

A NEWSPAPER
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MAKERS OF
NEWSPAPERS

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THE FOURTH ESTATE

No. 1002

NEW YORK, SATURDAY, MAY 10, 1913

TEN CENTS A COPY

"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



AMON G. CARTER,

HALF OWNER AND GENERAL MANAGER OF THE FORT WORTH STAR-TELEGRAM.
See Fourth Page.

RECEIVERSHIP IN TRENTON.

FAILURE OF ASSETS TO REALIZE HITS THE TRUE AMERICAN.

The Trenton (N. J.) Evening True American has been placed in the hands of a receiver on the voluntary petition of its publisher, William H. Gutelius. The court has placed John A. Montgomery in charge of the property. According to Mr. Gutelius the liabilities are \$221,000 and the assets about the same amount.

Here is Mr. Gutelius' explanation of the situation:

"Very greatly to the surprise of all concerned, it was learned a few days ago that certain assets on which it was expected to obtain funds to carry on and increase the business of the Evening True American could not be realized upon promptly.

"In view of this the board of directors decided to liquidate its affairs. It would have been easily possible to have continued the business in the hope that additional capital, that could not be obtained now, might be secured at a future date. This was not deemed wise because, while it is certain the assets of the property will fully protect all its creditors today, some creditors would have been placed at risk of loss if further liability had been incurred.

"Therefore, as a creditor and stockholder, acting at the request of the board of directors, I authorized application to be made for a receiver.

"Mr. Montgomery is to continue the business of the Evening True American as usual.

"The liquidation proceedings may place the ownership and management of the Evening True American in other hands. I regret this possibility—not so much because it will mean a considerable personal loss as because it may end an opportunity for service.

"Many citizens of Trenton have

Figures tell their own story in

RACINE

(WISCONSIN)

Advertising carried from Oct. 1, 1912, to April 1, 1913:

JOURNAL-NEWS.....122,128
Nearest Competitor.....92,386

JOURNAL-NEWS Lead 29,642

Detailed circulation figures on application. The JOURNAL-NEWS operates a battery of five Mergenthalers, two more than its nearest competitor.

It averages over two pages more a day than its nearest competitor and carries over 100 per cent more classified ads.

It has an exclusive Associated Press franchise.

Its subscription price is 40 cents per month and no contests have ever been held.

Best of All.

It Produces Results.

A. W. ALLEN, Western Representative, 919 Advertising Building, 123 West Madison Street, CHICAGO.

M. C. WATSON, Eastern Representative, 86 Fifth Avenue, NEW YORK.

THE PROOF OF THE PUDDING, ETC.

Following Is April Evidence That The Detroit News Is the Premier Result Producer for Advertisers in Detroit.

The Detroit News carried in April, 1913, 62,548 inches of paid advertising.

This was 20,000 inches or over 47 per cent more than the News' nearest evening competitor.

It was more than 34,000 inches or over 120 per cent more than the News' week day morning competitor.

The News increased 5,107 inches over April, 1912.

Only one other week day paper had an increase in total advertising, which was 502 inches.

The News pays advertisers best because its circulation is largest.

The NET PAID circulation of the Detroit News (evening week day only) for April, 1913, averaged over 153,000.

been kind enough to say that the True American, during the past fifteen months, has been helpful to the community. It is my hope that this may continue to be true."

The True American is one of the oldest Democratic newspapers in New Jersey, and under the management of the late Joseph L. Naar was regarded as a successful journal. After Mr. Naar's death the property was sold to Henry Eckert Alexander for \$55,000 at a receiver's sale. More than a year ago the property was purchased by Mr. Gutelius, who enlarged the paper and improved it in many ways and in October changed it from a morning to an evening paper, at the same time reducing the price from two cents to one cent.

During the presidential campaign it was one of the strongest supporters in the country of Woodrow Wilson.

The receiver is one of the leading lawyers of Trenton, and Mr. Gutelius states that he has assured him that during the period of his control there will be no change in the policy of the paper.

George A. Mortland, advertising manager, has resigned, and the place has been filled by the appointment of Henry J. Ford, Jr., son of the editor of the paper.

The Trenton True American has been ably represented in the foreign field by La Coste & Maxwell, New York and Chicago.

PROGRESS OF FORT WORTH STAR-TELEGRAM.

An apt illustration of newspaper advancement in the Southwest is furnished by the Fort Worth

(Tex.) Star-Telegram.

From 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.

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

Before this deal Mr. Carter had been promoted to 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 Star-Telegram in A. L. Shuman.

APPEAL TO REASON AND ITS EDITORS VINDICATED

The case of the government against the editors of the Appeal to Reason, the Socialist newspaper at Girard, was thrown out of court by Judge John C. Pollock, sitting at Fort Scott. Judge Pollock sustained the demurrer filed last November by the defendants' attorney, J. Sheppard of Fort Scott, on the ground that the statements made against Deputy Warden Lemmon of the federal penitentiary Leavenworth, were not a violation of the federal statutes against making improper matters through the mails, as charged in the indictment.

Deputy Warden Lemmon had been replaced by William Mackey since the publishing of the charges in the Appeal to Reason. Wayland, owner of the paper, committed suicide soon after the indictment was returned against him and Fred C. Warren, editor, and C. J. Pfifer, business manager.

A few days ago charges of official misconduct were filed in Washington against Harry Bone, U. S. district attorney, by J. I. Sheppard.

In his demurrer last November Sheppard claimed that the matter mentioned in the indictment was not improper, in that it was not specific, and also as it was run a series of articles in the Appeal to Reason on the management of the federal prison, with the intention of affecting a cleaning up at that institution in the interest of public welfare.

MR. JOHN A. SLEICHER

PRESIDENT OF THE

LESLIE-JUDGE COMPANY

ANNOUNCES THE APPOINTMENT OF

MR. CHAS. B. NICHOLS

AS

ADVERTISING MANAGER

MR. PATRICK F. BUCKLEY

WESTERN ADVERTISING MANAGER

CHICAGO

MR. HENRY M. BEACH

NEW ENGLAND ADVERTISING MANAGER

BOSTON

MR. PERCY E. WILLIAMSON

EASTERN ADVERTISING MANAGER OF JUDGE

NEW YORK