

A NEWSPAPER
FOR THE
MAKERS OF
NEWSPAPERS

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TWO DOLLARS A YEAR.

THE FOURTH ESTATE

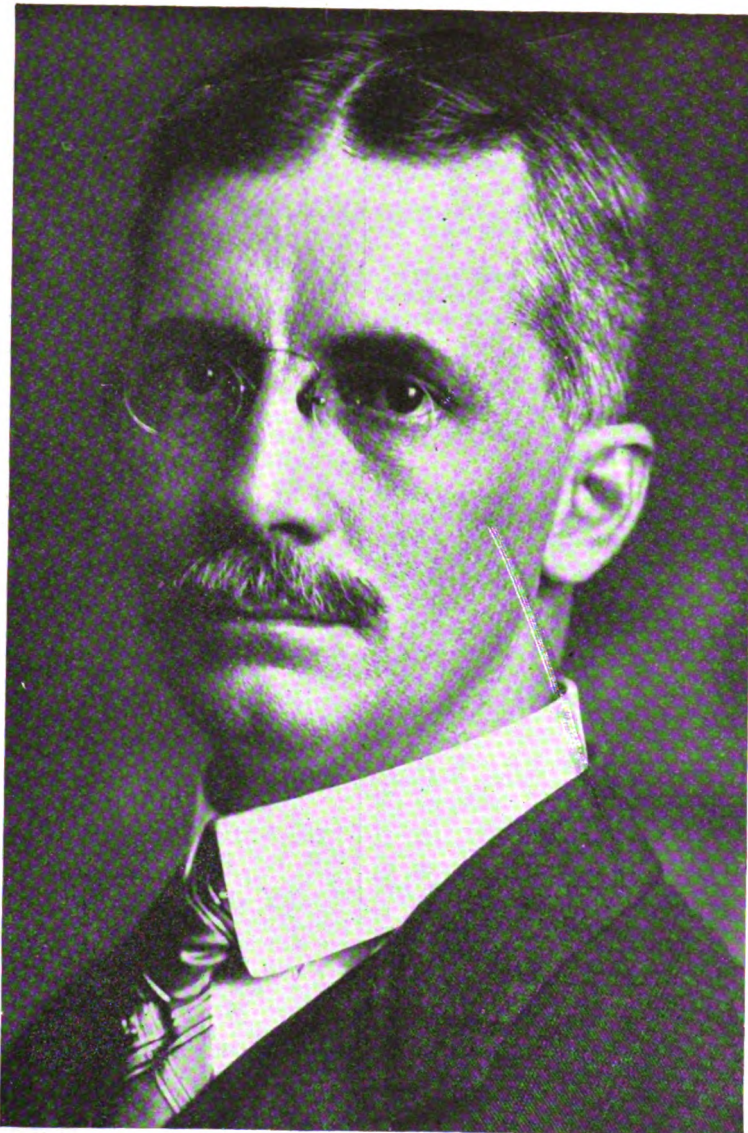
No. 1004

NEW YORK, SATURDAY, MAY 24, 1913

"EDMUND BURKE
said that there were
Three Estates in Par-
liament, but in the Re-
porters' Gallery yonder
there sat a 'Fourth
Estate' more impor-
tant far than they all."

—Carlyle's "Heroes
and Hero Worship"
Lecture V

TEN CENTS A COPY



WILLIAM E. GONZALES,

EDITOR OF THE COLUMBIA (S. C.) STATE, WHO MAY BE
THE NEXT AMERICAN MINISTER TO CUBA.

See Ninth Page.

LABOR DISPUTES SETTLED.

NATIONAL ARBITRATION BOARD CONSIDERED IMPORTANT CASES.

Several matters of importance to publishers in relations with the International Typographical Union were considered at the last meeting of the National Board of Arbitration in Indianapolis. Representing the A. N. P. A. at the meeting were Labor Commissioner Henry N. Kellogg, W. S. Jones of the Minneapolis Journal, Hilton U. Brown of the Indianapolis News, and Charles H. Taylor, Jr., of the Boston Globe.

The board took up consideration of the appeal from a decision of the local arbitration board in Toronto. This case had been before the board at a previous session. The Toronto publishers were represented by J. F. MacKay of the Globe, and Joseph E. Atkinson of the Star.

The publishers' representatives explained their position to be that they could agree to nothing except a denial of the appeal. The representatives of the International Typographical Union declined to sign a decision denying the appeal, and proposed that a seventh man be called in to pass upon the issues, as provided in section 10 of the arbitration agreement. This was accepted by the representatives of the publishers.

It was unanimously agreed that the selection of the seventh man should be made by Mr. Kellogg and Mr. Lynch, the usual procedure to be followed in case they disagree; the seventh man to pass upon the appeal of the union as contained in section 8 of the "Appeal of the Toronto Typographical Union No. 91, to the National Board of Arbitration, from the Award of the Local Board of Arbitration on the Newspaper Scale," as follows:

"(8) We appeal against the entire award on the ground that the award was not an arbitration award within the applied meaning of the arbitration agreement, but was merely the findings of a board of conciliation, in proof of which we submit the typewritten report of the proceedings of the said board which had never been submitted to the scale committee of the Toronto Typographical Union for ratification or rejection."

It was further agreed that the local parties may appear at the hearing to present their arguments, or may submit briefs if they prefer; nothing in this action of the national board to prevent settlement of the differences locally if the parties concerned can reach an agreement.

The board took up a case from New York City, which involved a contention between New York Typographical Union No. 6 and the New York local of the American Newspaper Publishers' Association, regarding the claim for back pay to one of the members of No. 6.

The board being in doubt after considering all of the papers in this case, referred it to Commissioner Kellogg and President Lynch, with instructions to ascertain whether the member of No. 6 for whom back pay was claimed had received pay for work of a political nature

which he performed during the time for which back pay was asked.

The board then took up a contention existing between Washington (D. C.) Typographical Union No. 101 and the Washington local of the A. N. P. A. regarding mats.

This case came before the board on a demand by the Washington Newspaper Publishers' Association that members of the Publishers' Association be permitted to use plates or mats of foreign advertisements with local selling addresses without reproduction, under that portion of section 8 of the contract between the parties in interest, which reads as follows:

"In addition to the use of foreign plates or matrices of foreign advertisements and comic sections without being reset, each newspaper may use in any week the equivalent to four pages of news or feature matter in the form of matrices or printed pages or supplement without resetting. Matters required to be reset shall be reset within fourteen days after its use."

This is the board's decision: "There being nothing in the foregoing to indicate the understanding of the parties in interest as to whether or not foreign advertisements which have local selling addresses are to be considered as local advertisements, it is necessary to determine this question upon the custom with respect to such advertisements which prevailed when the agreement was made.

"It is stated in the union's brief, and not denied by the publishers, that advertisements of this description were considered local advertisements in three of the four newspaper offices affected when the contract which applies was signed. The contention of the union is therefore sustained."

Consideration was given to the appeal from the decision of the arbitration board in a scale contention between Spokane Falls Typographical Union No. 193 and the Spokesman-Review, of Spokane, but the board being unable to agree, the case was postponed for consideration at a later meeting. The Spokesman-Review was represented by Messrs. Young and Baker.

The board took up a case involving the question of price and one-half under certain conditions in the Toronto mailers' scale. It was decided to refer this matter to Commissioner Kellogg of the A. N. P. A. and President Lynch and Vice-president Smith of the I. T. U., in order that they might try to reach an adjustment.

AN ALABAMA PROJECT.

A company has been organized to publish a new paper in Hurtsboro, Ala. The capital stock is \$2,000, all of which has been paid in. H. M. Herin and several other prominent local people are interested.

STUDENTS HAD CHARGE.

The literary department of the local Normal School edited the Wayne (Neb.) Herald in its edition of May 15. The news matter for the entire edition was gathered and written by the students.

CHANGE ON MONTREAL HERALD.

BRIERLEY SELLS PART STOCK—NEW INTERESTS WILL EXPAND PAPER.

James S. Brierley, principal owner of the Montreal Herald, has disposed of a large block of stock in the Herald and will shortly leave with his wife and family for a prolonged visit in England, probably remaining away from six months to a year. Mr. Brierley is retaining his position as president of the Herald Company, and in his absence Fred Abraham will act as general manager.

The new arrangement, it is learned, does not imply any change in the ownership of the fine new Herald building, which rests with Mr. Brierley and Mr. Abraham. This property has proven a very profitable investment, owing to the rapid growth of values in the central business part of Montreal. It is understood that the interests which have been brought into the Herald, propose developing its business in every direction.

Mr. Brierley has worked for years under a great strain. Sixteen years ago he was the proprietor of the St. Thomas Journal. Since going to Montreal he has striven with a persistence that was remarkably well directed, and which has shown itself in the appearance of the Herald. While Liberal in politics, the Herald's course has been on the side of British connection and prompt and liberal support of the Imperial navy by Canada. It has refused to follow the lead of the Liberal reactionaries and obstructionists in the House of Commons, and has thus secured the approval of the best classes in Montreal, regardless of politics.

The job printing department, known as the Herald Press, is doing a very large business. Frederick Abraham, general manager of the Herald, is well known in newspaper circles and was at one time advertising manager of the St. Thomas Times.

THE NEW OWNERSHIP OF THE ST. LOUIS STAR.

The St. Louis Post-Dispatch says that the principal new owner of the St. Louis Star is John C. Roberts, vice-president of the International Shoe Company, whose purpose is to establish a congenial business for his two sons, now in college, one of them at Princeton.

While Mr. Roberts declined to discuss his purpose in buying the newspaper, his friends, among them Edward S. Lewis, who has been made president of the Star-Chronicle Publishing Company, said that one of his primary objects was to provide a calling for his sons.

A politician high in the councils of the Democratic Party credited Mr. Roberts with a desire to project himself into national politics as the backer of ex-Governor Joseph W. Folk for President in 1916.

The Watauga (S. D.) Progress has ceased publication.

ILLINOIS PUBLISHERS OPPOSE LIBEL BILL.

Resolutions opposing passage of the Lee O'Neil Browne bill to amend the libel laws of Illinois and establishing a virtual censorship over the newspapers, and also the Hurburgh bill suppressing the publication of certain patent medicine advertising, were adopted Tuesday by the Illinois Daily Newspaper Association in session at the Hotel La Salle, Chicago.

The publishers took the position that any press censorship is a bad move. In regard to the Hurburgh bill, while, it is asserted, none of the members of the association now accepts the sort of advertising aimed at in Senator Hurburgh's measure, which already has passed the senate, the publishers nevertheless protest against arbitrary action on the part of the legislature directing the publishers what sort of business they may or may not accept.

The publishers also brought up a resolution regarding the question of advertising managers of daily newspapers going to local dealers with the proposition of boosting the newspapers instead of the magazine. In other words they resolved to have their local merchants boost the use of newspapers to the salesman of the manufacturer, instead of asking what magazine advertising such manufacturer is doing.

TYPESSETTING MACHINES FREE TO CANADA.

The removal of the duty on typesetting and typesetting machines imported into Canada is considered a great boon by the printers and publishers of Canada. In the past the duty has been twenty per cent. No typesetting or typesetting machines are made in Canada, so that every machine purchased since this duty was put on has been subject to a tax of from \$100 to \$700, according to the style of the machine. Removal of this duty will mean a saving of at least \$75,000 to the Canadian purchasers of these machines during the ensuing twelve months.

Another change in the tariff that was of special benefit to newspapers was the removal of the duty on photographs imported for use in newspapers. The objection to this duty was not so much to its effect on the cost of these photographs as to inconvenience caused by their frequently being held up in customs offices pending their clearance.

The Canadian Press Association has worked hard for the removal of these duties during the past two years, and it is largely due to its efforts in the matter that they have been removed.

SUING EVERYBODY'S

Richard E. Sloan, formerly United States district judge of Arizona, has started suit for \$100,000 damages for libel against the Ridgway Publishing Company of New York, owner of Everybody's Magazine. He complains of an article entitled "Uncle Sam, Law Breaker."

CONGRESS ACTS ON P. O. TROUBLE.

AN APPROPRIATION TO RELIEVE THE 8-HOUR LAW CONGESTION.

Now that Congress has voted an urgency appropriation of \$600,000 to cover deficiencies in the Post Office service, Postmaster-General Burleson and his lieutenants have settled down to working out a plan for the immediate improvement of the demoralized condition.

In a general way the Post Office officials plan to employ immediate additional clerks and carriers on a temporary basis to meet the demoralized conditions caused by the eight-hour law. The relief will go first to the big cities where the mail congestion has been worst. Undoubtedly New York will be one of the first great mail centres to receive the aid which the Postmaster-General now has at his disposal.

It is apparent, however, that the present urgency appropriation of \$600,000 will give relief for only a brief period. In the Senate it was contended that the deficiency in the postal appropriations might amount to \$5,000,000 a year on account of this new eight-hour law.

It is apparent that unless this law is repealed Congress will be obliged to make a continuing series of deficiency appropriations such as has just been obtained. Meantime the service, being subjected to uncertainties of legislation, will inevitably be in more or less of an unsettled condition. It is the firm conviction in Washington that the Postmaster-General will be obliged to seek the repeal of the eight-hour law, or at least the substitution of a more reasonable statute.

Two amendments were offered in the Senate Tuesday for repeal of the eight-hour law, but they were ruled out on points of order sustained by the Vice-President. Congress leaders are opposed to the introduction of any legislation in the present session other than that proposed by President Wilson, but it is believed here they will be obliged to take up this eight hour proposition before adjournment of the present session.

There is a strong likelihood also that the question of Sunday delivery of mails will come up at this session. The provision in the last postal appropriation bill preventing delivery of mail on Sunday slipped by without the knowledge of many Senators. They have received thousands of complaints, especially from traveling men and from country districts, and several Senators already have indicated their intention of moving for a repeal of this section of the bill.

One of the Senators interested in this phase of recent postal legislation is Mr. Gallinger of New Hampshire. Speaking of the Sunday prohibition clause, he said on the floor of the Senate that it had been absolutely without reason.

The annual meeting of the Southern Illinois Editorial Association is in session at East St. Louis, Ill.

That Enterprising Newspaper the NEW YORK GLOBE

has adopted for *all* work

WOOD DRY MATS

and has abandoned the use of Drying Tables.

The **NEW YORK GLOBE** now operates the *most modern and efficiently equipped newspaper STEREOTYPE FOUNDRY* in America.

It can now give the advertiser *quicker attention and better typographical reproduction* than can any other daily newspaper.

The **NEW YORK GLOBE** leads in the adoption of *progressive methods*, and the **WOOD DRY MAT** spells progress.

Are YOU among the Quick or the Dead?

WOOD FLONG COMPANY,

HENRY A. WISE WOOD, Pres. BENJ. WOOD, Treas. & Gen. Mgr.
No. 1 Madison Avenue, NEW YORK.

WILBERDING TRANSFERS HIS WESTERN LIST.

The newspapers heretofore represented in the western office of the J. C. Wilberding Company will be transferred to the John M. Branham Company, both East and West on June 1.

Mr. Wilberding will continue to personally represent as heretofore, in the Eastern territory, his list of papers, which are the Cleveland Plain Dealer, Minneapolis Tribune, Pittsburgh Gazette Times and Chronicle Telegraph, Louisville Post, Washington Herald and St. Joseph News-Press.

The list transferred to the Branham Company is made up of the Raleigh News and Observer, Macon Telegraph, Mobile Register, Pueblo Chieftain, Colorado Springs Gazette, Lincoln State Journal and News.

MINISTERS IN A SUIT.

Rev. James B. Chick swore out a warrant Tuesday for the arrest of the Rev. Stephen A. Nettles, editor of the Southern Christian Advocate, on a charge of assault and battery.

They had a dispute over a financial transaction and it is alleged Mr. Nettles struck Mr. Chick.

MOVES TO OHIO.

W. F. Meyers has become editor of the Urbana (O.) Daily Citizen. He was formerly postmaster of Denison, Ia., and chief clerk in the office of the Governor of Iowa.

TRENTON TIMES CELEBRATES.

In keeping with the fine growth of the city of Trenton, N. J., in the past twelve years the Trenton Times has given a splendid example by its progressiveness. When the present management took charge in 1901 the Times was an eight-page paper, housed in a basement, used only two linotypes and had a circulation of about 8,000.

Today it has its own large building, sixteen linotypes and a circulation of 24,500 daily net. Now a second giant press is being built for the Times with a capacity of 24,000 twenty-four page papers an hour. The Times has been a leader in most of the movements for city betterment and was a leading exponent of the Commission form of city government.

In the success that has thus far attended its efforts the publishers of the Times quietly this week observes the completion of twelve years of accomplishment. Owen Moon, Jr., is the manager of the Times.

GOING ABROAD.

James T. Tower has resigned the editorship of Good Housekeeping, New York. He intends to go abroad on an extended tour through England and Switzerland and Italy.

Mr. Tower is succeeded by W. F. Bigelow, who has been with the Hearst Magazine for some time.

N. Y. ADVERTISING GOLFERS

A variety of competitions and a wealth of prizes were provided for the first tournament this season of the Metropolitan Advertising Golf Association over the links of the Hackensack (N. J.) Golf Club Thursday.

Four-ball foursomes were the order in the earliest part of the day, and resulted in a tie between George Burd and D. L. Hedger, and Lee W. Maxwell and John H. Hawley, each pair with a best ball of 69. It was decided to settle the tie by means of another eighteen-hole circuit, and the result was that each pair returned a 72. It was then that the committee decided to toss a coin, and Burd and Hedger were the winners.

The afternoon foursomes were decided by means of combining the gross scores minus the aggregate handicaps of the players, and W. Eugene Conklyn and Frank H. Sisson were the winners, with 164-14-150.

An eighteen-hole medal play handicap, in three classes, was run off in the afternoon. L. W. Williams, with 81-11-70, showed the way in Class A. William C. Colt, with 92-18-74, and Myron Robinson, with 91-17-74, tied for the Class B prize, Robinson winning on the toss. Hartley Davis was the Class C winner, with 92-22-70.

N. Y. SUN STOCK BRINGS \$1,500 AT AUCTION.

Five shares of New York Sun Printing & Publishing Association stock, valued at \$1,000 each, brought \$1,500 apiece at auction in the Real Estate Exchange on Wednesday. It was stated that they were bought in by the Sun Association.

Ninety shares of preferred stock in the Hartford (Conn.) Post, valued at \$100 each, were to have been auctioned off at the same time, but they were withdrawn.

TRADE PAPER CHANGE.

Charles W. Farmer, for the past twenty years editor of the Millinery Trade Review, New York, has withdrawn from that publication and has acquired an interest in the Illustrated Milliner, of which he will be editor-in-chief. He frequently has appeared before Congress and state legislatures in opposition to the numerous bird laws advocated by the Audubon Society.

PUBLISHERS STOP SUIT.

The Pittsfield (Mass.) Journal Company has withdrawn its suit against Mayor P. T. Moore for an alleged account for which the mayor's salary was attached. The litigation has been settled, and it will not be entered in court.

GREEN AND LIGNIAN.

The Olivet (Mich.) Optic has passed into the hands of new owners. Frank W. Green and John Lignian are the new proprietors.

NEW SOUTHERN DAILY.

A daily paper called the Leader is to appear this month at Belaire, W. Va. Its publishers will be the firm of Ross & Robinson.

CANADIAN PRESS ASSOCIATION.

PLANS FOR THE MEETING IN TORONTO—AGAIN TO ADVERTISE ADVERTISING.

A very complete and elaborate program has been arranged for the convention of the Canadian Press Association in Toronto on June 3 and 4. It will be the forty-fifth annual meeting or the organization and plans are being made to care for a record attendance. Besides the newspaper representatives from every part of Canada, a number of prominent publishers from the United States have promised to attend as well as British newspaper men who are now visiting America.

The sessions of the meeting will be held at the King Edward Hotel. Following the meeting there will be an excursion of the members to Northern Ontario and the famous mining country of Cobalt and Porcupine and Algonquin Park to last three days.

The Canadian Press Association has concluded arrangements for a second campaign to advertise advertising throughout Canada. This campaign will consist of forty-five 450-line advertisements, insertions of which will commence on June 2.

Each of the 135 daily newspapers in Canada has been asked to contribute 20,000 lines of space to this campaign; to give the advertisements position at top of column and along side reading matter; and to insert them according to a schedule that will be supplied.

The advertisements are supplied to the co-operating newspapers in plates or mats, as desired, and the schedule of insertions is being arranged so as to cover each city most effectively.

Indictive of the progressiveness of the daily newspapers of Canada and their appreciation of the value of advertising when applied to their own or other products, in response to the first announcement of this second campaign contracts were signed by seventy-six daily newspapers—considerably more than one-half of the daily newspapers in Canada.

There has since been a material increase in this number and it is almost certain that when the campaign commences on June 2 the number of co-operating daily newspapers will be in excess of 100. This will mean that during the next few months more than two million lines of daily newspaper space will be used to advertise advertising throughout Canada.

The first seven advertisements in this campaign will have as their purpose the maintenance of advertising during the summer months. They will show the inefficiency of the policy of many advertisers to eliminate or materially cut down their advertising during the summer months. They will show how this policy results in a loss of business momentum that must be regained at great cost in the fall. Further, they will show how advertising may be used to stimulate the activity of customers and probable customers to more extensive purchasing during the hot weather

LEGAL ENFORCEMENT OF RIGHTS OF BOOK LOVERS CONTEST COMPANY AND ITS PATRONS.

