartoons dealing with Mayor Gaynor's personality is appearing this week on the newsstands of the city. The drawings were culled from various publications, mostly newspapers, by William L. West, who states that his intention in publishing them is to show the change in opinion of Mr. Gaynor that has taken place since he assumed office. There are 279 cartoons in the book. Mr. West declares that such profits as may accrue from this publication will be turned over to some charity to be selected by the buyers of the book.

King Alfonso Sees Newspaper Made.

King Alfonso visited the office of El Imparcial at Madrid recently, accompanied by Premier Romanones, and inspected every department of the newspaper plant. While he was in the composing room the printers set up a line reading "Long Live the King," and the young king insisted on carrying it away as a souvenir. He watched the work of the new rotary presses, and as he did so remarked to the Prime Minister: "Ah, these are the machines for roasting politicians!" The king later on was entertained at a luncheon at which all the employes of the paper were present.

Propose Georgia Journalism School.

A School of Journalism in the University of Georgia, at Athens, is among the many activities now being projected in the South. A resolution for the founding of such an institution was introduced in a meeting of the board of trustees of the university, and is now under consideration by a committee.

RISE OF J. F. MACKAY.

Career of the Business Manager of the Toronto Globe, Who Was Appointed Chairman of the A. N. P. A. Committee That Has Charge of the New Bureau of Advertising Created at the Recent Convention.

By W. A. CRAICK.

John F. Mackay, business manager and treasurer of the Toronto Globe, who was appointed chairman of the committee to have supervision of the new Bureau of Advertising at the last meeting of the American Newspaper Publishers' Association, is one of the outstanding figures of the day in the Canadian newspaper field.

The son of a Presbyterian minister of distinction, he was born forty-five years ago in Toronto, but spent his youth in the town of Woodstock, Ont., where he acquired a knowledge of the printing business in the office of the Sentinel-Review. Subsequently he worked as a reporter on the staff of the Toronto Mail, prior to its amalgamation with the Toronto Empire. He then gave up city journalism to assume the management of the Leamington Post, a small but lively country weekly. This was followed by a term of service as business manager of the Chatham Banner, a daily published in a small Ontario town.

BUILDING A REPUTATION.

His work in Leamington and Chatham brought him into some notice, and he was invited by the management of the Montreal Herald to accept the position of secretary-treasurer. He went to Montreal, and there secured a useful acquaintance with the internal economy of a large city daily. But he had not yet arrived at his goal. The Woodstock Sentinel-Review was put on the market, and in it Mr. Mackay saw an opportunity. He acquired it and threw into its management all the energy and ability he possessed. Result—the Sentinel-Review developed into one of the most flourishing of the smaller dailies in the country.

The reputation of the publisher of the Sentinel-Review spread, and in 1903, on the death of the late C. W. Taylor, business manager of the Toronto Globe, he was selected by the directors of the Globe Co. as his successor. The offer made to Mr. Mackay was received favorably, and he removed from Woodstock to Toronto, where he has since resided.

As manager of the Globe, Mr. Mackay has justified all that was predicted for him. He has not only maintained the paper in its premier position among Canadian dailies, but has strengthened its hold on the good opinion of the advertising public. During the past decade it has enjoyed a growth fully in keeping with the rapid development of the country.

WORKS FOR HARMONY.

Though nominally business manager, he endeavors to harmonize the working of all departments of the paper. To this end he is chairman of a council, composed of the heads of the different editorial departments, which meets at regular intervals and lays plans for the conduct of the paper. This move has been a wise one and has proved a great benefit to the Globe. His own familiarity with editorial work fits in advantageously with this arrangement, and enables him to judge of the effectiveness of the paper's policy. His sphere of influence is, therefore, extended beyond the limits of the business office. Evidence of this is found in the fact that he has held the position of president of the Canadian Press, Ltd., which corresponds to the Associated Press of the United States, ever since its organization three years ago.

For many years Mr. Mackay has been a prominent figure in the Canadian Press Association, the organization in the Dominion corresponding in part with the American Newspaper Publish-



JOHN F. MACKAY,
BUSINESS MANAGER OF THE TORONTO GLOBE.

ers' Association in the United States. To the welfare of the press of Canada he has ungrudgingly given a great deal of his time and attention.

In the Canadian Press Association, election to the office of second vice-president carries with it the promise of advancement to the first vice-presidency the following year and to the presidency the succeeding year. Mr. Mackay became second vice-president in 1908 and first vice-president in 1909. Then, some months before his term had expired, the president of that year, L. S. Channell, of the Sherbrooke Record, died, and Mr. Mackay was called on to assume the duties of president. This meant that for a period extending over the best part of two years he presided over the affairs of the association.

AS HEAD OF C. P. A.

His regime formed an important epoch in the life of the C. P. A. It marked a transition. From being simply a voluntary organization relying for its success on individual effort of a spasmodic nature, the association was transformed into a business enterprise, conducted on business lines. In this development of the functions of the organization, Mr. Mackay played an important part. It is safe to say that it was very largely through his influence that this progressive step was taken, which had as its outward manifestation the establishment of a permanent office and the appointment of a salaried secretary. The growth of the association has since been remarkable.

Personally, the business manager of the Globe is a prince among men. He is frank by nature and is a general favorite wherever he goes. In his own office he is known and liked by every member of the staff. In club circles he is always welcome. Among the newspaper men of the country he is regarded as a strong and interesting personality.

As a business man Mr. Mackay impresses one with his resourcefulness and determination. He stands for the

square deal always and believes in conducting his paper on straightforward lines. Under him the Globe has lost nothing of its reputation for solidarity and reliability.

Apart from his work in the Press Association, Mr. Mackay has taken an active interest in the Canadian Conservation Commission, being particularly associated with the efforts that are being put forth to conserve the pulp and paper resources of the country. He is a member of the commission, and attends the meetings at Ottawa regularly.

He has been a member of the A. N. P. A. for some time, and is one of the very few Canadian members who never miss a meeting.

Everard Dies of Stairway Accident.

H. T. Everard, president of the Lake Superior Paper & Pulp Co., of St. Marie, Ontario, and also president of the Detroit Sulphite Paper & Pulp Co., and director of the Bryant Paper & Pulp Co., of Kalamazoo, Mich., succumbed to the injuries sustained on the Detroit Board of Commerce excursion, when the stairway on which he and J. A. MacDonald, editor of the Toronto Globe, and others, were standing, collapsed. He was buried in Detroit Sunday Mr. MacDonald was not seriously injured.

Women's League Close Season's Work

The League of Advertising Women closed the first year of its existence on Saturday, June 21, with a dinner at the Hotel Nassau, Long Beach, at which it was decided to resume work in September on a bigger and broader plan. The present officers, recently elected, are: President, Miss Ida Clarke, of Scott & Bowne, Bloomfield, N. J.; vice-president, Mrs. Caroline L. Overman, of Jos. A. Richards and staff, Tribune building, New York City; secretary-treasurer, Miss J. I. Martin, of Sperry & Hutchinson Co., New York City.

THE TARIFF ON PAPER.

Text of the Section as Proposed by Finance Committee.

(Special Correspondence.)

WASHINGTON, D. C., June 25.—There has been no material change in the tariff on paper or wood pulp by the Senate Committee on Finance, or by the Democratic caucus, which has been considering the tariff bill.

The bill as now being considered was made public by the caucus on Monday on the motion of Senator Martin, of Virginia, who believed that the press should get the bill in full by permission of the caucus, instead of having it garbled by being given out piecemeal.

The paper section as changed by the Finance Committee reads:

Printing paper (other than paper commercially known as hand-made or machine hand-made paper, japan paper, and imitation japan paper by whatever name known), unsized, sized, or glued, suitable for the printing of books and newspapers, but not for covers or bindings, not specially provided for in this section, valued above 2½ cents per pound, 12 per centum ad valorem: Provided, however, That if any country, dependency, province, or other sub-division of government shall impose any export duty, export license fee, or other charge of any kind whatsoever (whether in the form of additional charge or license fee or otherwise) upon printing paper, wood pulp, or wood for use in the manufacture of wood pulp, there shall be imposed upon printing paper, valued above 2½ cents per pound, when imported either directly or indirectly from such country, dependency, province, or other sub-division of government, an additional duty equal to the amount of the highest export duty or other export charge imposed by such country, dependency, province, or other sub-division of government upon either printing paper, or upon an amount of wood pulp, or wood for use in the manufacture of wood pulp necessary to manufacture such printing paper.

CHANGES IN INTEREST.

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

JOPLIN, Mo.—W. H. Dalton, the new chairman of the Prohibition party in Missouri, has purchased the State Leader from Charles E. Stokes.

MILTON, Pa.—Harry Coryell and G. J. Phillips have bought the Snyder County Tribune from Joseph Lombard, who has been its editor for the past thirty years, and will take charge July 1.

SAUK RAPIDS, Minn.—J. C. Bockover has sold the Sentinel to James E. Browne, of Endeavor, Wis., who took charge this week.

CAMDEN, Tenn.—The Citizen has been purchased by James W. Britt, who recently lost the Humphreys County Herald plant by fire, from S. A. Clements. Mr. Britt assumed charge this week.

CUBA, Kans.—The Daylight, published the last two years by Ernest Smith, has changed ownership. Will Shannon, formerly of the Clay Center Dispatch and later of Mahaska, having bought it.

CHANDLER, Okla.—George A. Smith, president of the State Press Association for the past year, has purchased the Review, which had also appeared as the Sparks Review and the Kendrick Review before coming to Chandler. He will consolidate it with his own paper, the Tribune.

NEW ORLEANS, La.—The Trade Index, one of the oldest papers devoted exclusively to trade news of the city, and which was founded twenty-three years ago, has become the sole property of John Dymond.

CREDIT AND THE PRESS.

Memorial of Pennsylvania Citizens Charges That Creditors of Scranton Tribune-Republican Abused Power They Had—Menace to Freedom of Press Argument in Plea to Congress Asking for Thorough Investigation.

(Special Correspondence.)

WASHINGTON, June 26.—The control of credit had been abused in the case of the Scranton Tribune-Republican, and that it could become a menace to the freedom of the press generally, was brought to the attention of Congress during the week by a memorial presented by certain citizens of Pennsylvania. Representative M. Clyde Kelly, who presented the memorial, went into the details of the Tribune-Republican, but failed to secure immediate action. It is thought, however, that Congress will take appropriate steps at a more opportune time, possibly when the question of banking and currency is reached.

The memorial reads:

Whereas, The freedom of the press is the foundation of personal and political liberty, and any attempt to impair that freedom is a blow at republican institutions and a crime against the American people; and

Whereas, Recent instances of intimidation of newspapers and attempts to coerce editorial opinion through financial pressure have been brought to the attention of the reading public, and the punishment of newspaper editors through attacks on their credit has created widespread comment; and

Whereas, A concrete illustration of this abuse of credit has been brought to the attention of the citizens of Scranton, Pa., and vicinity through the financial ruin of the Tribune-Republican and its proprietor, although it was a going, growing and prospering institution; therefore be it

Resolved, That this memorial be presented to the Congress of the United States setting forth the facts in the case of the Scranton Tribune-Republican, as mentioned above, and praying an investigation into this growing evil as part of the inquiry into the abuse of credit through the Money Trust.

Speaking in behalf of the petitioners, Representative Kelly addressed the House, in part, as follows:

Mr. Speaker, the memorial which has just been read was presented to me by a number of citizens of Pennsylvania who believe that it touches on the problem that this House will soon undertake to solve, concentrated control of credit, a problem greater than that of banking and currency, which will also be before us. The President, in his able manner, gave us a splendid address yesterday, in which he told us that even personal considerations should not outweigh the need for immediate legislation to deal with this credit-control situation.

When we realize that the control of credit has a potential influence upon every business in this Nation, it becomes a manifest peril if it is allowed to continue without some check upon it. Worse and more dangerous than all is the influence of the control of credit on the press of the country. The case of the Scranton Tribune-Republican, which is referred to in this memorial, is an instance which is peculiarly flagrant.

Four or five years ago, when this paper was a practically worthless property, it was taken over by a new management, and a circulation at that time of 5,000 copies has been built up to 32,000 copies at the present time, and its annual receipts from \$32,000 a year to \$152,000 a year. Last year the paper made a clear profit of about \$40,000, and during the early months of this year the profits had been at the rate of \$50,000 a year. But in spite of that, and although it was a growing and prosperous concern, obligations were demanded by certain banks, credit was curtailed, and just recently a receivership was demanded and secured. The judge who succeeded Judge Archbald appointed two bankers as receivers, and they are at the present time conducting the institution.

I want to say that the management which built up this success, which made this paper prosperous, because it filled a public want, has been completely overthrown, the policy of the newspaper has been changed, and it is at the present time a part of the controlled press of

An Unparalleled Record for 1912

THE BOSTON HERALD

Gained 1,600,000 Agate Lines Over 1911

In the first four months of 1913 The Herald gained 336,226 agate lines over same period of 1912.

In the first three months of 1913 The Herald gained 62,400 lines of foreign advertising over the same period of 1912.

From March 16 to May 17, inclusive, The Herald beat The Globe in week-day display by 97,000 agate lines.

Nothing better in New England for profitable publicity.

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

FROM POLICE TO POLITICS.

Chapters in the Career of Arthur B. Krock, Washington Correspondent.

Arthur B. Krock, Washington correspondent of the Courier-Journal and the Louisville Times, has done plain and fancy reporting, from police to politics, largely in the service of Louisville newspapers. He has been employed at various times by the Chicago Tribune, Associated Press, Louisville Herald and the Courier-Journal and Times. He



ARTHUR B. KROCK.

held a desk position in Louisville, being in charge of the night office of the Associated Press before coming to Washington in December, 1909.

Mr. Krock succeeded Col. O. O. Stealey, the dean of the Washington Press Gallery, as correspondent of the Courier-Journal in May, 1911. Prior to that he had been correspondent of the Times alone, which paper sent him to Washington. He is just under thirty years of age. Mr. Krock is married and has one child, Thomas Polleys Krock, aged seventeen months.

The only interlude in his journalistic career came when, as chief deputy sheriff of Jefferson County, Ky. (at the age of twenty-two), during a reform administration, he assisted in closing pool-rooms and gambling houses and maintaining a fair count at elections, for which service he is deeply regretful, personally preferring a wide-open town and Democratic success at the polls.

Mr. Krock was recently elected a member of the famous Gridiron Club.

the Nation. So it is worth while to bring this memorial to the attention of Congress, as these citizens of Pennsylvania have done, asking Congress to consider it in connection with the control of credit in the hands of the few. In itself it may be of comparatively little importance, but as a type it is of vast importance. The freedom of the press, which was assured in the first amendment to the Constitution in the Bill of Rights, is imperiled by the power of money-credit control in this country. There is a real peril in such power lodged in the combination of crooked politics and crooked business which in past years has made Pennsylvania especially a hissing and a byword in this Nation.

The paper had recently increased its indebtedness through the purchase of an additional newspaper that had been paying on its capitalization a profit at the rate of 6 per cent, on \$800,000, or 12 per cent, on \$400,000, having made between \$40,000 and \$50,000 in the last year. Its indebtedness was something like \$400,000, but the demand that immediate payment be made was the only difficulty. Few business enterprises can meet a sudden demand for the payment of their entire obligations. I doubt if there is even a bank in the country that could stand up under the demand for the immediate payment of every dollar of its indebtedness. For that reason I maintain that the banks should be especially careful of the manner in which they invoke forces against other business institutions which they themselves could not withstand.

The profits which have been made by this newspaper were sufficient to prove it a prosperous concern, and it was deliberately and arbitrarily throttled. I would like to say that it was forced into a receivership and that the manager who had built up the newspaper into such a successful proposition was summarily discharged without an hour's notice, thereby losing every dollar that he had put into the paper. I want to call attention further to the fact that this whole matter is a point in issue in another question being considered by this Congress.

"EXPLAINING KEELEY."

Editor of the Chicago Tribune Progressed from Whitechapel, London, to Chicago, Ill., via Leavenworth and Considerable Enterprise—Took to Journalism When Correspondent Vacated "Position."

