EDMUND BURKE said that there were Three Estates in Parliament, but in the Reporters’ Gallery yonder there sat a “Fourth Estate” more important far than they all.

—Carlyle’s Heroes and Hero Worship" Lecture V

WILLIAM E. GONZALEZ,
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 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 representatives explained their position to be that they could agree to nothing except a denial of the appeal. The representatives in 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 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," was left to the local board for action, and no decision was made.

The board then 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.

THE FOURTH ESTATE.

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 the city. He has been away for a prolonged visit in England, probably remaining away from six months to a year.

Mr. Brierley is retaining, however, the control of the Herald Company, and in his absence Fred Abraham will act as general manager.

The 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 district. It is understood that the interests which have been brought into the Herald, probably amounting to $100,000, have been turned over to Mr. Abraham.

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 national questions, 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, regard less of politics.

The job printing department, known as the Herald Press, is doing a very large business. Fredrickson was the first printer at 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, president of the International Shoe Company, whose purpose is to establish a con gential business for his two sons, now in college, one at Harvard and one 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 the new owner plans to make that paper free to Canada.

Resolution opposing passage of the Lee O'Neil Browne bill to amend the libel laws of Illinois and extend the 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 newspapers named as express�s a 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 the use of the maga zines going to local dealers with the proposition of boosting the newspapers instead of the magazine. In other words they wish to have their local merchants boost the use of newspapers to the salesman of the manufacturer, instead of publishers managing the selling of such manufacturer is doing.

TYPESETTING MACHINES FREE TO CANADA.

The removal of the duty on type setting and typesetting machines imported into Canada is considered as a gift by the printers and publishers of Canada. In the past the duty has been twenty per cent.

No typesetting or typesetting ma chines are made in Canada. Every machine purchased since this duty was put on has been subject to a tax of from $300 to $500, according to the style of the machine.

The removal of this duty will mean a saving of at least $75,000 to the Canadian purchasers of these ma chines during the ensuing twelve months.

Another change in the tariff that was of special benefit to newspaper was the removal of the duty on photographs imported for use in newspapers. The objection to this was not so much its effect on the cost of the 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.\n
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 anurgency 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 demoralizedcondition.

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. Unofficially New York will be one of the first great mail centers 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 or a year on account of this new eight-hour law. It appears that unless this law is repealed Congress will be obliged to make a continuing series of deficiency appropriations such as has not been the case. Meanwhile 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 to repeal the eight-hour law for the present session of Congress, but they were ruled out on points of order sustained by the Vice-President. Commercial leaders are opposed to 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 died without the knowledge of many Senators. They have received thousands of complaints 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 before the Senate in the last session 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 CO.,
HENRY A. WISE WOOD, Pres.
No. 1 Madison Avenue,
NEW YORK.

WILBERDING TRANSFERS HIS WESTERN LIST.

The newspapers hereforeof represented in the office of J. C. Wilberding Company will be transferred to the John M. Branh- ham Company, both East and West on June 1.

Mr. Wilberding will continue to personally represent as heretofore, in the Eastern territory, his list of newspapers, 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 Branh- ham Company is made up of the Raleigh News and Observer, Ma- con Telegraph, Mobile Register, Pueblo Chieftain, Colorado Springs Gazette, Lincoln State Journal and News.

MINISTERS IN A SUIT.


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, 1a., and chief clerk in the office of the Governor of Iowa.

TRENTON TIMES CELE- BRATES.

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, and 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 ex- ponent 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 observe 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 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 Blackhawk (N. J.) Golf Club Thursday.

Four-ball foursomes were the order of the early 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 returning a best 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 won the winners.

The afternoon foursomes were decided by means of combining the gross scores minus the aggregate handicap of the players, and W. Eugene Conklyn and W. David Nis- son 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 B; William C. Colt, with 92—16—74, and Myron Robinson, with 91—17—74, tied for the Class A prize, Robinson winning on the toss. Harrison 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 the name of the Sun Association.

Ninety shares of preferred stock in the Hartford (Conn.) Post, valued at $200 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 Pittsburgh (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 liti- gation 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-sixth annual meeting of 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 forming 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 along side reading matter; and to insert them according to a schedule that will be supplied.

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.

Indicative of the progressiveness of the daily newspapers of Canada is the 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 aim the maintenance of advertising during the summer months. They will show the efficiency of the policy of many advertisers to concentrate on their advertising during the summer months. They will show how the results of a campaign 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 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. This will have the double purpose of creating greater confidence in advertising and advertised goods among the general public and of increasing the interest of non-advertisers in the value of advertising as applied to their respective products and services.

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, unlike the preceding one, is in the hands of a special committee composed of J. F. MacKay, business manager Toronto Globe; Charles Findlay, business manager Ottawa Free Press, and John M. Imrie, secretary Canadian Press Association.