Referring to our certificates, catalogues, answer books and contest system, we beg to say that in order to protect our copyrights, trade mark and pending patent and the full enjoyment thereof by our patrons and ourselves, we have employed Messrs. Maurice B. and Daniel W. Blumenthal, of 35 Nassau Street, New York City, as our general counsel to take such legal action for injunctions and damages as may be deemed advisable in every case of infringement that may occur anywhere in the United States.

In addition to proceedings already instituted and about to be begun, our said attorneys and their representatives in the various states have been instructed to use every lawful means available for the prevention of any invasion of our rights and the rights of our patrons in the premises. The advantages and fruits of our system which it has taken years of labor and large sums of money to place on its present excellent basis, belong to us and our patrons and we shall not tolerate any direct or indirect improper interference therewith.

Any Publisher who may desire complete details for conducting our improved Booklovers' Contest and use our system and copyrighted catalogue, answer book and service, may upon application directed to our main office given below, obtain the details that will prove that our methods mean added circulation, new advertising contracts and that such a contest will popularize a paper to such an extent as to more than pay for its cost.

**One paper under our methods put on over Eight Thousand Circulation.
Another paper within three weeks put on over Seven Thousand Circulation.**

The plan is in most cases self-sustaining as to actual cost and in several instances a profit has been made.

Over fifty papers have exclusive dealings with us. We can handle fifty more. We charge nothing for the service. We will supply complete copy and conduct your contest and rely on our income in part from what we earn through the sale of our books.

The MEMPHIS COMMERCIAL APPEAL, one of the leading papers of the country, reports that its second Booklovers' Contest will exceed in popularity and results that of its first.

Write them if you care to do so.

The INDIANAPOLIS STAR seemingly, from present reports, have in their Booklovers' Contest more than forty thousand interested contestants. The Contest is the talk of the State of Indiana.

Write them if you care to do so.

**The Booklovers' Contest Company,
1044 Phelan Building, SAN FRANCISCO, CAL.**

Send for DE LUXE Pamphlet.

months than is usual during that period.

The seven advertisements dealing with hot weather advertising will be followed by others explaining the real functions of advertising. They will have the double purpose of creating greater confidence in advertising and advertised goods among the general public and of interesting non-advertisers in the value of advertising as applied to their respective products and service.

The campaign will conclude with advertisements dealing in a general way with the cost of advertising in Canadian publications.

This campaign of Canadian Press Association, like the preceding one conducted last spring and summer, is in the hands of a special committee composed of J. F. MacKay, business manager Toronto Globe; William Findlay, business manager Ottawa Free Press, and John M. Imrie, secretary Canadian Press Association.

The copy for the campaign is being prepared by the advertising committee of the Toronto Ad Club, which is composed of C. T. Solomon, J. C. Kirkwood, A. J. Denne, H. C. Cantelon and John M. Imrie. Mr. Imrie is the chairman and the other members are connected with leading Canadian advertising agencies.

The recognized advertising agencies of Canada are co-operating in the campaign by contributing to the cost of composition, plates and mats of the advertisements.

This second campaign will take in more than daily newspapers. Copies of the advertisements will be sent to all the weekly newspapers of Canada and they will be asked to provide space for them. This was done to a certain extent in connection with the first campaign. A more aggressive effort will be made to secure the co-operating of the weekly newspapers in this second campaign.

BRISBANE DENIES RUMOR.

A strong rumor gained circulation this week that Arthur Brisbane, the \$50,000-a-year editor of the New York Evening Journal, was going to leave the Hearst organization to take charge of the New York Sun for William C. Reick.

TO THE FOURTH ESTATE Mr. Brisbane denied absolutely the truth of the report. "You can say for me," he said, "that there is positively nothing to the rumor. My contract with Mr. Hearst still has five years to run."

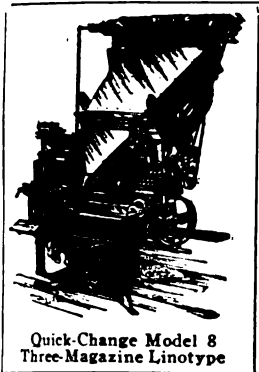
A NEW PULITZER MAGAZINE.

Walter Pulitzer of New York intends to start on September 1 a new national magazine for the discussion of important national and international questions. A bureau of experts on domestic and foreign political questions will be established in Washington. The periodical will be known as Pulitzer's Magazine. It will contain departments devoted to literature and art.

WOMEN MEET.

The Illinois Woman's Press Association held its mid-monthly meeting at the Crerar Library Saturday afternoon.

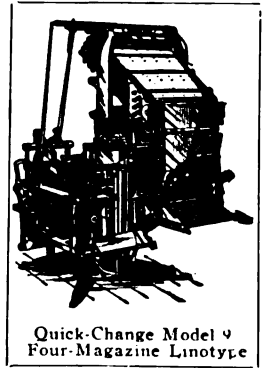
PHILADELPHIA SCORES AGAIN.



Quick-Change Model 8
Three-Magazine Linotype

3 MODEL 8'S

3 MODEL 9'S



Quick-Change Model 9
Four-Magazine Linotype

The Philadelphia

PUBLIC LEDGER

installs 3 More Model 8's, 1 More Model 9.
Now has Six 8's and Two 9's.

The Philadelphia

NORTH AMERICAN

installs alongside of its Six Model 8's
2 Model 9's.

These installations are important indorsements of the fact that

The MULTIPLE LINOTYPE Way Is the MODERN Way.

MERGENTHALER LINOTYPE COMPANY, Tribune Building, NEW YORK.

CHICAGO:

1100 South Wabash Avenue.

SAN FRANCISCO:

638-646 Sacramento Street.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street,

NEW ORLEANS:

549 Baronne Street.

HARPER'S WEEKLY IS SOLD.

HAD BEEN LOSING MONEY
—McCLURE'S AND HAP-
GOOD NEW OWNERS.

The Harper Brothers publishing house of New York has sold the second of its periodicals within a month. It is Harper's Weekly, famous for years as an expounder of conservative Democracy. The Weekly becomes the property of the McClure Publications, Inc., of New York, which also owns McClure's Magazine, the Ladies' World and the Housekeeper.

Colonel Harvey made this statement regarding the sale:

"We sold the Weekly for the same reason that we sold the Bazar. It was losing money and had been for some time. We had a good offer from good people and accepted it. A periodical dealing chiefly with public affairs is necessarily much in evidence, but as a matter of fact the Weekly brought in hardly one-tenth of the gross revenue of the house.

"Our experience is that too many periodicals get in one another's way. Harper's Magazine and the North American Review, both of which are prosperous, are all we need and all we can publish advantageously in conjunction with our book business. I shall transfer my own editorial work to the North American Review, beginning a series of articles in the July number and inaugu-

rating a complete editorial department, 'comment' included, in the autumn."

Until about August the title Harper's Weekly and its nature of contents will be retained by the new owners. It will be edited by Norman Hapgood, who resigned from the editorship of Collier's Weekly last fall because of political differences with Robert J. Collier, particularly over the latter's support of Roosevelt, instead of Wilson.

The new owners will make Harper's a vigorous Progressive weekly in its support of the Democratic administration in Washington and may support Fusion in local politics. Mr. Hapgood was recently elected to lead the Fusion forces in the coming municipal campaign.

Mr. Hapgood said that with the exception of himself all the officers and managers of the new Harper's Weekly Company will be the same as those of the McClure publications. The editorial policy when changed will include a full, authoritative and active treatment of public affairs, the same attention being given to the intellectual world and foreign affairs of interest to American business men. The magazine will be a national periodical. The sale goes into effect on June 1.

Mr. Hapgood said that his plans were tentative, but he thought he would print no fiction, and no pictures except as they would help to illuminate the Weekly's articles.

He expects to travel about the United States a good deal, gather-

ing suggestions for editorial expression and special articles. He hopes, he said, to make the Weekly "the spokesman of the rising standards of this country," and "the kind of magazine which the person who wants to know about things but doesn't want to be bored will like."

Mr. Hapgood will have full control of the editorial policy. He accounts himself neither Republican nor Democrat, nor Progressive, but independent in politics. He expects to keep on as chairman of the fusion committee in New York City.

Harper's Weekly has been published since 1856, and for many years its editor has been Colonel George Harvey, president of Harper & Brothers. The Harper Company still owns Harper's Magazine and the North American Review, monthlies. Three weeks ago it sold Harper's Bazar to William R. Hearst.

THE EDITOR AND THE SONG.

I breathed a song into the air;
It fell to earth by the editor's chair.
He, with scornfully curling lip,
Returned it, with a rejection slip.

Long, long afterward, when I'd
sold
My song elsewhere, for a sum un-
told,

This editor, by some hazard strange,
Reprinted it bodily, signed—"Ex-
change."

W. E. Thompson is now editor of the Charleston (W. Va.) Labor Argus.

STICHER IS PRESIDENT.

The Fourth District Editorial Association of Kansas held its spring meeting in Osage City last Friday with an attendance of more than fifty. H. C. Sticher of the Osage City Free Press, and George Morgan of the Peabody Gazette were elected president and secretary, respectively. They will decide upon the time and place for the fall meeting.

Five papers were read at the session: By H. E. Rickel of the Eskridge Tribune-Star, about the importance of editorial conferences; Marco Morrow of Topeka, on the subject of the preparation and sale of advertising; A. A. Torrance of the Lebo Star, on newspaper insurance; Harrison Parkman of the Emporia Times, state fire marshal, about newspaper shops as fire risks, and Mrs. Frank Jarrell of Topeka, regarding personality in newspaper work.

An elaborate banquet was served at the hotel in the evening, presided over by President Sticher.

The Commercial Club gave the editors a twenty-mile automobile drive.

JAMES RETIRES.

A deal has been closed whereby H. C. James has sold the Sedan (Kan.) Times-Star to Roy L. Fruit of Cherryvale. The new owner takes possession at once relieving C. A. Dunn, who has managed the paper for Mr. James since April 1. Mr. Dunn will continue with the paper.

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
5 West 34th Street, NEW YORK

William H. Watson's
*PICTURES, STORIES,
LECTURES, DRAMAS*

"The concensus of press opinion of both continents, speaking eloquently of DR. WATSON'S work, is that he is a master of art and literature. Highly instructive, illuminating and very wondrous books. Each picture a work of Art."

Art School Publishing Co.
2317 Michigan Avenue, CHICAGO, U.S.A.

A Circulation Booster
Not Guaranteed—But Recommended
*Any Amount of
Free Motion Picture News
Every Week.*

Including Matrices or Electrotypes of
Photoplay Stars and Pictures from the films.
Write to
The MOTION PICTURE NEWSPAPER
PUBLISHING COMPANY,
Mecca Building,
Broadway at 48th Street, NEW YORK

The **VERY BEST NEW DAILY
COMIC ON THE MARKET.**
"Ah Yes! Our Happy Home."
BY GEORGE McMANUS
Write for details.

International News Service
200 William St., NEW YORK CITY.

**BUILDING UP THE
CIRCULATION.**

A subscription voting contest for the youngsters of the city, in which \$500 in cash was awarded as prizes, has just been closed by the Dillon (S. C.) Herald. A. B. Jordan, the publisher, states that the campaign added 1,000 new subscribers for the Herald. The winner, an eleven year old boy, received \$185 as his share of the prize money.

A. G. Dulmage, business manager of the Phoenix (Ariz.) Gazette, tells THE FOURTH ESTATE of a contest just closed by his paper, which he says is "just a little bit different." It was not necessary for the contestants to collect money in order to win, yet the Gazette paid a commission on all collections made and prizes for those turning in the most money. Votes were given on six months' and yearly subscriptions only; the same number of votes for old and new business. If collections were made it did not affect the number of votes in the least. The contest ran for five weeks and 2,370 subscriptions were added, 834 being new. A little over \$3,000 in actual cash was collected by the contestants. The prizes were

vacation trips. Many period prizes were awarded during the contest, such as diamond rings, talking machines, cash, gold watches, shopping bags, etc.

The annual three-man tournament conducted by the New York Evening Telegram has concluded after a very successful season. Besides the individual prizes there were fourteen cash team prizes, the first being the Evening Telegram loving cup and \$100, and the rest amounting to over \$400. The past season's was the thirteenth annual tournament of the Telegram. The association is made up of twenty-seven of the best clubs from New York City and New Jersey.

Free popular song hits are being given to readers of the New York Sunday World.

The Arizona Republican, of Phoenix, has inaugurated a circulation campaign, under the management of the Northeastern Circulation Company. Automobiles are offered as capital awards in both city and state, and the prize list is one of the largest ever offered in the Southwest. Player-pianos, pianos, diamond rings, musical and business scholarships, real estate and gold watches are some of the other awards offered.

The Berkeley (Cal.) Daily Gazette has under way a campaign for circulation, offering tours of Europe, diamond rings, bank accounts, and other awards to young women. The campaign has already secured splendid results and promises to be very successful. The Northeastern Circulation Company is handling the campaign.

The San Francisco Call is presenting a leather covered, illustrated Bible, either St. James or Douai, for coupons from the Daily Call.

Robert E. Perkins is now circulation manager of the Middletown (O.) Journal. He formerly occupied a similar position with the Grand Rapids (Mich.) News.

Nathan R. Garrison has resigned as circulation manager of the Tampa (Fla.) Times to enter the insurance and real estate business at Fort Myers.

**NASH AND ASSOCIATES BUY
DRESS.**

The publishers of Vogue have purchased Dress from McCready Beals Company, of New York, and will consolidate with it Vanity Fair, which they have purchased from the Beeman Company.

"Vanity Fair has been purchased," Conde Nast announced, "rather for the possibilities in its development than for any particular past merit."

It is announced that all of the best fashion and society features of Dress will be retained. In addition the new publishers expect to develop the publication along new lines by handling certain features in the manner of papers like the Sketch and the Tatler in England. Dress will be edited to appeal to men as well as women.

MANAGER THE FOURTH ESTATE.

SIR: I had often heard that THE FOURTH ESTATE was a good advertising medium for premium manufacturers.

That is the reason why I gave THE FOURTH ESTATE the first advertisement of the "Home Emergency Medicine Chest," which has just been put on the market as a premium for newspapers and magazines.

The replies so far received from those two ads leave no doubt as to the pulling power of THE FOURTH ESTATE in the premium line.

Am getting up some new ads and you may expect some good-sized ads in the near future—especially for those issues in which THE FOURTH ESTATE covers the convention of the International Circulation Managers' Association. Yours very truly,

HOME REMEDY COMPANY,
By G. B. DEAN.

New York City, May 19, 1913.

**BOOKLOVERS' CONTESTS
ARE INTERESTING MANY.**

NEWSPAPERS FROM ATLANTIC TO THE
PACIFIC REPORT CAMPAIGNS
BEING SUCCESSFUL.

Reports of unbroken business activity come from the Booklovers' Contest Company of San Francisco, of which T. G. Dreyfus is president. Fifty of the big papers of the country are now doing business with this company. The Indianapolis Star, in the midst of its contest being conducted on the Booklovers' Contest Company system, reports it is the talk of the vast territory in which the Star circulates.

The contest on the Memphis Commercial-Appeal gives the prospect of even overtopping the first one run by this paper in adding many more readers to the 60,000 daily and 94,000 Sunday who are now taking the paper. In the last contest more than 15,000 answers were turned in at the close.

Five big papers West of the Rocky Mountains are conducting contests, using the Booklovers' Contest Company system. The New York Evening Mail recently closed its fifth contest.

There is something of interest to all newspaper publishers and circulation managers in the advertisement of the Booklovers' Contest Company on "Legal Enforcement of Rights" on page four of this number of THE FOURTH ESTATE.

FOR SOUTHERN WOMEN.

The Southern Woman's Magazine, of Nashville, has issued its first number. The magazine is filled with interesting fiction, special articles and attractive departments. The new publication is designed primarily to interest Southern women.

The managing editor is Sarah D. Halley, of Atlanta, widow of the late Thomas G. Halley, a well known Nashville newspaper man. She was for several years connected with Uncle Remus' Magazine and has done much literary work.

**The IDEAL
SYSTEM CO.**

23 Mathewson Street,
PROVIDENCE, R. I.



"MORE CIRCULATION
MEANS
MORE ADVERTISING
and BETTER RATES."

"The System That Develops Satisfied Subscribers."

Silver BEST Premium

Unique as a circulation builder. Let us tell you the experience of others. Adapts itself to ANY campaign—great or small.

Write for "Publishers Proposition" to
PREMIUM DEPARTMENT
INTERNATIONAL SILVER CO., MERIDEN, CT.

Special Service Co.

Reputable Contest Specialist
Always ahead in new features.
High Class, Dignified, Productive
307 Publication Bldg., Pittsburgh.

*We conduct all kinds of
Circulation CONTESTS*

Wire  Write

The **MYERS** Circulation
Co., Inc.
WATERLOO, IOWA,

is now running Campaigns on
the PRESS, Sioux Falls, S. D. and
the CHRONICLE, Spokane, Wash

The Pultz Co. Ltd.

Circulation Contests that actually
build. Quiet and dignified service
that is a credit to your newspaper.

Osgood Bldg., RACINE, WIS.

**Newspaper Contest
Specialists.**

Wm. L. BETTS Co.,
Suite 406, World Building, NEW YORK

BANK A PURCHASER.

The Leesville (Ky.) News-Advocate has been sold at public auction to the Citizens' Bank of Batesburg. The price paid was \$1,375.

THE CIRCULATION CONTEST.

AN ARTICLE BY GEORGE L. GEIGER OF THE SALT LAKE TRIBUNE.

PART I.

The question: "Are voting contests good things for newspapers?" discussed in the past two numbers of *THE FOURTH ESTATE* by Sidney D. Long, has created wide interest among circulators, as is apparent from the many letters received from them expressing their opinions and asking that the discussion be continued.

THE FOURTH ESTATE herewith presents an article on the subject by George L. Geiger, circulation manager of the Salt Lake City Tribune.

Telling why a voting contest is a good thing is a good deal like asking a publisher to tell how he publishes successfully. He could men-



GEORGE L. GEIGER.

tion certain fundamental principles which apply to every business, but it is really the little things that count.

My point in other words is this: Two men go into a business; both are honest and observe the principles which are the basic ideas of that business, yet one fails and the other succeeds. Why? One has the originality and the ability to adapt his affairs to conditions—we call it "mastery of details."

The same thing applies to the contest game, which like other business activities, is becoming more and more legitimate because of the demand for it and the type of men following it. As it has come to stay it deserves attention and thought.

Are voting contests good things for newspapers?

My answer to this question is "Yes," but, of course, like all promotion schemes they must be carefully arranged and correctly conducted to be good. This statement, then, is to be more a review of the conditions which contribute to, or work against their success than a defense or endorsement of this form of circulation building.

Let me first say a word concerning the origin of contests, for in the circumstances governing their birth, lies much of the cause for the distrust in which they are still held by some publishers and circu-

lation managers. They were, at first, crude adaptations of prize drawings conducted by papers in France less than a score of years ago. At first there was more lottery than competition in them, but rapidly all the shadowy features were eliminated; they became "Rewards for energy" rather than "Something for nothing."

Then, too the instantaneous success of the scheme, undeveloped as it was at the outset, attracted irresponsible, unreliable would-be-promoters, just as the discovery of a rich mining district or the location of a new railroad town brings undesirable characters along with legitimate promoters and settlers. But just as the excitement of the first moments soon dies out in new camps and towns to be replaced by a steady and sane growth towards permanency so did the new circulation Eldorado quickly settle down to a business level.

These changes have been seen by those publishers and circulators who read history as it is made; it is only the Rip Van Winkles of the publishing business who rant and rave against contests, arguing long, loudly and without logic, that they are not good things. Why shouldn't they be?

Ever since introduced into America the contest game has been admittedly the greatest of circulation schemes—a fortune awaits the originator of something "just as good." What is the secret? There is no secret—the contest is a game which appeals strongly to human nature.

UTILIZING HUMAN NATURE.

It is human nature to desire and enjoy success—to "do something better than the other fellow." You can get men of wide girth and high dignity to climb fences and through ladders for a watch-fob as a prize in an obstacle race, but a standing offer of \$500 per race as a business proposition would be an insult. So in no other way can a newspaper get men, women and young people of all degrees of prominence and position to "fine-tooth-comb" its territory in the quest for readers. The most tempting salaries and commissions would not do it.

I have seen men and women who would scorn to solicit at twenty dollars an order go from house to house to win an automobile or a sewing machine or a kitchen cabinet. You yourself may say: "Shucks, I'd not do it," yet how often have you frittered away precious moments on a three-ring-puzzle or a jig-saw map?

I'll confess there was really no cause for the amazement publishers expressed when we used to get their territory's biggest people working earnestly in our contests. It was merely a matter of arranging a contest correctly to get them interested and conducting it correctly to keep them interested; it was, in a word, observing the rules of time, place and circumstances and then letting human nature do the rest.

Before going further I will admit it is difficult to tell why contests are good things for newspapers in the space possible—to really appreciate how effectively, how comprehensively they cover a territory, one must see a correctly

NO OTHER PREMIUM has ever been offered for circulation promotion which appeals more to women than the

AUTOMATIC SELF-WINDING CLOTHESLINE

MADE BY THE

Hawthorne Mfg. Co.

Also manufacturers of

METAL SPECIALTIES,

9 Spruce Street, BRIDGEPORT, CONN.

A Necessity in Every Household.