"Explaining Keeley" — one James Keeley, "prominently connected with the Chicago Daily Tribune, head of that mighty sheet, in fact, takes more columns in Collier's Weekly this week than is generally given by that publication to any subject. First, there are two solid pages, then follow two half pages, and finally several sticks on another sheet.

But it seems that the story is worth while, as witness by the following excerpts:

"There are many things about Keeley that require explanation. Thirty years ago there was a bull-headed youngster on the streets of his native Whitechapel in London who alternated between selling newspapers and blacking boots. He was alert and strong-handed. He could scrap in a flash—fight for a sale, fight for a shine, fight for fun or for principle.

"Fifteen years later the Chicago Daily Tribune had a bullet-headed city editor. He was a man of ferocious energies, who wasted few words and no sentiment. He drove his work like a demon; he got what he went after; and he compelled his reporters to get what they went after. Excuses never interested him.

"That Whitechapel kid and this demon-driving city editor in Chicago were the same man, and the name of that man was James Keeley. One day R. W. Patterson, who was in control of the Tribune, came out of his office, beckoned to Keeley, and said: 'You are managing editor.'

How to become a newspaper man had been somewhat of a problem with Keeley. When the Wyandotte correspondent of the Kansas City Journal made his fare-you-well, Keeley grabbed the job vacated.

"Having exhausted the possibilities of Wyandotte as a news producer, Keeley, after three months, promoted himself to a place on the local staff of the Journal."

But Kansas City and Keeley did not harmonize. So the young man went to Memphis, thither to Louisville and from here to Chicago, where he has kept house ever since.

It seems that the Tribune's young hopeful did things from the very first, and in ways not always pleasing to his competitors. Continues the account:

"Keeley would coil himself around the elements of a story like a boa constrictor, and squeeze and squeeze until the details he wanted came out. It was a part of Keeley's code to get the story and another part of it to keep rival reporters from getting it, or from sending it back to their papers if they did get it. The word 'ruthless' is used to describe the methods by which he impeded their progress toward the same news goals as himself. Telephones in the outlying districts were scarce in those days. There are tales of Keeley hiring all the telephones in the neighborhood at the critical hour, tales of wires cut, and of men going to a telephone which Keeley had just used to find that a pencil had been rammed through the transmitter."

On one occasion Keeley used the greater part of \$300 to subsidize the telegraph in his favor; that is, the part which an obliging "one-eyed cow-puncher" did not put out of commission, as alleged. Later a lineman was persuaded to make a very long job of repairing that wire.

When McKinley died Keeley scooped all Chicago by lonesome vigil with the forks. A generous measure of good luck helped in this as it did also in the scoop on the Battle of Manila. The fates, as the Collier's story points out, have been kind to Keeley—and Keeley has had the gift to recognize whenever they beckoned.

Clever Newspaper Ads.

The Baltimore Evening Sun has recently printed some striking advertisements written by Jerome P. Fleishman, for the purpose of increasing that paper's circulation. They run the full width of the page and are from four to six columns in width. They are framed in a broad fancy border with wide margins of white space between the type and the border. The text is set in large type and is introduced by striking headlines. Three of them bear these titles: "His-



JEROME P. FLEISHMAN.

tory is in the Making—the Newspaper Reflects It All," "Suppose—just for a moment, now—there were no newspapers," "Stop reading newspapers for a year and you will be as modern as Methuselah." Mr. Fleishman's purpose all the way through is to emphasize the importance of the service rendered by the daily newspaper, and by the Baltimore Evening Sun in particular. The ads have a direct appeal that is certain to aid in popularizing the Sun, and in reflecting credit on the man who wrote them.

Times Reporter Sues for \$25,000.

On an order issued by Supreme Court Justice Giegerich on Saturday, Sheriff Julius Harburger arrested David Dows, of New York, Thursday in a suit for \$25,000 damages for "false imprisonment, aggravated assault and battery," brought by Alva Johnston, a reporter for the New York Times. Mr. Johnston's complaint set forth that he was attacked and held prisoner in Mr. Dows' home when he went there at Mr. Dows' invitation to interview him in regard to his attempt to ride a trick mule at the circus. Mr. Dows was convicted of assault in the third degree when he was tried on the same charge in Special Sessions. Sentence upon him was suspended. Mr. Dows gave bail in \$1,000 and was released.

DEVILS LAKE, N. D.—The World has been sold, E. M. Cray, of Edmore being the purchaser. This week the paper has ceased to publish daily, and will be continued as a weekly publication.

There is only
ONE SURE WAY
to cover

Chester and Delaware County

with its 117,000 people, by newspaper advertising, and that is to use the

CHESTER TIMES and the MORNING REPUBLICAN

These two papers cover the morning and evening fields more completely than all the other papers combined.

Write for rates.

Chester, Pa.

F. R. NORTHRUP, 335 Fifth Ave., New York Representative.

SAN FRANCISCO Chronicle Circulation Guaranteed

BY THE
Authorized Auditor of N. W. Ayer & Son

Audit of the Circulation of the Daily Chronicle from September 1, 1912, to May 31, 1913, Inc.

AMERICAN NEWSPAPER ANNUAL AND DIRECTORY,

Form A. Revised 1-17-12. 200.

Published by N. W. AYER & SON, Philadelphia, Pa.

Auditor's Report on SAN FRANCISCO CHRONICLE.

Published at San Francisco, Cal., by Chronicle Publishing Company.

Date May 27-June 4, 1913.

Period covered 9 mos., Sept. 1, 1912, to May 31, 1913, Inc.

DETAIL OF DISTRIBUTION—Averages.

CITY	OUTSIDE
Dealers	Dealers
Carriers and Dealers..... 26,361	Rural Routes }
Street and Office Sales..... 2,055	Other Mail }
Service	Service
..... 527 513
Total City 28,943	Total Outside 37,144
Total Average Circulation 66,087.	

Average circulation first month of audit (September, 1912)	65,327
Average circulation last month of audit (May, 1913)	67,253
Month showing highest average circulation (May, 1913)	67,253
Month showing lowest average circulation (October, 1912)	65,145

GENERAL OBSERVATIONS AND PARTICULARS (Date and Signature)

In making the audit of San Francisco Chronicle circulation, reported herewith, there was strict adherence to the rules of the American Newspaper Annual and Directory, as follows: 1. To cover a period of nine months, ending with the last day of the month preceding date of examination, and state all findings in averages. 2. To exclude from the count all papers left over, unsold, filed, returned by dealers, used as samples, mailed to advertising agents, general advertisers and exchanges.

Accordingly, allowance was made only for papers that reached actual readers and which were likely to produce results for advertisers.

At the outset it is to be stated that full access to all data necessary to a complete and accurate audit was given to the auditor; there was also entirely satisfactory co-operation in his work in the accounting and circulation departments of the Chronicle.

Net cash paid circulation is proved to average 98.43 per cent of the whole. Only 1.57 per cent. is distributed as "Service" papers—to employes, local advertisers, express messengers, post-office clerks, train men and the "complimentary" mail list; this total being 1,040, on the average, per day.

A very creditable condition of affairs is indicated in the fact that throughout the audit period there was a steady growth in circulation, and output was highest in the last month. From first month to ninth month, on averages, the gain was 1,926 copies, or 3 per cent.

Considering City circulation only that distributed within the corporate limits of San Francisco, circulation in the City and Outside territory is divided into the ratio of 43.8 to 56.2.

Adding to strictly City circulation the distribution in near-by suburbs, from the commercial point of view part and parcel of the City, the total for City and Suburban becomes on the average about 44,000 per day, or 66 per cent. of entire output.

In the City, Carrier delivery and Newsstands sales account for 91.08 per cent.; Street and Office sales amount to 7.1 per cent.; Service papers represent 1.82 per cent.

Outside the City limits circulation is divided as follows: Dealers and Agents, including Suburban, sell (exclusive of returns) 76.6 per cent.; Mail Subscribers take 22.02 per cent.; Service papers represent 1.38 per cent.

Examination of mail lists and accounts with subscribers makes it evident that the Chronicle enforces the rule to discontinue promptly on expiration.

Accounts with Agents and Dealers, along with other documentary evidence, make it clear that the Chronicle holds to a minimum the volume of "return."

As stated, the ideal situation is found in the fact that last month was highest; April average was nearest that for the period. San Francisco, Cal., June 4, 1913.

NEW YORK OFFICE, 313 Temple Court. Charles J. Brooks, Eastern Manager
CHICAGO REPRESENTATIVES, Williams, Lawrence & Cresmer Co., 624-25
Harris Trust Bldg. Will T. Cresmer, Manager

Chas. S. Patterson
Authorized Auditor.

The Only Newspapers in Paterson

which have submitted to Turner's Proof Chart Circulation Examination which leaves nothing to the imagination, are

THE PATERSON PRESS

AND

THE SUNDAY CHRONICLE

(Sunday Edition of Press)

PRESS-CHRONICLE CO., Publishers
Paterson, N. J.

A Timely Suggestion

One hundred thousand visitors, all ready to buy something, come to New York daily in the Summer months. The more prosperous are found in the leading hotels reading The New York Times for information as to where they can purchase to the best advantage.

A canvass of the newsstands at New York hotels shows that the sales of The New York Times exceed those of any other metropolitan newspaper by more than 50 per cent.

**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

BALTIMORE AND THE CONVENTION.

**Value of Advertising Brought Home to Those Attending—
Department of Ad Men Has Elevated Standing of Them-
selves and Their Field of Endeavor—Baltimore
Beneficiary of Much Good Advertising.**

By GEN. FELIX AGNUS.

(Proprietor of the Baltimore American.)

It would not be amiss were I to assert that the convention of the Associated Advertising Clubs of America, held in this city from June 8 to 10, will do more to promote the interests of Baltimore and of advertising generally, than any one thing that has occurred in years. The inspiration from this convention is not the matter of a day or week, but will live long in the minds of those who were fortunate enough to hear the eloquent addresses made by experts thoroughly conversant with the many phases of advertising. The voluminous amount of material printed on the subject interested every reader in some phase of advertising. For a full week the thought of everyone was directed to one topic—advertising. It was indelibly imprinted on everyone.

The good that must come from such a convention is positive. The spontaneous outburst of enthusiasm was so forcible as to cause every reader of the newspaper to have a more comprehensive understanding of the subject. The 30 lay sermons in the churches placed advertising upon a higher plane, and gave laymen food for thought. I venture to say these sermons made thousands of new readers of advertising. This alone would repay us for having the convention. But aside from this, Baltimore has never had such extensive advertising.

VALUE OF PUBLICITY IS TAUGHT.

Article upon article has appeared in the newspapers and the many different mediums throughout this and foreign countries. The department of the 4,000 and more visitors, all on advertising bent, was of such high character as to create the best of impression. Their conduct proved conclusively to all with whom they came in contact that earnestness and sincerity characterized their every thought and act.

But can a value possibly be placed

upon the good that 4,000 or more individuals can and will do in emphasizing upon their friends and acquaintances the glories of this beautiful city of homes, its hospitality and the many advantages to be found here?

PRICELESS ADVERTISING.

This talk in practically every city of any consequence throughout these United States will unquestionably disseminate a wide knowledge of Baltimore and its vast enterprises. This kind of advertising is priceless, and will result in much good. As to the creative values of the convention, that is problematical. It is certain, however, that at no time in the history of advertising has it been brought more forcefully to the minds of every class. Every line of business has been taught the value of publicity.

CONVENTION MADE HISTORY.

History in advertising has been made by this convention. Advertising is of paramount importance. Business must of necessity look to the public for support, and this support must be maintained through the columns of the press.

The convention will have a marked effect on the reader, as well as on the seller and manufacturer. It will create a closer relationship between the readers of newspapers and the merchants by reason of a greater confidence inspired by the vast amount of matter printed upon this interesting subject.

Merchants should take advantage of the unusual public interest stimulated in advertising. Their efforts should be more fruitful at this than at any other time.

The work of the "Associated Advertising Clubs of America has been well and faithfully done." Their motto should be an inspiration to every advertiser and their logic creative of much good in business. It should and will redound to the benefit of all—advertisers and media.

Baltimore, June 24, 1913.

Lawyers' Ad Co. Suit Is Postponed.

The examination of Everett N. Blanke, secretary and treasurer of the Lawyers' Advertising Co., New York, by counsel for Philip D. Donahue, treasurer of Tammany Hall, was indefinitely postponed Saturday afternoon. Mr. Donahue is suing the advertising company for about \$10,000, alleged to be due him for commissions on advertising. Mr. Blanke had promised to bring out interesting revelations concerning the use of Tammany influence in awarding referees' advertising.

Chattanooga News Souvenir Number.

Commemorating the semi-centennial of the battles of Mission Ridge and Lookout Mountain, and to serve as a souvenir number celebrating the twenty-third annual reunion of the United Confederate Veterans, the Chattanooga News recently issued an attractive supplement to its regular issue of that day. The special appears in book form of sixty-four half-sheet pages, and deals with the program of the reunion and the advantages of Chattanooga. It is well edited and carries a large volume of advertising.

First Issue of Official Hobo News.

The first issue of the Hobo News, the first organ of the peripatetic fraternity to be issued, was in circulation last Sunday at a meeting of the New York branch of the International Brotherhood Welfare Association, founded by Dr. J. Eads How, the "millionaire hobo," at the Manhattan Lyceum, New York. The News is published in Chicago, with Axel Gustafson as editor, and is a small six-page affair like a pamphlet. It has in its first issue an appeal for hoboes.

Students Issue Paper as an "Exam."

Students without editorial supervision brought out a recent number of the Bay State Ruralist, the Sunday agricultural feature page of the Springfield (Mass.) Union. This page has for two years been reported by students in journalism in the Massachusetts Agricultural College, at Amherst, under direction of Robert W. Neal. It has been an attractive feature of the Union, and has been the model for similar pages elsewhere, based on co-operation between agricultural departments and daily papers. The May 25 issue represented the final examination of the student editors—Robert S. Fay, Oscar G. Anderson and Fred D. Griggs.

Town and Country Election.

The Stuyvesant Co., publishers of Town and Country, announce the resignation of J. A. McKay as president and director of the company. The newly elected officers of the company are: President and publisher, Franklin Coe; vice-president, F. I. Thompson; treasurer, H. J. Whigham; and secretary, J. A. Plummer. The officers, who represent a controlling interest in the company, and who have had the management of the property since Jan. 1, 1913, announce that no change will be made in the general character of Town and Country.

Newsdealer Elected Tax Collector.

Jacob Zvirin, for sixteen years a newsdealer in Larchmont, N. Y., was elected tax collector of that village last week on the Republican ticket by a majority of thirty-six over John O'Brien, Democrat. This office was the only one contested, the other candidates being indorsed by both parties.

Woolworth Building



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

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

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

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

Press Clippings

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

BURRELLE

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

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

SEND FOR SAMPLE

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



SALE OF Valuable Newspaper

The Subscriber will sell at Public Auction, on

Wednesday, July 2, 1913

at two o'clock in the afternoon, at 14 North Warren Street,
the entire newspaper plant of the

TRUE AMERICAN PRINTING CO.
Of TRENTON, N. J.

This newspaper was established in 1801 and has run from then to this time continuously.

The plant consists of a valuable building situated in the heart of Trenton, fronting forty feet on Warren Street, one of the principal thoroughfares of the city.

The lands and the building of the company have been appraised at \$40,000.

The building also contains a thoroughly established newspaper plant, large printing press, seven modern linotype machines and other first class equipment.

The newspaper has now a circulation of 9500 and has many valuable advertising contracts.

The property will be sold subject to mortgages aggregating \$25,000 and taxes amounting to \$750.

The highest bidder will be the purchaser and 10 per cent. of the purchase price will be demanded at the time of the sale.

JOHN A. MONTGOMERY, Receiver of True American Printing Company

702 AMERICAN MECHANIC BUILDING, TRENTON, N. J.

THE CASH REGISTER IN A NEW ROLE.

"Ringing" Up the Distribution of the Daily Has Advantages Not to Be Slighted—Accurate Record of Papers Circulated in Each Edition Quickly and Cheaply Obtained—Just How It Is Done.