The purpose for the campaign is being prepared by the advertising committee of the Toronto Ad Club, which is composed of C. T. Somers, C. Kirkwood, H. J. Dent, H. C. Cantelon and John M. Imrie. Mr. Imrie is the chairman and the other members are connected with the 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 in Canada and they will be asked to provide space for them. This was done to a certain extent in connection with the first campaign, and it is expected that this time 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 positive 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 domestic and international questions. A bureau of experts on domestic and foreign political questions will be set up 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-summer meeting at the Crerar Library Saturday afternoon.

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

Send for DE LUXE Pamphlet.
THE FOURTH ESTATE.

PHILADELPHIA SCORES AGAIN.

3 MODEL 8'S
3 MODEL 9'S

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

These installations are important indorsements of the fact that The MULTIPLE LINOTYPE Way Is the MODERN Way.


HARPER'S WEEKLY IS SOLD.

HAD BEEN LOSING MONEY — McClure's AND HAPGOOD 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 exponent 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 connection 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 inaugurating 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, gathering 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.

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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 untold, This editor, by some hazard strange, Reprinted it bodily, signed—"Exchange."

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

STICHER IS PRESIDENT.

The Fourtieth District Editorial Association of Kansas held its annual meeting at Osage City last week, with an attendance of more than thirty. 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, on newspaper shops as fire risks, and Mrs. Frank Jarrell of Topeka, regarding personality in newspaper work.

An elaborate banquet was served at the hotel, and a senior group was elected 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, editor of the Sedan (Kan.) Times-Star to Roy L. Fruit of Cherrycreek. 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 the exception the BEST

Daily Comics and the BEST

Sunday Comics are those put out by the
McCLURE PAPER SYNDICATE

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

"The concensus of press opinion of both
country, speaking eloquently of DR.
WATSON'S work, is that he is a master
of art and literature. Highly instructive,
illuminating and very, very funny 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 Electrotype of
Photoplay Stars and Pictures from the film.

Write to
The MOTION PICTURE PAPER
PUBLISHING COMPANY.
Meeca Building.
Broadway at 46th Street, NEW YORK.

The VERY BEST NEW DAILY
COMIC ON THE MARKET.

"Ah Yes! Our Happy Home."
— BY GEORGE McNAMUS

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 $85 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 in over a 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 number of votes for old and new business. If collections were made it did not affect the number of votes in the list. The contest ran for four 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 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-five 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 Northwestern Circulation Company. Ads in the near future—especially for those issues in which THE FOURTH ESTATE. May 24, 1913.

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.

So let me suggest 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.

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 Indiana State Journal, in its contest being conducted on the Booklovers' Contest 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 that now take 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 System Company. 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 newspaperman. She was for several years connected with Uncle Remus' Magazine and has done much literary work.

THE IDEAL SYSTEM CO.
21 Mathewson Street.
ProvidencE, Rhode Island.

"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.
Promote your circulation.

We conduct all kinds of
Circulation CONTESTS

Write Wire

The MYERS Circulation Co., Inc.
WATERLOO, IOWA,
is now running Campaigns on the PRESS, Sioux Falls, S. D. and the CHROMICLE, 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-Ad
Advocate has been sold at public auction to the Citizens' Bank of Ratliffburg. The price paid was $1,375.
THE FOURTH ESTATE

A N T I C L A R C Y

AN ARTICLE BY GEORGE L. GEIGER OF THE SAL T

T H E C I R C U L A T I O N

LAKE TRIBUNE.

CONTEST.

THE CIRCULATION

THE FOURTH ESTATE by Sidney D. Long, has created wide interest among circulators, as is appeared from the many letters received from them expressing their opinions and asking that the discussion be continued.

P A R T 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.

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 be recognized as a steady and sane growth towards permanency so did the new circulation plan of Eldorado quickly settle down to a business level.

These changes have been seen by those publishers and circulation managers who read history as it is made; it is only the Rip Van Winkle 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 admitted as one of the greatest of circulation schemes—a fortune awaits the originator of something "just as good." What is the secret? There is one: the contest is a game—"fine-tooth-comb" its originality and the ability to call it "mastery of details." And more legitimate because of the demand for it and the type of men following it. As it has come to be recognized as a steady and sane growth towards permanency so did the new circulation plan of Eldorado quickly settle down to a business level.

There is one: the contest is a game—"fine-tooth-comb" to a business level.

The financial and industrial conditions of a community must be considered for inasmuch as points are considered for inasmuch as points are worked 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 circulation managers. They were, at first, crude adaptations of prize drawings conducted by papers in less than a score of years ago. At first there was more lottery than competition in them, but recently all the flashy features were eliminated; they became "Rewards for energy" rather than "Something for nothing."

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 work against their success than a defense or endorsement of this form of circulation building.

Before going further I will add that 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 conditions so far as the seasons are concerned what other items must be considered?