Mr. C. H. Breed, Circulation Manager of the Spokane (Wash.) Spokesman-Review, writes:

"The Hawthorne clothes reel has been an excellent premium for us, and we are well satisfied that it is a first-class premium for any one to use, being something that practically every housewife would like to have either in her kitchen or bath room, some using them in both places. We have made several re-orders upon the original order placed."

conducted campaign carried out.

Too many items contribute towards their success to make any complete review possible. But a brief mention of main principles can be made.

As has been pointed out, a contest must be carefully arranged as well as correctly conducted. And it is upon this point that many publishers and contest men "fall down." Many publishers let desire run away with judgment and many contest men lack the brains or funds or both to observe time and conditions.

Starting in or working through midsummer is dangerous for the heat of these months sees energy at low tide; it is difficult to arouse enthusiasm and at best the returns are not what they would be at other times. In an agricultural community the wise publisher and careful contest man will not attempt to bother the busy farmer during planting time in spring or harvesting period in fall. And in all cases a proposition will have a poor start or a weak finish if opened or closed during the holiday season.

These are simple points—but often disregarded or never given thought.

A MUTUAL PROPOSITION.

Granted, however, that a contest is inaugurated at the right time and under propitious conditions so far as the seasons are concerned what other items must be considered?

The standing of a newspaper will be given thought by the contest man, just as the standing of the contest man gets attention from the publisher.

The financial and industrial conditions of a community must be considered for inasmuch as points in a contest are credited upon advance subscription payments it would be foolish to expect people pressed for money to lay out cash for newspapers.

To sum it all up: a contest is a mutual proposition—unless it is a success for the publisher it cannot be for the contest man, working upon a percentage. So publisher and contest manager are partners in the proposition—what hurts one hurts the other; what benefits one benefits the other; so if they are to work together with best results, they must get together upon arrangements before any announcement is made.

To be Continued.

GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General Offices, World Bldg., NEW YORK

Newspaper Owners,
Publishers or Managers.

Write TODAY for particulars of Service of great value to YOU.

WILLIAM HOLMES,
Efficiency Service for Newspapers,
1476 Broadway, NEW YORK.

THE HOTALING Newsvender

Tribune Building, NEW YORK.

Be Wise and Circularize

every man or firm who can do business through the mails; can use mailing lists profitably. We have everybody's name and address in the world; complete, classified mailing lists of any business, any trade or profession, or any class of people. Please ask for rates. United States Mailing Lists Company, 1204 Broadway, New York.

Autograph LETTERS

of Celebrities bought and sold. Send for price list. Established 1887.
WALTER R. BENJAMIN, 225 Fifth Ave., N.Y.
Pub. "THE COLLECTOR." \$1 a year.

Daily News Service. Special Dispatches
Yard's News Bureau,
167 W. Washington Street, CHICAGO.

Manuscripts revised and books reviewed; editorials and special articles written.
JAMES HOLMES, St. Charles, Mo.

PUBLISHES ALL THE NEWS.

Sidney D. Long, circulation manager of the Wichita (Kan.) Daily Eagle and vice-president of the I. C. M. A., writes:

"I wish to say that I have found *THE FOURTH ESTATE's* department for circulation very valuable to me each week. I have enjoyed it very much. I have also found it very valuable in connection with my work in the International Circulation Managers' Association, owing to the fact that *THE FOURTH ESTATE* has published the change of location, promotion and achievements of the circulation men of America each week."

THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. Ernest F. Birmingham, Pres. and Treas.; Fremont W. Spicer, Vice-Pres.; 232 West 59th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges (second and third class matter) which goes to all offices.

MAIN OFFICES AND
PRINTING HOUSE.

Broadway & 59th Street

Columbus Circle
232 West 59th St. NEW YORK

PHONES { 7740 }
 { 7741 } COLUMBUS
 { 7742 }

WESTERN OFFICE:

305 Record-Herald Building, Chicago.

No. 1004

FOR THE WEEK ENDING SATURDAY, MAY 24, 1913

THE PROBLEM OF APPEAL.

When Uncle Sam decided to build the Panama Canal, the announcement challenged the imagination, interest, admiration and applause of the entire world.

It was an undertaking the equal of which had never before been attempted and it involved intelligence in widely varying fields.

But, the element which stirred the imagination and made the world-wide appeal was the physical problem, with its horde of humans and machines and the untold millions of yards of materials to be moved, changing the whole face of the nature where the canal is located.

Yet Uncle Sam has entered upon another project which in its entirety involves problems so vastly intricate and difficult that the canal seems simple in comparison.

The Railway Valuation Act, now law, the carrying out of which is to be under the supervision of the Interstate Commerce Commission and believed to be the most stupendous undertaking ever entered upon by any government of the world, has received relatively less attention at the hands of the daily press.

Why is this so?

If it may be said that this condition evidences the ease with which you can enlist interest by an appeal to imagination and the relative difficulty in doing so where the appeal is wholly to intellect, then should not the ad writers of the world take a leaf from this experience and coordinate fact and fancy without in any way impairing truth?

Is it not true that the great ad writers are great because of their correct conception of these truths and their ability to intelligently apply them?

What is the answer?

THE CONVENTION SEASON.

The first half of June is to be filled with matters of vital interest to the newspaper man and he who would be up to the minute with the

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions. One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, Office Necessities, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

ERNEST F. BIRMINGHAM, Publisher

best in thought and method will be in Toronto June 3 and 4 to attend the annual meeting of the Canadian Press Association.

Next comes the annual convention at Baltimore of the Associated Advertising Clubs of America from June 8 to 13, which bids fair to be more interesting and largely attended than any prior convention; and it should be, for it deals with the problems which produce the daily bread of the newspapers.

Beginning June 10 and continuing to and including the 13th in Cincinnati will be held the annual convention of the International Circulation Managers' Association. Not until recent years has the circulation man come to be recognized as of the importance his function justifies.

The first thing the advertising manager encounters when he goes out after business is what's your circulation. Seldom do we hear the circulation man try to justify his demand for more subscribers by pointing to the ads the paper carries, but we almost always hear the advertising man justify his demands by pointing to the circulation; do not lose sight of these relations.

Mr. Publisher, see to it that your circulation manager attends this convention.

SKY SIGNS IN NEW YORK INVITE DISASTER.

As was inevitable, the big electrically illuminated signs on top of buildings are growing constantly larger and larger, says the New York Times.

Already those that a few years ago excited wonder by their size have been reduced to insignificance by their later rivals for public attention, and each newcomer in this field of advertising feels that he must outdo all his predecessors to have even a chance to get the worth of his money in publicity.

There is now in course of erection near Times Square a sign that illustrates among its neighbors the compulsion to take part in

this strange race. That it will draw man's eyes for a while cannot be denied, but its supremacy will not long remain, for of course the next sign must be bigger still, else it will be unnoticed.

For a newspaper, itself a purveyor of paid publicity, to object to this form of advertising, may excite the smiles of the cynical, as something not entirely disinterested, but it is a fact that a large number of people are beginning to look at these signs, not to see what they proclaim in their flashing lights, but to make mental calculations of the slaughter that will result when a high wind blows one of the enormous structures down into a crowded street.

Thereupon public indignation will be high, and not all of it will be directed at those who made and those who paid for the fallen sign.

Theirs will be the legal responsibility, no doubt, but not a little of moral responsibility will fall upon the municipal authorities who issued the permit for the sign's erection, and they will be blamed, rightly, for not having placed, long before, a much-needed limitation upon this form of enterprise.

ETHICS OF JOURNALISTS.

The journalist who is imbued with ambition to do credit to his profession and accomplishes it will find that he does himself credit as well, and that so long as he adheres to the ideals of the profession his rise is certain.

There are some things he will do well to keep constantly in front of him, pasted in his hat and on his desk:

The press.
Its potentialities.
Its power.
Its responsibilities.
Its cleanliness.
Begin every day with these five lines considered.

FAKE "NEWSPAPER MEN."

The New York World has just had the good fortune of catching a brace of extortioners who attempted to blackmail a business man by threatening to cause the publication in its columns of an article detrimental to his interests.

No newspaper is exempt, says the New York Sun, from the operations of such scoundrels, who rely on the cowardice of their victims to protect them from prosecution. To capture these rascals and collect the legal evidence necessary to bring them before a jury is usually impossible, and every successful incident of the kind is a cause for newspaper rejoicing.

If every citizen who is approached with an improper or obscure proposal by a person alleging himself to represent or to have influence with a newspaper would communicate immediately with that publication, many annoyances and some crimes would be avoided.

Why does the public refuse to take this sensible and obvious precaution?

TURN ON THE LIGHT!

It is said that a city well lighted is half protected.

This is true in more senses than

one, and if some zealous social reformers would bear the fact in mind, we should hear less denunciation of "sensationalism" in the newspapers.

If the ill-informed critics of the press, who protest against the publicity given to crimes, would stop to compare countries where the press is free with those in which it is muzzled, they would see good reason to revise their opinions.

Crime hates daylight. Knavery abhors publicity. Rascals of every stripe know that their operations would be vastly safer if it were not for the newspapers.

Despite the evils that sometimes attend it and the hardships that it sometimes causes, light is better than darkness.

Turn on the light!

NOTE AND COMMENT.

Billboard advertising received a Scheff announced that hereafter her picture should never, never adorn "solar plexus" wallop when Fritz a billboard again. Newspaper publicity, says Miss Scheff, is the only proper and dignified means of communication with the public.

"A city will never be beautiful, restful, the environment will never be pleasing, so long as the billboarders' fence takes the place of the hedge and the vine," she says.

Incidental to the sending of her announcement to the newspapers Miss Scheff would like to have it known that she is to revive "Mlle. Modiste" at the Globe Theatre, New York.—Just a matter of reciprocity. And of course the newspapers oblige.

The June Century is a travel number, taking the reader into many countries.

Robert Hichens, continuing his "Skirting the Balkan Peninsula" series, sketches Delphi and Olympia in word-pictures that are no less brightly colored than the accompanying painting by Jules Guérin. In a similar way Ernst von Hesse-Wartegg and André Castaigne describe and draw "The Great St. Bernard," while Joseph Pennell furnishes six lithographs of "The Grand Canon of the Colorado," which need no text to help them.

If advertisers were in the habit of making investigations on their own account into the actual standing and influence of trade papers, they would learn a few things that would interest them, and result in the greatly increased use of their columns. Particularly does this apply to THE FOURTH ESTATE.

The Philadelphia Press is boosting Philadelphia as the logical leader of cities in America of the future, believing that New York is even now passing in its leadership. To prove its contention the Press will commence publication on Monday of a series of articles dealing with Philadelphia's future by Dr. Simon N. Patton, which will continue for the entire week. Maps, tables and information of the most enlightening description will illumine the text. The series is promised to be the most absorbingly interesting and most instructive and constructive publication of the year.

PURELY PERSONAL.

Thomas G. Rapier, publisher of the New Orleans Picayune, always gives a glimpse of the old South when he goes on his many visits through the country. Tall, stately, with gray hair and military bearing, he presents a picture of a typical Southerner. He wears a broad brimmed black hat with a long black frock coat and attracts general attention wherever he goes.

Harry J. Westerman, cartoonist of the Columbus (O.) State Journal, has been in New York for a week, having taken a leave of absence from his work owing to trouble with his eyes.

William A. Furbush, assistant city editor of the Providence (R. I.) Journal, is on a two months' trip abroad. He expects to visit many of the principal cities of Europe.

Rupert J. Chute, real estate editor of the Boston Transcript, addressed the members of the Alden Club in Franklin, Mass., May 12, on "The Making of a Great Modern Newspaper." Mr. Chute has been with the Transcript for twenty-two years.

J. M. Sutherland of the Seattle Post-Intelligencer will leave next week for an automobile trip down the Pacific Coast to lower California, doubling back through Nevada, Utah and Montana. He will be away about six weeks.

Newbold Noyes, son of Frank B. Noyes, publisher of the Washington Star, is the chairman of the Yale Literary Magazine at Yale University. He is a junior and a member of the Elihu Club.

R. W. Lardner, a Chicago baseball writer, was stricken with appendicitis last week and was operated upon at the Washington Park Hospital.

John T. McCutcheon, Chicago Tribune cartoonist, lectured on "Newspaper Cartoons" at the University Congregational Church for the Smith Alumnae of Chicago.

Peter Penney of the Montreal Herald staff was recently knocked down by an automobile and considerably shaken up.

J. R. Youatt, treasurer of the Associated Press, is on a vacation trip in Europe.

James M. Pierce, publisher of the Des Moines Homestead, is on a tour to France and Italy as commissioner of the State of Iowa to make agricultural investigations.

Hart Lyman, until recently editor of the New York Tribune, is taking a rest in California.

Miss May Martin of the New York reporting staff has undergone an operation for appendicitis.

Byron W. Orr, publicity manager of the Pittsburgh Post, organized an advertising club at Johnstown, Pa., on Monday.

C. B. Nicholson, editor of the Detroit Free Press, is passing a few weeks' vacation at Peak's Island, Me.

Dick Howard, editor and owner of the Arkansas City (Kan.) Journal, is taking his first vacation since establishing the paper more

than twenty-five years ago. He is visiting his old home, Greencastle, Ind.

John Gennings, general manager of the Central News of London, arrived in New York Wednesday for an extended visit in the United States.

G. B. Perelli, editor of Il Messaggero Italiano Americano, was the guest of honor at the first annual banquet of the Seattle Italian Professional and Business Men's Club.

W. Stephen Bush, of the editorial staff of the Moving Picture World, is on an extended business trip to England.

Frank Builta, a former San Francisco newspaper man, is now with the Nebraska Telephone Company, in Omaha.

A. E. Chamberlain of the Knill-Chamberlain Special Agency, Chicago, has just returned from a ten-days' trip through Texas. Mr. Chamberlain is chairman of the Baltimore Committee of the Chicago Advertising Association and is very busy among newspaper men trying to get them to attend the A. A. C. A. convention in Baltimore.

WEDDING BELLS.

Amos B. Kellogg, managing editor of the Aberdeen (S. D.) American, has been married to Miss Grace W. Stern. The ceremony took place at Warner.

Dexter W. Fellows, press agent for Barnum & Bailey's Circus, and Mrs. Signe Soderstrom of Worcester, Mass., were married in New York a few days ago.

Howard O. Bail, editor of Profitable Farming and Breeding, was married last week in Nevada, Ia., to Mary H. Frey.

Charles Gordon Pennington, advertising manager of the Long Island Railroad, was married at Hollis, N. Y., on Tuesday to Miss Lulu Deli Allison.

Bryan Morse, a member of the sporting staff of the Washington (D. C.) Times, was married recently to Miss Eloise Pratt.

NEW ORGANIZATION.

At a meeting in Pecos, Tex., the West Texas and Eastern New Mexico Press and Commercial Club was organized. The officers are: President, T. E. Jordan, Big Springs Herald; vice-presidents, Charles Dinsmore, Artesia Commercial Club; Henry Half, Midland; William H. Mullane, editor of the Carlsbad Current; and secretary-treasurer, R. M. Harkey, of Pecos.

O'HARA CLEARED.

Lieutenant-Governor O'Hara of Illinois, former newspaper man, on Wednesday was exonerated from blame, and Miss Maud Robinson and Sam Davis of Springfield are charged with attempting to obstruct the work of the Senate White Slave Commission, by the report of the special Senatorial committee appointed to investigate charges of immorality against O'Hara.

IN THE PUBLIC EYE.

Henry C. Rice, editor of the Xenia (O.) Herald, is making a campaign for the appointment of ambassador to Switzerland.

William A. Niver, formerly city editor of the Albany Knickerbocker Press, has been appointed assistant to the adjutant-general of New York State.

Louis M. Howe, legislative correspondent for the New York Evening Telegram, has been appointed secretary to Assistant Secretary of the Navy Franklin D. Roosevelt.

William E. Gonzales, editor of the Columbia (S. C.) State, is certain to be appointed American Minister to Cuba, according to a Southern report. He is a brother of the late N. G. Gonzales, editor of the State, who was shot and killed by Lieutenant-Governor Tillman of South Carolina in 1903.

BIG PILGRIM LUNCHEON.

Benjamin Fay Mills of Los Angeles addressed the Pilgrim Publicity Association at a luncheon at the American House, Boston, last Friday. His subject was "The Practical Application of the New Psychology" and the speaker explained methods of disciplining the subconscious mind and commanding it in order to preserve or restore physical health, to improve the memory and cultivate moral habits and optimism. Mr. Mills kept the advertising men intensely interested for a full hour.

It was the largest noonday meeting ever held by the Pilgrims since the luncheon addressed by President Taft, a little over a year ago.

FROTHINGHAM RESIGNS.

Robert Frothingham has resigned as advertising manager of Everybody's Magazine.

Mr. Frothingham has been advertising manager of Everybody's Magazine for eight years and for three years was advertising manager of the Butterick Trio, having assumed that position at the time the Butterick Company and the Ridgway Company associated themselves together. Before going with Everybody's Mr. Frothingham was advertising manager of Life.

No successor to Mr. Frothingham has been appointed.

NEW MENOMINEE EDITOR.

Henry R. Cobb of Red Wing, Minn., has assumed the position of managing editor of the Menominee (Mich.) Herald-Leader. For the past nine years Mr. Cobb has been managing editor of the Red Wing Daily Republican and previously did newspaper work in Minnesota and Nebraska. Miss Katherine Stiles, who has been temporarily filling the office, will continue with the Herald-Leader.

EDDY AD SERVICE.

A certificate of incorporation for the Eddy Advertising Service of Buffalo, N. Y., capitalized at \$20,000, has been filed. The directors are J. Edward Plant, William A. Field, George J. Feldman of Buffalo, and Ezra V. Eddy of Ottawa, Can.

RICE'S GOLFING FEAT.

The other day Grantland Rice, sporting editor of the New York Evening Mail, settled a much mooted sporting question—if a golf ball could be driven from the home plate at the Polo Grounds over the centre field bleachers. Manager McGraw of the New York baseball team said it couldn't be done. Rice, who is a widely known golfer and baseball authority, opined that it could. They had a small bet on the proposition.

After a recent game, Rice and Oswald Kirby, the crack amateur golfer, both accomplished the feat. Rice put one ball in four over; Kirby put two in four over. The wind was against the golfers, but the balls scaled the barrier by about fifteen feet.

It is estimated that the carry of the drives, for which a brassy was used, was about 200 yards. The bleachers are about fifty feet high—considerable elevation for a ball to reach at such a distance from its starting point.

TEXAS PRESS WOMEN.

The members of the Texas Woman's Press Association held the largest and most successful meeting in the organization's history at San Antonio. The new officers elected are: President, Mrs. Pearl C. Jackson, Austin; vice-presidents, Mrs. A. M. B. Hughes, Horton; Mrs. John H. Kirkpatrick, San Antonio; Mrs. Ida Van Zandt, Fort Worth; corresponding secretary, Mrs. Fred Scott, Austin; recording secretary, Mrs. Gussie Scott Chaney, San Antonio; treasurer, Mrs. Bettie Magruder, San Angelo; poet laureate, Mrs. Decca Lamar West, Waco.

The executive committee will select the next meeting place. There will be no meeting of that board until November because President Jackson sails for Europe today to be absent until late in October.

GOES TO CHICAGO.

Thomas M. Jenkins has resigned the position of mechanical superintendent of the Los Angeles Tribune and Express to go to Chicago to become connected with W. R. Hearst's American. Mr. Jenkins went to Los Angeles eight years ago from St. Louis, where he was superintendent of the Chronicle, and subsequently was with the Los Angeles Examiner and the Herald, besides the Express and Tribune. On the evening of Mr. Jenkins' departure his associates on the Tribune gave him a gold watch of twenty-three jewels of diamonds and rubies. He is succeeded on the Tribune by W. A. Snyder.

BURR DOUBLES WORK.

Charles E. Jones, who has been advertising manager of the New York Evening Post Saturday Magazine since it was started several months ago, has resigned. The department is now in charge of Leiland M. Burr, who is advertising manager of the Evening Post.

H. H. Hanbrough has brought out the Barron County News in Cape City, Ky., where he also owns the Herald.

BUSINESS OPPORTUNITIES.

\$20,000 cash will secure possession of leading daily newspaper property in fifth city of rapidly growing state. Property will return competent owner \$10,000 annually for personal effort and investment. Total investment \$65,000. Proposition G. M.

C. M. PALMER,
NEWSPAPER PROPERTIES,
225 5th Ave., New York.

\$150,000

will buy only Evening Daily newspaper in city of 40,000 population, isolated territory, rich surrounding country, earning \$20,000 per annum net, owning valuable real estate.

**HARWELL, CANNON
& McCARTHY**

Brokers in Newspaper and Magazine Properties,
200 Fifth Avenue, New York.

Wanted—To invest, with services, in a live daily newspaper, or weekly trade paper,

by capable and experienced business office man of integrity; where a one-half interest can be purchased in about a year, if everything proves satisfactory to all concerned. State particulars in first letter, which will be held in strict confidence. Address G. M. L., care The Fourth Estate.

H. F. HENRICHS

Newspaper Broker, LITCHFIELD, ILL.,
Safer Methods. Exclusive Propositions.

RECENT INCORPORATIONS.

NEW YORK.—Federal Advertising Agency; capital, \$60,000; incorporators, R. Tinsman, C. Kaufman and J. Kaufman.