By O. U. SHORT CUTT.

The office of a cash register, as usually understood, is to accurately record Cash Income and Cash Outlay. The makers of cash registers, themselves, lay great stress on the value of the dollars-and-cents records of business transactions made by their "Keys to Success," "Cash," "Charge," "Rec'd. on Acct.," "Paid Out" and "No Sale."

The writer has no quarrel with this generally accepted theory, and no desire to revolutionize the use of cash registers. His purpose is to point out another use for these highly useful pieces of mechanism—one that he believes is little known, but one in which the register is just as efficient as in the usual purpose it serves.

So far as the writer is aware, the cash register was first employed in circulation accounting on the old Detroit Free Press.

The circulation manager of the New York Globe, S. P. Booth, was, perhaps, the first circulation manager of a large newspaper to recognize its many advantages, and to arrange a system for checking city distribution—in other words, to charge through the cash register the metropolitan district cash circulation.

D. J. Hanlon, circulation manager of the Atlanta Georgian and American, has accomplished noteworthy results with the cash register. His system is so perfect, it is said, that at the end of the run of each edition he can check the entire output with press reports almost to a copy.

The idea has been a revelation to most people. Of course, the register had to be made to fit the special purpose, but its cost was not any higher than any other of its type with the dollar and cents record. It is just as easy to make a cash register key that will record 90 papers as 900 papers, or 90 cents or \$9. It has been found equally serviceable in the large and small office.

The purpose of this article will be served by describing the use of a register in the office of a newspaper with a circulation that approaches half a hundred thousand. The register used has a key arrangement like Fig. 1.

The lettered row of keys are the "control keys." These, with the first row to the right, are used as "designating keys"—to designate the channel of distribution. The other three rows show the number of papers sent out through any given channel. Thus: A represents city subscribers' copies; A1 represents city subscribers' copies in District 1 or Route 1; B represents street sales; B1 North Side street sales; B2 South Side street sales (to afford analysis of street sales under more than one "hustler" etc.). Each key of the second row from left (figures) may be used with every lettered key in the extreme left hand row, to designate a different channel of distribution. With the key arrangement shown it is possible, therefore, to show circulation distribution under 81 classifications. All that is necessary to accomplish this is to combine any of the lettered keys with any of the figure keys in the row next to the lettered ones.

HOW METHOD IS APPLIED.

The city cashier, who operates the register, is furnished daily by the carriers' superintendent with a schedule of copies required for city routes in the various districts.

This schedule has two columns, one headed: "Office Distribution," the other "Mail Room Distribution." The mail room foreman furnishes a schedule of his requirements for country agents, mail subscribers, and the various dead head copies that are mailed.

The city cashier "rings" individual checks (usually given by the merchant to his customer, to serve as a receipt)

for the carriers under the head of Office Distribution. These are given to carriers who come to the office for papers. The carriers present them to the delivery clerk, and receive their papers. The carriers' papers for Mail Room Distribution (later delivered by automobile or street car) are totaled by the city cashier. He "rings" checks for 100



papers each to the amount of this total. Likewise he rings checks for 100 copies each for the equivalent of the total under each heading in the mail room foreman's schedule.

MAIL ROOM IS ALSO CHECKED.

The boy who carries to the mail room is entrusted with these 100-copy checks, and the odd-amount checks under each head, and he is required to deposit with the delivery clerk the equivalent, in checks, of each load of papers he carries to the mail room.

The street newsboys are required to pay cash for papers, except a limited number of dependable ones, who are allowed to settle at the close of each day. Each of them is required to buy a check representing the number of papers he wants. And, as in the case of the carrier, and the mail room boy, each is required to deposit his check with the delivery clerk when he receives his papers.

Even the office boys from the various departments of the paper are required to obtain register checks before securing their papers. The needs of the departments are shown on another schedule in the hands of the city cashier, and the figures changed only on authority of the circulation manager.

ACCURACY IS OBTAINED.

If you have followed the routine closely, you have observed that:

All papers pass through the hands of the delivery clerk.

The delivery clerk receives register checks for the papers he dispenses.

The cashier has definite schedules to guide him in ringing these checks, or individual orders from newsboys who pay for what they order.

The total of these schedules and individual orders is shown on the total adding counter of the register, and furnishes a dependable estimate for the edition order to the press room.

As each check is rung a duplicate record is made by the register on a paper tape. This tape is removed by the cashier after each edition. A section of it looks like Fig. 2.

It is a simple matter for an office clerk to take the various edition tapes evening or morning, and transcribe on a report form, provided for the purpose, the number of papers, of each edition that have been distributed through the various channels of circulation during the previous day.

SYSTEM HAS PROVEN SUCCESS.

Since one of these channels—street sales—represents papers sold on a cash basis, he makes up, from his general report—a separate street sale report. The delivery clerk, in the meantime, has



FIG. 1.
Key Arrangement of the Register.

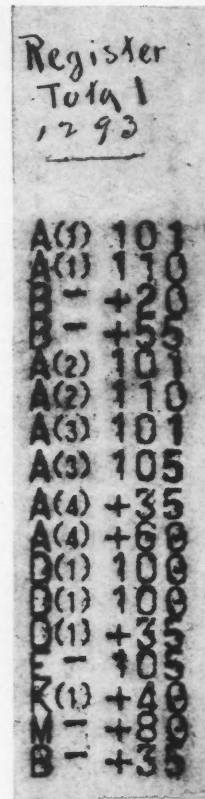


FIG. 2.—Section of Tape.

counted the unsold copies returned by newsboys. These are deducted from the drawings, and the city cashier is required to turn over to the cashier's department, the amount in cash, represented by this difference. The other figures, representing charged or dead-head copies, that have been registered, are all checked in equally as effective a manner.

The efficiency of the register as a means for showing where papers have been sent is shown by the fact that with the volume of circulation named above, the difference between the press room report and the register totals hasn't averaged more than 20 copies, daily, in a period covering several month's use.

New Philadelphia Ad Agency.

The Empire Co., J. H. Potsdamer, manager, with offices in the Empire building, is a new advertising agency in the Philadelphia field.

CONVENTION SIDELIGHTS.

Fred McJunkin, the tall, fine-looking Texan, who for three years has been one of the prominent figures at the Ad Club conventions, was much in evidence during the week. No one attracts more attention than he at these gatherings. If there is any fun going on anywhere McJunkin is sure to be present and taking part in the high jinks. Early in the week he appeared as a cowboy, with broad-brimmed hat, blue shirt, top boots and spurs, while from his belt hung a wicked-looking revolver a foot long. When I first met him at Baltimore he was taking a drink at the bar of the Hotel Emerson. As soon as he spied me he sang out, "Have a drink with me?" When I told him I had already had one and was just leaving the place, he pulled out his weapon and, pointing have a drink?" I did.

One of the most popular of the visitors was Miss Mayo Method, from Portland, Ore. This young lady, who is only eight years old, attracted much attention because of her beauty and grace. The night of the pageant she was borne in the procession in a colonial chair by four negroes, who were fantastically dressed. On her head she wore a cute little hat which looked like an inverted saucer covered with pink roses. From her coign of vantage Miss Method distributed buttons containing her picture and reference to Portland.

In spite of her extreme youth, she has been on the stage since she was five years old, filling child roles in "Sapho," "The Awakening of Helena Ritchie," "Alias Jimmy Valentine" and "Miss Wiggs of the Cabbage Patch."

W. Blanchard Bancroft, of the Strand Magazine, would like to see the ad men in London in 1916. His plan is to send the delegates to England on the Imperator, which will accommodate 3,000 delegates; have every man make a five-minute speech and return to London in twenty-one days.

George M. Burbach, manager of foreign advertising of the Munsey newspapers originated a unique publicity idea in the "double truck" advertisement which appeared five days in the Baltimore News during convention week, twenty-eight daily newspapers and two railroads participating in the campaign. In the center of the two pages across twelve columns was an outlined map of the United States and lower Canada, over which was a suitable heading. Immediately following this was the total circulation, the combined line rate and the approximate population of the cities represented. The name of each newspaper participating in the campaign was shown on the map with a flag in its proper geographical location. Surrounding the map were spaces of uniform size in which each newspaper set forth the claims of their particular medium. One newspaper in a city had exclusive privilege. The American also carried a number of large display newspaper ads, including those of the Chicago Daily News and the New York Herald and New York American.

F. L. B.

Camden Democrat Ruined by Bolt.

Lightning early Saturday morning struck the newspaper plant of the Camden (N. J.) Weekly Democrat, causing a loss of \$25,000. The plant was destroyed and that of the Post-Telegram was badly damaged by water.

THE WAY THE A. P. TREATS PRESS AGENTS.

Melville E. Stone, general manager of the Associated Press, in denying that he had made an agreement with the so-called sugar lobby, said:—

"Whenever a man comes into a newspaper office or into an Associated Press office and asks for publication of anything he is met with a degree of suspicion. They all think he has some axe to grind, and he has a very poor show of obtaining justice. We have a rule in our service that has been in existence for many years, that no publicity agent can give us anything. We will not accept anything from him."



The Knickerbocker Press

ALBANY, N. Y.

Troy Office, 382 River St.

Schenectady Office, 406 State St.

(Publication Required by Law)

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION,
ETC., OF

THE KNICKERBOCKER PRESS

APRIL 1, 1913.

Published Daily and Sunday at Albany, N. Y., Required by the Act of August 24, 1912.

Editor and Managing Editor, FRANK W. CLARK,	- - - - -	22 Beaver St., Albany, N. Y.
Business Manager, GEORGE J. AUER,	- - - - -	22 Beaver St., Albany, N. Y.
Publisher, LYNN J. ARNOLD,	- - - - -	22 Beaver St., Albany, N. Y.
Owner,	- - - - -	The Press Company

Stockholders holding 1 per cent. or more of total amount of stock:

LYNN J. ARNOLD,	- - - - -	22 Beaver St., Albany, N. Y.
STEPHEN C. CLARK,	- - - - -	Cooperstown, N. Y.
EDWARD S. CLARK,	- - - - -	Cooperstown, N. Y.

Known bondholders, mortgagees and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

The Albany Trust Company,	- - - - -	Albany, N. Y.
---------------------------	-----------	---------------

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement:

DAILY;	- - - - -	26,061
SUNDAY,	- - - - -	19,730
Daily net paid by months:		
October,	- - - - -	27,083
November,	- - - - -	27,350
December,	- - - - -	24,510
January,	- - - - -	24,210
February,	- - - - -	25,155
March,	- - - - -	28,059
Sunday net paid by months:		
October,	- - - - -	18,624
November,	- - - - -	18,678
December,	- - - - -	19,710
January,	- - - - -	18,060
February,	- - - - -	19,701
March,	- - - - -	22,608

LYNN J. ARNOLD, Publisher.

April 1, 1913.

STATE OF NEW YORK, } ss.:
County of Albany,

Sworn to and subscribed before me this 16th day of June, 1913.

[Seal]

MARY P. ADAMS, Notary Public, Albany Co., N. Y.

(My commission expires March 30, 1914.)



DELEGATES TO THE FIFTEENTH ANNUAL CONVENTION OF THE INTERNATIONAL CIRCULATION

CLEAN CIRCULATIONS.

Importance of Securing the Right Kind of Readers Emphasized by H. N. Owen at the Recent Ad Club Convention in Baltimore.

Inviting Congressional action with a view of getting the postal "refusal" notices respected, H. N. Owen, of Farm Stock and Home, speaking in the interest of cleaner circulation, at Baltimore, said:

What is meant by clean circulation? From an advertiser's standpoint it is circulation that brings replies which develop into sales at a profitable percentage on the cost of the article advertised. Theoretically, the paper that attracts its readers by its inherent merits furnishes to the advertiser such circulation. Practically, merit alone in a field so overcrowded as the publishing business is at this time, where the resourceful, scheming, result-producing circulation manager has, in many offices, grown so that he equals or overshadows the editor on pay days, does not always get the biggest circulation.

MERIT MAY GET QUALITY, BUT—

Merit may, probably does, get quality; but quality has not up to a very recent period been a very strong talking point on which to base a selling argument for advertising space. Here and there a publisher would attempt to talk quality, but he was laughed out of court by advertisers and competitors by the catch phrase that when a man talks quality he lacks quantity.

This being the attitude of the advertiser, the publisher had to get quantity. He got it, never mind how or where, circulations climbed and rates also, but the majority of papers brought replies as cheaply or more cheaply at the lower rates. Apparently everybody was happy.

A WEIRD AND WONDERFUL RULING.

However, the post office deficit began to grow, due to the rapid increase in free rural delivery. There had to be an explanation for this increase. The rural Congressman did not dare to come out and tell the truth, so the subsidized press was pointed to as the reason for the mounting deficit.

Therefore the Post Office Department began to co-operate with the publishers for cleaner circulation. A weird and wonderful ruling was promulgated in December, 1907, allowing weeklies to carry arrearsages a year, monthlies and semi-monthlies, three months, and dailies, three months. Inspectors were sent around to a few publications to see that this law was lived up to. Of course, it was not possible with the limited inspection force to make a thorough inspection, and though the ruling has been

changed, permitting all publications to carry expired subscriptions a year, it is doubtful whether this ruling is being very literally lived up to.

There were many publications put out of business by the Post Office Department between 1907 and 1910 that had no legitimate circulation and no excuse for existence. This we will admit and give the department full credit for.

OPPOSITE EFFECT HAS BEEN OBTAINED.
As far as practical results go, the Post Office Department has done nothing toward bringing about cleaner circulation. Theoretically, it has stopped the practice of sending papers indefinitely, but has that made for cleaner circulation?

To my mind it distinctly has not. The trend has been the other way. In making it necessary for a publication to get practically immediate renewals, it has forced publishers to circulation methods that make directly away from clean circulation, as I defined it.

Under the old regime, the so-called "never stop" plan, the legitimate, meritorious paper had no trouble in making collections for past due subscriptions. The paper always had a large amount outstanding on subscriptions, it is true, but large amounts could always be quickly realized by billing, and subscribers were not disgusted by being continually hounded for renewals.

SHOULD RESPECT REFUSAL NOTICE.

There is one sure, certain and automatic way that the Post Office Department can determine this. A step has been made in that direction by returning refused papers to the publishers at the third-class rate. This was done by Congressional action, but is not drastic enough to produce the desired result.

Let Congress pass an act directing postmasters to return refused papers to the publishers, after two have been received after refusal as is now the law, with a ten-cent postage due stamp attached for the first paper; twenty cents for the second; thirty cents for the third, adding ten cents to each paper received. Such postage due to be charged to the second-class deposit which publishers are required to maintain—such charge to be noted on receipt given the publisher for second-class mail.

It will not be necessary to employ inspectors to see that dead wood is kept off subscription lists. After a publisher has contributed about sixty cents on one so-called subscription toward reducing the deficit of the department, that name will come off.

IDABEL, Okla.—James R. Knight has launched the Daily Beacon-Times.

ALACHUA, Fla.—The Herald made its appearance last week in the field of Florida newspaperdom. J. D. and R. Kuykendall are the editors and publishers.

NEW INCORPORATIONS.

MOUNT VERNON, N. Y.—Charter Publishing Co.; capital stock, \$30,000; incorporators, J. Henry Esser, Augustus Esser and others.

STRATFORD, Conn.—Times Publishing Co. has been incorporated to publish a newspaper.

CAMDEN, N. J.—Liberty Publishing Co., capital \$50,000, to publish periodicals; incorporators, Charles Steinman, Charles E. Schuyler and Selner Meyer.

WILLIAMSPORT, Pa.—Democrat Publishing Co.; \$5,000 capital.

LEWISTON, Mont.—Fergus County Democrat, to conduct general publishing business; incorporated by Tom Stout, J. T. Wunderlin and E. G. Ivens.

CHICAGO, Ill.—Magyar Newspaper and Publishing Co.; capital, \$2,500; to publish newspapers in the Magyar language; incorporated by A. D. Weiler, H. S. Goldsmith, C. M. Sly.