The standing of a newspaper will be even thought by the contest man just as the standing of the contest man gets attention from the publishers. These are simple points—but often disregarded or never given thought.

A N E C E S S I T Y I N E V E R Y H O U S E H O L D.

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

To sum it all up: a contest is a mutual proposition—unless it is a success for the publisher it cannot be a 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.
THE FOURTH ESTATE.

Entered as second class matter in the Post Office at Columbus, Ohio, under the Act of March 3, 1879.

Subscription: Two Dollars a Year. Postage free to those residing in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, S.C. to all others.

THE CONVENTION SEASON.

The advertising forms close on Thursday, and early in the week, as early as possible, to insure proper classification.

ADVERTISING RATES.

Transit, 20 cents a line; agate measure 3 by 4 lines per inch, both sides of column, 50 cents. One page, 20 cents; Front page, 40 cents. 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, etc., and small classified items, 25 cents a line, without discount. Situations Wanted, 10 cents a line, net. Advertisements in special position (not more than 3 lines in depth of column) double price.

WESTERN OFFICE:

305 Record-Herald Building, Chicago.

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

MAIN OFFICES AND PRINTING HOUSE.

Broadway & 59th Street

Columbus Circle

232 West 59th St.

PHONES 7740 COLUMBUS

232 West 59th St.

305 Record-Herald Building, Chicago.

THE PROBLEM OF APPEAL.

When Uncle Sam decided to build the Panama Canal, the whole world recognized the magnitude of the challenge, the imagination, interest, admiration and applause of the entire world.

The appeal was to thought, to imagination, to the greatness of the world's spirit, to its conditions, to its intelligence. But, the element which stirred the world-wide appeal was the physical fact that the canal is to be made, that Uncle Sam has entered upon the task, and that the language of the world is to be broken through by the Panama Canal.

No editorial opinion is necessary to point out the fact of the Panama Canal. The advertising columns of the world are filled with editorial opinion on the Panama Canal, and with copies of the advertising columns of the world are filled with editorial opinion on the Panama Canal.

THE NEW YORK TIMES.

No newspaper is exempt, says THE NEW YORK TIMES. Every newspaper was required to take the canal, to write about the canal, to give the canal its full share of advertising space.

The New York Times has just published the first of a series of articles dealing with the canal, and the first of the series is an article of great importance.

The first of the series is an article of great importance.

THE ETHICS OF JOURNALISTS.

The journalist who is imbued with ambition to do credit to his profession and accomplishments makes it his business to be interested in the progress of his profession, and he is interested in the progress of the profession.

There is another thing that he will do. He will not lose sight of these relations. He will be well to keep constantly in front of his mind the fact that he is not only a member of the profession, but a member of the world at large.

The first thing the advertising manager encounters when he goes out after business is what your circulation is. Seldom do we hear the advertising man to justify his demand for more subscriptions by pointing to the ads the paper carries, but we almost always hear the advertising man justify his demand 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 is the case with other electrically illuminated signs, 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 attention, and each newcomer in this field of advertising feels that he must outdo all his predecessors to maintain himself in the good graces of the public.

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

TURN ON THE LIGHTS!

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 for a moment to consider the disastrous effect that publicity has upon crimes, they would see good reason for their opinion.

Crime hates daylight. Knavery abhors publicity. Rascals of every stripe know that their operations are minimized if they can hide their doings. They are not to be caught if it were not for the newspapers.

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

Turn on the light.
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 trips through the country. Tall, stately, with gray hair and military bearing, he presents a picture of a typical Southern gentleman. 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 (Ohio) 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 American Real Estate Club in Franklin, Mass., May 12, on "The Making of a 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 two weeks.

Newbold Noves, 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" before the University Congregational Church for the Smith Alumni 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 market its agricultural products.

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, Tuesday.

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.

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 Knoll-Chamberlain Special Agency, Chicago, has just returned from 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 Barmum & 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, Iowa, to Mary H. Frey.

Charles Gordon Pennington, advertising manager of the Long Island Railroad, was married at Hol- lis, N. Y., on Tuesday to Miss Lulu Davis Adams.

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

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, J. F. Jenkins, El Paso; first vice-president, Charles Dinsmore, Artesia Commercial Club; second vice-president, H. H. Hanbrough; treasurer, J. H. Kasles, Brownfield; secretary, A. M. B. Hughes, Artesia.

The executive committee will select the next meeting place. There will be no meeting of that board until November because President Jackson said it would be absent until late in October.

GOES TO CHICAGO.

Thomas M. Jenkins has resigned the position of executive assistant to 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 Jenkins' resignation, Hearst decided to fill the vacancy by appointing Charles E. Jones superintend-board of the Tribune.

BURR DOUBLE WORK.

