

SOUTHWESTERN PROGRESS.

One of the most marked instances of newspaper advancement in the Southwest is furnished by the Fort Worth (Tex.) Star-Telegram.

Starting with a gross circulation of 15,057 on January 1, 1909, the Star-Telegram has shown a most remarkable growth in circulation since that time. For the year 1909 the net paid circulation was 17,002; 1910 was 18,505; 1911 was 20,264; 1912 was 24,629, and for January, 1913, 26,815. In February of the present year the net paid increased to 27,743 and in March it was 28,651. Added to this unpaid circulation averaging approximately 1,400 daily, gives the Star-Telegram now over 30,000 daily.

A comprehensive folder giving circulation figures in detail has just been issued by the Star-Telegram; a novel feature of this folder is a map showing that ninety-five per cent. of Star-Telegram circulation is in Fort Worth trade territory; a list of towns in each of which the Star-Telegram has a circulation of ten or more is also given. Other information valuable to the space buyer is also given.

The Star-Telegram will be represented in New York during the publishers' meeting by Louis J. Wortham, president, and Amon G. Carter, vice-president and general manager.

During the Star-Telegram's greatest growth its manager has been Mr. Carter. His connection with the paper dates back to 1906, when he was appointed advertising manager of the Fort Worth Star, which made its advent in 1906 and within less than three months took over the Mail-Telegram, its competitor in the afternoon field.

Before this deal was consummated, however, Mr. Carter had been promoted to the position of business manager, and when the papers were merged into the Star-Telegram he resumed the management of the combination.

Mr. Carter is prominent in social and civic activities of his city. As past Exalted Ruler of the Elks he was a leader in the movement which resulted in the erection of a \$125,000 Elks' Home in Fort Worth, which is one of the handsomest and best appointed social club houses in the South. He was the first secretary of the Fort Worth Advertising Men's Club.

Mr. Carter has an able assistant in charge of the advertising department of the Telegram in Al. Shuman.