BATESBURG, Ga.—Herald Publishing Co.; capital, \$2,000; to publish a weekly newspaper; Ira C. Carson, J. Frank Kneese and T. M. Seawell.

ASBURY PARK, N. J.—Progressive Times Co.; \$25,000. Incorporators: J. G. Campbell, Clarence E. F. Hetrick and Joseph H. Brvan.

CHELSEA, Mass.—Bee Publishing Co.; capital, \$1,500. Incorporated by John A. Carroll, Jr., Michael E. Murray and Harry Lindsay.

NEW YORK, N. Y.—Vanity Fair Publishing Co.; capital, \$100,000. Incorporated by McDonald DeWitt, J. T. Sturdevant and C. Frellehr.

AUBURN, N. Y.—Advertiser Publishing Co.; capital, \$75,000. Incorporators: H. J. Knapp, G. R. Peck, E. H. Thompson.

KALAMAZOO, Mich.—Advocate Publishing Co.; \$3,000; to publish a newspaper; incorporators, R. C. Saunders, W. B. Hallett and F. W. Wheeler.

New Editor of Oklahoma Farmer.

John W. Wilkinson, one of the leading agricultural writers and educators of Oklahoma, has become editor of the Oklahoma Farmer, one of the Capper farm papers. For four years Mr. Wilkinson was assistant State superintendent of schools of Oklahoma, in charge of the rural schools; for five years he was at the head of the department of agriculture of Northwestern State Normal School at Alva, Okla., and for the past three years has been State supervisor of boys and girls' agricultural clubs at the Oklahoma Agricultural College. Mr. Wilkinson is author of several agricultural books, including "Practical Agriculture" and "The Teacher's Handbook of Agriculture and Domestic Science." He has been contributing editor to many of the leading Western farm journals for several years.

REPORT OF HIS OWN WEDDING.

Hayseed Correspondent Tells Nothing but the Truth in Notice.

Oliver C. Sigsworth, a country correspondent for forty years, wrote an account of his own wedding, which took place at Franklin, Pa., last Saturday, and sent it to the papers. The bride was Mrs. Emma J. Ludwig, who obtained a divorce an hour before she got her license to wed. It was Sigsworth's second marriage. The notice runs:

The bride is as fine as silk and a good cook, although as to this the bridegroom reserves the right to amend his petition later. She is fat, fair, and 40; weighs 170, dressed, and has lived all her life in Oil City. She is a member of the Evangelical Church, but I cannot say much as to her standing. The truth of the matter is she never took me to church with her, due probably to the fact that she was ashamed of me.

I am not aware that she has ever figured much in social events, and she is not a member of the 400, nor do the records show that she was ever arrested for drunkenness or disorderly conduct. She is just the plain, average woman who has always tried to make bome the pleasantest place for her family and her friends.

She has a nice home in Oil City, and her friends think that she is foolish to go out on a farm, where she will probably have to chop wood. Wisely, however, she leaves her home furnished, and if chopping wood and feeding the calves become too strenuous she can return to her old home.

The bridegroom is an old hayseed, and has been writing for the newspapers for 40 years. He is a charter member of the Correspondents' Club, and did not go outside the club for a wife until all the old maids and widows had turned him down.

He has written the biggest snake and nature fake stories published in the State and is the author of more lies about his neighbors than any other man in this country. He is sawed off in height, squinty-eyed, bald-headed and bow-legged. Although aged, he is not entirely senile. He owns a poor farm, 15 bony cows, a dozen scrubby swine, six dogs, a dozen cats, and a lot of other trash too numerous to mention.

Sigsworth says this is the first time he has told the truth in a wedding notice.

"Big 6" Dines Retiring President.

Charles M. Maxwell, the retiring president of Typographical Union No. 6, "Big 6," was tendered a dinner at Shanley's last Sunday by the members and presented with a silver tea service. Those who spoke were Cornelius J. Ford, the new Public Printer; James M. Lynch, president of the International Typographical Union; Don C. Seitz, business manager of the New York World; John Mitchell, recently appointed State Labor Commissioner; Marsden G. Scott, the new president of "Big 6"; James M. Duncan, a member for forty-six years, and Mr. Maxwell. The keynote of the speeches was a desire for peace and harmony between employer and employe.

The South Haven (Mich.) Gazette has suspended publication.



MANAGERS' ASSOCIATION AT CINCINNATI, JUNE 11-12, THEIR WIVES AND FRIENDS.

PULITZER APPRAISAL.

(Continued from page 1.)

ting down returns the World had saved \$4,500 a week. Out-of-town papers paid from \$50 to \$100 a week for the World's syndicate news service.

WORLD'S EARNINGS FOR FOUR YEARS.
N. H. Botsford, auditor of the New York World, added to his figures given on the previous appraisals by detailed accounts and explanations. He gave this tabulation of the sources of the gross revenues of the World for the period of years under the appraiser's scrutiny:

	1908.	1909.	1910.	1911.
Circulation	\$2,265,253	\$2,277,343	\$2,321,275	\$2,285,445
Advertising	3,183,965	3,490,561	3,811,988	3,935,891
Miscellaneous	118,461	130,956	155,594	160,801
Totals	\$5,567,679	\$5,906,860	\$6,288,857	\$6,382,137

Mr. Botsford said that the miscellaneous item on his list was made up of the proceeds of two economies, the sale of syndicate matter to other newspapers and the sale of waste paper. Other evidence brought out the fact that the returns from selling syndicate matter were in excess of \$100,000 a year.

Mr. Botsford gave this table of the World's pay rolls:

1908.	\$2,425,985	1910.	\$2,630,404
1909.	2,521,723	1911.	2,697,525

During the years from 1905 through 1911, Mr. Botsford said the World had paid as assessments to the Associated Press for news service \$23,000 a year.

The following tables of the white paper consumption of the New York World were given by Mr. Botsford:

	Tons.	Tons.	
1908.	40,334	1910.	45,139
1909.	41,778	1911.	45,147

The St. Louis Post-Dispatch, Mr. Botsford said, used 13,000 tons of white paper a year.

Charles M. Palmer, the newspaper broker, testified that the risks of the newspaper business were greater in New York than in any other city of the United States. Still, he said, even in New York it would be safe to capitalize the value of some newspapers of established character on a basis of ten per cent., while others would have to be capitalized on a basis of twenty per cent.

Mr. Palmer gave it as his opinion that the services of Mr. Pulitzer to his newspapers were worth \$100,000 a year. He said the World's value should be estimated by capitalizing its earnings on a fifteen per cent. basis, and on this theory he testified that the good will of the World was worth \$2,000,000.

On a hurried sale, Mr. Palmer said, the World would probably bring \$3,500,000 to \$4,000,000. He testified, however, that if he should have time to

hunt for a purchaser he would expect to be able to get \$5,000,000 for the World. He said he would consider that the World had an ordinary sale value of \$5,000,000.

The value of an Associated Press membership was such, Mr. Palmer testified, that to a new newspaper in the city of New York it might be worth "two, three or four hundred thousand dollars." Discussing the sale of the old Daily News for Mrs. Wood, Mr. Palmer said that the paper had been sold much below its value, and that he had accepted \$265,000 on behalf of Mrs. Wood, although it was too low, in his opinion,

because that was the figure she had named, and that she wanted a hurried sale.

Mr. Palmer was asked to fix the value of the World and the St. Louis Post-Dispatch on a strictly commercial basis; what they would be worth to an investor not a newspaper man. He replied that he had never known a newspaper to be sold on a strictly commercial basis, but he named \$4,000,000 as the minimum value of the World and \$2,200,000 as the minimum value of the Post-Dispatch. He said that he believed at least \$1,000,000 more would be realized from the sale of the World and at least \$500,000 more from a sale of the Post-Dispatch.

BRISBANE'S ESTIMATE.

Arthur Brisbane, editor of the Evening Journal, emphasized the value of the personal element in appraising a newspaper. He gave as an example the Louisville Courier-Journal, which, he said, got half its value from the public influence of Col. Henry Watterson. Of Mr. Pulitzer he said that any man of half Mr. Pulitzer's ability would be worth \$150,000 a year to one paper, and to two papers, such as one in New York and the other in St. Louis, "he would be cheap at \$250,000." He said that Mr. Hearst would gladly pay \$150,000 a year to any man who proved himself to possess Mr. Pulitzer's ability.

Discussing the value of a membership entitling a New York newspaper to receive the news service of the Associated Press, Mr. Brisbane said that Mr. Hearst had paid more than \$200,000 for an Associated Press service for his morning newspaper, and that this was "a top price."

Asked about Mr. Munsey's purchase of the New York Press, and whether the Associated Press membership was a factor in the price, Mr. Brisbane said: "I think when Mr. Munsey bought the Press it was dear at \$100,000, Associated Press service and all." Cross-

examined, he said he understood that the Press was a "going concern" when Mr. Munsey bought it.

In estimating the value of the St. Louis Post-Dispatch Mr. Brisbane said that it should be taken into account that that paper practically had the editors and cartoonists of the World working for it. This, he said, saved the Post-Dispatch at least \$90,000 a year.

Mr. Brisbane was asked how he reconciled his statement of the loss of Mr. Pulitzer's personality with the growth of the World since his death, and he replied: "You cannot always judge by results after a death. There is such a thing as momentum. An auto goes after the gas is shut off."

He said it was hard to give a fixed figure for the good will of a newspaper. Mr. Brisbane said he could tell the appraiser what he would pay for the World if he had the money, what it would be worth to Mr. Hearst, and so on. He gave as his estimate \$982,000 for the good will of the Post-Dispatch and \$1,555,000 for the good will of the World. He said he would rate the value of Mr. Pulitzer as one-half of the world outside of its real estate.

Lewis A. Leonard, formerly of the Cincinnati Times-Star, said he believed that a basis of seventeen and one-half per cent. would be a proper one on which to capitalize the value of a newspaper property from its net returns. Mr. Leonard said that he would not consider the figures of \$562,000 annual net average profit of the World for four years prior to Mr. Pulitzer's death as really net for the purposes of his calculations unless there was a deduction for Mr. Pulitzer's services, which he said should be at least \$100,000 a year. On the subject of good will, he said he would estimate the good will of the World at from \$800,000 to \$1,000,000, certainly not more than the latter figure.

He said that St. Louis is a better field from a newspaper viewpoint than New York, because competition is not so keen there. He agreed with other witnesses that Mr. Pulitzer's death had cut the value of the good will of the World in half.

Mr. Leonard said that he had sold the Daily News for Mrs. Wood for \$350,000 after Mr. Laffan, of the New York Sun, had advised Mr. Leonard to persuade her to accept an offer of \$250,000, and take it quickly. He said that during the last years of Publisher Wood's life the News made \$125,000 a year, and the year after his death it made \$93,000. "Three years later," he said, "it was in the junk heap."

NOT BOUGHT AS INVESTMENTS.

Herbert F. Gunnison, business manager of the Brooklyn Eagle, estimated the good will of the World at \$1,000,000. He asserted that the World had

lost heavily by the death of Joseph Pulitzer. In discussing the price paid for the Press by Frank A. Munsey, he said it must be considered that it had been brought principally for party propaganda.

It was his opinion, Mr. Gunnison said, that newspapers were not bought for investments. He added also that he believed they had reached their high-water mark of advertising. He testified that at one time the Brooklyn Times had been made the subject of a \$300,000 offer, but that it was finally sold for \$145,000. He said that no one not a newspaper man would pay more than \$1,000,000 for the World. Owing to the heavy cost of white paper, Mr. Gunnison said, increases of circulation were a detriment and were to be avoided, since advertising rates could not be raised in proportion to them.

MR. STODDARD'S ESTIMATE.

Henry L. Stoddard, principal owner of the Evening Mail, testified that in his opinion the property of the World had been damaged by the provision in Mr. Pulitzer's will leaving the management of the paper in the hands of a board of trustees. Mr. Stoddard testified that the good will of a newspaper amounted to one-half of the gross average annual receipts over a period of four years. He did not believe the net receipts should be used because, he said, different managements got different ratios between gross receipts and profits. The larger the amount of expenditure the greater the risk of management, Mr. Stoddard testified.

Frank A. Munsey, owner of the New York Press and other newspapers, testified that \$10,000,000 is a fair valuation of the good will of the World. Mr. Munsey, however, qualified his estimate by stating that he made no claims of being an expert on newspaper values. This estimate does not include the World's valuation as a "going" concern.

Among the other experts who gave testimony was Adolph S. Ochs, of the New York Times. Mr. Ochs gave it as his opinion that the personality of one man may make or ruin a newspaper. He said that in his opinion the loss sustained by the World by the death of Mr. Pulitzer was of the utmost importance in settling on a valuation for his newspaper properties.

England's Newport.

We are in receipt of a copy of the Newport (England) Year Book for 1913 issued by the Chamber of Commerce of that city. This publication was the first illustrated book to be brought out by any similar organization in Great Britain. It contains a large amount of information concerning the activities of the Chamber, from which it appears that Newport business men are alive to their opportunities.

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, Astor House, Park Row Building, 140 Nassau street, Manning's, opposite the World Building; 38 Park Row (in front of Doheln Café); Times Building, Forty-second street and Broadway; Brentano's Book Store, 26th street and Fifth avenue, and Mack's, opposite Macy's, on 84th street.

New York, Saturday, June 28, 1913

PROTECTING ADVERTISERS' INTERESTS.

Elsewhere in this issue will be found some frank expressions of opinion from Truman A. DeWeese, advertising manager of Shredded Wheat. One of these is a statement to the effect that one of the most serious dangers now threatening advertising is the tendency of editors to ignore the interests of advertisers. He criticises them, for instance, for printing a report of the address of a professor who declares that breakfast cereals are a fake and that prepared foods are deficient in body building elements, while they are carrying in their advertising columns thousands of dollars' worth of publicity placed there by concerns that are endeavoring to build up a demand for their foods. The fact that the report is "news" carries no weight with Mr. DeWeese.

There are, no doubt, instances of this kind in which advertisers have had good grounds for complaint, but where are you going to draw the line? It is manifestly unfair to accept an advertiser's money for space in your newspaper in which to set forth the virtues of his commodity and then print in another column an article that will neutralize all his efforts. But what are you going to do? If you kill all news stories that chance to unfavorably relate to articles advertised in your paper, or their manufacturers, in order to protect their interests then you are not giving your readers a square deal in depriving them of news to which they are justly entitled.

If the newspapers should accept Mr. DeWeese's view how long would it be before the publishers would be accused of injustice, of favoritism, and of bribery? Under such circumstances if a big concern wanted to secure immunity from attack all it would have to do would be to purchase space in those papers whose favor it desired to cultivate.

The present day attitude of newspapers toward advertisers is this: First, they exercise the right to accept only those announcements that relate to meritorious articles sold by reputable concerns. Second, having admitted such advertisements to their columns the newspapers take it for granted that those who pay for them are willing to stand criticism of their goods, provided, of course, that such criticism is not inspired by malice or made for vicious purposes.

Advertisers, however, are entitled to just treatment on the part of the editorial department. If

charges of a harmful nature are made against them or their product they are entitled to an opportunity to reply in the same issue in which the charges are made. Common sense would seem to indicate that no one should be allowed to attack an advertiser's interests without submitting reasonable proof that he has good grounds upon which to base his statements.

Personally, we believe that Mr. DeWeese is unnecessarily alarmed, for in our opinion, advertisers have at present less reason for complaint in regard to editorial treatment than at any time in the history of advertising.

EDITORIAL COMMENTS.

The editor of the Waterloo (Ia.) Evening Courier gives Louis Wiley a jolt in a recent issue of that newspaper because at the Baltimore convention he stated that "it is an insult to the newspaper to ask it to submit to an examination of the books." The editor cannot understand why a publisher should feel insulted when an advertiser seeks proof of circulation statements. Probably advertisers would not ask for proof had they not been deceived so many times by the untruthful claims of publishers. As the proof of circulation statements is easily available in any newspaper office there should be no hesitancy on the part of the publisher in substantiating his claims.