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

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 declared it had never been done. Rice says he has hit a ball 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 out. Kirby put two in four over. The wind was against the golfers, but the balls sailed 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 drives are about two feet high and 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 successful meeting in the organization's history at San Antonio. The new officers elected are: President, Mrs. C. W. Hogg; first vice-president, Mrs. Horace W. Varnum; second vice-president, Mrs. A. M. B. Hughes; third vice-president, Mrs. H. J. Kirkpatrick; fourth vice-president, Mrs. Ida Van Zandt; recording secretary, Mrs. Fred Scott Austin; corresponding secretary, Mrs. Gussie Scott Chaney, San Antonio; treasurer, Mrs. Charles C. McElroy, Austin; assistant treasurer, Mrs. Decca Lamar West, Waco.

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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 $5,000. Proposition G. M.

SITUATIONS WANTED.

Wanted—To invest, with services, in a live daily newspaper, or weekly trade paper, by capable and experienced business editor. Address M. L., care The Fourth Estate.

SITUATION WANTED.

He is now employed as a department head by the largest company; capital, $13,000; incorporating Company; capital, $5,000; incorporators, D. L. Bryan, William W. A. McGuire, C. Hanson and P. B. David, E. L. Sampter and others.

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

$150,000

will buy only Evening Daily newspaper in city of 10,000 population, in a metropolitan, 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 take over Evening Daily newspaper, or weekly trade paper, or weekly newspaper, or dramatic editor, daily or high class weekly. Address, A. W. L., care THE FOURTH ESTATE.

H. F. HENRICHES
Newspaper Broker,
LITCHFIELD, ILL.

SITIATION WANTED.

Circulation Manager

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

SITUATION WANTED.

Circulation Manager

A live circulation man of 15 years experience who has sacrificed considerable to work on papers where they did things. He is capable of planning, arousing enthusiasm, and building up. His experience includes both re-organization work, is looking for something more. Reference in ability and honestly furnished to any publisher who is looking for a circulation manager who can produce results at a minimum cost. Address W. B. L., care The Fourth Estate.

SITUATION WANTED.

Literary Editor

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

DEAF-MUTE COMPOSITOR

of exceptional ability and experience desires a permanent position. Address, Mr. Publisher, care THE FOURTH ESTATE.

WANTED—To invest, with services, in a live daily newspaper, or weekly trade paper, by capable and experienced business editor. Address G. M. L., care The Fourth Estate.

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SITUATION WANTED.

Circulation Manager

Wanted—Position as editorial writer or editor, weekly, or dramatic editor, daily or high class weekly. Address, A. W. L., care The Fourth Estate.

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A live circulation man of 15 years experience who has sacrificed considerable to work on papers where they did things. He is capable of planning, arousing enthusiasm, and building up. His experience includes both re-organization work, is looking for something more. Reference in ability and honestly furnished to any publisher who is looking for a circulation manager who can produce results at a minimum cost. Address W. B. L., care The Fourth Estate.

SITUATION WANTED.

Circulation Manager

Wanted—Position as editorial writer or staff writer. Address, Mr. Publisher, care THE FOURTH ESTATE.

SITUATION WANTED.

Circulation Manager

Wanted—Position as Circulation Manager and office systematizer, on own account. Reply M. R. D., care THE FOURTH ESTATE.

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Mr. Publisher

Experience, initiative, hard work and reliability. This I have to offer to the proprietor or manager of a well established, trained newspaper man, familiar with every detail of business departments. Pretense is not in my nature. Address A. W. L., care THE FOURTH ESTATE.

SITUATION WANTED.

Mr. Publisher

Such a position would include looking after every detail of business departments. Address A. W. L., care THE FOURTH ESTATE.

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NEWSPAPERS CLUB APPEAL

The Newsboys’ Home Club of New York’s 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 organization if unaided unless they are subscribed soon the institution must close its doors.

WAGONER IS THROUGH

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

NEW CORRESPONDENT

W. E. Yelverton is the new correspondent in Washington for the Raleigh News and Observer and the Savannah News. He succeeds H. 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.
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,
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 an agreement. Hoe double supplement press printing 24,000, 4, 6, 8, 10 or 12 pages per hour (the leaves inset) or 12,000 10, 12 or 14 pages 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; new 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 3 fonts, 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 Geo. O. Loomis, 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 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.

HELP WANTED.
A leading newspaper publisher writes:

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

These interested are requested to write at once to Channel care The Fourth Estate.

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.

CAMPBELL TWO REV. PRESS, BED 24x36, form 24x48, back delivery completely overhauled: great opportunity. VÄGER & WOLFE, 32 Cliff Street, New York.