George B. David Company, special newspaper representative; capital, \$10,000; incorporators, George B. David, E. L. Sampter and others.

EBENSBURG, PA.—Cambria Freeman; capital, \$12,500; incorporators, W. A. McGuire, C. Hanson and P. H. Shettig.

AMSTERDAM, N. Y.—Morning Sentinel Company; capital, \$30,000; incorporators, R. E. Reynolds, McQueen Fritcher and others.

HARRISON, ARK.—Harrison Publishing Company; capital, \$10,000; incorporators, F. N. Garvin, S. N. Alexander and others.

CONRAD, MONT.—Conrad Publishing Company; capital, \$10,000; incorporators, D. L. Bryan, William Zimmerman and G. L. Lunsgrén.

JERSEY CITY, N. J.—Hudson Chronicle Publishing Company; incorporators, A. S. Janson, George W. Ralph and others.

CARROLL, IA.—Herald Publishing Company; capital, \$13,000; incorporators, J. B. Hungerford and others.

LOS ANGELES, CAL.—Times Publishing Company; capital, \$5,000; incorporators, M. P. Kresich, T. F.

SITUATIONS WANTED.

Wanted. To get in touch with a Business Manager or publisher whose circulation has not increased as fast as the merit of the paper would seem to justify.

The advertiser is a thoroughly capable circulation manager of many years practical experience. Now employed, but want a change for personal reasons. Can get you best results from street sales carrier, newsstand, R. F. D., and country circulation. Know the game from every angle. Best of references from past and present employers. Address Merit, care The Fourth Estate.

General Manager—A thoroughly capable, trained newspaper man, in his prime at 42, possessing broad editorial, circulation and advertising experience, invites correspondence from publishers requiring the services of a practical general manager or executive. He is now employed as a department head by the largest daily in a city of over 500,000. He has just successfully "put over" a new and splendid feature for this daily, but has outgrown the local limitations. Commanding originality and resource, he nevertheless understands the routine requirements of newspaper production; he can build up and conserve; knows how to spend money judiciously, and when the end justifies expenditure. He is capable of taking complete charge of a newspaper. Address A, care The Fourth Estate.

Circulation Manager

desires position. Capable, energetic and a worker. Experienced on large dailies in cities. 50,000 to 500,000. Can deliver the goods. Write for references. Address XXX, care THE FOURTH ESTATE.

Circulation Manager

A live circulation man of 16 years experience who has sacrificed considerable to work on papers where they did things; who knows a number of systems and has done re-organization work, is looking for something better. Reference as to ability and honesty furnished to any publisher who is looking for a circulation manager who can produce results at a minimum cost. Address W. B. M., care The Fourth Estate.

SITUATION WANTED.

Newspaper woman, aged 29, thoroughly experienced in society, reporting, and making up woman's department, wants position with daily or Sunday paper. At present employed as feature writer with leading syndicate. Address Original, care THE FOURTH ESTATE.

WANTED—Position on editorial staff of daily paper by experienced worker. Competent and reliable. Now and for some years connected with prominent daily. Full particulars and no reservations on application. Address, Albert Jones, care THE FOURTH ESTATE.

WANTED—Position as editorial writer or dramatic editor, daily or high class weekly. Address, A. W. L., care THE FOURTH ESTATE.

Mack, Dusan Cerovina, John Bogdanovich, A. K. Marusich, Waldo Marusich, J. M. Babick, J. M. Pinggen and Simo Pupeck.

BUFFALO, N. Y.—Schrader-Kellogg, printing and publishing; capital, \$10,000; incorporators, Fred C. Schrader, William H. Kellogg and Clarence MacGregor.

LOWELL, MASS.—Le Supplement Publishing Company; capital, \$5,000; incorporators, A. H. Jean, Wilfred Jean of Lowell, and H. O. Girard.

LYNN, MASS.—Lynn Jewish Publishing Company; capital, \$5,000; incorporators: Isaac Shactman, Lowell S. Samroth and K. Raffles.

WORCESTER, MASS.—W. B. Crombie Company, printing, engraving, advertising, etc.; capital, \$25,000; incorporators, William B. Crombie, S.

SITUATIONS WANTED.

DEAF-MUTE
COMPOSITOR

of exceptional ability and experience desires a permanent position. Address, Union Man, care The Fourth Estate.

Literary Editor

high standing, long experience, well known in publishing circles, whose reviews have been quoted extensively, desires position as literary editor or publishers' reader. Might aid in building up advertising in connection with editorial service. Location immaterial. References. Address Literary, care THE FOURTH ESTATE.

E. Carpenter of Worcester, and G. E. Pratt.

SOMERVILLE, N. J.—Somerville Publishing Company; capital, \$10,000; incorporators, J. A. Garrett and H. D. Wilson.

MILWAUKEE, WIS.—Independent Publishing Company; capital, \$2,000; incorporators, Charles McCabe, C. B. Jennrich and Lawrence Conlan.

SANFORD, FLA.—Florida Growers' News; capital, \$10,000; incorporators, J. C. McCombs, P. L. Moore and W. M. Haynes.

NEWSBOYS CLUB APPEAL.

The Newsboys' Home Club of New York has sent out an appeal for money. The organization maintains rooms for newsboys and has a membership of about 400 lads who pay twenty-five cents a year as dues, but the amount obtained through membership dues and outside contributions this year has been inadequate to meet the running expenses of the club.

Those in charge of the finances of the club say that unless money is subscribed soon the institution must close its doors.

WAGONER IS THROUGH.

F. N. Echols of Howe is now the owner of the Whitewright (Tex.) Sun. The retiring owner is J. H. Wagoner.

SITUATIONS WANTED.

Real Live
Circulation Manager

whose contract with an evening paper in a city of 100,000 expires this month, wants to get into a growing territory.

Is a most enthusiastic worker, with an energy which is contagious. The kind of man who will put more brains into your business than you will have any right to expect—and enjoy doing it. Thoroughly competent, absolutely trustworthy, with over eight years' experience as circulation manager in cities ranging from 100,000 to 600,000 population.

Not a mere delivery or subscription clerk, but a circulation producer and newspaper builder. Expert on premiums, able to run own contests, and evolve special plans suited to your particular proposition and territory. Incidentally he's 34 years young, strictly sober, married only to his work, and a member of the International Circulation Managers' Association. Excellent references.

Now, Mr. Evening Newspaper Publisher, if that's the kind of man you need, wire or write ENTHUSIAST, care THE FOURTH ESTATE.

All-round newspaper man of wide experience in reporting, copy-reading, making-up and executive work, desires position on daily or weekly. Experienced also in trade paper work. Now employed. Address, B. B., care THE FOURTH ESTATE.

Circulation Manager

with a good record for big, quick, permanent increase in circulation and collections at low cost and in many localities; with thorough knowledge of circulation methods, systems and organization; a man who depends on push and not pull solicits investigation of record by publisher who needs a live wire. Address Result Getter, care The Fourth Estate.

Circulation Manager

Position Wanted. By first-class circulation manager and office systematizer, on good live daily; ten years' practical experience with morning and evening dailies; best of references; just left present position on own accord. Reply M. R. D., care THE FOURTH ESTATE.

Mr. Publisher

Experience, initiative, hard work and reliability. This I have to offer to the publisher who can use the services of a trained newspaper man, familiar with every detail of business departments. Prefer working interest with moderate salary. Married; 29. Address REM, care THE FOURTH ESTATE.

Circulation Manager

seeks change; thoroughly competent, enthusiastic worker, absolutely trustworthy. Eight years' experience in cities of 100,000 to 600,000. Expert on premiums, contests and canvassing plans. Age 34, sober, unmarried. Member of International Circulation Managers' Association. Wire or write, "Enthusiastic," care THE FOURTH ESTATE.

NEW CORRESPONDENT.

W. E. Yelverton is the new correspondent in Washington for the Raleigh News and Observer and the Savannah News. He succeeds H. E. C. Bryant, who is now giving his entire attention to the Washington interests of the New York World and the St. Louis Post-Dispatch.

A BINGHAMTON PLAN.

Rumors of a new morning newspaper being launched in Binghamton, N. Y., before September 1, are abroad. Just who the founder will be has not yet been learned. It is said the paper will have a decidedly independent political policy, and will owe allegiance to no institution.

FOR SALE

FOR SALE

FOR SALE

FOR SALE

It will pay you to investigate the forced sale of the PERTH AMBOY CHRONICLE.

Must be sold by the order of the court not later than
June 15th, 1913.

THOMAS BROWN, Receiver,
308 State Street,
PERTH AMBOY, N. J.

MACHINERY FOR SALE.

Up-to-the-minute press room equipment for a live daily newspaper—in use less than two years, can be bought for one-third of its cost because of affiliation of two plants. Hoe double supplement press printing 24,000 4, 6, 8, 10 or 12 page papers per hour (the leaves inset) or 12,000 16, 20 or 24 page papers per hour; driven by new individual 20 h. p. Bullock motor; press has Cutler-Hammer speed control; complete stereotyping outfit of latest pattern; matrix roller and all other machines have individual motors; newest type of metal pot with water cooled pump casting box; double end steam table with individual direct connected gas-heated steam generator; elevator transfer table; iron form tables and steel chases. Can be seen in operation; \$6,000 buys all complete—reasonable terms. Address The Star Publishing Company, Wilmington, Del.

Linotype Model 3, good condition, equipped with 5 fonts, 2 letter matrices; good assortment Liners and Blades. Address Box B, care THE FOURTH ESTATE.

Linotype Model 3, in good condition, with one extra magazine and two sets matrices. Penton Press, Cleveland, Ohio.

Linotype—Model 5, with 5 magazines, 7 sets matrices; good supply of sorts, liners and blades. H. W. Kingston Co., St. Paul, Minn.

CAMPBELL TWO REV. PRESS, BED 32x46, form 28x43; back delivery completely overhauled; great opportunity. YAEGER & BOLTE, 26 Cliff Street, New York.

LEAVING MINNEAPOLIS.

Members of the editorial and reporting staffs of the Minneapolis Journal tendered a banquet to Louis W. Collins and George Luxton, assistant city editor and staff photographer, respectively, who have left the paper after a long period of service. A theater party followed the festivities.

IN THE SPORTING WORLD.

A new paper devoted to sports and having the title of the Referee has appeared in Pittsburgh, with the Moreland News Service as its owner. It will be issued weekly and cover all sports and athletic pastimes. George L. Moreland is well known as a baseball statistician.

HELP WANTED.

A leading newspaper publisher writes:

"We need good, live men *now* in our circulation, advertising and business departments. Can you help us?"

Those interested are requested to write at once to Change, care The Fourth Estate.

Wanted—Hustling Circulation Man.

Evening Daily, Ohio city 25,000. State salary, soonest come. Address L. L. L., care The Fourth Estate.

SPECIAL AGENT WANTED.

Class publication, weekly, 12 years in existence seeks the services of a *special agent* to take care of its advertising end. Excellent proposition for a worker.

Write for information, R. G. care The Fourth Estate.

BRIGHT, experienced, young man to take charge of the circulation end of a successful weekly trade paper. Give full particulars in first letter.

Address Cirpaper, care The Fourth Estate.

IN A CLASS OF ITS OWN.

Mandel Sener, general manager of the Baltimore Publicity Bureau, writes:

"A fellow to successfully run a newspaper and keep in touch with what the members of his profession or fraternity are doing all over the country cannot be without THE FOURTH ESTATE. It is simply in a class of its own."

A PARTNERSHIP.

The Estherville (Ia.) Enterprise has new proprietors in George C. and G. K. Allen, who acquire the paper from George F. Patterson.

TO LET.

TO LET.

Desk Room or Small Office in connection with our enlarged suit at the corner of Broadway and 59th street, (Columbus Circle.) Only high-class business will be considered. Apply to

THE FOURTH ESTATE,
232 West 59th Street, NEW YORK

TO RENT.

Delightful 3-Room Apartment in the Sherwood (Studio) Building, 57th Street and 6th Avenue, New York.

Extra large and high rooms, with four windows to the east, and four to the South, insuring unlimited sunshine in winter and cool breezes all summer. Never an uncomfortable night in the present tenant's experience covering seven summers. Immediate possession. Redecoration to suit tenant. Inquire of Superintendent, or phone 7740 Columbus.

BANKRUPTCY CLAIMED.

Creditors have filed a petition in bankruptcy against the Pan-Hellenic Publishing Company, owners of a Greek newspaper in New York. They claim that the company was insolvent and made preferential payments. Assets are estimated at \$1,500. The company recently lost a libel suit to D. J. Vlasto, editor of the Greek daily Atlantis, but the damage award of \$5,277 as never paid; since the sheriff was been in charge of the office.

BACK IN HARNESS.

R. E. Pierce is again giving his entire time to newspaper work—as Washington correspondent of the South Bend Times and Fort Wayne Journal-Gazette and assisting on the Indianapolis Star. He has resigned his position as secretary to Representative Cline of Indiana.

NEW SOUTHERN EDITOR.

H. P. Nerwich has been appointed managing editor of the Key West (Fla.) Morning Journal. Mr. Nerwich was formerly with the Fernie (B. C.) District Ledger.

OFFICE NECESSITIES.

For Particular Printing go to the
ALLIANCE PRESS
110-114 West 32nd St., NEW YORK

Day and night service making engravings.
The Standard Engraving Co.
560-562 Seventh Avenue, NEW YORK

No office is COMPLETE without a
WORLD ALMANAC
25 Cents. By Mail 35 Cents

**UNITED STATES
SAFE DEPOSIT CO.,**
32 LIBERTY STREET,

Branches:
73d STREET AND BROADWAY,
125th STREET AND EIGHTH AVE.,
NEW YORK.

WE READ

AND CLIP for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business.

FOR YOU

**The CONSOLIDATED
PRESS CLIPPING CO.**

115-167 Washington Street, CHICAGO
Send Stamp for Booklet.

FOR OTHER FIELDS.

Charles A. Cotterill has left the Washington staff of the National News Association, to take up business of a private nature. His work as Senate reporter is assumed by Robert Watson.

PART OWNER AND EDITOR.

A half interest in the Osage (Ia.) News has been acquired by H. C. Austin. He will be associated in the ownership with C. H. Addington and will have full editorial charge.

NEW CONTRACTS WITH I. T. U.

BINGHAMTON'S AGREEMENT ON APPRENTICES—WAGE INCREASES.

New contracts have been signed with the book and job employers in Binghamton, N. Y., the same to expire four years from date, at the expiration of the present newspaper scale. The new scale provides for \$1 per week increase for both hand and machine men, effective for two years, when another dollar increase will be due. The difference in pay between night and day work there has always been \$2 per week, but the new scale provides for a \$3 difference. The piece scale for straight matter in book and job offices has been raised one cent per thousand ems, which means an average increase of about \$2 per week.

Probably the most important item connected with the recent negotiations is that relating to apprentices. The proprietors have agreed to enter into a joint contract with the union and the apprentice, whereby the latter agrees to complete his apprenticeship in the office where he begins it, and to take up and complete the I. T. U. course in printing during the third and fourth years. The office on its part agrees to give the apprentice every possible opportunity to secure a practical working knowledge of the business and to pay its pro rata share of the cost of the course, the apprentice and the union each to bear a share of the expense of the course. The union, under the operation of this law, will not admit to full membership any apprentice who has not successfully completed the I. T. U. Course in Printing.

The new scale is arranged as follows: Foremen, machinists and machinist-operators, \$23 per week; operators for the first two years, \$19 per week, the last two years to receive \$20. Night work will be paid for at a rate of \$3 per week above these figures. Piece work on machines is 11 cents per thousand for 5½ point up to 19½ cents for 14 point.

Toronto mailers have secured signed contracts with the Master Printers' and Binders' Association, covering the scale which has been in force since June 1, 1912, and which extends to the same date in 1916. The first two years the scale

OUR GUARANTEE.

The Sales of the

ST. LOUIS POST-DISPATCH

(Daily and Sunday)

in the City of St. Louis and suburbs each day are *more than ALL* the other St. Louis papers *Combined*.

The S. C. BECKWITH SPECIAL Agency
Foreign Representatives,
Tribune Building, NEW YORK.
Tribune Building, CHICAGO.
Frisco Building, ST LOUIS

A CITY OF INDUSTRY AND A PAPER OF INFLUENCE. *Both Leaders in New Jersey.*

TRENTON

with Million a Month Pay Roll.

World Famous for its

*Sanitary Pottery
Belleek and Table Ware
Brooklyn Bridge Cable
Structural Iron
Mercer Automobile
Rubber Accessories
Automobile Tires*

and a diversity of other industries.

TIMES

New Jersey's Leading 7-day Paper

Leader in the State in its

*Influence and Leadership
Mechanical Equipment*

16 Linotypes—New SEXTUPLE Press

News Equipment

Art Department—Cartoonist—Photo-Engraving Plant.

Circulation, 24,500 Net

Three times the net paid circulation of any other Trenton daily.

More local merchants. More classified. More national advertisers than all other local dailies. Note particularly number of food stores in Times on Thursdays and Department Stores on Fridays.

Details of circulation in 75 towns on request.

KELLY-SMITH COMPANY, Foreign Representatives,

NEW YORK, 220 Fifth Avenue.

Lytton Building, CHICAGO.

will be \$18.50 per week; the next year \$19.50, and the last year \$20.

A slight increase in wages is in effect in Wichita Falls, Tex., to be in force for the ensuing twelve months. The new scale provides for \$22.50 per week for machine operators, and \$20.50 for all hand and floormen, with an increase of fifty cents per week at the end of eight months.

A new contract with the pub-

lishers of Chicago German newspapers and Typographia No. 9, runs for a period of three years. Under the terms of the new agreement the five-day system is recognized, with eight and one-half hours on four days per week and ten hours on Saturday, making a total of forty-four hours per week, a reduction of four hours per week over the old scale. The wages are increased \$1 per week for both

night and day work, making the scale \$25 for day work and \$26.50 for night work. The compensation for overtime has been raised from price and a half to double price.

The newspaper scale in Louisville has been readjusted with an increase in wages effective April 6, to cover a period of three years. The first year the day men will receive forty-nine cents an hour, the next two years fifty cents. Night workers will receive fifty-four cents an hour the first year, then fifty-five cents for the following two years. A bonus of eight cents a thousand will be paid for nonpareil and nine cents for minion for all type over 5,000 ems per hour. An advance in wages for the book and job branch is now asked by the union.

Contracts have been signed in Jackson, Miss., providing for an increase of fifty cents per week for every man each year for three years, and an increase for overtime in job shops from price and one-third to price and one-half.

In Mount Vernon, N. Y., the new increase in scale is \$21 per week for operators and floormen, \$24 for machinist-operators and \$25 for foremen. The jobbers have secured an increase of \$1, making their scale \$19 per week. The increase for operators was \$1 per week, while the floormen were raised \$2 per week.

After a cessation of work for one day the members of Typographical Union No. 294, of Waukegan, Ill., were given wage concessions for the job and ad men under its jurisdiction, the scale to be as follows: Present wage of \$17 per week to continue until March 1, 1914; from that date until January 1, 1915, \$17.50; then to July 1, 1916, \$18.

A dollar a week has been added to the pay of the members at Holyoke, Mass., according to an agreement entered into with the employers of that jurisdiction. The new scale provides for \$21 per week for operators, \$19.50 for hand compositors on newspapers, and \$18 per week for book and job printers.

Every employing printer and publisher in Boise, Idaho has entered on a new agreement with the I. T. U. The union had contended for a seven-and-a-half-hour day on the newspapers instead of eight hours, which had prevailed, but a compromise was made on the basis of seven and three-quarter hours, with no change in wages.

The Oakdale (Tenn.) Dispatch was burned out a few days ago.

DETROIT and hundreds of MICHIGAN TOWNS thoroughly covered by the

Detroit News and News-Tribune

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

I. A. KLEIN Metropolitan Tower NEW YORK JOHN GLASS People's Gas Bldg. CHICAGO

TEXAS PRESS ASSOCIATION ANNUAL MEETING.

TAYLOR NEW PRESIDENT—MANY ACTIVITIES PLANNED—HOME FOR VETERAN JOURNALISTS.

At the annual convention of the Texas Press Association in San Antonio last week a commission of five members was appointed to seek to standardize foreign and local advertising rates on all country newspapers represented in the organization. The maintenance of a Texas Press Association representative at Austin during the sessions of the Texas Legislature was authorized. Other duties along legislative terms were designated for a newly-created legislative committee of three. Another committee of three was authorized to investigate the possibility of establishing on the Gulf Coast at Fulton, near Rockport, a home for superannuated members of the association and a resort at which other members might enjoy vacations.

Joseph J. Taylor of the Galveston-Dallas News was unanimously elected president. D. R. Harris of the Rusk County News, Henderson, absent through the death of his mother, was elected vice-president. Sam P. Harben of the Richardson Echo, "perpetual secretary," was imposed upon for another year's service. C. F. Lehmann of the Hallettsville Herald was re-elected treasurer; Clarence E. Gilmore of the Wills Point Chronicle was re-elected general attorney.

Other officials elected were Mrs. Richard D. (Estelle) Hudson, Farmersville Times, essayist; Charles B. Gillespie, Houston Chronicle, orator; Clarence N. Ousley, Fort Worth Record, poet. To the retiring president, W. C. Edwards of Denton was presented a silver service.