The Pennsylvania State Legislature recently passed a law prohibiting newsdealers and others from stuffing newspapers and periodicals with advertising matter without the consent of the publisher. Violations of the act will be punished by a fine not exceeding \$100 for each offense. A similar law ought to be placed on the statute books of every State. As long as a merchant can have a half page ad set up and printed and have copies of it thrust into the folds of a Sunday or weekday newspaper for \$10 he will not become a bona fide newspaper advertiser. Such a practice is reprehensible when judged from either the standpoint of the publisher or the advertiser.

The work of the Vigilance Committee of the Associated Advertising Clubs of America during the past year has been highly commended, and deservedly, too. While naturally we are more familiar with its accomplishments here in the East, we should not overlook the fact that the Pacific Coast contingent has not been idle. For instance, in Los Angeles alone thirteen arrests have been made, and none of the persons escaped punishment. Truly a good record.

In another part of this issue will be found an expression on the A. A. C. of A Convention at Baltimore, written for THE EDITOR AND PUBLISHER by Gen. Felix Agnus, publisher of the Baltimore American. The attention of the reader is drawn to what General Agnus has to say, because it is the local critic, who can sense the aftermath, who is best qualified to sit in judgment.

MR. FRENCH MAKES A CORRECTION.

EDITOR AND PUBLISHER:

In your note reporting the acquisition of the control of The Independent by Mr. William B. Howland you say that I resigned as publisher. I was not asked to resign. I was told that there would be no place for me in the new organization, after I had been invited to stay with the new owners and had given my ideas of what must be done to check the downward tendency of The Independent—the same remedies I had ineffectually urged during the seven months of my connection with The Independent. I was abolished. Very truly yours,

GEORGE FRENCH.

GLEN RIDGE, June 24, 1913.

"The bona-fide circulation of a newspaper represents the popular vote of the community for that newspaper."—Fleming Newbold, Business Manager Washington Star.

"The circulation manager is the active conscience of the editor."—Joseph Garrison, Managing Editor, Cincinnati Times-Star.

SOME PERTINENT QUESTIONS.

SOUTH BEND, Ind., June 12, 1913.

THE EDITOR AND PUBLISHER:

An article in a recent issue of THE EDITOR AND PUBLISHER treating of newspaper conditions in Kansas, compiled from statistics gathered by a university official, must have been intensely interesting to members of the craft; possibly somewhat startling to the majority of readers of your highly instructive and always interesting journal. The limitation is made by reason of the fact that conditions surrounding the production of a considerable number of newspapers, by no means confined solely to the Sunflower State, would seem to render impossible reeling even in luxuries which may come under the heading "necessities" without being traded out in "subs" or space.

The census reports place publishing among the ranking industries of the nation. Doubtless were it possible to obtain actual figures from the bookkeeping departments it would go far above any three lines of enterprise in total losses. Were a concise, illuminative illustration of conditions existing among newspapers over the country desired, surely none could be more fitting than the parable of the loaves and the fishes.

One shortcoming of the press may be in failure to properly appreciate its power, influence and necessity in a "live" community. Fear of the possible temporary loss of patronage or powerful friendship frequently causes publishers to go against their best business judgment, thus affording the efficiency experts opportunity to lament at the utter absence of the latter quality in newspaper management.

The merchant sells cloth for a suit, but declines to throw in the needles, thread and trimmings to better please the customer. Yet in some localities the same tradesmen do not hesitate to accept, even insist upon, favors that are burdensome to newspapers, in the way of casting up special borders, syndicate advertising "mats," which must be mortgaged for insertion of original matter and then furnishing duplicate "mats" for the use of other papers—all without charge. Again, newspapers cheerfully "reconstruct" advertisements to suit the whims of the store's advertising writer after an edition has gone to press.

Possibly the discovery that many country newspaper publishers are not averaging net earnings above \$12 to \$15 a week will not prove surprising to backers of newspapers in the large cities that are piling up deficits of thousands of dollars each year.

A writer in a late magazine wondered when newspapers would get down to business methods in operation. But this millennium is not to be expected until newspaper publishing as a pastime is done away with. Too many papers are in the wrong hands both as to ownership and management. A capitalist becomes jealous of the glory attaching to the ownership of a paper; wants help in landing some position of high honor or has some financial project to carry out. His wealth has been easily acquired and he cannot conceive why there should be impossibilities in this direction. A few thousands invested in machinery is expected to turn the trick, but a few weeks' experience proves highly educational. Egotism and the hope that the morrow may bring a change for the better staves off chilblains, but does serve to start out solicitors with all manner of inducements and rates in order to keep "white space" filled.

Have newspaper publishers ever stopped to consider that the more encouragement given different amusements and entertainments by just that much are their own personal interests adversely affected?

The Government and national banks figure on keeping just so much money in circulation, which places a limit on luxury indulgence so that the old forms suffer for the new. If this statement lacks truth, why were newspaper subscription prices reduced?

Unless newspapers are philanthropic beyond the reasonable bounds of charity, why is a free reader regarded as worth several times in dollars and cents the value of the advertisement? Magazines receive their full share of automobile company appropriations, yet do not consider it necessary to conduct so-called auto feature departments.

And the same condition obtains with baseball, the stage, motion picture houses, lecturers, authors, and last, but not least, the manufactured statesman. Without the gush of newspaper writers or the feature drivel of "specialists" from whom would the meal tickets be forthcoming? The legitimate newspaper writer must be content with plebeian tastes while the "artist" he helps to make successful luxuriates at the expense of "editors" hungering for novelty.

The whole story is told in an advertisement recently appearing in a Chicago paper:

AUTO WANTED.

Will exchange advertising contracts calling for 5 inches of space one year in the general run of weekly newspapers in the middle west for new or second-hand auto. Will sell contracts for \$7.50 per paper, thus giving you a year's advertising on any legitimate proposition for \$7.50. Want high-grade machine; no junk. Truth Advertising Agency, Columbus, Ind.

E. A. STOLL.

PERSONALS.

Frank D. Noyes, proprietor of the Washington Star and president of the Associated Press, sailed on La France Thursday. He will be abroad for three months.

Charles H. Grasty, publisher of the Baltimore Sun, sailed for Europe last week on a vacation trip.

Adolph S. Ochs, publisher of the New York Times, Mrs. Ochs and Miss Ochs, and Col. George Harvey, editor of the North American Review, were passengers on the Imperator when she sailed from New York on her first Eastern voyage for Hamburg on Wednesday.

Edward B. McLean, proprietor of the Washington Post, obtained third prize in Class 26 with his Lady Dilhour and Tissington Belief at the international horse show in London this week.

William Randolph Hearst entertained at dinner Monday night the officers of the battleship Arkansas, the Brazilian ship Minas Geraes, and of the Argentine training ship Presidente Sarmiente. A theater party followed, and later the guests returned to Mr. Hearst's home for supper and dancing.

Earl E. Martin, editor of the Cleveland Press, has just been promoted to the position of editor-in-chief of the Scripps-McRae League, succeeding John G. Scripps, who retires for the present on account of ill health. Mr. Martin is succeeded as editor of the Press by Eugene MacLean, who was promoted from the street to this important position. It is unusual to place in charge of a big metropolitan newspaper a man who has never had experience on any executive desk. MacLean was given the job because of his good judgment, his clear-headedness and his knowledge of local conditions.

F. O. Edgcomb, editor of the Nebraska Signal, Geneva, who has been blind for twenty years and is still a very active newspaper man, is known throughout his State as the "Pulitzer of Country Journalism."

Thomas Ewing, Jr., president of the Current Literature Publishing Co., has been nominated by President Wilson for Commissioner of Patents.

H. Clay Chappelle, editor of the Middlesboro (Tenn.) News-Record, will probably enter the race for the Republican nomination for the legislature this fall.

Amon G. Carter, business manager of the Fort Worth Star-Telegram, is at the Plaza for a few days. Mr. Carter was one of the Texas delegates to the Baltimore convention.

George Ade, farmer and humorist, sailed for Europe on the Imperator Wednesday for a two months' motor trip through France.

GENERAL STAFF PERSONALS.

George D. Flynn, formerly connected with the circulation and advertising departments of the Minneapolis Tribune, has been appointed assistant general manager of the Minneapolis Daily News.

Edwin C. Bridgman, formerly on the editorial staff of the Jackson (Mich.) Patriot, but more recently one of the owners and managers of the Marquette Chronicle, and the Ithaca Journal, has disposed of his interests in both papers and returned to Jackson, where he has resumed a position in the editorial department of the Patriot.

Dr. John A. Gray, lecturer and magazine writer, and who has been doing special feature work on the Jackson (Mich.) Patriot, has joined the staff of the Detroit Journal.

Charles W. Holman, of Farm and

Ranch, Dallas, Tex., has been appointed to take charge of the press bulletin at Wisconsin University, Madison. He succeeds Prof. W. G. Bleyer, who has been editor of the bulletin for nine years and who retires to devote his entire time to the course in journalism of which he is the head.

Clayton C. Slocum, formerly sporting editor of the Jackson (Mich.) Patriot, has been made editor of the Detroit Journal, taking charge of that desk last week.

H. Bedford Jones, member of the London (England) Authors' Club, is in town arranging for the book publication of his latest novel "The Border of Blades," which ran in the Argosy recently. Mr. Jones is also the author of "Flame Hair the Scald" and "A Golden Ghost."

Joseph Weimer, formerly business manager of the Cleveland News and assistant business manager of the Leader, returns from a three months' tour abroad early in July.

C. H. Motz, circulation manager of the Cincinnati Times-Star, and his mailing superintendent, Emil Calmé, were in town this week. Mr. Calmé has been visiting the metropolitan newspaper plants with a particular eye to their mailing systems.

IN NEW YORK TOWN.

Sophie Irene Loeb, of the Evening World, has been appointed by Governor Sulzer a member of a commission to inquire into the practicability of providing for pensions or other relief for widowed mothers.

Frank H. Warren, of the New York World staff, has been elected president of the Alumni Association of Hobart College.

David A. Morrisey, of the Globe copy desk, and well known chicken fancier, habitat Little Falls, N. J., is taking his vacation of one week at the Morrisey farm.

C. E. Sours, who was on the Ithaca (N. Y.) Journal for seven years, has joined the staff of the Tribune.

Martin Green, of the World, returned Tuesday from a pleasant trip to the Central American ports and the Panama Canal.

L. J. Debekker is a new copy reader on the staff of the Press.

O. M. McIntyre, formerly dramatic editor of the Evening Mail, is now the New York representative of a Kansas City advertising firm.

"Bill" Williams, copy reader on the Evening Mail and editor of the Crescent, Brooklyn, is taking a two weeks' vacation.

W. L. Kleitz, of the Cornell Daily Sun, Ithaca, N. Y., and J. M. Caldwell, are new recruits to the staff of the Tribune.

WASHINGTON PERSONALS.

Parker Anderson, of the Greensboro (N. C.) News, will attend the military celebration at Gettysburg on July 1-4.

William Semple, syndicate writer, has written a play called "Forty-eight Hours," which will be produced shortly.

Josephus Daniels, Jr., son of the Secretary of the Navy, and owner of the Raleigh News and Observer, will follow in the footsteps of his illustrious father, and will enter journalism when he has finished school. He will enter the Pulitzer School of Journalism after he has graduated from the University of North Carolina and taken the Harvard law course.

Oliver P. Newman, of the Newspaper Enterprise Association, and Washington

correspondent of the Des Moines News, is slated for the position of commissioner of the District of Columbia.

L. W. Strayer, of the Pittsburgh Dispatch, is receiving a lot of advertising these days from the fact that he was in a picture that was taken when Secretary of State Knox broke ground for the Hawaiian building at the Panama-Pacific Exposition. The photograph is being widely circulated in the book advertising the coming exposition at Frisco.

J. Crosby McCarthy, of the Washington Star, is the proud father of a newly arrived bouncing baby girl.

Earl Goodwin, of the Star, has been assigned to write specials from the veterans' camp at the fiftieth anniversary of the Battle of Gettysburg, July 1 to 4.

Frank Healey, of the advertising force of the Star, has gone to Los Angeles, Cal., to take charge of a large fruit farm.

It's in the Blood.

Laurance B. Siegfried, the younger son of the late A. H. Siegfried, who was general manager of the Curtis Publishing Co., graduated with the class of 1913 at Harvard University this week, taking his degree of Bachelor of Arts Cum Laude, having specialized in English and musical branches with distinction. Mr. Siegfried was one of the founders and until recently business manager of the Harvard Musical Review, a monthly periodical devoted to the many musical interests of the university, which was put on a self-supporting basis during the first year of its existence, now just completed. Mr. Siegfried plans to enter a branch of the publishing business, representing with his elder brother, Frederick H. Siegfried, president of the Siegfried Co., Inc., the fourth consecutive generation of his family to engage in such work.

Prof. Trent Joins Independent Staff.

The recent purchase of a considerable interest in the Independent by William B. Howland has resulted in certain staff changes on that publication. Warren Barton Blake, sometime of the editorial staff, has resigned, and Professor Trent, of Columbia, will join the staff as a specialist in its literary department. Other changes will probably take place in the near future.

Wedding Gift from His Boys.

When James E. Pinkney, head master of R. Hoe & Co.'s apprentice school, returned from his honeymoon last week he was surprised to find the boys assembled in the lecture room. He was taken in hand by two of them who escorted him to the platform, where E. Graham Wilson, one of the directors of the Twenty-third Street Y. M. C. A., presented to Mr. Pinkney as their wedding gift a beautiful three-foot electrolier in bronze.

Metropolitan Ad Golf Tournament.

In the tournament of the Metropolitan Advertising Golf Association June 20 at Fox Hills, L. I., W. E. Conklyn, Dunwoodie, won in the first set in the medal play handicap, with 82-3, 79, and W. S. Bird, also of Dunwoodie, won in the second set with 94-20, 74. J. J. Hazen and Don M. Parker, with a best ball of 75-4, 71, won the four-ball match.

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 trades' leading journal. Write for rates.

\$8,000 CASH

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

G. M. PALMER

Newspaper Properties
225 Fifth Ave. New York

SITUATIONS WANTED

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

A DOCTOR WHO WRITES

interestingly and clearly, for popular reading, on drugs, diet, sex and kindred topics, wants position as special writer on staff of newspaper or magazine. Or will take full editorial charge. Experienced; age 35. Address Dr. HOLLEN, 4700 Evanston Ave., Chicago.

CIRCULATION MANAGER

of ability desires change of position. Experienced in morning, evening and Sunday circulating.

Have established A No. 1 record in city whose metropolitan district embraces nearly 500,000 circulation.

If you are looking for a hard, enthusiastic worker, wherewithal a man who can "do things," address "M. E. R., care THE EDITOR AND PUBLISHER."

My long suit has been "the paper boy" and summer time's here.

STEREOTYPE FOREMAN.

A regular reader of THE EDITOR AND PUBLISHER, well and favorably known to the management, seeks foremanship of stereotype department on a "live coming newspaper." At present in charge of such a department on an evening newspaper in an important central States city. This man knows the work thoroughly. He is sober, industrious, honest, willing, fair to his associates, but also equally fair and absolutely square with the office. He's a strong man, an able man, in fact, a find. Address C. A. Puget, 401 Superior Bldg., Cleveland, O.

EDITORIAL WRITERS

aren't picked up every day. Better have the name of a successful man on your list of eligibles. I'm not out of a job, but I am out for a better one when you have it. Address "F. H.," care THE EDITOR AND PUBLISHER.

HELP WANTED

SALESMEN WANTED.

Live wires who can sell newspaper advertising contracts. Previous experience in this line not absolutely necessary—salary and commission. Earning power depends entirely on ability to sell. Give particulars in reply. W. R. PENNY, Room 206, Public Ledger Bldg., Philadelphia.

BUSINESS OPPORTUNITIES

IMMEDIATE SALE.

Best equipped weekly newspaper plant in Northwestern Ohio; established over 30 years, never before offered for sale. Democratic in heavy Democratic county, largest circulation and bona fide proposition. Must be sold to close estate. Quick bargain. Invoices \$10,000, will sell \$5,000 cash, \$2,500 on time; price includes two-story building and lot on which plant stands. No agents need apply as the proposition will not be hawked on the market. Address "BOX 207," Fremont, Ohio.