FOR SALE
MAY 24, 1913.
It will pay you to investigate the forced sale of the
June 15th, 1913.

equipment for a livedaily news

plants. Hoe double supplement can be bought for one-third of its

press printing 24,000 4, 6, 8, 10 or

control; complete stereotyping paper—in use lessthan two years,

individual 20 h. p. Bullock motor;

table with individual direct con

casting box; double end steam

ator; elevator transfer table; iron

nected gas-heated steam gener

form tables and steel chases.

metal pot with water cooled pump

12 page papers per hour (the leaves

Can be seen in operation; $6,000

buys all complete—reasonable

with 5 fonts, 2 letter matrices; good assort

care THE Fou RTH. Estate.

Linotype Model 3. good condition, equipped

overhauled: great opportunity: YAEGER

liners and blades. H. W. Kingston Co.,

32x46. form 28x43; back delivery completely

porting staffsof the Minneapolis

Journal tendered a banquet to

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owner. It will be issued weekly

the Moreland News Service as its

and cover all sports and athletic

pastimes. George L. Moreland is

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 statisti-

THOMAS BROWN, Receiver,
PERTH AMBOY, N. J.

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PERTH AMBOY CHRONICLE.

MAY 24, 1913.
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
$19 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 negotia-
tions 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 possi-
ble opportunity to secure a practi-
cal working knowledge of the busi-
ness 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 ad-
mittance to full membership any appren-
tice who has not successfully com-
pleted the I. T. U. Course in Print-
ing.

The new scale is arranged as
follows: Foremen, machinists
and machinist-operators, $21 per
week; operators for the first two
years, $19 per week, the last two years
to $20.50. 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
ems, which means an
average increase of about $2 per
week.

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
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 news-
papers and Typhographia No. 9,
runs for a period of three years.
Under the terms of the new agree-
ment the five-day system is recog-
nized, 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 Louisi-
anna has been readjusted with an in-
crease in wages effective April 6,
to cover a period of three years.
The first year the day men will
receive forty-six 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 follow-
ing two years. A bonus of eight
cents a thousand will be paid for
nonpareil and nine cents for munif
for all night and day work.
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 over-
time 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 journeymen 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
Local 294, of Waukegan, Ill.,
were given wage concessions for
the job and ad men under its juris-
diction, the scale to be as follows:
Pressmen $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 com-
positors on newspapers, and $18
for job and ad men.

Every employing printer and
publisher in Boise, Idaho has en-
tered 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 News and
Newspaper Tribune

Net Paid Circulation in excess of
150,000. One day evening
25,000 to day morning
110,000 Sunday

L. A. KLEIN / JOHN GLASS
Metropolitan Tower / People's Gas Bldg.
NEW YORK / CHICAGO
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 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, 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 ap-prize the association members of all "pending or impending legislation in which the craft is interested," to help prepare the bills and prosecute campaigns for such legislation affecting newspapers as the association may designate the attendance 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 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, Meridian Tribune.

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, 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 Dominion offices is an 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 has been accomplished by united action.

The arrangement of Empire Press Conferences is on the lines of the Dominion Press Conferences. By the end of this year the Empire will have fifteen conferences, the largest of which is at New York.

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. Lyton Building.
NEW YORK. 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 Premiers' 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 calumny. To the American publishers the saving should be a clear fifty per cent, as owing to New York time being five hours behind London early in the morning, news should be gotten across at the minimum rate.

SOME ACCOMPLISHMENTS.

Various other reforms that have reduced expenses and accelerated 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 doubt benefited proportionally, are:

- Egypt, fifteen cents to seven cents; 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-direct 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. W. H. Marston, 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.]

OFFICERS OF THE EMPIRE PRESS UNION.

PRESIDENT, Rt. Hon. Lord Burnham, K. C. V. O.


London Telegraph

MEMBERS OF COUNCIL.

Sir John Arnott, Bart., Dublin Irish Times.

R. D. Blumenfeld, London Express.


C. D. Lang, Sheffield Telegraph.

J. A. Spender, Westminster Gazette.

REPRESENTING OVERSEAS BRANCHES.

AUSTRALIA.

L. J. Brinton, Perth West Australian, (London representative).

Edwin Preston, Adelaide Register, (London representative).


Henry Ledger, Cape Town Times, (London office).

SOUTH AFRICA.


INDIA.


NEW ZEALAND.


SOUTH AFRICA, Dr. Maitland Park, Cape Times, (Chairmanship vacant).

AUSTRALIA, J. O. Fairfax, Sydney Herald.

NEW ZEALAND, George Fenwick, Auckland 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.

Empressum, London.
THE A. A. C. A. PRESS ARRANGEMENTS.

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

When the wheels of the sixth 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 L. 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 sent 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 space accurately to the world at large the news of what the advertising men are saving and doing. The Baltimores' late 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, 225 Fifth Avenue, Lytton Building, CHICAGO.

In Our New Ten-Story Building

equipped with the most modern and improved printing plant.

"Naftali"

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 for it. 175 E. B'way, New York.