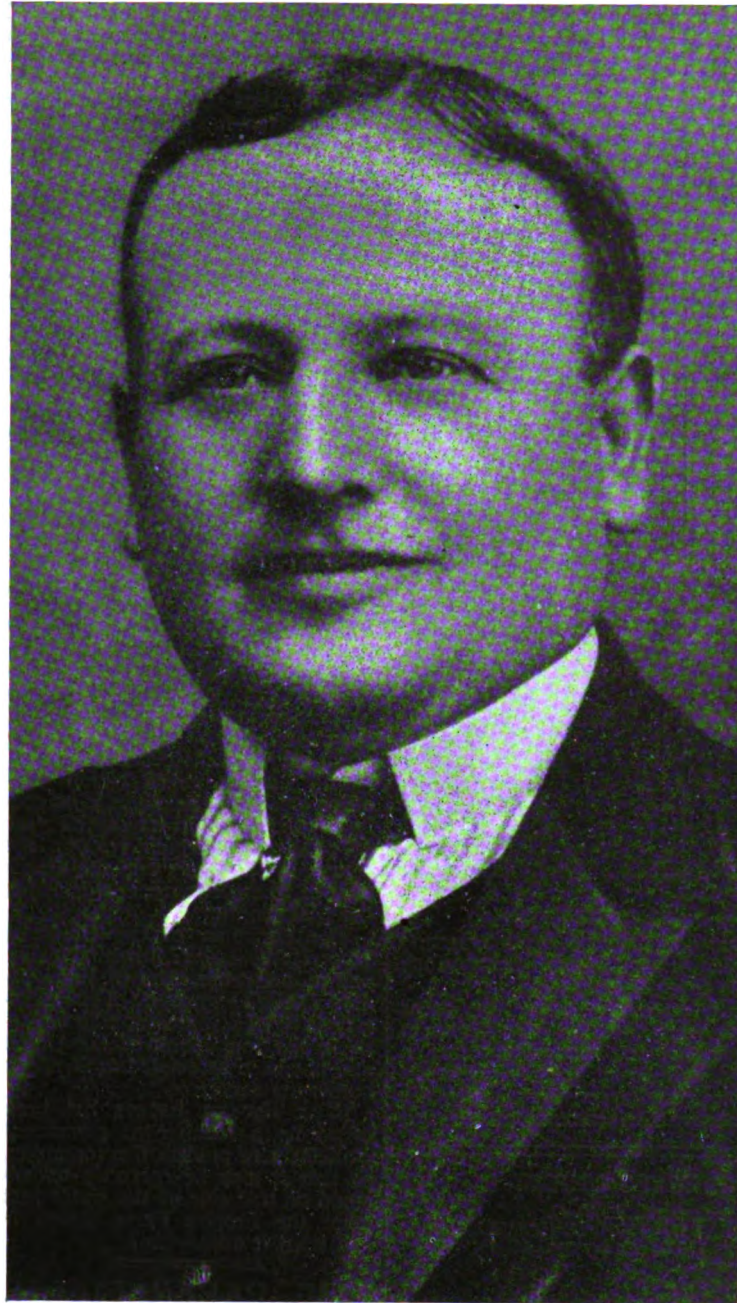
It was decided to adopt the committee recommendation that the organization's constitution be amended and a committee of three be appointed, christened the "Committee on Education," whose duty to appraise the association members of all "pending or impending legislation in which the craft are interested," to help prepare the bills and prosecute campaigns for such legislation affecting newspapers as the association may desire and to attend legislative committee hearings where necessary. The members are to serve without compensation, their expenses being paid. The committee is to be appointed by President J. J. Taylor.

The association also adopted the

In Hartford, Conn., every seventh individual BUYS THE Hartford TIMES

Do you know of a better field—or a field that is covered so thoroughly?

KELLY-SMITH CO., Representatives
220 Fifth Avenue, Lytton Building,
NEW YORK. CHICAGO.



HON. HARRY L. W. LAWSON, M. P.,

A PROPRIETOR OF THE LONDON DAILY TELEGRAPH, AND CHAIRMAN OF THE EMPIRE PRESS UNION.

committee recommendation that "The Texas Press Association individually and collectively demands of the law-making body of Texas that it change the law so that all notices now required to be posted shall be published in each and every paper in the city, county or district affected, provided that the paper in which such notice appears has been published as long as one year, and that notices be paid for at not less than regular State rates."

The committee of five constituting a commission which is to seek to standardize the foreign and local advertising rates on all country newspapers in the association, is composed of Will H. Whitley, McGregor Mirror; R. M. Hudson, Irving Index; O. C. Harrison, Seymour Banner; F. C. Thompson,

McKinney Examiner, and L. A. Dunlap, Meridan Tribune.

Following the report of Charles M. Barnes of the San Antonio Express on Colonel Frank Holland's suggestion that a home for superannuated Texas newspaper folk be established at Fulton near Rockport on an estate adjoining the Oakshore Club, Representative Kennedy of Kerr County moved the appointment of a committee of three to investigate the feasibility of the plan.

The committee was authorized to be appointed by President Taylor. The estate suggested comprises sixty-five acres and a twenty-seven-room house, all valued at \$25,000. It is also planned to make it a vacation headquarters where the Texas newspaper people can enjoy a restful vacation at a nominal cost.

THE EMPIRE PRESS UNION.

A GREAT WORKING BODY OF BRITISH AND COLONIAL PUBLISHERS.

A very prominent and concrete example of what may be accomplished by intelligent organization and effort are the results which have been accomplished by the Empire Press Union of London, which was founded in 1909.

Its membership is made up of the leading newspapers of the United Kingdom, Canada, Australia, South Africa, India, New Zealand and other overseas possessions of the British Empire.

Its headquarters are at 71 Fleet street, London. The Central organization is directed by the Council in Fleet street, each of the Dominions is in itself autonomous, and secures representation in the control by appointing to the London Council nominees representing the individual press interests of their colony in London. That the Union's prominence and strength may be better understood, we append a list of the officers, members of the Council and chairman in the Dominions.

Chief among the Union's activities, and where its greatest success has been achieved, is the reduction of the costly press cable rates to all parts of the world, but more particularly between the Mother Country and her Dominions, thereby facilitating a larger service and more accurate news supply.

The improvement of working conditions for journalists throughout the Empire, in which direction considerable work in the way of obtaining recognition and extending privileges has been accomplished by united action.

The arrangement of Empire Press Conferences is on the lines

THE
PROVIDENCE JOURNAL
THE
EVENING BULLETIN

(BOTH 2-CENT PAPERS)

During the first three months of 1913 these papers printed 2,886,549 agate lines of advertising.

ONLY FIVE PAPERS in the United States exceeded this record.

These Papers Were EIGHTH on the List of the Newspapers of the United States in Advertising in 1912. Printing

11,456,304 Lines
Nearly Three Million Lines Greater than any other Newspaper in New England.

RESULTS ALWAYS.

Representatives:
CHARLES H. EDDY,
5024 Metropolitan Bldg., NEW YORK.
723 Old South Building, BOSTON
EDDY & VIRTUE,
1054 Peoples Gas Building, CHICAGO

of the big gathering of Empire Editors in London in 1909.

TO MEET IN CANADA.

The next meeting is arranged to be held in Canada next year, and has already obtained the Canadian Premier's approval and the support of the Dominion's press.

Indirectly many of the Union's successes have been of benefit to the newspapers of the United States. For example, through the weight of its influence and the exercise in pressure on the British and the Dominions postmaster-generals and by obtaining the support of the various governments, the cable companies have made a long list of press reductions, following which have been concessions to the general public.

Of chief interest to United States and Canadian newspaper men is the reduction of Atlantic rates. Prior to last autumn the news cable rate per word was ten cents. This was reduced fifty per cent. or to five cents during certain hours of the day and night, and seven cents at other times. It can be figured out approximately what this will save to one newspaper proprietor who spends annually \$50,000 on New York-London cabling. To the American publishers the saving should be a clear fifty per cent., as owing to New York time being five hours behind London nearly all the news should be gotten across at the minimum rate.

SOME ACCOMPLISHMENTS.

Various other reforms that have reduced expenses and facilitated the flow of news, in which the United States and Canadian press agencies and newspapers have no doubt benefited proportionally, are: Between India and London, former press cable rate twenty-four cents a word, reduced to eight cents;

South Africa, twenty-four cents to seven cents; Australia, twenty-four cents to fifteen cents; Straits Settlements, thirty-two cents to nine



W. H. MARSTON.

cents; Egypt, twelve cents to seven; British East Africa, twenty-four cents to eight cents; etc.

The excessive rates for press news from the Far East China to Great Britain, thirty-five cents a word, and Japan, thirty-eight cents, are now under consideration by the respective Governments as a result

of the Union's representations, and a reduction to seventeen cents a word is expected at an early date. This opening up of increased Far Eastern news will re-act favorably on American newspapers.

Other matters to which the Union has successfully addressed itself are as follows:

Admission of the Colonial newspapers' representatives resident in England, and visiting Dominions' newspaper men to attend the debates in the British House of Commons.

The inauguration in 1911 of the first Exhibition of British Empire newspapers, which showed resources and variety of the Dominions' press. The native Indian, French, Canadian and Boer press in addition to the many excellent journals of British character.

Cheaper newspaper postage rates; the extension of the Dominions' press of the privilege of registration in England, thereby enabling the circulation of their papers in the United Kingdom at much lower rates.

A notable feature is the entertainment of newspaper men in Great Britain and the extension of hospitality in a desire to bring about more intimate relations.

The Empire Press Union publishes among its members a monthly circular, now in its second year of publication, which reviews the results of its labors and the activities of the newspaper world for the past month.

The chairman of the Union is Hon. Harry L. W. Lawson, M. P., one of the proprietors of the London Daily Telegraph. The secretary is W. H. Marston, who assisted in the foundation of the Union and has been associated with all its numerous successes.

[THE FOURTH ESTATE has been asked by a number of prominent publishers to publish the foregoing, so that it may be correctly understood on this side of the water just what the Empire Press Union is and what it does.—Ed.]

THE PAPER FIELD.

Profitable operations are revealed in the report of the Anglo-Newfoundland Development Company for the year ending August 31, 1912. Profits, after allowing for plant and equipment depreciation, \$249,327. Written off the debenture stock issue \$79,804.

The Berlin Mills Company has removed its offices to the Woolworth Building, New York. Telephone numbers remain 6185-6186 Barclay.

Stanley Thompson of Toronto has been asked to find a suitable site for a paper mill near Toronto, to be built in the event of the present tariff bill becoming a law, providing free news-print paper.

The company making the request now gets much of its pulp-wood from Canada and is reported to be preparing to erect a mill in New Brunswick.

The Labrador Pulp and Paper Company has started the construction of a large pulp mill at Hamil-

ton Inlet that will have a yearly capacity of 90,000 tons. According to H. R. Reid, vice-president, it is the intention to build another mill at Sandwich Bay, with an annual capacity of 50,000 tons, as soon as the larger one is completed.

The annual outing of the employees of Lasher & Lathrop, Inc., New York, will be held at White-stone, L. I., on Saturday, June 14. The picnickers will go to the grounds in the company's auto truck. Athletics and a baseball game will occupy the afternoon and medals will be awarded for firsts and seconds in the races and jumps. Dinner will be served in the evening. The committee in charge is James Hanlon and Joseph Shaw.

Rumors continue in Montreal of control in the Belgo-Canadian Pulp & Paper Company by the Laurentide Paper Company.

Last week in Toronto, the Mississago Pulp and Paper Company was organized by F. J. Foley, G. F. Rooney and D. J. Coffey with a capital of \$2,500,000.

A new corporation has just been organized at Toronto, Can., to deal in pulp and paper stock. It is the A. D. Soup Company, capitalized at \$40,000.

FOUNDER SELLS OUT.

The Ontario (Wis.) Headlight has been sold by Paul J. Fauteck to F. W. Flatow. G. L. Schermerhorn will be in editorial charge. Mr. Fauteck established the paper about a year ago.

The Perth Amboy (N. J.) Chronicle will be sold at public auction on June 15. Full particulars may be had from Thomas Brown, receiver, 308 State street, Perth Amboy.

YOUR "WRAPPED" ATTENTION

is invited to our perfected

Nibroc Kraft WRAPPING PAPER

—the handsome "quality"
kind which gives—

**MOST STRENGTH
MOST "CLASS"
MOST WRAPPING "AREA" TO
THE POUND
MOST VALUE FOR YOUR
MONEY**

Let us send you proof samples,
also name of nearest dealer.

BERLIN MILLS CO. PORTLAND, MAINE.

Woolworth Bldg., NEW YORK.

William B. Dillon J. Santord Barnes
DILLON & BARNES
ROLL NEWS PRINT
for high-speed perfecting presses.
2 Rector Street, NEW YORK
Phone Rector 4955

OFFICERS OF THE EMPIRE PRESS UNION.

PRESIDENT, Rt. Hon. Lord Burnham, K. C. V. O.
PRESIDENT, Rt. Hon. Lord Burnham, K. C. V. O. HON. TREASURER, Rt.
Hon. Lord Northcliff. CHAIRMAN, Hon. H. L. W. Lawson, M. P.,
London Telegraph

MEMBERS OF COUNCIL.

Sir John Arnott, Bart., Dublin Irish Times.
Thomas Marlowe, London Mail.
R. D. Blumenfeld, London Express. J. S. K. Phillips, Yorkshire Post.
Robert Donald, London Chronicle. Sir George Riddell, News of the World.
Ernest Parke, London Star.
E. W. M. Grigg, London Times. Ellis T. Powell, London Financial News.
C. D. Leng, Sheffield Telegraph. C. P. Scott, Manchester Guardian.
J. A. Spondor, Westminster Gazette.

REPRESENTING OVERSEAS BRANCHES.

AUSTRALIA.

L. J. Brient, Perth West Australian, F. Graham Lloyd, Sydney Herald,
(London representative). (London office).
Edwin Preston, Adelaide Register, T. S. Townsend, Melbourne Argus,
(London representative). (London representative).

SOUTH AFRICA.

N. K. Kerney, Johannesburg Star, Henry Ledger, Cape Town Times,
(London office). (London office).

INDIA.

T. J. Bennett, C. I. E., Times of India, F. Crosbie Roles, Ceylon Times,
(resident in England). (resident in England).

NEW ZEALAND.

R. B. Brett, New Zealand Press Agency, New Zealand Associated Press,
(London manager). (London manager).

CHAIRMAN IN DOMINIONS.

SOUTH AFRICA, Dr. Maitland Park, CANADA, chairmanship vacant.
Cape Times. Times of China.
AUSTRALIA, J. O. Fairfax, INDIA, Dr. Stanley Reed,
Sydney Herald.

NEW ZEALAND, George Fenwick,
Otago Times.

SECRETARY AND EDITOR.

W. H. Marston, 71 Fleet street, London, E. C.,
where items of information will be gladly received and members welcomed when
in London.

TELEGRAPHIC ADDRESS.

Empresuni, London.

THE A. A. C. A. PRESS ARRANGEMENTS.

SPECIAL ROOM AND EVERY OTHER FACILITY FOR USE OF NEWSPAPER MEN.

When the wheels of the ninth annual convention of the Associated Advertising Clubs of America start moving at the Fifth Regiment Armory on the morning of Monday, June 9, a corps of newspaper men, special writers, telegraph operators and photographers will be on hand, with coats off and sleeves rolled up, ready to flash to the world their every turn.

Chairman Alfred I. Hart of the press and publicity committee of the Advertising Club of Baltimore is authority for the statement that approximately 150 correspondents, representing newspapers in every section of this country—and a few from foreign countries—will be sending out "copy" about the doings of the ad men.

IDEAL PRESS ACCOMMODATIONS.

To accommodate these correspondents and to make their work as easy as possible so far as physical accessories are concerned, the local press and publicity committee has set aside one of the most spacious rooms in the armory, within striking distance of the speaker's platform, and will fit it up with desks and typewriters and telephone booths and telegraph instruments and—well, everything that a newspaper correspondent needs to facilitate the work of "getting it across."

"We are going to make the men who must shoulder the work of reporting the convention realize that Baltimore not only does things, but does them thoroughly," said Mr. Hart.

"The big press associations have assured us of their earnest co-operation in furnishing quickly and accurately to the world at large the news of what the advertising men are saving and doing. The Baltimore date line will appear on thousands of dispatches that go out of the city during convention week.

"It is the aim of the local club and of the national publicity committee to have this convention 'covered' by wire more completely than any convention in the history of the affiliated clubs has been."

SESSIONS OPEN TO ALL.

The business sessions, all of which will be held in the armory from 9 o'clock to 12 and from 2 to 5 each day, will be open to the public.

TRENTON

is the trading center of a population of 150,000 in the Heart of the State of New Jersey.

THE TIMES

(Evening and Sunday)

is the only local paper to publish the findings of the A. A. A.

Mr. Advertiser:

That alone ought to convince you what paper you ought to use **KELLY-SMITH CO.** Representatives, 220 Fifth Avenue, NEW YORK, Lytton Building, CHICAGO.

In Our New Ten-Story Building equipped with the most modern and improved printing plant.

"פארוארד"

The daily average circulation of the **JEWISH DAILY FORWARD** is guaranteed by the A. A. A. as **139,960**

The circulation of the **JEWISH DAILY FORWARD** is open for examination by *any* bona fide advertiser at any time without notice to us.

Come and Examine Our Circulation at Our Expense.

A circulation audit of the A. A. A. dated January 20th, together with other vital and useful information regarding the vast field of over one million Jewish people in New York City sent upon request.

Send **FORWARD** 175 E. B'way, New York, for it.

NOTES AMONG THE AD FOLKS.

R. G. Cholmeley-Jones, advertising manager of the Review of Reviews, New York, is on a ten days' trip in the West.

A New York office has been opened by the Stockwell Special Agency, of Chicago. It is at 286 Fifth avenue and is in charge of A. T. Stockwell.

The advertising agency of Hill & Tryon, Pittsburgh, is now located in the new First National Bank Building.

W. H. Montague has been appointed to take charge of the publicity department of the Hamilton Brown Shoe Company, St. Louis.

Robert Crawford has been made advertising and publicity manager of the Haynes Automobile Company, Kokomo, Ind. L. E. McKenzie was at the same time appointed assistant sales manager.

J. J. McCall, late with the McCall Advertising Company, St. Louis, is now with the copy staff of the Taylor-Critchfield Agency, Chicago.

Edgar H. Hodginson, formerly with the New York Evening Post, is now on the advertising staff of the Philadelphia Public Ledger.

David E. Bloch has been appointed advertising manager of the Globe-Wernicke Company, Cincinnati, succeeding the late L. H. Martin. Mr. Bloch was formerly with the J. J. Gill Company, Portland, Ore., and the C. D. Shepard Company, New York.

Bruce Farson, late of the Chicago Tribune, and G. M. Lauck, formerly with the Root Newspaper Association, are new additions to the staff of the Dunlap-Ward Agency's Chicago office.

Russell Gray has returned to the Philadelphia Record to take charge

of the advertisers' service department. Recently Mr. Gray has been with the Fowler-Simpson Agency, Cleveland.

The J. Walter Thompson Company has closed its St. Louis office. E. H. Thielecke, manager of this branch, will be in the future associated with the Chicago office of this company.

George Costello, who for twelve years has been connected with Doubleday, Page & Co., has become vice-president of the H. H. Charles Advertising Agency, New York.

John Phelps Slack, formerly with the Frowert Advertising Agency, is now connected with the Charles Blum Agency, Philadelphia.

Several new men have recently become associated with Hearst's Magazine. They are P. L. Atkinson, formerly of the Munsey publications, who has taken charge of the new department called Adver-

tising Classified; J. C. Whyte, who will be located in the Boston office; E. Lanning Masters, formerly of the Blackman-Ross Advertising Agency, R. H. Macy & Co., and the New York Times, who is now in charge of the promotion department, and H. B. Heth, Jr., formerly of the Chicago Record-Herald, in charge of the school advertising.

Howard P. Ruggles has been appointed Eastern advertising manager of Leslie's Weekly. Mr. Ruggles was at one time advertising manager of Hampton's Magazine and later of the Smart Set.

George S. Thorsen is the new Western advertising manager of the Scientific American and of American Homes and Gardens. Mr. Thorsen is a brother of Mitchell Thorsen, advertising manager of the Metropolitan.

Foster Gilroy is now general manager of Ewing & Miles, New York advertising agents. Mr. Gilroy has for some years been publicity manager for the Frank A. Munsey Company. C. L. Kain, formerly of H. H. Walker, Inc., has also joined the staff of Ewing & Miles, Inc.

TELEPATHY IN ADS.

W. R. Hotchkiss, advertising manager of Gimbel's, says: "Fellow advertising men, get enthusiasm. Don't write until you are filled with enthusiasm about your subject. There is telepathy in advertising. What you feel when you write is what the reader will feel when he reads.

"If you are dull, or tired, or doubtful, you better go out and play tennis or golf. The first duty to your employer is not to write until you feel the proper spirit for it. You must put selling power into what you write, or there will be no selling power in what is read."

MOUSEN'S NEW VENTURE.

The town of McClusky, N. D., has a new paper called the Sheridan Post. It is really a revival of the Free Press, which suspended several months ago, and is published by T. D. Mousen, late of the Martin Searchlight.

HOTEL ST. DENIS

BROADWAY & 11TH ST., NEW YORK CITY.
Home COMFORTS Without EXTRAVAGANCE.

The only first-class hotel near all steamship lines.