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

WANTED TO BUY OR LEASE NEWSPAPER.

Successful newspaper manager whose record and qualifications will stand exhaustive investigations wishes to lease or manage on percentage basis or buy paper (preferably afternoon) in field offering opportunity for development. All answers confidential. Address "BUSINESS," 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, New York.
51 Cliff St., New York.

\$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.

PREFERRED TYPE FACES

THE cleanest, clearest, most expressive, most useful, and consequently most popular type faces in the Printing World today—all gathered together in one book which is yours—FREE—for the asking. Of course they are all BARNHART faces. You would expect that—Get them. Use them. And remember, any time you want to know anything about any kind of printers' supplies write for Specimen Book of Preferred Type Faces.

BARNHART BROS. & SPINDLER

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

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

The GLOBE offers you two margins over any other paper in the high-class New York evening field:

More NET CASH CIRCULATION (Yearly Average).

Less cost per thousand circulation.

In New York it's

The Globe

THE DAILY ADVOCATE

2 cents a copy. Stamford, Connecticut. 2 cents a copy.

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

New York Representative,

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

OCEAN NEWS SERVICE.

(Continued from page 1.)

count them. Epitomized it means the covering of an extensive and important news field in a manner than has not been attempted until now.

GOOD BERTHS FOR REPORTERS.

"The correspondents of the Ocean News Association will travel first class. It is the intention to have comprehensive pamphlets, describing the service and containing the portraits of the correspondents and designating the ships to which they are assigned, distributed on board the vessels on which they travel.

"The efficiency of the Marconi system of wireless telegraphy, with which all the ships of the trans-Atlantic fleet are equipped, has reached a point where the transmission of dispatches from ship to shore and shore to ship is absolutely dependable. The speed of transmission is practically that of a land wire line. In its contract with the Ocean News Association the Marconi Co. guarantees delivery at the New York and London offices of the association of any news dispatch, filed anywhere on the high seas, within three hours after filing.

"The news matter gathered by the ocean correspondents will be delivered to the New York and London representatives of inland papers or distributed direct by wire to these papers from the New York and London offices of the association. Under the provisions of the Alexander law, recently passed at Washington, this news is protected just as like matter is protected when transmitted over a land wire. In other words it is an infraction of the law to steal a wireless message addressed to any newspaper or individual. Newspapers taking the service will thus be protected from news pirates. Stories of great importance will be additionally protected by copyright.

"Subscribers to the service may have persons of local importance, who are voyagers on ships carrying our correspondents, covered during the trip by making a request for this special service. Such requests will be followed by an immediate assignment by wireless to the ocean correspondent whether it be to an incoming or outgoing ship.

HOW IT WILL WORK.

"Had it not been for the loss of the Titanic and the criticism which was afterward heaped upon the steamship companies by the press of both this country and Europe the Ocean News Association's service would have been working a year ago. But the awful pounding the White Star line received so antagonized a certain high official of that company against newspaper men that when I went to London to close contracts for the transportation of our correspondents, I found it impossible to come to any satisfactory arrangement with that line. Since that time, however, the official who declined to co-operate with us has retired from his position of authority.

"It was somewhat difficult, at first, to break down the conservatism of the foreign steamship lines which made them hesitate to permit newspaper correspondents to send press matter from their ships. There seemed to be a fear that passengers would be annoyed by importunate reporters who would fail to consider certain prerogatives of the persons interviewed. It was only after being convinced that this system of ship news reporting was not only more dignified, but much less annoying to their patrons than the old way, that the companies finally withdrew their opposition. Now they know that a passenger would much rather talk for publication on board ship, when he has plenty of time to consider what he wants to say, than to be held up by a half dozen conscientious reporters on the pier, on his arrival or departure, when he is either trying to get through with the customs men or is taking leave of his friends. It is well understood that it is not because men of affairs do not wish to talk to newspaper reporters that they refuse to be interviewed, but because under the present system the ship news

men tackle them at a time when they are most desirous of doing something else.

"The question of censorship has been discussed at length and it is conceded that the news which is to be gathered on board a great steamship may be divided into two classes. In one class may be placed stories which are none of the captain's business, and over which he should exercise no power of censorship, because they are matters wholly between the passengers and the correspondent. In the other class we have stories which might grow out of accidents at sea or happenings on board ship. It is not to be denied that in such cases the captain should have the right to his opinion as to whether the interests of his employers might be best conserved by the exercise of censorship.

THIRTY-EIGHT PAPERS SUBSCRIBE.

"Of course, in case of a great disaster like the sinking of the Titanic, the presence on board of a highly trained newspaper man, whose duty it is to get the news ashore, would be of inestimable value. The suspense which the friends of those on board the Titanic suffered for two days would have been relieved many hours before it actually was. Even had the correspondent lost his life it is a thousand to one that his copy would have reached the Carpathia. We all know the newspaper man's devotion to duty and the expedients he will employ to get his story to his office.

"Thirty-eight of the most important newspapers in this country have agreed to contract for this service as soon as it is put in operation. The London dailies and several Continental papers have signified their intention of making use of it. While the service will be expensive to maintain, its financial success is assured from the start."

Mr. Pratt plans to go abroad in August to complete arrangements with the steamship people so the service will be in working order in time to catch the Westward rush of travel this fall. He has already engaged twelve of the best known newspaper men in New York as traveling correspondents, ten for the regular service and two emergency men.

NEW PUBLICATIONS.

HOPKINSVILLE, Ky.—The Democrat is the name of a morning daily paper that will be started about July 1. The Nisbit Building is being fitted up for the paper, and the paper and machinery and other paraphernalia will be received shortly. County Attorney John C. Duffy is the moving spirit in the proposition, and he will direct the policy of the paper. Eugene Travis will be managing editor and Charles L. Nourse, business manager. The paper will be Democratic in politics, and will be issued every morning except Monday, and is to have a weekly edition.

CHATSWORTH, Ga.—The Times, a new weekly publication in Murray County, made its initial appearance early last week.

SUMMIT, S. D.—John D. Smull has purchased a plant and will establish a new weekly newspaper to be known as the Independent.

SPOKANE, Wash.—A movement is on foot for the establishment of a new daily newspaper, amply backed by Spokane and Montana capital, and that R. R. Kilroy, editor and manager of the Missouri Sentinel, is to be in charge of the new paper. Mr. Kilroy was formerly editor of the Butte Evening News.

COMMAUCHE, Okla.—The Times-Herald, John C. Adams, owner and editor, is an eight-page new publication.

CHOWCHILLA, Cal.—The new newspaper, the News, made its first appearance last week. J. R. Leonard is the publisher of the paper.

JELICO, Tenn.—The Times is a new paper to be launched soon by C. G. Featherly. The principal stockholders are well-known business men of this section.

NEW SMYRNA, Fla.—The first number of the News has made its appearance. It is edited and published by H. L. Rood.

WHY I USED THE**Louisville Courier Journal**

By H. R. DRUMMOND,

Formerly Advertising Manager Kaufman-Straus Co., Louisville.

When I was appointed advertising manager of Kaufman-Straus Co. my firm did not use THE COURIER JOURNAL.

After I began using this paper the increase in business was most gratifying, thoroughly demonstrating the pulling power of THE COURIER JOURNAL.

I generally used THE COURIER JOURNAL to reach the best class of trade—the "aristocracy"—and found it splendidly effective.

When it is considered that Kaufman-Straus Co. carried the very highest class of merchandise—that much of the business was done in spite of price, instead of on account of price, and that the cream of this best trade responded to COURIER JOURNAL advertising, it will be seen that the choicest, most exclusive business may be reached through THE COURIER JOURNAL.

The mail order department filled more orders from Courier Journal advertising than through any other one medium, demonstrating its splendid pulling power for mail order business.

The devotion of Louisvillians and Kentuckians to THE COURIER JOURNAL is emphatic, and I always considered money spent in THE COURIER JOURNAL money well spent.

The S. C. Beckwith Special Agency

Sole Foreign Representatives,

New York St. Louis Chicago

The Seattle Times

STILL MAKING HISTORY

During 1912 the Times printed over 11,000,000 agate lines of total space, which was 2,284,000 lines more than its nearest competitor. Gain over 1911 was 564,000 lines.

The foreign business amounted to 1,086,000 lines. Gain in foreign business was 288,000 agate lines over 1911.

In December, 1912, Times led nearest competitor—266,000 lines of local and 12,600 lines of foreign advertising.

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

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK CHICAGO ST. LOUIS

Buffalo News

EDWARD H. BUTLER

Editor and Proprietor

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Everything from Grand Pianos to Clothespins

Is being bought by Dayton people to refurbish the 15,000 homes that were in the flood of March 25—offering the best possible chance to introduce good goods into Dayton.

THE DAILY NEWS

will tell your story to 80 per cent. of Dayton people. Rate, 4½ cents per line. Dayton News and Springfield News combined, 6 cents per line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio

New York—LaCoste & Maxwell, Monolith Bldg.

Chicago—John Glass, Peoples Gas Bldg.

HERE'S A GOOD BUY—**THE READING NEWS**

A metropolitan morning newspaper. Circulation, 10,000 and growing. For rates, see J. P. McKinney, 384 Fifth Ave., New York; 122 So. Michigan Ave., Chicago.

ADVERTISING MENACES.

De Weese Says the Two Gravest Are the Tendency of Editors to Ignore the Interests of Advertisers, and Indecent Publicity—Does Not Believe in Legislation to Regulate Advertising—What He Would Allow.

By TRUMAN A. DE WEESE.

From the standpoint of a buyer of advertising I should say that advertising is seriously menaced by two dangers which can be averted only by a careful readjustment of the editorial attitude toward advertising and by legislation that will guarantee the integrity of advertising.

The first danger is the tendency of the editorial management of newspapers and other periodicals to ignore the rights of the advertiser whose patronage is the chief source of revenue for the publication. This danger is a source of great discouragement and discomfiture to the national advertiser. There is in most newspaper and magazine offices an unbridged chasm between the editorial office and the business office. This does not always exist where the editor is the owner of the publication, and where the editor is a business man instead of a literary purveyor of rhetorical platitudes.

This discouraging inconsistency in newspaper management is a survival of the old school of journalism, where the revenue came from subscribers and when a great multiplication of industrial enterprises had not developed advertising to its present colossal proportions. In these days when journalism has become a manufacturing industry, however, there is no longer any excuse for a condition that does not insure the advertiser protection from the editorial or news columns.

UNDESIRABLE NEIGHBORS.

Several concerns engaged in the manufacture of cereals, we will say, spend several thousand dollars in a magazine, and along comes the magazine with several pages of dreamy, innocuous drivel, written by a so-called doctor or food expert, who undertakes to tell the public that the food value of prepared cereals is overestimated and that the price is exorbitant and the claims to purity and cleanliness unfounded.

These same concerns perhaps spend hundreds of thousands of dollars in newspapers, and along comes a long-haired professor, who lectures before a women's club or a church organization, and tells the women that breakfast cereals are a fake, and that the prepared foods are deficient in body-building elements. All of which is carefully reported in the news columns of the paper in the town where the professor is delivering his lecture. It is worked up with all the reportorial embellishments that have been instrumental in lifting many an imposter out of the slough of obscurity into a position of public prominence.

Of course, the advertising manager

will disclaim all responsibility for the manifest injury done to the advertiser. After taking your good money for the advertising he assures you that he is powerless to protect you from the reportorial bull in the editorial china shop. He doesn't have anything to do with the editorial direction of the paper, and when you buy advertising you must take your chances on being lampooned or pilloried by the editorial department. No question of veracity or scientific accuracy is considered. A reporter has simply heard the speech and reported the statements of an irresponsible purveyor of half-baked opinions, and the city editor prints it and calls it "news." If the reporter brought in a news article in which the product of the advertiser was mentioned it would be promptly blue-penciled out in accordance with the rules of the office. It would be contrary to journalistic ethics and an affront to the fine editorial standards of a time-honored profession.

RULES FOR THE REPORTER.

The fact is, there should be in every well-ordered, well-managed newspaper or magazine office such an understanding and such rules of procedure that it would be impossible for a reporter or editor to injure the business of the advertiser. Having spent twenty years in the newspaper business in both editorial and business offices, I do not hesitate to affirm that such an arrangement is not only possible, but in strict accord with business sense. Unless this assurance can be given by owners of every publication it is but a question of time when the big advertisers will resort to other methods of acquainting the public with their product.

The other fly in the advertising cream-jug that threatens to contaminate it with its dirty, germ-laden feet is what I would call indecent advertising—advertising that affronts the public sense of decency and which makes a newspaper unfit to go into an American home.

This has no reference to the so-called fraudulent advertising. There are agencies at work to secure legislation in various cities to punish fraudulent advertisers and to regulate the practice of advertising. I am not sure, however, that I am in sympathy with legislation to regulate advertising. My motion is that such regulation should be confined to commodities that are proven by indisputable evidence to be frauds. It should not go to the extremity of forbidding the extravagant statements of an advertiser regarding his product. Who is to decide whether the statements of an advertiser are extravagant or not? We have to leave some room in advertising for imagination and rhetorical hyperbole.

EXTRAVAGANT STATEMENTS.

You cannot make men truthful or honest by legislation. In the last analysis it is the public that must decide. An article that does not come up to the claims that are made for it in advertising will not stay long in the market. I see no objection to an advertiser claiming that his product is better than the other fellow's. If he advertises a cotton garment as all wool, that is manifestly a fraud; but if he claims that the cotton garment is just as good as a wool garment and more healthful, he is not guilty of a fraud; he is merely making a statement that may be subject to controversy.

Advertising cannot be standardized for the reason that no two advertising propositions are alike. You cannot reduce advertising to a common rhetorical level. There must be room for originality in phrasing, for inventiveness in devising the "line of appeal." Regulation that goes further than this savors too much of offensive paternalism.

My protest is against indecent advertising, the kind that panders to the lowest and vilest tendencies and tastes. My appeal is for the disinfection of the newspaper advertising columns. I have no objection to the advertising of the cough medicine that claims to cure a cough and yet does not always cure it. If this test were applied to physicians many of them would be in jail; but

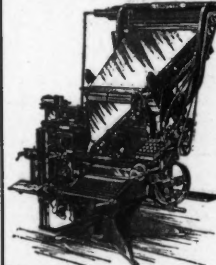
IN OPEN COMPETITION

The world's speed records have been made on the

LINOTYPE

The fastest composing machine in the world.

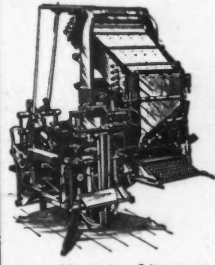
Quick Change Model 8



Three Magazine Linotype

**MULTIPLE
MAGAZINE
LINOTYPES**

Quick Change Model 9



Four Magazine Linotype

Still further reduce the cost of composition by the ease with which complete changes of face, body, and measure can be made with the minimum of time lost.

The Multiple Linotype Way Is the Modern Way

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

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

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

when the advertising columns of a newspaper are used to offer assistance to the vile beings who contract diseases through vice, or offer relief for those hapless derelicts who have abused or violated the most sacred obligations of life I believe it is time for the State to get busy with its chloride of lime.

CLEAN-UP OF PRESS.

The national advertiser has it in his power to compel a cleaning up of the newspaper advertising columns. If the advertiser of a clean, pure food product or other high class commodity finds himself on a page of a newspaper in company with a lot of bald-headed or bewhiskered fakers, who offer to cure the venereal diseases of men on the monthly payment plan and who print their pictures to convince the public that they are not escaped jail birds, the advertiser should cancel his advertising as soon as he can get a message on the wires.

The trouble comes from the counting room. The desire to sell every line of space regardless of the claims of the publisher that he is publishing a "newspaper" leads to the admission of advertising that is unclean and indecent. It is the news and editorial matter in newspaper that gives value to the advertising. The advertising value decreases, therefore, as the news matter

diminishes in quantity or interest. Many newspapers are carrying too much advertising. If the newspapers are to retain their hold on national advertising they will have to set a limit on the number of lines of advertising admitted in any one edition.