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

Edward H. Hodgkinson, 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. Lanck, 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. Thieclecke, 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 Advertiser 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. Eth, 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 the Messenger & Miles Company, New York advertising agents. Mr. Gilroy has for some years been publicity manager for the Frank A. Munsey Company, and formerly of H. H. Walker, Inc., has also joined the staff of Ewing & Miles, Inc.

TELEPATHY IN ADS.

W. R. Hoteckin, 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 it, that your copy, whether it be 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 has restated the economic, 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 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 inheritance.
- Tax large incomes.
- Tax monopolies.
- Tax the privileges of corporations.
- A tariff for revenue.
- Reform the civil service.
- Punish corrupt office-holders.
- Punish the poll-buyer.
- 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, American 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."

"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."

"The course of these thirty years Democracy has fought its fight with Plutocracy and triumped."

"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 piracy has now become a crime and public duty has been made a crime."

TRADE."

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"Wall street piracy has now become a crime and public duty has been made a crime."

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 were not invited to the Catskill since 1906, when they had their yearly meeting at the same hotel. The members will journey to the Catskill 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 same paper published by the students of the Montana State College. Solberg edited the paper credited 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 said the conscious desire for international peace is merely a matter of shaking off old illusions. He said the whole world relied on America to lead the lead in the peace movement.

NEW CANTON MANAGER.

Leon Gregg Wilcox, recently 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. Wilcox 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. Roberts is now manager 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 Greenville, 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.
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 169 W. Monroe St.
New York Chicago
Kansas City St. Paul
Dallas Seattle

Scrap Your Steam Tables
and save money, time and labor, and improve printing. You may use WOOD TYPE in any job with uniform-
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 im-
pressing upon the Government the importance of uniting with Austral-
alia 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 (chair-

The following were elected associates: W. Dunn, Napi, Newport; R. F. Farnes, 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 no current Congo paper printed in
English and French at Elizabeth-
ville, the capital of the Katanga district, which adjoins northern Rhodesia.

The Egyptian Gazette, under the able control of Rowland Slacks, can maintain its leading position among the daily journals printed in English in Nieland.

With a view to preventing the growth of anti-German feeling in Alsace-Lorraine the Federal Council of the German Empire is con-
sidering 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 con-
siders them anti-German in senti-

ment and the other intends to give to the Governor the power to sup-
press any society which he regards

The officers for the forthcoming year of the Association of Advertisement Managers of the London and Provincial Press are: Presi-
dent, G. Wetton; vice-president, E.

T. Nind; hon. treasurer, A. Bet-
tany; secretary, Louis Kauf-

man; chairman of council, G.

Wetton, Daily Express; Edwin T.

Nind, The Sun, A. Pearson, Ltd.; A. Bet-
tany, Western Morning News; T.

L. Baily, the Connoisseur; S. G.

Coran, Westminster Gazette; G.

Sparkes, Graphic and Bystander; G.

Richardson, Daily Chronicle; J.

Warburton, Daily Graphic; E.

Scottoth, Our Home and Ladys

Weekly; Wm. 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), presi-
ding.

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 Even-
ing 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 offices 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, complete 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, in which case the public is especially ap-
plied 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, 280,000 copies at 1d., instead of 900,000 at 1/2d., should not lose a penny in advertising revenue, and would turn what must be a loss on one sale, even with its own paper mills, into a handsome profit.

A PROFITABLE NAP.

A jury before Judge Charles C. Blanford in the Passaic (N. J.) County Circuit Court returned a verdict of $250 Monday in favor of Fred-

erick 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 was hit by a streetcar, and the Erie was held liable. Mr. Mallery told Conductor Hardy that he was going to take a nap and ask-
ed 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 Lieh-
tier 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 vi-
brate as it reaches the printing centre. The bars are of drop-forged steel and absolutely rigid.

Highest speed and ab-

olute accuracy is possible with the VICTOR as the carriage moves on ball bearings and the escape-
ment has no springs.

The VICTOR has visi-

bility plus durability and will cut many a dollar from your annual type-
writer 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 & 33rd Street
NEW YORK

Telephone Gramercy 6883
THE NEW YORK WORLD
Sells (morning edition)
MORE copies than any other two papers
Print.
The experience of forty-eight successful years has convinced those who own and control their newspapers that advertising is their strongest staple. It is the means by which the newspaper learns and creates a public, and it is the only necessity that possibly need be termed a luxury. Today America’s newspapers are selling a product that advertisers are buying. Advertisers have known for years that the newspaper is a product of the highest quality. It is the metropolis of the nation. Each newspaper that can increase its circulation will be better able to meet the growing demands of advertisers.

The Evening True American.

The Evening True American has had the largest circulation and the highest advertising rate in the U.S. since 1892. It has over 650,000 readers in its weekly edition, and its daily edition is the leading newspaper in the country. The Evening True American is published in St. Louis by the Evening True American Publishing Company, and its circulation is over 200,000 copies per day.