Within easy access of every point of interest. Half block from Wanamaker's. Five minutes' walk of Shopping District.

NOTED FOR:—Excellence of cuisine, comfortable appointments, courteous service and homelike surroundings.

The very best accommodations in the city at

\$1.00 Per Day Up.

7 minutes from Grand Central Depot.

10 minutes to leading stores and theatres.

ST. DENIS HOTEL COMPANY

Also **STANWIX HALL HOTEL, ALBANY, N. Y.**

JOSEPH PULITZER'S IDEALS.

REALIZATION OF HIS POLICIES DECLARED THIRTY YEARS AGO.

On the celebration of its thirtieth anniversary of becoming the property of Joseph Pulitzer the New York World printed a retrospect of the economic, social, political and governmental regeneration of the United States in that period and how present day conditions are singularly in harmony with the announced policies of Mr. Pulitzer when he became owner of the World on May 10, 1883. Its ideals are the same today.

Here is the World's article in full:

"Thirty years ago today Joseph Pulitzer became the editor and sole proprietor of the New York World.

"That day marked the beginning of a new journalism in the United States—a journalism that was to be independent of individuals, of private interests, of personal ambition, of political factions and of parties—a journalism devoted unreservedly to public purposes and public principles regardless of all other considerations.

"The World began its new career with a platform of policies that were freely denounced as revolutionary and communistic:

- "Tax luxuries.
- "Tax inheritances.
- "Tax large incomes.
- "Tax monopolies.
- "Tax the privileges of corporations.
- "A tariff for revenue.
- "Reform the civil service.
- "Punish corrupt office-holders.
- "Punish vote-buying.
- "Punish employers who coerce their employes in elections.

"Today that platform would be regarded as mildly and innocuously conservative in most of its planks. The last remaining issues embodied in the declaration of political faith are in process of actualization in the Congress of the United States.

THIRTY YEARS AGO.

"When Mr. Pulitzer took over a discredited newspaper that had been the plaything of Jay Gould, Amer-

THE EVENING WISCONSIN

Milwaukee's Favorite Home Paper. It is QUALITY Circulation against mere BULK Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

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

JOHN W. CAMPSIE, Business Manager.
Foreign Representatives:
CHAS. H. EDDY, EDDY & VIRTUE,
Metropolitan Bdg. People's Gas Bdg.

ican government was in a state of transition.

"The war issues were still alive.

"The Bloody Shirt was a familiar feature of every campaign.

"The Federal troops had been withdrawn from the South only six years before, and Northern Republicans regarded that unhappy section of the country as a conquered province.

"Nowhere, North or South, was there genuine freedom of elections.

"The ballot-box was protected by force, not by law.

"Vote-buying was an established practice.

"Employers coerced their employes and marched them to the polls on election day to vote according to orders.

"Elections were commonly carried by fraud.

"Seven years before, the Presidency itself had been stolen. Corporations were without restraint.

"Railroads were the prizes of Wall street piracy.

"Corruption was a recognized system of government.

TODAY.

"In the course of these thirty years an Interstate-Commerce law has completely established the authority of the National Government over railroads engaged in interstate commerce.

"An Anti-Trust act defines and punishes conspiracies in restraint of trade.

"A secret ballot has been secured, with an honest count.

"Corporations have been forbidden by law to contribute to political campaign funds.

"Both parties and candidates have been compelled by law to publish a full list of their contributions and expenditures.

"The assessment of office-holders for political purposes has been made a crime.

"The spoils system has been largely eradicated.

"The standards of public service and public duty have been created.

"A new patriotism has arisen that refuses to be shackled within party lines.

"Trade, finance and industry have undergone a revolution that is no less moral than material, and the Nation has attained a unity in aims and ideals beyond anything heretofore achieved.

"In the course of these thirty years Democracy has fought its fight with Plutocracy and triumphed.

"The supremacy of human rights over property rights has been established.

"Nothing that has taken place in these three decades is more remarkable than the change in the attitude of the country's captains of money and industry toward the public at large. Wall street itself would not now tolerate a Jay Gould or a Jim Fisk.

CORPORATION CONTROL.

"The greatest corporation in the United States, with its thousand million dollars of capital, would not assert a right to manage its affairs regardless of the public in-

terest or regardless of the welfare of its employes.

"Property has moved forward to the advanced ground that radicalism once held, and radicalism has moved on to fields once undreamed of.

"No man can study the history of the American people during its various epochs without being profoundly impressed by their steady mental, moral and political progress.

"Each generation has a higher code and a higher standard than its predecessors. Each has a firmer grip upon fundamental principles and a broader understanding of the issues presented to it.

"There have been nominal reactions in American politics, but none endured for long.

"This is not merely a richer or a more numerous people than it was in 1883. It is a more intelligent people and a more ethical people. It has a saner public opinion, a more alert national conscience and a finer sense of justice.

"And the World ventures to say, in no spirit of boasting or self-glorification, that the inspiring history of these thirty years might have been vastly different but for the new American journalism that Joseph Pulitzer created thirty years ago today.

THE WORLD IN 1913.

"Human progress, remarked Lecky, rarely means more than a surplus of advantages over evils. It will always be so. The struggle for liberty is mainly a struggle against the abuses of authority.

"Oppression is always Privilege, buttressed by law of one kind or another. Progress is less the enactment of legislation to promote popular welfare than the repeal and modification of legislation which sacrifices the many to the advantage of the few.

"Issues change, but principles remain eternal, and there is no truce in the battle for human rights.

"Thus, regardless of changing conditions and changing issues, the World stands today where it stood thirty years ago, fighting the same fight for the same principles, keeping the same faith, dedicated to the same ideals of public service and public duty."

TRIP TO THE CATSKILLS.

The New Jersey Press Association will have its annual outing this year in the Catskill Mountains, assembling June 20 at the old Catskill Mountain House, in Catskill.

The New Jersey editors have not visited the Catskills since 1906, when they had their yearly meeting at the same hotel. The members will journey to the Catskills on the day boat.

ELECTED EDITOR.

Selmer H. Solberg of Big Timber has been unanimously re-elected to the position of editor-in-chief of the College Exponent, the weekly paper published by the students of the Montana State College. Solberg edited the paper creditably for the past year and is now engaged in regular newspaper work on the Bozeman (Mont.) Chronicle.

ADVOCATE OF PEACE.

Ralph Norman Angell Lane, visiting English journalist, lecturer and peace advocate, was a speaker at the Broadway Tabernacle, New York, last Sunday night under the auspices of England's Peace Society. Mr. Lane is better known as "Norman Angell." In his remarks on the "Great Illusion" of war he declared the coming of international peace is merely a matter of shaking off old illusions. He said the whole world relied on America to take the lead in the peace movement.

NEW CANTON MANAGER.

Leon Gregg Willcox, recently state editor of the Denver Rocky Mountain News of Denver and widely known in Chicago and the middle West, has been placed in charge of the Canton (Ill.) Daily Ledger. Mr. Willcox succeeds Hugh Agnew, who has gone into other business.

A NORTHWEST CHANGE.

The North Yakima (Wash.) Morning Herald and the Evening Republic are now being printed from the same plant. W. W. Robertson, proprietor of the Republic, having taken over the Herald. The Herald Building is undergoing a complete remodelling.

PROGRESSIVES BUSY.

The Tulsa (Okla.) Journal has been acquired by a new company and will be the official state organ of the Progressive Party. The new management is headed by Thomas A. Latta, formerly editor of the Tulsa World.

SPARTANBURG EDITOR.

L. J. Penney has been appointed managing editor of the Spartanburg (S. C.) Journal. Mr. Penney is from Memphis, where he was with the News-Scimitar. He takes the place of Charles P. Calvert, who recently retired.

FOR ARKANSAS.

A new paper will be published in Dardanelle, Ark., this month. It will be known as the Democrat and owned by the firm of Ridgen & Kid. H. N. Ridgen will be the manager and Frank C. Kid the editor.

The Kent County News is about to appear at Harrington, Pa.

Advertising Growth of Sunday's Times.

In April the Sunday edition of the

NEW YORK TIMES

published 306,744 lines of advertisements, a gain of 41,374 lines, a greater gain than five other New York Sunday newspapers.

Sunday's NEW YORK TIMES offers advertisers the greatest quantity of the best quality of circulation.

BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS, ELECTROTYPERS

NEW YORK. CHICAGO. ST. LOUIS

YOURS

THE 1913 EDITION OF THE
BARNHART
TYPE SPECIMEN BOOK.

All you need to know about type. If your copy is not received by May 15th, write at once to

Barnhart Bros. & Spindler

St. Louis 168 W. Monroe St., New York
Omaha CHICAGO Washington
Kansas City St. Paul
Dallas Seattle

Scrap Your Steam Tables

and save money, time and labor, and improve printing. You may use **WOOD DRY MATS** for all pages with uniformly perfect results. Absolutely reliable and **MUCH** cheaper.

WOOD FLONG COMPANY,
1 Madison Avenue, NEW YORK.

NEWSPAPER NOTES FROM ABROAD.

ACTIVITIES OF THE CRAFT IN MANY FOREIGN COUNTRIES.

The New Zealand branch of the Empire Press Union, at its annual meeting, passed a resolution impressing upon the Government the importance of uniting with Australia and Canada in urging upon the Imperial Government the necessity for constructing a state-owned cable across the Atlantic, to be worked in conjunction with the Pacific cable and managed by the Pacific Cable Board.

The following executive board was elected for the branch for the ensuing year: G. Fenwick (chairman), H. Horton, H. Brett, L. P. Blundell, P. Selig, H. Weston and the Hon. G. Jones.

The following were elected associates: W. Dinwiddie, Napier; R. P. Furness, Blenheim; R. J. Gil-mour, Invercargill; and A. L. Muir, Gisborne.

A project is on foot in Brussels to start a weekly newspaper in the

equatorial part of the Congo Colony—probably at Boma. There is already a Congo paper printed in English and French at Elizabethville, the capital of the Katanga district, which adjoins northern Rhodesia.

The Egyptian Gazette, under the able control of Rowland Snelling, easily maintains its leading position among the daily journals printed in English in Nileland.

With a view to preventing the growth of anti-German feeling in Alsace-Lorraine the Federal Council of the German Empire is considering exceptional measures to be adopted.

One of them is aimed at newspapers in the French language, the circulation of which in the annexed provinces may be prohibited by order of the Governor if he considers them anti-German in sentiment and the other intends to give to the Governor the power to suppress any society which he regards subversive to public order.

Isaac Suwalsky, editor of the only Hebrew newspaper in London, died there on Monday.

The officers for the forthcoming year of the Association of Advertisement Managers of the London and Provincial Press are: President, G. Wetton; vice-president, E. T. Nind; hon. treasurer, A. Bet-tany; hon. secretary, Louis Kauf-man; council of management, G. Wetton, Daily Express; Edwin T. Nind, C. A. Pearson, Ltd.; A. Bet-tany, Western Morning News; T. L. Baily, the Connoisseur; S. G. Coran, Westminster Gazette; G. Sparkes, Graphic and Bystander; A. Richardson, Daily Chronicle; J. Warburton, Daily Graphic; E. Sothcott, Our Home and Lady's World; A. Hodges, Family Herald; F. Osborne, Windsor Magazine; W. T. Smith, Hull Daily Mail; E. M. Leman, Fry's Magazine; H. C. Paterson, Yorkshire Evening Post; G. E. Perman, the Motor, Cycling, etc.

The forty-fifth annual meeting of the London Press Association, Limited, was held last week with J. S. R. Phillips, Yorkshire Post, Leeds (chairman of the association), pre-siding.

Meredith T. Whittaker of the Scarborough Evening News was elected to fill the vacancy on the committee of management caused through the retirement by rotation

of William Brimelow, Bolton Evening News. Mr. Brimelow was elected to the consulting board, in the place of David Duncan, South Wales Daily News, Cardiff, who re-tired by rotation.

At a meeting of the committee of the Irish Journalists' Association in Dublin, M. M. O'Hara, presi-dent, announced that the new of-fices of the association, at 12 Fleet street, would be opened to members during the coming week.

From the Newspaper Owner and World, London.

"Your halfpenny paper may yet cost you a penny, and your penny journal three-halfpence."

The London Times at 2d., with its two, and sometimes three, com-plete sections, has now set a new standard of intrinsic value to which the lower-priced newspapers must respond, but that they cannot profit-ably do this without increasing their price, and that this especially ap-plies to the halfpenny papers.

The Newspaper Owner and World has always taken the view that newspapers are too cheap and that there should be some attempt to cut the loss on the sale. A Daily Mail, for example, with a circula-tion of, say, 750,000 copies at 1d., instead of 900,000 at ½d., should not lose a penny in advertising revenue, and would turn what must be a loss on sale, even with its own paper mills, into a handsome profit.

A PROFITABLE NAP.

A jury before Judge Charles C. Black in the Passaic (N. J.) County Circuit Court returned a verdict of \$250 Monday in favor of Freder-ick A. Mallery, an editor, in his suit for \$20,000 damages against the Erie Railroad.

On October 18, 1911, while re-turning to his home in Passaic Mr. Mallery told Conductor Hardy that he was going to take a nap and asked that he be awakened before reaching his station. The conduct-or promised, but forgot, according to the testimony, until the train was leaving Passaic.

Mr. Mallery asked the conductor to stop at the next station, Harrison street, but Hardy said the next stop was Paterson and demanded a fare of twelve cents for the enforced ride. Mr. Mallery refused to pay and was taken before Recorder Carroll in Paterson and discharged.

PUBLICITY MAN ILL.

William W. Aulick, head of the publicity department for the Liebler Theatrical Company, New York, suffered a stroke of paralysis in his office in the Century Theatre.

Mr. Aulick was for several years dramatic editor of the New York Telegram and later was the base ball editor for the New York Times and the Evening Mail. He had been ill for three or four days.

READY PRINTS WANTED.

A correspondent of THE FOURTH ESTATE desires to be put in touch with some firm that furnishes ready prints to small newspapers.

The Alma (Kan.) Signal is now owned by Lewis & Bouck.



Hard use should not injure a typewriter.

A correctly designed and built machine should stand abuse as well as use; should be always ready; should have no flimsily constructed contraptions to get out of order at a critical moment. Such a machine is the

VICTOR TYPEWRITER

(Model No. 3)

Perfect alignment may be guaranteed because, unlike all others, the type bar stands on an inch-wide bearing, and cannot vibrate as it reaches the printing centre. The bars are of drop-forged steel and absolutely rigid.

Highest speed and absolute accuracy is possible with the VICTOR as the carriage moves on ball bearings and the escapement has no springs.

The VICTOR has visibility plus durability and will cut many a dollar from your annual typewriter expense. We will gladly demonstrate it to you, or we will rent you a new machine for that extra work for \$3.00 per month.

Victor Typewriter Co.

Broadway & 23rd Street
NEW YORK

Telephone Gramercy 6583

1937 Pages. 6300 Gal. eys. 120 MILLION EMS

A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark



MERCHANT & EVANS CO.
Smelters—Refiners
PHILADELPHIA

Trade Mark



Registered.

NEW YORK
BROOKLYN

CHICAGO
KANSAS CITY

BALTIMORE
DENVER

Registered.

THE HERALD
HAS THE
LARGEST MORNING
CIRCULATION
IN
WASHINGTON

JOHN W. HUNTER, Publisher.

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

SEATTLE "P-I"

The only seven day A. P. paper in the Metropolis of the entire Northwest. The one paper in the entire West without competition in its field. It reaches into the homes of the most prosperous people on earth.

WM. J. MORTON CO., Eastern Rep.,
Fifth Avenue Building, NEW YORK.
Hartford Building, CHICAGO.

HARVARD ACTIVITIES.

The Crimson, Harvard's daily paper, may soon have a home of its own. Since 1901 the Crimson has had its headquarters in the basement of the Harvard Union. A graduate committee was formed last year with power to purchase land and make plans for a new building. A lot was purchased for the site of the building on Plimpton street, Cambridge, near the college yard, and in the centre of undergraduate life.

It is hoped that within a year or two a practical business home will be built for the Crimson at a cost of approximately \$41,000, including the cost of the land. The paper itself will do a large part toward defraying the expenses of the new project, but no small part will be raised through gifts and loans from graduate editors of the paper. There will be offices for the Harvard Alumni Bulletin and the Student Council and also for the newly organized Press Club.

At a dinner in celebration of its fortieth anniversary held by the Crimson the new plan was discussed. The dinner was held in the Harvard Union and was attended by about 125 persons, including members of the Crimson, past and present; representative men from the undergraduate body, representatives from the Yale Daily News,

THE
NEW YORK
WORLD

Sells (morning edition)

MORE copies than
any other two papers

Print.

The merchants place the volume of their advertising in the

BUFFALO
TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,
Special Advertising Representatives,
225 5th Ave., N. Y. Steger Bldg., Chicago.

THE MINNEAPOLIS
JOURNAL
EVENING AND SUNDAY
REACHES MORE HOMES IN
MINNEAPOLIS THAN ANY
OTHER NEWSPAPER.

O'MARA & ORMSBLEE, Representatives.
Brunswick Bg., N. Y. Tribune Bg., Chi.

the Princetonian, and the Cornell Sun, and several other guests.

The annual Spring elections of the paper took place last week, resulting in the selection of William Cheney Brown, Jr., of Hartford, Conn., as president and Arthur Calvert Smith of New Haven, Conn., as managing editor for 1913-14. Spencer Owens Shotter was elected business manager. Other elections were: Secretary, Fletcher Graves; editorial chairman, W. M. Tugman; assistant business manager, J. H. Baker; circulation manager, S. F. Greeley.

THE GET-TOGETHER SPIRIT
IN ARIZONA.

The first get-together dinner of the Phoenix (Ariz.) Republican force was given by President Dwight B. Heard at the Ford Hotel, and is the forerunner of a series of like enjoyable occasions that have been planned by Mr. Heard for the men who are working for him.

The occasion was not altogether one of eating. The program started out with one of Mr. Heard's usual straight from the shoulder speeches, on the promotion of the spirit of hearty accord and "pull together," among the men. He said this was the real purpose of the meeting. He announced a plan of vacations at full pay for those of his men who have been on the paper a year.

Mr. Heard also gave notice of the installation of an improvement department in the paper—an adjunct to the other departments which is meant to crystallize the ideas and suggestions into definite plans for betterment. "Give the people a newspaper that is a newspaper, and the work will be successful," Mr. Hayt said that was the idea conveyed in the suggestion for the improvement department.

Those who spoke or otherwise took a part in the program included Charles Stauffer, business manager; Garth Cate, assistant business manager; J. W. Spear, editor; Ira H. S. Huggett, A. H. Tebben, Joe Levy, Maitland Davies, Jacques

The Remarkable Advertising
Growth of the

WASHINGTON
TIMES

Is built on the
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,
The Times is Preferred.

Pittsburg Dispatch

Greater Pittsburgh's Greatest Newspaper.
A MEDIUM THAT NEVER FAILS.
Goes into more homes, offices and work-shops than any other paper.
Best classified medium between New York and Chicago. Write or Telephone.
H. C. Rook, Real Estate Trust Bldg., Phila.
W. G. Brooke, 225 Fifth Ave., New York.
H. M. Ford, 122 So. Michigan Ave., Chi.
W. E. Edge, Atlantic City, N. J.
Dorland Co., 3 Regent St., London, Eng.

Neyvatte, Fred Adams, James Simpson, Dan Huntington, Geroid Robinson and Marlin T. Phelps.

HE DIDN'T ADVERTISE.

Written for THE FOURTH ESTATE.
By Robert B. Rogers.

A business man in our town
Whose name was U. N. Wise,
Resolved one day to this extent
That no more he'd advertise.

Quoth he "I'm sure my wares will sell
For I keep the best supplies,
And folks I know will buy of me
So why should I advertise?"

No more within the daily press
Or the monthly magazine,
Nor in the street cars day by day
Will my business ads. be seen."

His trade grew dull as time passed on
Finally worry turned him gray,
"Oh, why" asked he, "is business thus,
As of old why don't it pay?"

His business went from bad to worse,
On the shelf his stock would lay,
For no one came to buy his wares,
So he closed his shop one day.

No more above that store we see
The big sign of U. N. Wise,
As he is out of business now
For he would not advertise.

A BUSINESS TROUBLE.

Creditors of the Dayton (O.) Record Publishing Company have applied for the appointment of a receiver for that concern. They allege that the company is heavily in debt and that its affairs are mismanaged. The principal petitioner is M. O. Moore, who claims the company is indebted to him in the sum of \$1,620.

FOR PORTLAND, ORE.

A new weekly publication is soon to appear in Portland, Ore. It is planned to issue it about July 3, under the name of the Hourglass with R. A. Harris as editor. Dr. C. H. Chapman and Colonel C. E. S. Wood are interested in the venture.

TO OWN A PAPER.

Robert Smith has left the staff of the Knoxville (Tenn.) Sentinel and is succeeded by A. S. Oglesby of Chattanooga. Mr. Smith plans to start a Baptist weekly publication of his own.

THE BOSTON
JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers.

There are in **BALTIMORE** 100,000 homes

The combined circulation of the
AMERICAN and the
STAR
is from 130,000 to 140,000
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,
Marquette Building, CHICAGO.
VERREE & CONKLIN, Inc.,
225 Fifth Avenue, NEW YORK.

HEARST CORPORATIONS.