Such a suggestion is apt to be greeted by a howl of consternation in the publishing fraternity, and yet the time is coming when some sagacious publisher, who can see far enough ahead, will start the movement by announcing that hereafter the amount of advertising admitted to any one edition of his paper will be limited to ten thousand lines, or twenty thousand lines, depending on the size of the paper. Then watch the scramble of advertisers to get into his columns. Also observe the alacrity with which other publishers tumble into the band wagon. Who will be the first to print a real newspaper and to insure a certain value to advertisers who patronize his columns?

Poincare's Newspapers by Airship.

President Poincare, of France, who is visiting England, received his daily French newspapers on Wednesday through Robert Slack, an aviator, who aeroplaned across the English Channel from France.

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

SAN ANTONIO, TEXAS

Light, Daily, 17,507 Light, Sunday, 19,566

GRAND RAPIDS, MICH.

News, Daily, 20,061

ONE GOSS COMET

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

ONE 20-PAGE HOE

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

ONE GOSS STRAIGHTLINE

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

ONE GOSS

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

ONE GOSS

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

Address

DUPLEX PRINTING PRESS COMPANY
Battle Creek, Michigan.

WANAMAKER HONORED

Dry Goods Economist Presents Medal to Merchant Prince for Fifty Years of Original and Progressive Retailing.

John Wanamaker was signally honored last week when the Dry Goods Economist presented a splendid silver medal to the merchant prince in appreciation of his unparalleled success for fifty years of original and progressive retailing, and in recognition of his widespread influence in behalf of higher standards in merchandising. The only other medal presented by this periodical was given to the late Marshall Field



of Chicago, also for distinguished achievement in the dry goods field.

A. C. Pearson, vice-president and general manager of the Economist, and Clarence E. Spayd, the editorial representative, made the presentation in Mr. Wanamaker's private office in his great New York store. The venerable merchant, now in his seventy-fifth year, only on very rare occasions comes to the metropolis, leaving the business here in the hands of his only son, Rodman Wanamaker.

He prefers to spend most of his time in the now world-famed Philadelphia store, where he embarked in the men's and boys' clothing business at 6.30 on Monday morning, April 8, 1861, in a room thirty by eighty feet. This store never moved, and to-day the \$17,000,000 monument stands on the very spot where Wm. Penn made his famous treaty with the Indians, late in November, 1682.

MR. WANAMAKER REMINISCENT.

The medal is of coin silver, three inches in diameter. On the obverse side are two figures, that of a woman representing the textile industry, and the other of a man to indicate commerce. Circling these figures are the words, "The Dry Goods Economist Award of Honor." On the reverse side is a wreath enclosing five smaller wreaths bearing the words "Progress," "Originality," "Energy," "Thought" and "Talent." In the center is the inscription, "Presented to John Wanamaker, for Fifty Years of Leadership in Retailing." In letters of gold on the dark red satin lining of the morocco case is the inscription, "John Wanamaker, 1861-1911."

Mr. Wanamaker was reminiscent and witty, telling many stories and relating some of his early experiences. He told how as a clerk in a Chestnut street store in Philadelphia he was convinced that William Penn's standard of "No Misrepresentation," was the only one for

a merchant to adopt who would be a credit to himself, an honor to his friends as well as a financial success.

"Because a man and his wife, who ran a small store near the place where I was employed," he continued, "tried to force me to take a Christmas gift I had selected many weeks before for my mother, but could not buy until I had saved up enough money, I was so thoroughly disgusted with that way of doing business that I then and there resolved what I would do in my own store some day. I said to myself nobody should be expected even to buy what they do not want, that on the other hand, if you don't like your bargain even after you get it home, you ought to be allowed to return it and get your

money back. It was because of such experiences as these in my early days that I adopted my lines of present day procedure."

UNBOUNDED FAITH IN ADS.

His unbounded faith in advertising early manifested itself, which was brought out when Mr. Wanamaker told how, at the close of that first day, April 8, 1861, the cash drawer revealed a total intake of \$24.67. "Of that sum," said he, "\$24 was spent for advertising, and sixty-seven cents saved for making change the next morning."

In explaining the purpose of the medal presentation, Mr. Pearson said: "Mr. Wanamaker, you are one of the pioneer merchants of this country, whose leadership is generally recognized. You stood out for the one-price system—that is to say, you marked the price of your goods in plain figures, and there was no deviation therefrom. You believe in the return of merchandise if it is not satisfactory to the purchaser, and thereby won the confidence of the entire public. Your advertising policy, that of making advertisements an educational force rather than exploiting the prices of the goods advertised, was a revelation to the trade. You are a leader who emphasizes quality above all things, and in this way you have placed the retail business in New York and Philadelphia on a plane by themselves. It is for these qualities that we give you this medal."

"You were the first to install the electric light in your store in Philadelphia in 1878. Years ago you established benefit associations, a pension fund, clubs for recreation, a business college wherein courses of study are provided and diplomas given, and other forms of that best kind of philanthropy which helps people help themselves. Few, if any merchants, have put so much of their own personality into their business. Your big establishments are permeated with your strong individuality."

Plan Journalism School for Texas.

A school of journalism will be established at the University of Texas next session. The board of regents of the university came to this decision at the commencement session held in Austin recently. The Woman's Press Association of Texas, Lieutenant Governor Mayes, former president of the National Press Association, were very strong in the advocacy of this establishment, while those students who are interested in journalism, through their Press Club, were insistent in the call for such a school.

BRIGHT FEATURES FOR SUMMER

Phelon's Fables

Humorous baseball stories by W. A. Phelon, illustrated by Geo. W. French. Series to run through the baseball season.

Fontain Fox's Cartoons

Daily 3-column service by the clever and original artist who originated "Discoveries of Thomas Edison, Jr."

Bushnell's Cartoons

Strong and effective handling of current topics, "Bushnell on the first page livens the whole paper."

Voight's "Mrs. Worry"

One of the most successful of 7-column comic strips. Going stronger than ever.

Most Convenient News Cut Service

Our news photo matrices are not only deep and clean—they are most convenient to handle. Investigate.

THE CENTRAL PRESS ASSOCIATION

FREDERICK BLDG.

CLEVELAND

OVERHEARD ON OLYMPUS

A summer series—warranted to keep readers cool and cheerful—
By BARBARA BOYD,

Author of Little Problems of Love and Marriage, Confessions of a Young Housekeeper, The Candid Girl, Heart and Home Talks, etc., etc.

New service begins June 30th.

THE INTERNATIONAL SYNDICATE,

BALTIMORE, MD.

OBITUARY NOTES.

RALPH CRACKNELL, of the Boston Globe, one of the leading authorities on golf in the United States, died June 24 in that city. He was born in London, May 27, 1860, and came to the United States in 1884. In 1889 he took up newspaper work, becoming a reporter on the Boston Post. He was successively assistant city editor and night editor. In February, 1893, he became identified with the Boston Globe, handling sporting matters.

MAUDE NEAL, a New York newspaper woman on the staff of the New York Sunday World, died June 19 at Crawley Downs of diabetes and heart failure. She had been in London several weeks. She was twenty-seven years old and a native of Kansas City.

NATHANIEL P. T. FINCH, editorial writer on the Birmingham Age-Herald since 1898, died in that city June 17, of apoplexy, at the age of seventy-five years. Mr. Finch formerly owned a large interest in the Atlanta Constitution, but sold his holding in 1886. He did extensive work as a correspondent during the Civil War.

CHARLES C. WHITNEY, veteran of the Civil War, formerly State printer, and for years editor of the Marshall (Minn.) News-Messenger, died June 16. He was sixty-seven years old.

CHARLES N. O'BRIEN, formerly managing editor of the Toledo (O.) Times, died June 19, after a long illness.

TERRENCE J. SHERON, for many years business manager and joint owner of the Augusta (Ga.) Evening Herald, died June 14 at his home in that city. He was fifty-one years old.

New Lexington Paper Early in July.

The Lexington (Ky.) Tribune is the name of the new newspaper which will start publication in that city early in July. Thomas M. Owslev, president of the Transylvania Printing Co., and formerly a city alderman, is the chief stockholder, and C. E. Lambertson, who many years ago was sporting editor of the Cincinnati Enquirer, and later on the Terre Haute Star and New York Press, will be managing editor. The new publication will be independent in politics and an afternoon paper, though a morning edition soon is contemplated.

If you could see the art work—the embellishments—the styles depicted—and the lingerie, too—all in pretty line effects accompanying snappy, topical chatty talks which catch and hold the women readers—you'd send to-day for proofs of our brand new feature

CHATTER CHATS

It's a two column, four times a week mat service. Entirely different. A splendid interest stimulative for the editorial or woman's page. The mats are three to nine inches deep and two columns. Send for sample set.

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

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.

Daily News Mats

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

INTERNATIONAL NEWS SERVICE

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

Immense Gains but not so great as the opposition's losses. The St. Paul Daily News "Minnesota's Greatest Newspaper" Gained 41,600 Lines in April Net Paid Circulation...70,579 A Flat Rate of 9 cents per line. General Advertising Department C. D. BERTOLET, Mgr. 1106-1110 Boyce Bldg., Chicago. 306 Gumbel Bldg., Kansas City, Mo. 366 Fifth Ave., New York City.

GET THE BEST ALWAYS The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

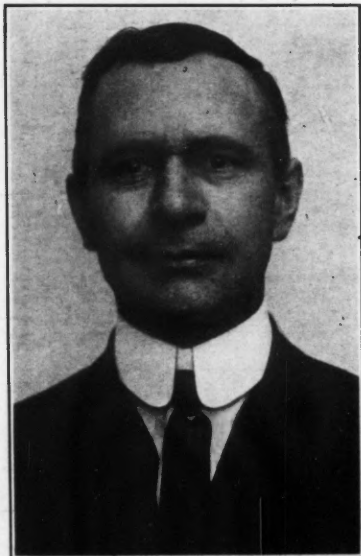
WALLACE G. BROOKE, Brunswick Bldg., New York HORACE M. FORD, People's Gas Bldg., Chicago

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.

LIVE AD CLUB NEWS.

Singing is to become a feature of the Cleveland Advertising Club's luncheons. The advertising men determined to incorporate the singing course along with the others after A. H. Madigan, speaking of the banquet given at the Buffalo adfest last week, bemoaned the lack of tuneful voices among the members. It was decided at the closing mid-week session of the club to hold the annual banquet and election of officers at the Hollenden Hotel, July 14. Harry Tipper, advertising manager of the Texas Oil Co., of New York, James Shermernhorn, of the Detroit Times, and C. W. Hoyt, advertising counselor of Boston, will be the principal speakers at the banquet.

Several hundred members and guests of the Pittsburgh Publicity Association listened to an address by Herbert N. Casson, efficiency expert and author, of New York, on the subject of "How to



ROBERT H. MANLEY, President Omaha Ad Club.

Push Pittsburgh Goods," last week. Mr. Casson discussed scientific management and sale efficiency affecting local organizations. He asserted that Pittsburgh owes her greatness not only to her knowledge of how to manufacture goods, but also how to sell the products to the best advantage.

"System," he said, "in our large industries is at its best a farce and amounts to little in its present stage of efficiency. Manufacturers who say they cannot afford to advertise are spelling their doom, for there is hardly any influence as powerful as advertising."

The first lesson in the advertising course established by the Beaumont (Tex.) Ad League for the benefit of its members, was given last week at the league's quarters in the Alexander building. The course was prepared by a committee of Beaumont publicity men from a list compiled and endorsed by the national association, and the studies here will be prosecuted under the direction of W. B. Harris, advertising manager of the Rosenthal store, and a skilled writer of ads.

The Stockton (Cal.) Ad Club reorganized last week by electing Herbert Allen president; Will Dawson, vice-president, and Arthur G. Ross, secretary-treasurer. The club will meet twice a month. At the luncheons prominent advertising men from San Francisco and neighboring cities will address the members.

Members of the Advertising Club of Baltimore saw themselves as others see them last week when they went to Bay

Shore Park in a body and were given a private view of the moving pictures taken at the convention. Nearly everybody in the crowd "saw himself," and as each was recognized there were calls from the gathering. Special cars carried the advertising men and members of their families. A supper was served at the park, and this was followed later in the evening by a dance. Addresses were made by some of the women members of the party as well as by President E. J. Shay.

E. P. Adler, publisher of the Davenport (Ia.) Times, and president of the Lee Syndicate of Iowa Evening Newspapers, was the principal speaker at the meeting of the Muscatine (Ia.) Ad Men held at the commercial club rooms last week. The subject of advertising was interestingly handled by the speaker. Harry Mathis, head of the job department of a local newspaper, made a brief address.

SECRETARY OF NEW AD CLUB.

He is Wallace, of Elizabeth Journal, and Has Shown Big Results.

F. Ernest Wallace, advertising manager of the Elizabeth (N. J.) Daily Journal, was elected secretary of the new Advertising Men's Club of that city, which has about 100 members; he was also elected a delegate at large to the Baltimore convention.

Mr. Wallace became advertising manager of the Journal ten years ago; the first permanent position he had ever held on a paper, having previously been a specialist in procuring new advertising for large and small city newspapers throughout the country in cities such as Pittsburgh, Cleveland, Buffalo, Rochester, Detroit, Indianapolis, Cincinnati, Columbus and nearly every principal



F. ERNEST WALLACE.

town in Ohio and Indiana, which wide experience stood him in good stead in building up the advertising on the Elizabeth Journal.

The growth of the advertising on the Journal has been remarkable in these ten years; in 1908 the Journal carried more advertising than any New York city daily, exclusive of Sunday, and more than any paper carried in New Jersey outside of Newark. Previous to Mr. Wallace entering the Elizabeth field the Journal ran from 10 to 16 pages, where now it is printing about 18 to 20 pages every day and from 24 to 44 pages every Friday.

The Merrill Advertising Agency, Inc., New York City, on July 1 will open an office in London for the transaction of foreign hotel business. August 1 a San Francisco office will be established.

The Catholic Tribune, the Katholischer Westen, and the Luxemburger Gazette circulate amongst the Catholics of Iowa, Illinois, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, North and South Dakota, Oklahoma, Texas, Montana, Washington and Oregon—the richest and most prosperous agricultural districts in the United States.

Religious affiliation tends to bring about a spirit of organization in their respective localities which works for the betterment of the spiritual and temporal welfare and development. Our readers are a substantial class, loyal to their Church and to the Church paper, and patronize its columns.

If you have an article of quality, don't forget that these people are buyers of all the usual commodities and luxuries, and it is a good plan for you to appeal to them through the paper of their choice.

NICHOLAS GONNER, Editor-in-Chief Dubuque, Iowa

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

DETROIT and hundreds of MICHIGANTOWNS

thoroughly covered by The Detroit News

and News Tribune

Net Paid Circulation in Excess of

150,000—week day evening 25,000—week day morning 112,000—Sunday

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

Chicago: JOHN GLASS, Peoples Gas Building.

Metal Economy

WILDES' REFINED METALS PLUS OXODIO THE METAL FLUX AND PRESERVATIVE

Thomas Wildes & Son METALS

14 Dover Street, New York

Conditions Are Ideal



IT'S CLEAN

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

The Pittsburgh Sun

(Every Afternoon Except Sunday)

The paper that is read and sells goods.

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

The New Orleans Item

2ND U. S. P. O. REPORT

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

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

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

TIPS FOR THE AD MANAGER.

Frank Kiernan & Co., 156 Broadway, New York City, are issuing 45 l. 3 t. a w. for 156 t. orders to some New York State papers for the Imperial Shaving Cream Co., 67 West 125th street, New York City.

W. F. Simpson Advertising Agency, 38 Park Row, New York City, is handling the advertising for the Colonial Navigation Co., foot of West Houston street, New York City.

Vau Cleve Co., 250 Fifth avenue, New York City, is placing cash orders with a selected list of papers for the Great Northern Hotel, New York City.

Walter Baker Co., "Baker's Cocoa," etc., Boston, Mass., is making a few new contracts, which will start early in October.

Chesman, Nelson & Co., Times building, Chattanooga, Tenn., are forwarding contracts to a few Southern papers for the Star Remedy Co.