The Fourth Estate

The Evening True American has been recognized as the most progressive newspaper in the country. It has been a leader in the fight for democratic ideals and has consistently advocated the principles of freedom of speech and the press. Its editorials have been widely read and are respected for their fairness and accuracy.

The Evening True American is published every day of the week, and its advertising department is one of the largest and most successful in the country. The Evening True American has a large and loyal readership, and its circulation is growing steadily.

The Evening True American is the newspaper of record in St. Louis. It has been the leading newspaper in the city for over 100 years and is widely respected for its influence and its integrity.

The Evening True American is the newspaper of record in St. Louis. It has been the leading newspaper in the city for over 100 years and is widely respected for its influence and its integrity.
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 MORE THAN 110,000

FROM THE AD FIELD.

SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.


Clarke’s Thinning Salts Corporation, Bay 140 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 papers.


J. H. 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.—Advertising for the Virginia Hot Springs in a number of daily papers in Eastern cities.


The Nub of the Situation

in Pittsburgh is that You can’t afford 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, Advertising Representatives.
NEW YORK.

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.

SIEGFRIED, 50 Church street, New York.—Chic. Evening Amer., 35 West 19th street, New York; contracts 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; placing advertising through the above agency.

WALES, 125 East 23rd 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, hortonic, Long Island City, N. Y.; orders being placed with the same list of papers usually used.

Hiscox Chemical Company.

LEYVE, Marbridge Building, New York.—Martineau Hotel, Broadway and 33rd 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 Company, 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,” 260 East 34th street, New York; placing one-time orders with a selected list of Sunday papers.

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. F. Frichels Company, 100 Fifth avenue, New York; putting out four-time orders with a selected list of dailies.

NEW YORK, 125 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.

CHELTONHAM, 150 Fifth avenue, New York.—New York-Lasher’s Bitters, 721 Washington street, New York; new list now being made up.

TOPEKA DAILY CAPITAL

TOPEKA, Kansas.

Guarantees advertisers a larger local circulation than any other Topeka newspaper, and 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-five lines being placed with a selected list of Eastern papers.

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

MCGUICKIN, Morris Building, Pueblo, Colo.; placing orders with the same list of papers.

ARMSTRONG, North American Building, Philadelphia.—Philadelphia Public Ledger; orders being placed with a selected list of Eastern papers.

REMINGTON, Jenkins Building, Pittsburg.—Kuhn Irrigated Land Company, 501 Fifth avenue, New York; orders for fifteen lines being placed with Pennsylvania papers.

TAYLOR - CRITCHFIELD, Brooks, Building, Chicago.—Firestone Tire & Rubber Company, Akron, O.; again placing new orders with a general list.

CATTANACH, Somerset Building, Winnipeg, Can.—Winnipeg, Can.; placing contracts with a selected list of papers.

THOMPSON, 309 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.

FULLER & SMITH, Engineers’ Building, Cleveland.—Ohio Electric Car Company, Cleveland; Middle West papers are receiving orders for 3,000 lines.

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

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.

Guarantees its advertisers more PAID Circulation than all other Boston newspapers combined.

WALTER H. BUTLER, Editor and Pub.
Rejected in the field by KELLY-SMITH CO.
220 Fifth avenue, Boston.

TO THE DEMOCRAT

Nashville, Tenn.

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

Ask The JOHN BUD COMPANY
NEW YORK. CHICAGO.
St. Louis.

NEW ENGLISH ACCOUNT
FOR U. S. PAPERS.

The Molassine Company, Ltd., of London, England, one of the largest 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 Company of America, taking over the business formerly conducted by L. S. Co. The present have their main offices in the Board of Trade Building, Boston.

The Molassine Company, in coming to this country, has inaugurated an extensive advertising campaign which will be cared for by Franklin P. Shumway Company, 373 Washington street, Boston.

Advertisers who have always used the

NEW YORK TRIBUNE

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

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

Edward L. Prentorius, President and General Manager.

Foreign Representatives:
Bennett, Post Office, Chicago.
People’s Gas Building, Chicago.

Leven Advertising Company, 213 S. Michigan Ave., Chicago.
Newspaper, magazine and outdoor advertising campaigns planned and placed everywhere.
Complete and confidential personal service—"The Leven Service."
Correspondence invited.

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

Represented by Paul Block, Inc., 250 Fifth Avenue, New York.
Mallers Building, Chicago.
Tremont Building, Boston.

Western Michigan’s Greatest Newspaper. More than 60,000 daily.

Foreign Advertising Representatives:
L. 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 back the $1,000 as a contribution toward the expenses of the Governor’s direct primary campaign.