The two separate Hearst corporations that have been publishing the New York American and the New York Evening Journal have been incorporated in Albany under one name—the Star Company of New York. The capital is stated as \$110,000 and the incorporators, William Randolph Hearst, Solomon S. Carvalho, Edward H. Clark, Arthur Brisbane and Bradford Merrill all of New York. The Star Company was originally a New Jersey corporation.

COMPANY OWNERS.

A new company has been organized to take over the Nashville News, a semi-weekly paper now in its thirty-fifth year. The new organization is composed of A. C. Ramsey, W. E. Brown, J. M. Power, Jesse D. Hill, S. B. Reese, C. G. Hughes, C. W. Dodson, Dr. W. H. Toland and C. C. Ramsey.

KANSAS MEETING.

The Fifth District Editorial Association of Kansas is holding its meeting at Clay Center. Professor Merle Thorpe of the State University School of Journalism will make the principal address. The gathering is the annual meeting of the association and much business is to be transacted.

THE
LOS ANGELES
TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

LARGEST CIRCULATION
IN LOS ANGELES.

Represented by **PAUL BLOCK, Inc.**
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
Tremont Building, BOSTON.

ONE Strong Appeal to Advertisers for the **ST. LOUIS STAR** is that it is the ONLY INDEPENDENT NEWSPAPER in the Mississippi Valley.

THE NEW ORLEANS ITEM.

More circulation daily than Times-Democrat and Picayune COMBINED—50 per cent more than States.
Second U. S. P. O. Report
Six months net average circulation **48,525**
No other paper has yet reported.
JOHN BUDD CO. Foreign Adver. Reps. NEW YORK. CHICAGO. ST. LOUIS.

STAFF CHANGES.

C. R. Dodsworth, on the advertising staff of the Springfield (O.) Daily News for the past year, has resigned to join the Denver staff of the Thomas Cusack Advertising Company.

R. G. Carpenter, formerly with the foreign department of the Hearst publications and representing those newspapers in New England, is now connected with the special agency of C. George Krogness, Chicago.

Frederick C. Weimer is now connected with the copy desk of the New York Evening Mail.

H. H. Turnbull has been appointed assistant dramatic critic on the New York Tribune.

Harry F. Guest has moved up to the head of the copy desk of the New York Evening Mail, succeeding Ellen Alexander, who is now with the Tribune.

Joseph Millard is the new sporting editor of the New York Press, taking the place of James R. Price, who recently resigned.

William McCloughlin has left the Brooklyn Standard-Union to join the Brooklyn staff of the New York Tribune.

Charles B. Harris has been compelled by poor health to leave his position with the San Antonio Ex-

Comprehensively Progressive
The EVENING TRUE AMERICAN

TRENTON, N. J.
During the month of March, 1913, the Evening True American carried 1,656 inches—23,184 lines more Display Advertising of Trenton's merchants than any other Evening paper. Why? Because local merchants know the paper that Trenton people have confidence in.
During the last four months the Evening True American has led in local display advertising by 180,306 lines.
Foreign Representatives, LACOSTE & MAXWELL, Monolith Bldg., NEW YORK, Marquette Bldg., CHICAGO.

THE BOSTON GLOBE Has the LARGEST TWO-CENT circulation in the U. S. 1912 AVERAGES.

Daily, 190,149; Sunday (5c) 322,915.
The Globe in 1912 carried 8,642,511 lines of ADVERTISING. This was a GAIN of 266,450 lines over 1911 and was 1,724,621 lines MORE than any other Boston paper.
This included 506,937 WANT ADS—more than three times the number carried by any other paper.
The Globe reaches the substantial and well to do people of Boston and New England.

CLEVELAND is the metropolis of Ohio. The **PLAIN DEALER**

its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1913, was as follows:
Daily 112,009. Sunday, 143,630
J. C. WILBERDING, Representative, 225 Fifth Avenue, New York.
JOHN GLASS, Peoples Gas Bldg., Chicago

press and return to his home in St. Louis.

James H. Price is the new foreman of the Washington Herald composing room, succeeding Frank S. Lerch, resigned.

Herman Gerecke, who recently resigned from the Erie (Pa.) Times staff because of sickness, is reported to be improving.

Ed. Foye of the Erie (Pa.) Herald has resigned to devote his time to a fruit farm in the North-east grape belt.

A. L. Schlosser of the North Yakima (Wash.) Republic has resigned and is succeeded by J. C. Fleharty.

James Harre, after several years with the North Yakima Republic, has gone to Calgary, Can.

Archie Jamieson is now covering the White House for the Washington Times.

Irwin Barbour has been appointed telegraph editor of the Washington Herald, succeeding Edwin Harris.

Fred Myers has resigned the editorship of the Athol (Kan.) Record to go to Shoshone, Neb.

J. T. Pryor of Terrell is now in charge of the make-up of the Denison (Tex.) Herald. He succeeds John Leonard, who is now with the News.

Ed Welsh, formerly of Detroit, but for the last few years in Toledo, O., has returned to the Detroit Free Press.

Charles Angell has given up newspaper work in Grand Rapids, Mich., to become publicity manager for Ramona Park.

J. K. Dougherty, formerly managing editor of the Ottumwa (Ia.) Courier, has joined the staff of the Washington (D. C.) Times.

Charles Howell, cartoonist on the New York Review, has been appointed assistant art manager of the Calkins & Holden Advertising Agency.

W. Cocke and E. L. Jarvis have left the forces of the Beaumont

THE PITTSBURG PRESS

HAS THE Largest CIRCULATION IN PITTSBURG. DAILY AND SUNDAY

Foreign Advertising Representatives, J. A. KLEIN, Metropolitan Tower, N. Y. JOHN GLASS, Peoples Gas Bldg., Chicago

THE News Scimitar of MEMPHIS, Tennessee,

is the LEADING NEWSPAPER in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Mollers Building, CHICAGO. Tremont Building, BOSTON.

(Tex.) Enterprise and are now with the Journal. Their successors are W. W. Williams and D. M. Boudreaux.

John E. Galbreath, for the past been appointed night editor of the Nashville (Tenn.) Democrat, has been appointed night editor of the Associated Press office in Atlanta. Stuart Towe is his successor.

CITY WANTS TRADE MARK.

Two prizes have been offered by the Merchants' Association of New York for the best designs for an emblem and motto to be attached to merchandise distributed from New York so as to advertise the city and its products. New York has never had such an emblem, although it is the greatest manufacturing centre in the country. Many other cities have them.

For the best design the Merchants' Association will pay \$150 and for the second best \$50. The conditions of the competition require that all designs are forwarded to S. C. Mead, secretary of the Merchants' Association, at 233 Broadway, not later than July 1.

WOMAN ATTACKED.

A posse of citizens are searching the country for the assailant of Mrs. Lawrence D. Newberry, wife of the editor of the Creston (O.) Journal, who was beaten into unconsciousness by an intruder.

Mrs. Newberry said that the man, who entered her home, demanded money and attacked her when his request was refused. Mrs. Newberry is a bride of a month.

MICHIGAN PRESS WOMEN.

As guests of the Detroit Federation of Women's Clubs, the members of the Michigan Woman's Press Club will meet in Detroit, May 27-29 for a three-day session over which Mrs. Pruella Janet Sherman of Detroit will preside as president.

Headquarters will be at the Tuller Hotel.

J. WALTER THOMPSON COMPANY.

The experience of forty-eight successful years Guarantees to those who entrust their



ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.
Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO., Representing Newspapers of Brunswick Bldg., NEW YORK Tribune Bldg., CHICAGO Chemical Bldg., ST. LOUIS

PAYNE & YOUNG SPECIAL REPRESENTATIVES. 750 Avenue Building, NEW YORK 750 Marquette Bldg., CHICAGO

CARPENTER-SCHERER SPECIAL AGENCY Fifth Avenue Building, NEW YORK People's Gas Building, CHICAGO.

VERREE & CONKLIN PUBLISHERS' REPRESENTATIVES (Inc) 225 Fifth Avenue, NEW YORK

AD-FEST IN BUFFALO.

The Affiliation Ad-Fest of the Buffalo, Cleveland, Detroit and Rochester Ad Clubs, to be held under the auspices of the Buffalo Ad Club, will take place at Buffalo on Saturday, June 14. At the morning session the subject for discussion will be "How to Make the Letter Produce," and a number of men competent to talk on this subject will be heard. At the afternoon session there will be a free and open discussion on "Analyzing of Sales and Advertising."

There is to be a banquet in the evening, at which the speakers will be Alvin G. Hunsicker, general manager of the Standard Oil Cloth Company, New York; Thomas Martindale, of Philadelphia; Geo. H. Perry, advertising director Panama-Pacific Exposition, San Francisco, and Roy B. Simpson, advertising manager, Roberts, Johnson & Rand Shoe Company, St. Louis.

The delegates have been requested to bring ladies, for whose entertainment special provisions have been made.

TO MANUFACTURERS.

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY 456 Fourth Avenue NEW YORK

THE
**NEW YORK
EVENING
JOURNAL**

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

YOU MUST USE THE
**LOS ANGELES
EXAMINER**

to cover the GREAT SOUTHWEST
Sunday Circulation **110,000**
MORE THAN

FROM THE AD FIELD.

SOME OF THE BUSINESS NOW
BEING PLACED BY THE
AGENCIES.

HAMBLIN, 200 Fifth avenue,
New York.—American Asbestos
Company, "Motorbestos Break Lin-
ing," Norristown, Pa.; orders be-
ing placed with a list of large city
papers.

Clarke's Thinning Salts Corpora-
tion, 149 Broadway, New York;
placing orders with New York City
papers for the present.

HICKS, 132 Nassau street, New
York.—Sunset Park Inn; twelve-
line thirty-time orders being placed
with a selected list of Eastern pa-
pers.

IRONMONGER, 20 Vesey street,
New York.—Marshall Chemical
Company, "Crampine," Times
Building, New York; placing orders
with papers in the vicinity of New
York.

LESAN, 440 Fourth avenue, New
York.—Knox Hat Company, 452
Fifth avenue, New York City; this
advertising will in the future be
placed through the above agency.

BROMFIELD - FIELD, 1780
Broadway, New York.—Placing ad-
vertising for the Virginia Hot
Springs in a number of daily pa-
pers in Eastern cities.

Ajax Grieb Tire & Rubber Com-
pany, "Ajax Tires," 1796 Broad-

The Nub of the Situation



It's Clean

in Pittsburgh is
this: You can't af-
ford to do without
the

**Pittsburgh
Sun**

(every afternoon
except Sunday)

If you wish to cover this rich field in the
most thorough manner. More details for
the asking.

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

THE
**CHICAGO
EVENING
AMERICAN**

has the largest circulation
of any paper in Chicago,
Morning or Evening, and
largest of any paper west
of New York.

way, New York; placing orders
with a selected list of papers.

McCANN, 11 Broadway, New
York.—North American Construc-
tion Company, Bay City, Mich.;
placing advertising through the
above.

SIEGFRIED, 50 Church street,
New York.—Casto Company, 135
West 19th street, New York; con-
tracts for 5,000 lines being made
with a selected list of New York
State and Ohio papers.

VREDENBURG - KENNEDY,
456 Fourth avenue, New York.—
Van Dyke Exchange Stables, 160
West 15th street, New York; plac-
ing orders with New York State
papers.

WALES, 125 East 23d street,
New York.—Hydrox Chemical
Company, 11 Cliff street, New
York; will place orders with New
York City papers early in June.

DAUCHY, 9 Murray street, New
York.—Parker's Hair Balsam, hair
tonic, Long Island City, N. Y.; or-
ders being placed with the same
list of papers usually used.

Hiscox Chemical Company.

LEVEY, Marbridge Building,
New York.—Martinque Hotel,
Broadway and 33d street, New
York; orders being placed with a
selected list of papers on a trade
basis.

ALLEN, 141 West 36th street,
New York.—Adams Express Com-
pany, 53 Broadway, New York;
advertising now is being placed
through the above agency.

CARPENTER & CORCORAN,
26 Cortland street, New York.—
Aristos Company, "Mondex Auto
Devices," 250 West 54th street,
New York; placing one-time orders
with a selected list of Sunday pa-
pers.

COLTON, 165 Broadway, New
York.—Hudson River Day Line,
Desbrosses street pier, New York;
placing orders with Eastern papers.

BARNES, 456 Fourth avenue,
New York.—P. Priestley Company,
100 Fifth avenue, New York; put-
ting out four-time orders with a
selected list of dailies.

HOWARD, 154 Nassau street,
New York.—Waterman Fountain
Pen Company, 173 Broadway, New
York; orders for 1,000 lines being
placed with a selected list of papers.

CHELTENHAM, 150 Fifth ave-
nue, New York.—Lasher's Bitters,
721 Washington street, New York;
new list now being made up.

THOMPSON, 44 East 23d street,
New York.—Chichester Chemical
Company, 2317 Madison square,

THE
**BOSTON
POST**

APRIL, 1913, AVERAGES

The Daily Post 419,195

The Sunday Post 315,431

KELLY-SMITH CO., Representatives,
220 Fifth Avenue, NEW YORK.
C. GEORGE KROGNESS, Western Rep.,
Marquette Building, CHICAGO.

THE
**TOPEKA
Daily CAPITAL**

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

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

Philadelphia, "Chichester Pills,"
New York; display renewals being
placed with the usual list.

LESAN, 440 Fourth avenue, New
York.—Rutland R. R. Company,
New York; orders for seventy
lines twelve times being placed
with a selected list of Eastern pa-
pers.

MATOS-MENZ, Bulletin Build-
ing, Philadelphia.—J. C. Winston
Company, publishers, 1006 Arch
street, Philadelphia; 140-line one-
time orders being placed with a
selected list of large city papers.

McGUCKIN, Morris Building,
Philadelphia.—Florida Citrus Ex-
change, Tampa, Fla., and 204
Franklin street, New York; trans-
ferred the advertising to the
above agency.

ARMSTRONG, North American
Building, Philadelphia.—Philadel-
phia Public Ledger; orders being
placed with a selected list of East-
ern papers.

REMINGTON, Jenkins Building,
Pittsburg.—Kuhn Irrigated Land
Company, 501 Fifth avenue, New
York; orders for fifteen inches six
times being placed with Pennsyl-
vania papers.

TAYLOR - CRITCHFIELD,
Brooks Building, Chicago.—Fire-
stone Tire & Rubber Company,
Akron, O.; again placing new or-
ders with a general list.

CATTANACH, Somerset Build-
ing, Winnipeg, Can.—Winnipeg
City, Winnipeg, Can.; placing con-
tracts with a selected list of papers.

THOMPSON, 209 South La
Salle street, Chicago.—C., B. & Q.
Railway Company, New York and
Chicago; orders for fifty lines fifty
times being placed with a selected
list of Eastern papers.

TOUZALIN, 5 North Wabash
avenue, Chicago.—Plaza Hotel,
Chicago; orders for thirty lines
twenty-six times being placed with
a few cities.

FULLER & SMITH, Engineers'
Building, Cleveland.—Ohio Elec-
tric Car Company, Cleveland; Mid-
dle West papers are receiving or-
ders for 3,000 lines.

THIELE, 10 South La Salle
street, Chicago.—Placing the adver-

**BUFFALO
EVENING
NEWS**

Guarantees its advertisers more
PAID Circulation than all other
Buffalo afternoon papers com-
bined.

EDWARD H. BUTLER, Editor and Pub.
Represented in the foreign field by
KELLY-SMITH CO.,
220 Fifth Avenue, Lytton Buildi
NEW YORK. CHICAGO.

THE
**DEMOCRAT
Nashville, Tenn.**

The open records of the Democrat
prove its fair-dealing policy to adver-
tisers.

Ask The JOHN BUDD COMPANY
NEW YORK. CHICAGO. ST. LOUIS

tising of the Paragon Shorthand
Institute in a selected list of maga-
zines and Sunday magazine suppl-
ments.

DIRECT.—United Drug Com-
pany, "Rexall Remedies," Boston;
reported list of newspapers will be
made up after June 20th.

NEW ENGLISH ACCOUNT
FOR U. S. PAPERS.

The Molassine Company, Ltd., of
London, England, one of the larg-
est and most progressive European
advertisers, capitalized at \$1,000,000,
has decided to establish factories
and warehouses in the United
States for manufacturing and
handling "Molassine Meal." In
order to carry out their plans in
the United States they have just
incorporated the Molassine Com-
pany of America, taking over the
business formerly conducted by L.
C. Prime Co. and for the present
have their main offices in the Board
of Trade Building, Boston.

The Molassine Company, in com-
ing to this country, has inaugurated
an extensive advertising campaign
which will be cared for by Frank-
lin P. Shumway Company, 373
Washington street, Boston.

C. C. Klingner, proprietor of the
North Vernon (Ind.) Plain Dealer,
has taken over the Republican.

Advertisers who have
always used the
**NEW YORK
TRIBUNE**

because of its Quality
Circulation well know
that its Increase in Quant-
ity involves no sacrifice of
Character, and that its
readers can be reached
through no other paper.

Any advertiser seeking information about the circulation of the **CHICAGO RECORD-HERALD** will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

The JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN **DAYTON, OHIO.**

JOHN M. BRANHAM COMPANY, Repr. Brunswick Building, NEW YORK. Mallery Building, CHICAGO. Chemical Building, ST. LOUIS

COLONEL MANN ON THE FREE PUBLICITY PROBLEM.

From Town Topics.

Daily paper publishers and editors have solemnly resolved to abolish the press agent.

Shades of the Friars' Club!

They state that press agents hypnotize them into giving \$5,000,000 worth of free advertising.

At the usual rate for reading matter notices, ten times this sum would be nearer the mark.

The spoil is mainly divided between the department stores, the book publishers and the theatres.

The department stores advertise voluminously at reduced contract prices, but for every page of paid advertising their press agents procure them ten pages of free advertising in the form of editorials, leaders—the English name for editorials—shopping news, fashion news and pictures, home dressmaking directions and plates, writing up the weddings, births and deaths in the families of department store proprietors, printing political and other essays by department store managers and interviews with portraits, so that every part of the paper is infected.

Book publishers do not advertise, except in one or two dailies; they send books, in return for which their press agents expect, gratis, columns of so-called reviews and

THE **DETROIT TIMES**

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN, President and General Manager. The N. M. SHEFFIELD Special Agency, NEW YORK. CHICAGO.

The ST. LOUIS WESTLICHE POST

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PREETORIUS, President and General Manager.

Foreign Representatives: BENJAMIN & KENTNOR COMPANY 225 Fifth Avenue, NEW YORK. People's Gas Building, CHICAGO.

LEVEN ADVERTISING COMPANY BEN LEVEN, President Majestic Building, CHICAGO

NEWSPAPER, MAGAZINE AND OUT-DOOR ADVERTISING. Campaigns planned and placed everywhere.

Complete and efficient personal service—"The LEVEN Service." Correspondence invited.

notes about authors, and they even have the impudence to demand that the prices of their books be annexed to the reviews, thus identifying them as free advertisements.

Theatres advertise scantily during the week, but combine to fill a page on Sundays, for which they receive in the same issues three to four pages of reading matter and pictures, besides daily notes, criticisms, arrivals and departures, gossip, interviews and stories. But it is generally agreed that anything about actresses, actors, plays and vaudevilles is news, and so, although the theatrical press agents are the most prominent, they are the least obnoxious. Besides, they hand out free tickets.

I need not demonstrate that if daily editors were in earnest about abolishing press agents, each of them could readily keep his own paper clean.

Town Topics recognizes that press agenting is an institution, takes what is good in it—there is always some good thing in an expert agent's copy—and throws the trash into the waste basket.

The same newspaper associations that denounced the press agents employed press agents to furnish reports of their proceedings, dinners and speeches for the New York papers. I have always insisted upon a deadline between the business office and the editorial room, but I am willing to back the press agent against the class of publishers and editors who are too weak to take this sure precaution.

MUST RESPECT THE FLAG.

For using the American flag for advertising purposes Samuel Finkelstein in the Special Sessions Court of New York, on Monday received a penalty of a \$25 fine or ten days in prison.

Finkelstein was arrested on May 14, while soliciting, with the help of a hand-organ, funds for the Paterson strikers. The organ was draped with an American flag on which were pinned placards bearing the name of the I. W. W.

With comparatively few exceptions the **TOLEDO BLADE**

prints a greater volume of advertising, local display, foreign display and classified, than any other six-day evening newspaper in the United States.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Mallery Building, CHICAGO. Tremont Building, BOSTON.

Evening Press Grads Rapids, Mich. WESTERN MICHIGAN'S GREATEST NEWSPAPER. More than 60,000 daily.

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

RIDDER DECLINES.

Herman Ridder, publisher of the New York Staats-Zeitung, has personally told Governor Sulzer that he could not accept the office of State Superintendent of Prisons. The State Senate confirmed Mr. Ridder's appointment on the last day of the session. Since then Mr. Ridder wrote to Governor Sulzer that he would be unable to accept, but the Governor insisted on Mr. Ridder reconsidering his decision.

Governor Sulzer has now accepted Mr. Ridder's decision as final. Mr. Ridder also gave the Governor a check for \$1,000 as a contribution toward the expenses of the Governor's direct primary campaign.

Mr. Ridder says the reason he declined the position of State Superintendent of Prisons was not because he is in ill health, but because of business.

"I am in the best of health," said Mr. Ridder. "I didn't take the office because I am overwhelmed with business."

HELD FOR KILLING.