The Freeman Advertising Agency, Mutual building, Richmond, Va., is sending out large copy to a selected list of publications for McMenamin & Co.'s Deviled Crabs.

Scott & Bowne, Bloomfield, N. J., will be prepared to write their contracts for Scott's Emulsion advertising after July 15.

Geo. Batten Co., Fourth Avenue building, New York City, is making 7,000 l. contracts and also inquiring for rates with a selected list of New England newspapers for the Bristol Manufacturing Co., "Merino Underwear," Bristol, Conn.

Hicks Advertising Agency, 132 Nassau street, New York City, is forwarding 14 l. 235 t. orders generally for Ayvad Manufacturing Co., "Ayvad's Water Wings," Hoboken, N. J.

J. Walter Thompson Co., 44 East Twenty-third street, New York City, it is reported, is planning a newspaper campaign for Ar buckle Bros., sugar and coffee, Old Slip and Water street, New York City and Brooklyn, N. Y. It is believed that Southern papers will be used.

The Clague Agency, Otis building, Chicago, Ill., is making contracts with a few Western papers for Calunet Baking Powder Co., Chicago, Ill.

Fisher-Steinbruegge Advertising Co., 1627 Washington avenue, St. Louis, Mo., is renewing orders with Southern papers for the International Shoe Co., St. Louis, Mo.

F. P. Shumway Co., 373 Washington street, Boston, Mass., it is reported, will shortly start an advertising campaign for the Molassine Co. of America, "Molassine Meal."

Wyckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is again placing contracts with a selected list of papers for Wendall Pharmaceutical Co., Syracuse, N. Y.

Guenther-Bradford Co., 64 W. Randolph street, Chicago, Ill., is sending out 83 l. 1 t. a. w. one year contracts to a few large city papers for Geo. H. Mayr, "Mayr's Wonderful Stomach Remedy," 193 North Clark street, Chicago, Ill.

The Siegfried Co., Inc., 50 Church street, New York City, is forwarding orders to a few New York newspapers and a selected list of magazines for the Bennett Manufacturing Co., 175 Broadway, New York, who do a mail order jewelry business.

Lord & Thomas (Inc.), Mallers building, Chicago, Ill., are making 5,000 l. one year orders with Middle West papers for B. J. Johnson.

Howard Advertising Co., Stock Exchange building, Chicago, Ill., is renewing orders for Pere Marquette R. R. Co., Chicago, Ill.

H. H. Levy, Marbridge building, New York City, is issuing 42 l. 4 t. orders to a few Texas papers for the Humania Hair Co.

Chas. H. Fuller Co., 623 South Wabash street, Chicago, Ill., is forwarding 300 inches one year contracts with Mississippi papers for the Druggists Co-operative Association.

Amsterdam Advertising Agency (Inc.), 1178 Broadway, New York, is sending out to Eastern papers 12 l. 26 t. orders for the New Profile House.

Keeshen Advertising Agency, Majestic building, Oklahoma City, Okla., is making 5,000 l. contracts with a few papers in the vicinity of

Arkansas for Russell Duncan Jobbers Mills, Oklahoma City, Okla.

Frank Presbrey Co., 456 Fourth avenue, New York City, is placing contracts on a trade basis for the Plaza Hotel, New York City. It is also placing special copy with papers in the vicinity of New York City for the Ritz-Carlton Hotel, New York City.

Sherman & Bryan, 79 Fifth avenue, New York City, is handling extra copy on contracts for the Regal Shoe Co., "Regal Shoes," Boston, Mass.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is placing 4-in. 12 t. contracts with Florida papers for Wesleyan College, Macon, Ga.

O. A. Marsh, 20 W. Thirty-fourth street, New York City, is forwarding 28 l. t. f. orders to a selected list of papers for the Navarre Hotel, Seventh avenue and Thirty-eighth street, New York City.

Matos-Menz Advertising Co., Bulletin building, Philadelphia, Pa., is issuing 14 l. daily or a period of two months to Pennsylvania papers for the Hotel Elberton, Philadelphia, Pa.

Taps Pharmaceutical Co., "Taps," 30 E. Twenty-third street, New York City, is making contracts with newspapers that secure distribution.

PENALTIES ON AD AGENCIES.

Schedules of Chicago Concerns Under Scrutiny by Assessors.

Advertising corporations of Chicago are under examination by the board of assessors in connection with their investigation of the property schedules of all of the corporations of the city. According to the assessors several advertising agencies have considerable capitalization, but have made slight returns on the tax schedule.

Among the advertising companies on the assessors' books the following property schedules appear:

Table with columns: Valuation, Penalty. Includes entries for Lord & Thomas, C. H. Fuller Co., Mahin Advertising Co., O Shaughnessy Advertising Co., W. D. McJunkin Co., Nichols-Finn Advertising Co., Thomas M. Bowers Co., Clague Agency, Gundlach Advertising Co., Crowell's, National Advertising Co., H. W. Castor & Sons Co., Shepherd-Buck Co., Will H. Dilg Co.

Opens 'Frisco Branch.

The Newitt Advertising Co., of Los Angeles, of which W. McK. Barbour, formerly advertising manager of the Minneapolis Tribune, and business manager of the Los Angeles Tribune, is the moving spirit, has opened a branch office in the Chronicle Building, San Francisco. The office is supplied with a staff of copy writers, illustrators and solicitors, capable of handling the largest and most important campaigns. One of the new accounts obtained since the San Francisco branch was established is that of the Solano Irrigated Farms, Inc.

Mr. Burleson for Clean Advertising.

The Merchants' and Manufacturers' Journal recently wrote to Postmaster General Burleson in behalf of clean advertising, and has received a reply in which the Postmaster General says he will "employ all possible agencies at my command to stamp out indecent and obscene advertising circulated through the United States mails," so as to make the mails "clean and honest," and that "the assistance and co-operation of the public in this effort are respectfully invited."

Luncheon to I. H. Sawyer.

A farewell luncheon in honor of I. H. Sawyer, former president of the St. Louis Advertising Men's League, was given by the members of that organization last week. Mr. Sawyer has accepted a position with a New York banking and brokerage concern. In his farewell to the league, Mr. Sawyer said the merchants and shippers of St. Louis should insist that all merchandise be shipped in and out of St. Louis over roads having terminal facilities and warehouses in St. Louis. Other address were made by Robert E. Lee, C. L. Fisher and President J. W. Booth. The league will hold an "echo meeting" of the Baltimore ad men's convention next week.

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.

Large table listing publications by state: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW JERSEY, NEW MEXICO, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, CANADA, ALBERTA, BRITISH COLUMBIA, ONTARIO, QUEBEC.

New Orleans States 37,000 Daily net paid. Guarantees the largest Carrier delivery HOME circulation, also the largest WHITE circulation in New Orleans. Week of June 2 to 8, inclusive, The States led The Item by 12,964 agate lines on Total Space for that period. THIS IS VERY FREQUENT. Don't be fooled by wild, unsupported claims "month after month." Proof of above record shown by agate rule. The States produces results always. THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

AD FIELD PERSONALS.

Frank Seaman, the advertising agent, paid \$350 for the Chinese bridal bed at the Astor House auction sale last week. The bed is of ivory, elaborately carved and inlaid with rare woods. It is said to be over a century old.

Will S. Eakin, advertising manager of the Swift Specic Co., Atlanta, Ga., was in New York this week.

S. W. Botsford, the first president of the Los Angeles Advertising Club, chairman of the Pacific Coast Vigilance Committee of the A. A. C. A. and Southwestern manager of the Pacific Railways Co., was in New York this week.

Hugh Freeman has been appointed advertising manager of the Binghamton (N. Y.) Republican-Herald. His duties begin July 1.

F. L. Goss, of the Goss Printing Press Co., accompanied by Mrs. Goss, is sailing on the Oceanic to-day for a three months' trip abroad.

Frances J. Kaus has resigned from the Washington Advertising Agency, Inc., Washington, D. C., where he has been for the past eighteen months. Previous to this Mr. Kaus was connected with Leslie's Weekly. His future plans have not yet been announced.

Edgar W. Rule is now advertising manager of the Bridgeport (Conn.) Telegram.

Frank J. Ward, for the past five years with the Chicago Tribune, has taken a position on the advertising staff of the Bay City (Mich.) Tribune.

Oliver W. Hull, formerly advertising manager of Hitchcock's List, is now connected with the Chamberlin Co., advertising agents, Detroit.

ENTERPRISING AD SCOOP.

Advertiser in Indianapolis News Gives Results of Auto Race in Half Page Display.

An advertisement that was really news, and which was an entirely new and very effective use of newspaper advertising, was recently published in the Indianapolis News. An enterprising advertiser gave the result of the 500-mile automobile race in an ad which was published in the News extra, issued immediately after the conclusion of the race.

F. B. Kellogg, who has charge of the automobile advertising of the Indianapolis News, suggested the plan to A. H. Bartsch, advertising manager of the Bosch Magneto Co., who was quick to take advantage of it, with the result that a half-page Magneto ad, containing the names of the winners of the first, second and third prizes, appeared in the News' final Speedway Extra, which was on the street before the crowds from the race had reached town.

This Speedway Extra had a very large sale among the racegoers, and was also circulated all over the State of Indiana. The ad room had to step some to keep up with the editorial department and get this news ad in the special Speedway Extra.

Dear Friends, Drop in with the News!

The editor of the Lewisburg (Pa.) Journal in a recent issue makes the following touching appeal to his readers:

My friends, help the editor in his wild-eyed search for news. When your wife gives a tea party, if you have recovered from the effects of the gossip, drop in with the news; when a baby arrives, fill your pockets with cigars and call; if you go to a party, steal some of the good things, and leave 'em with the item in our sanctum; if your wife licks you, come in and let us see your scars and tender sympathy through the paper; if your mother-in-law has died, don't be bashful about it; give in all the commonplace news. In short, whatever makes you feel very proud, sad, lonesome or glad, submit it to our 24-karat wisdom while we stand on end with gratitude which will pour from every pore like moisture from the dew-besprinkled earth.

ENFORCING HONEST AD LAWS.

Can Be Accomplished Quietly, Efficiently and Effectively.

The need and the enforcement of honest advertising laws was brought to the attention of the advertising men at Baltimore by the address of A. M. Candee, Milwaukee, Wis. He held that the enforcement of the fraudulent ad law can be accomplished quietly as well as effectively.

"Because advertising is the wonderful force that it is recognized to be," declared Mr. Candee, "it is necessary that force be directed along lines that will result in good—good to the community and good to the individual, both buyer and seller.

"Evils exist in the form of advertisements appearing in the press of the nation. Then they must be eradicated. The success of advertising depends upon confidence, and if that confidence be undermined, then success will vanish. Confidence can only be gained by truth at every step.

"Advertising must tell the truth. The consumer has always desired that it should; the manufacturer now perceives that it ought to; and the public, standing between them, insists that it shall. I look for the day, and that not far distant, when all reputable publications, local dailies as well as national, will put under foot both greed for the dollar and fear of possible and improbable consequences, and will come out on the right side of this question. The spirit is spreading fast.

"But we still have human nature to deal with. Hence, it is essential that other means be employed to effectually stamp out this evil. The mighty force of the law must be invoked. It recognizes that the public, individually and collectively, must be protected from the unscrupulous and designing human. It is a crying need, and legislators are recognizing the public demand and participating in the awakened public conscience and are enacting such laws as will control the situation.

"That enforcing the law can be accomplished quietly, efficiently and effectively is absolutely proven in Minneapolis.

"The newspapers are of great help—the Minneapolis Journal was perhaps the first in this territory to take the honest advertising position. Others have followed and many publications have offered space free of charge to help the committee in its campaign of education, which means the elimination of the dishonest advertisement, the education of advertisers, publication and the public with consequent elevation of advertising and unbounded confidence of the people in advertised articles. Thus is advertising benefited and made more of an efficient force in modern merchandising.

A New Southern Publication.

Mae Lucile Smith, formerly connected with the Western North Carolina Democrat, and a contributor to Atlanta and Charlotte papers, is the editor, and T. W. Chambliss, late editor of the Charlotte Evening Chronicle, the associate editor, of a new magazine called Skyland, published at Hendersonville, N. C. The magazine is devoted, as the name indicates, to the North Carolina mountain country, and is filled with good things. The cover of the first issue bears a picture in colors of a rhododendron in bloom.

WORLD HORSES WIN PRIZES.

Capture All Three Ribbons in Their Class in Work Horse Parade.

Chief among the winners of prizes in the Annual Workhorse Parade, held on Decoration Day, were three of the New York World's delivery horses, which took first, second and third ribbons in their particular class. They are superb animals, lithe of limb, strong of wind and keyed up to that degree of nervousness that makes them fast drivers, but withal safe.

DIRECTORY OF ADVERTISERS AIDS.

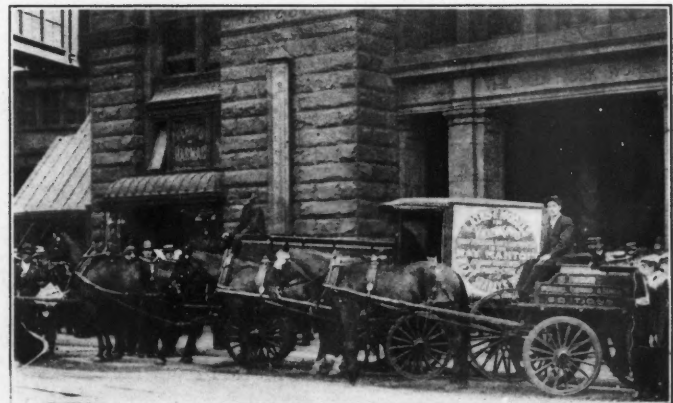
Publishers' Representatives

- 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., Mallery Bldg., Chic.
Chemical Bldg., St. Louis.
- BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis
- CARPENTER-SCHERER SP. AGCY
Fifth Ave. Bldg., New York
People's Gas Bldg., Chicago
- CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Mallery Bldg., Chic.; Gumbel Bldg., Kansas City
- DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- HENKEL, F. W.
People's Gas Bldg., Chicago
Tel. Randolph 3465
- KEATOR, A. R.
715 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065
- LINDENSTEIN, S. G.
118 East 28th St., New York
30 North Dearborn St., Chicago
- 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
- STOCKWELL SPECIAL AGENCY
286 Fifth Avenue, New York
People's Gas Bldg., Chicago

Advertising Agents

- 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-GARDINER-FENTON
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
- SECURITIES ADV. AGENCY
27 William St., New York
Tel. Broad 1420
- 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.
64 W. Randolph St., Chicago
Newspaper and Magazine Advertising
- LEVEN ADVERTISING CO.
175 5th Ave., New York.
Majestic Theatre Bldg., Chicago.
- 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.

They may be seen day after day threading their way through the constant labyrinth of traffic; thoroughly trained newspaper horses, whose delight, if horses experience that emotion, is to get their load of papers to a particular point in a given time and ahead of the other fellow in the race. The prizes, which are beautifully wrought in bronze, are suitably inscribed with the event and the year. They are mounted upon knots of ribbon, indicating by their colors the position won by the horse.



NEW YORK WORLD DELIVERY HORSES THAT WON PRIZES.



The Advertising Man's Children

WHEN a man's children go away to school or college, he must be **sure** they are getting a good education and having their food, health, general happiness, carefully looked after.

To investigate schools takes knowledge, time and patience. We have done the investigating just as painstakingly as we test and look into products and articles offered us for advertisement—and you know something of the work of Dr. Wiley and the Good Housekeeping Institute.

Why not profit by the data and intimate personal knowledge possessed by our Educational Register? Why guess, when you can **know**?

Our Guarantee:

Good Housekeeping Magazine agrees to return to parents, on simple request, the money paid for the first term of any school or college advertised by it, if the institution proves to be not as represented in any particular.

EDUCATIONAL REGISTER

Good Housekeeping Magazine

119 W. 40th STREET, NEW YORK

Correspondence is invited from men in the advertising and publishing business. Very special and personal attention will be given to such inquiries. Kindly mention The Editor and Publisher.

22