Held for Killing.
During an altercation in the local railroad station last Friday Fay R. Baxter, editor of the Mount Auburn (III.) Tribune, shot Dr. B. F. Windsor, mayor, and he died of the wound shortly after. Slate is charged with murdering the other man 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’s night watchmen. 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.
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 Times before joining the Eagle staff of the Brooklyn Eagle, died nearly thirty years a member of the Telemachus (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.

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

S. 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 HONSIEK, who was associated with the Montreal (N. Y.) Watchman for many years, is dead.

EDWIN MARTIN, veterinary editor of the National Stockman and Farmer, Pittsburg, and widely known as a veterinary surgeon, died last week, aged thirty-eight years.

JOHN SCHMIDING, one of the oldest newspaper men in Detroit, is dead at Maafa, 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.

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 on the overturned canoe, which was found eight miles from the starting point on Sunday morning, with no sign of its late occupants.

STARTS NEW.

Wayland P. Gugner, 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

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 "unique magazine of the sensuous Southwest."

Edward L. Peerotius, President and General Manager.

Represented by Paul Block, Inc.
250 Fifth Avenue, New York.

La Coste & Maxwell, Monolith Bldg., N. Y.

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. Carries more foreign advertising than all other Dayton and Springfield papers combined.

News League of Ohio,
La Coste & Maxwell, Monolith Bldg., N. Y.

John Glass, Peoples Gas Bldg., Chicago.

JOURNALISM IN THE LAND
OF THE CZAR.


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, moreover, 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 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 comparatively freedom prevailed for several years. The main enemy to be looked after, of course, was revolution, but tendencies contrary to orthodoxy were also censored. The closing of a publisher, for instance, of the eighteenth century, out of more than six hundred books examined, less than one hundred passed the censorship.

Newspapers rose and fell under the various rules. 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, and tell only the slightest detail, and to confine the representative assemblies of other nations; to refrain from speaking of the demands and needs of the working classes; to abstain from commenting on events 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 tyrsants, 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.

We are among the newspapers published in Russia, and especially in Moscow and St. Petersburg. In comparison with American newspapers it is a matter of death. 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 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 an opposition organ, but its real function is to act as a barrier to the reforms demanded by the dissatisfied element. It has always taken raw and other as the real smugglers of the natural human yearning for more liberty. It invariably maintains a dignity of tone, however, and has a right to its respectability.

But even such a conservative publication was moved to indignation by the scandals of the Japanese war, and, on 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 over 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 a man was either loved or more hated. An extreme liberal in his earlier years, the radical element considered him a traitor to the United States.

But liberalism did not "pay," as he learned in his earlier struggles, and Suvorin wanted money. He was the editor of a government organ, and has shown little scruple in its investigations of the leaders of anti-Semitism, and has shown little scruple in its investigations of the leaders of anti-Semitism.

In Moscow the leading newspaper is the Moscow Gazette. This is an old newspaper, whose reputation was made by Katsky, 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 eugenical. It has been one of the least anti-Semitic and has shown little scruple in attacks on the Jews. It has a large circulation, however, and undoubtedly yields a great influence.


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. Neser is a recognized authority on naval and military subjects.

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. Unobtrusive, the most closely read newspaper published. For advertising rates address CHRISTIAN SCIENCE MONITOR, 702 Schiller Building, Chicago.

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 adver-
sising 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
Post; and Joseph Ellner,
secretary.

Mr. Helms was the toastmaster
and the speakers were Alderman
Henry H. Curran, a former news-
paper 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, DeWitt Harris, W.
P. Reed of the Tribune; Charles H. Oak-
ey, George H. Panken and Martin Red-
ding of the American;

F. K. Randolph, Evening Journal; R.
O. Chittick, Globe; F. W. Kingston, Her-
ald; Fred Mehle, Sun;

John Lane, Evening Sun; R. T. But-
terfield, Winfield Arny of the Evening
Telegraph; William Crompton, J. Farley,
Journal of Commerce;

J. Polhemus, Charles Molephini of the
Evening Post; Frank E. Webb and Rob-
ert Morris of the Press;

David J. McLean, advertising agent,
Hugh McAtamney.

The affair was a complete sur-
prise 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 occa-
sions in my life when I felt hap-
pier. The path that I have trodden
through life has not always been
strewn with roses—but 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 condi-
tions 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 re-
viewing his interesting career. At
twenty-two he was

suited his taste and he returned to
the newspaper field—with the old
New York Herald. At twenty-two he was
foreman of a gang of laborers
on the New Jersey Central Rail-
road. He found that work did not

suit his taste and he returned to
the newspaper field—with the old
New York Herald. At twenty-two he was
foreman of a gang of laborers
on the New Jersey Central Rail-
road. He found that work did not

In April, 1913, the New York Tribune carried
182 columns more ads than it did
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 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
Ellier, Neal Moran, H. B. Lagerholm,
J. H. Waters, Jr., Charles J. Southerton
of the Hugh McAtamney Agency.

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