During an altercation in the local railway station last Friday Fay R. Slate, editor of the Mount Auburn (Ill.) Tribune, shot Dr. B. F. Windsor, mayor, and he died of the wound shortly after. Slate is now under arrest, held without bail, charged with murder.

Slate says the Mayor attacked him and was trying to choke him, when he drew a revolver and fired, the bullet entering the stomach. The trouble grew out of attacks made against the town administration by Mr. Slate in his newspaper. He had opposed the election of Dr. Windsor.

NEW JACKSON DAILY?

It is said that Lieutenant-Governor T. J. Bilbo of Mississippi is back of a movement to start a new paper in Jackson. Mr. Bilbo recently spent several days in Jackson supposedly looking over the field.

The Will To Buy, like the will to live, is one of the chief characteristics of the readers of the **CLEVELAND LEADER**

And with the WILL to buy is coupled the ABILITY to buy—which makes the LEADER audience an ideal one for the advertiser with something to say.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Mallery Building, CHICAGO. Tremont Building, BOSTON.

Results are obtained in the **SAN FRANCISCO CHRONICLE** THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr. 213 Temple Court, NEW YORK CITY.

KANSAS CITY LOSES BAXTER.

A banquet attended by many Kansas City advertising and newspaper men was given at the Hotel Kupper in honor of J. F. Baxter, for the past four years advertising manager of the Journal, who has just resigned to join the Western force of the S. C. Beckwith Special Advertising Agency of New York. Mr. Baxter has been identified with the Kansas City advertising field for the past five years, during which period he has made a host of friends. A diamond and pearl stickpin was presented Mr. Baxter by his co-workers on the Journal.

NEEDS SUSTENANCE.

The Chicago Socialists are again "passing the hat" to keep alive their weekly publication, the Worker's World, successor to the Daily World, which recently failed. A meeting was held Sunday at which the needs of the paper were presented and subscriptions were solicited throughout the audience.

CHICAGO GOLF SEASON.

The Western Advertising Golfers' Association held its first tourney Tuesday at the Hinedale Golf Club, Chicago. New handicaps have been made on a basis of nine holes. E. W. Chandler is the club's new secretary.

Largest proved high-class evening circulation.

THE **NEW YORK GLOBE**

holds certificates of the A. A. and N. W. Ayer & Son after recent audits.

"As Much as the Times"

The advertising patronage of the

SEATTLE TIMES
DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average excess for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:
The S. C. BECKWITH Special Agency.
NEW YORK CHICAGO ST. LOUIS

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.

OBITUARY NOTES

JOHN A. ARMSTRONG, for nearly thirty years a member of the staff of the Brooklyn Eagle, died Friday in his eighty-fourth year. He was a native of Ireland and came to America with his family in 1851. He began his newspaper career on the New York Times and was city editor of the Brooklyn Times before joining the Eagle forces.

WILLIAM W. ST. JOHN, a newspaper man, died at Bath, N. Y., on Monday.

ROBERT PYNE, for many years a newspaper publisher in New Haven, Conn., died Monday as the result of accidental gas asphyxiation. He was sixty-nine

ALBANIANS HAVE MONEY—

Here are statements that prove it—

The record of Savings Banks Deposits in thirty-one of the leading cities of New York State show Albany Third on the list, being only exceeded by New York and Buffalo.

City	No. of Savings Bks.	Total Deposits
Greater N. Y.	56	\$1,161,737,806.79
Buffalo	4	97,784,120.50
ALBANY	7	83,161,154.25

Are you interested in a territory populated with people with Real money to spend for high-class advertised articles?

Albany, N. Y., then, is your city—

The Knickerbocker Press is the newspaper they read and the medium that produces.

Guaranteed NET PAID
Circulation over 28,000.

The KNICKERBOCKER PRESS,
Albany, N. Y.

John M. BRANHAM CO., Representative,
225 Fifth Avenue, NEW YORK.

THE BOSTON AMERICAN

Largest
Circulation

IN NEW ENGLAND
DAILY AND SUNDAY

Over 400,000

San Francisco CALL

HONEST
FEARLESS

Most Progressive Paper
in San Francisco Today

WM. J. MORTON CO., Representative,
200 Fifth Avenue, NEW YORK,
Hartford Building, CHICAGO.

years old and a veteran of the Civil War. For a quarter of a century he published the New Haven Weekly Examiner, which four years ago was consolidated with the Labor Examiner.

ARTHUR MIDDLETON BARNHART, for many years a member of the firm of Barnhart Brothers & Spindler, the Chicago printers' supply firm, died last week of heart failure. Mr. Barnhart was sixty-seven years old and before going to Chicago in 1868 was engaged in newspaper work in Iowa. From that time until two years ago he was active with Barnhart Brothers & Spindler, and for a long time was president of that firm.

WILLIAM H. THOMS, formerly editor of the American Art Journal, is dead at Utica, N. Y., aged sixty-one years.

H. D. SMITH, Kansas pioneer and founder of the Humboldt Inter-State, died last week of heart disease. Mr. Smith at one time lived in Arkansas City, where he owned the X-Ray.

RAYMOND COONEY, assistant circulation manager of the Minneapolis News, died a few days ago, aged twenty-four years.

FRANK B. RICHARDS, well known as a newspaper man and theatrical advance agent, died in Washington, D. C., on Wednesday of cancer of the throat. He had been connected at various times with the New York Sun, World and Herald.

WILLIAM H. C. WALSH, at one time with the New York Herald, died a few days ago in Cincinnati, aged thirty-five years. After leaving New York he went to Detroit, where he engaged in the advertising business.

RUDOLPH HONSIKER, who was connected with the Monticello (N. Y.) Watchman for many years, is dead.

EDWIN MARTIN, veterinary editor of the National Stockman and Farmer, Pittsburgh, and widely known as a veterinary surgeon,

THE
LEADING PAPER
IN THE
NATION'S CAPITAL.
THE
WASHINGTON
POST

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK
Mallers Building, CHICAGO.
Tremont Building, BOSTON.

In Quantity and Quality of Circulation
THE TIMES-DISPATCH

RICHMOND,
IS SUPREME IN VIRGINIA.
It reaches the great substantial class
of readers every day in the year.
KELLY-SMITH CO., Foreign Rep.,
NEW YORK. CHICAGO.

died last week, aged thirty-eight years.

JAN SCHMEDDING, one of the oldest newspaper men in Detroit, is dead at Marfa, Tex., where he went a short time ago to improve his health.

Mrs. GEORGE N. STACY, editor and proprietor of the Tecumseh (Mich.) Herald, is dead following an operation. Mrs. Stacy succeeded her husband in charge of the Herald on his death six years ago. She was fifty-three years old.

GEORGE B. CHAMBERS, editor of a weekly paper at Churches Ferry, S. D., was accidentally killed when an automobile in which he was riding overturned and plunged down a twenty-foot embankment.

PULITZER SCHOOL CLOSES FIRST TERM.

The Pulitzer School of Journalism at Columbia University closes its first year of existence on June 4, when eleven men will be graduated. Marking the end of the term the students last evening, at the Cafe Boulevard, tendered a dinner in honor of Dr. Talcott Williams, director of the school. Speakers on the program were Dr. Nicholas Murray Butler, president of Columbia University; John L. Heaton of the World, and Professor John W. Cunliffe, associate director.

The finishing touches are being put on the School of Journalism building, and it is probable that part of it will be open for inspection on Columbia's commencement day, June 4. The new building is a five-story structure, and will have sittings for more than 3,000 students.

West Hall, the oldest building of the Columbia College group, which houses the university book store, the Columbia Spectator, the Jester and the Monthly, university publications, with their editorial rooms and printing plants, is to be torn down. Next fall the Spectator and the other school periodicals will be housed in the new School of Journalism building.

THE SYRACUSE POST-STANDARD

is steadily increasing its circulation
ON ITS MERITS as a newspaper.

48,308 CIRCULATION
Daily (Net Paid)

FOR APRIL, 1913.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.
250 Fifth Avenue, NEW YORK.
Mallers Building, CHICAGO.
Tremont Building, BOSTON.

Here's A GOOD BUY.

THE Reading News

A metropolitan morning newspaper
CIRCULATION 10,000 and GROWING

For rates see J. P. MCKINNEY,
334 Fifth Avenue, NEW YORK.
120 S. Michigan Avenue, CHICAGO.

ROOSEVELT-NEWETT SUIT.

Colonel Theodore Roosevelt is going to Marquette, Mich., to-day to take personal charge of his suit for libel against George Newett, publisher of the Ishpeming Iron Ore. In the last campaign so many stories appeared to the effect that the Colonel drank to excess that he determined to make a campaign against those he termed his slanderers.

The defense refuses to give out anything regarding its witnesses, except to say that it has obtained depositions from men who say they have seen Colonel Roosevelt intoxicated.

STUDENT EDITOR DROWNED.

Among the four Cornell students who lost their lives in the canoe upset on Cayuga Lake last Saturday was Brainard Bailey of Troy, N. Y., editor of the Cornell Sun. The party went out for a night paddle and the overturned canoe was found eight miles from the starting point on Sunday morning, with no sign of its late occupants.

STARTS ANEW.

Wayland P. Gogner, whose paper in Lenwood, Neb., suspended several months ago, has moved his plant to Surprise, where he has started a new publication.

If both volume and character of advertising unite—as they do in the columns of the

NEW YORK MAIL EVENING MAIL

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK

LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by Williams, Lawrence & Creamer Co. NEW YORK CHICAGO.

SIX CENTS A LINE buys space in the News League papers. They cover Dayton and Springfield. Read in 75 per cent. of the homes. Circulation for February 45,000. Carry more foreign advertising than all other Dayton and Springfield papers combined.

News League of Ohio,

La Coste & Maxwell, Monolith Bg., N. Y. John Glass, Peoples Gas Bldg., Chicago

JOURNALISM IN THE LAND OF THE CZAR.

THE RUSSIAN EMPIRE OF TODAY AND YESTERDAY, By Nevin O. Winter, Boston: L. C. Page & Co.

Because of general ignorance, says Mr. Winter, Russia has been a most fertile field for a host of sensational writers, who have disseminated much false and absurd information about both country and people.

It is a country, he asserts, in which the less scrupulous journalists are peculiarly at home. At any rate, American journalists will welcome this careful and exhaustive historical and descriptive treatise upon an empire which occupies more than half the total area of Europe, and more than a third of Asia, and which numbers, among its many peoples, races as dissimilar as the Mohammedan and the Jew, the Caucasian and the Cossack, the German and the Slav.

There are some sixty illustrations and a folding map of Russia in Europe.

Mr. Winter finds the outlook for a scholar in Russia not very promising, and its journalism distinctly

THE SOUTH.

Growing faster than any other section. Now



is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE ADVERTISING AGENCY ATLANTA, GA.

IT PAYS TO ADVERTISE IN THE ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PREETORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Mollers Building, CHICAGO. Tremont Building, BOSTON.

inferior to that of America. We quote:

The first newspaper in Russia was established by Peter the Great, the St. Petersburg Gazette. Peter found one printing press in Moscow on his accession, but he placed another there and four in St. Petersburg. From that time newspapers have flourished in Russia, but always under more or less official scrutiny.

Such an institution as an absolutely free press has never been known under the autocracy, although under Alexander the First comparative freedom prevailed for several years. The main enemy to be looked after, of course, was revolution, but tendencies contrary to orthodoxy were also censored. In the closing years of the eighteenth century, out of more than six hundred books examined, less than one hundred passed the censors.

Newspapers rose and fell under the various rulers. Journalistic failures were probably due as much to the indifference of the public as to the persecutions of the censor. Writers were ordered to narrate events simply, with little or no comment; to make only the slightest allusion to the representative assemblies of other nations; to refrain from speaking of the demands and needs of the working classes; to abstain from commending inventions until they had been officially investigated.

Many of the workings of the censorship were absolutely ludicrous, and they were a mass of inconsistencies. Not all of the censors were tyrants, however, for some were extremely liberal in their interpretations. As the circulation of newspapers increased the strength of a vigorous journal was enhanced, and the repressions were very severe, even down to the Russo-Japanese War.

There are many newspapers published in Russia, and especially in Moscow and St. Petersburg. In comparison with American newspapers they are certainly inferior. They are all in entire contrast with the freedom of speech and opinion that one will find in England, France or the United States.

To us they seem entirely of the "milk and water" sort. One writer humorously described the fraternity, some years ago, as the League of Froth-Skimmers. "Membership," said he, "is open to anyone who can in a harmless way expound the confused sensations which he from

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568 Only German evening daily in Milwaukee Daily Herald17,000 Only German morning daily in Milwaukee Sonntag Post45,000 Only German Sunday daily in Milwaukee Weekly Germania107,413 Haus-und Bauernfreund (German Farm Journal) Weekly 103,333 Deutsche Warte, Weekly....22,000 Die Rundschau, Weekly....25,002 HENRY DE CLERQUE, U. S. Rep. 702 Schiller Building, CHICAGO. LOUIS KLEBAHN, Eastern Manager, 1 West 34th Street, NEW YORK. Telephone, 215 Murray Hill.

time to time experiences. Neither knowledge nor ideas are demanded of him."

But the fact remains that Russia is not without her daily newspapers, which will be found for sale at newsstands and by newsboys much as they are at home. A great deal of the space, which in more liberal countries would be filled with political comment, is given up to fiction or other literary features.

In St. Petersburg there are more than three hundred periodicals, and Moscow is not far behind in numbers. Some of those devoted to scientific subjects are very creditable. Foreign newspapers come in freely, but an unallowable article is still censored. The objectionable article is blackened so perfectly that not a word or a letter can be made out. It is as if a roller of printer's ink had been run over it.

The best known newspaper in Russia is the Novoe Vremya (New Times), published in St. Petersburg. Its office on the Nevski is at all times surrounded by a crowd when there is news of special interest. It has always been more or less of a government organ, and has stood as a barrier to the reforms demanded by the dissatisfied element. It has always taken law and order as its motto, and a disregard for the natural human yearning for more liberty. It invariably maintains a dignity of tone, however, and has made a specialty of foreign news.

But even such a conservative publication was moved to indignation by the scandals of the Japanese war and, on a very few such occasions, has spoken out with vigor against the autocratic government.

The editor of the Novoe Vremya since 1879, until his death in September, 1912, was Alexsei S. Suvorin. During that period probably no man had a greater influence on the political life of Russia. His pen was vigorous, so that friends and foes alike read his writings with interest. At the time of his death no man was more loved or more hated. An extreme liberal in his earlier years, the radical element considered him a traitor to their cause.

But liberalism did not "pay," as he learned in his earlier struggles, and Suvorin wanted money. He accumulated a large fortune with his newspaper and the book publishing business in conjunction with it.

In Moscow the leading newspaper is the Moscow Gazette. This

An Unparalleled Record for 1912. The

Boston Herald

gained 1,600,000 agate lines over 1911.

In the first four months of the year 1913 the HERALD gained 236,226 agate lines over the same period of 1912.

The Herald and Traveler Herald possess the confidence and respect of their readers. They are its greatest asset and this great record shows that they believe in Herald advertisers and Herald advertisers believe in the Herald.

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

From March 16th to May 17th, inclusive, the HERALD beat the Globe in week day display by 97,000 agate lines.

Combined Circulation Exceeds 220,000 Copies Each Week Day. Sunday Exceeds 100,000.

The S. C. BECKWITH Special Agency, Sole Foreign Representatives: NEW YORK. CHICAGO. ST. LOUIS

is an old newspaper, whose reputation was made by Katkov, an able journalist, half a century ago. In style and make-up it is the peer of all, for the Gazette is always printed on the best paper and with the best type. It aims to be a government organ, but its real function is often enigmatical. It has been one of the leaders of anti-Semitism, and has shown little scruple in its attacks upon the Jews. It has a large circulation, however, and undoubtedly wields a great influence.

A LANDSMAN'S LOG. By Robert W. Neeser. Yale University Press, New Haven.

This book tells in an entertaining way of actual conditions on board a modern man-of-war, with forty illustrations of unusual interest taken by the author while on a cruise with the Atlantic Fleet.

Mr. Neeser is a recognized authority on naval affairs, having won prominence in connection with his Statistical and Chronological History of the United States Navy, and being now secretary of the Naval History Society.

SMULL THE OWNER.

A change in the ownership of the Wilmot (S. D.) Republican has occurred. John D. Smull, formerly editor of a Milbank paper, has acquired control, and will conduct it in the future.

"A Daily Newspaper for the Home"

THE

CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. Strong local and national circulation. Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago

HONORS PAID TO McATAMNEY.

NEWSPAPER AND AD MEN
UNITE IN TRIBUTE TO
HIM.

Last Tuesday evening a banquet was tendered Hugh McAtamney, the well-known New York advertising agent, by his many friends in the newspaper and advertising professions to congratulate him upon the successful achievement of his Woolworth Building campaign and in token of appreciation of his work towards the establishment of honesty in advertising.

The dinner committee consisted of William J. Crompton, Journal of Commerce; H. A. Ahern, Evening



HUGH MCATAMNEY

Post; Frank Pascal, German Journal; Elmer Helms, Tribune; Robert Morris, Press; and Joseph Ellner, secretary.

Mr. Helms was the toastmaster and the speakers were Alderman Henry H. Curran, a former newspaper man; William C. Freeman, the Evening Mail; H. Addington Bruce, James O'Flaherty and U. N. Fletcher.

Among those present at the dinner were:

James M. Barrett, DeWit Harris, W. P. Reed of the Tribune; Charles H. Oakley, George H. Panken and Martin Redding of the American;

E. K. Randolph, Evening Journal; R. O. Chittick, Globe; F. W. Kingston, Herald; Fred Mehle, Sun;

John Lane, Evening Sun; B. T. Butterfield, Winfield Army of the Evening Telegram; William Crompton, J. Farley, Journal of Commerce;

J. Polhemus, Charles Molesphini of the Evening Post; Frank E. Webb and Robert Morris of the Press;

David J. McLean, Brooklyn Citizen; Frank Pascal, German Journal;

Frederick A. Austin, Real Estate Magazine; James W. Bryan, advertising manager National Waterways; H. Addington Bruce, magazine writer;

Louis Guenther, Financial World; U.

In April, 1913, the New York Tribune carried 182 columns more ads than in April, 1912.

To date (May 23) the NEW YORK TRIBUNE

has carried

169

columns more advertising than it did for the same 23 days in May, 1912.

What's the REASON?
Examine a few issues of the
New New York TRIBUNE
and you will have
The ANSWER.

"It has no strings on it."

N. Fletcher, advertising manager Saks & Co.; Charles E. Gehring, publisher Hotel Review;

Edward J. Hogan, agent Woolworth Building; E. Guillmet, Theater Magazine; James O'Flaherty, O'Flaherty's List; Frederick H. Cone, advertising agent;

E. M. Davidson, Ernst Cook, Joseph Ellner, Neal Moran, H. B. Lagerholm, J. H. Waters, Jr., Charles J. Southerton of the Hugh McAtamney Agency.

The affair was a complete surprise to Mr. McAtamney, and to THE FOURTH ESTATE representative he said:

"This token of appreciation from my friends and associates will remain dear to me as long as I live. There have been very few occasions in my life when I felt happier. The path that I have trodden through life has not always been strewn with roses—yet I have never shirked my work for a moment, but have kept steadily on.

"I attribute my success, if I am successful, to the fact that I have always made a deep study of conditions and have always acted only after long deliberation and an absolute and thorough knowledge of the question involved."

The truth of Mr. McAtamney's assertion can readily be seen in reviewing his interesting career. Mr. McAtamney started at newspaper work at the age of nineteen years as a reporter on the New York Herald. At twenty-two he was foreman of a gang of laborers on the New Jersey Central Railroad. He found that work did not

suit his taste and he returned to the newspaper field—with the old New York Star.

While on a reporting assignment he injured his leg and then took a job as a printer. After a while he returned to the Herald again, where

he worked as proofreader for four years. His next position was with the American Press Association, editing "sheets." Going back to reporting, he worked on the World and then went to the Tribune, where he was in charge of the proofreading department and looked after the editing of copy. This was under the managing editorship of Mr. Nicholson and the Tribune's policy at that time of eliminating all matters of scandal and divorce from its columns fell upon Mr. McAtamney. He remained head of the Tribune's proof-room and copy department for nineteen years. He has also done a lot of work on other newspapers and magazines.

After leaving the Tribune Mr. McAtamney entered the advertising field, opening an office for himself at 1123 Broadway. For a long time he was advertising and publicity counsel for Joseph P. Day, the real estate auctioneer. In his real estate work Mr. McAtamney has participated in the marketing and exploiting of more real estate property than probably any other advertising man.

From the service of Mr. Day Mr. McAtamney was summoned by W. E. G. Gaillard, president of the McVickar-Gaillard and New York Real Estate Security Companies, for which he was advertising manager until 1912, when he established the Hugh McAtamney Agency, at 42 Broadway, which is now handling some of the finest accounts.

When the Woolworth Building was being planned, Mr. McAtamney was chosen by Frank W. Woolworth personally to undertake the work of making that building not only the most famous in the world, but the best renting proposition in the metropolis.

His book on the history of real estate development in Manhattan is recognized as the standard text book on the subject. He has been frequent contributor of articles on the problems of advertising real estate in the Real Estate Magazine, of which he was one of the editors.

When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street,

NEW YORK

Telephone Franklin 4735

ESTABLISHED A QUARTER OF A CENTURY