

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 10

NEW YORK, SEPTEMBER 3, 1910

5 CENTS A COPY

## SUCCESS MAGAZINE

### RUMOR OF POLITICAL PLOT TO CONTROL IT FOR "OLD GUARD."

Has Been Strongly Insurgent—Treasurer and Assistant Editor Resign and Thus Story of Plot Starts—President Higgins Denies That Policy Will Be Changed, and Says He and Dr. Marden Still Control.

Considerable interest was aroused in all the Atlantic States this week by the publication of a story alleging that the directors of Success Magazine were at odds about the political attitude of the publication and, in consequence, Treasurer David C. Evans and Assistant Editor Samuel Merwin had resigned.

Success was established in 1897 chiefly by Dr. Orison Sweet Marden, whose essays on honesty in business, opportunity, and the principles of success, have had a wide circulation. The magazine claims a circulation of 301,000, sworn to.

The political policy has been strongly "insurgent." Especially hot was the fight waged against "Cannonism." Therefore many were surprised by the story, in which it was alleged that the "reactionary" or "old guard" faction of the Republican party of the State of New York had gained control of Success Magazine and that the attacks on "Cannonism" would cease and a new fight against Colonel Roosevelt would be at once commenced.

Edward E. Higgins is president of the company and controls it with Dr. Marden. He made a statement to the newspapers, denying the story of political discord.

"There is absolutely no truth in that story," said Mr. Higgins at his home at Tarrytown, N. Y. "The only change in the company of the management of the magazine in any way is the severing of connection with it of David G. Evans and Samuel Merwin. The former was treasurer of the company and the latter Dr. Marden's assistant in the editorial offices. Together they controlled about 4 per cent. of the stock of the company, but were practically nothing but employees. We dismissed them for a peculiar reason after due consideration.

"They are both very ambitious young men and, after obtaining the backing of a man whose name I do not care to mention, they tried quietly to obtain a larger control of the magazine stock. Naturally, Dr. Marden and myself did not like this and realizing that if the young men continued with us further there might be more dissension, we asked for their resignations.

"Politics had nothing to do with the dismissal of the young men. There will be no more change in the editorial policy of the magazine than there has been in its financial control. In fact I, myself, was largely responsible for the inauguration of our crusade against 'the interests.'"

Mr. Merwin is well known in the magazine world. He is the author of "Calumet K," "The Road to Frontenac," "The Short Line War" and other novels, and made a trip to China to investigate the opium traffic, writing "Drugging a Nation" on his return.



GEORGE HOUGH PERRY.

WIDELY KNOWN LITERARY AND ADVERTISING EXPERT, IN CHARGE OF PUBLICITY AND ALSO SALES MANAGER FOR GIMBEL BROTHERS' NEW STORE IN NEW YORK.

### MOST POPULAR EDITOR

#### Will Review Troops During Military Tournament at Des Moines.

Iowa editors are voting to see which one of their number shall have the honor of reviewing the troops on publishers' day at the Des Moines military tournament, which will be held September 26 to October 1.

The contest is said to be close between George D. Perkins, of the Sioux City Journal; Lafayette Young, of the Des Moines Capital, and Harvey Ingham, of the Des Moines Register and Leader.

#### Financial Paper in Receiver's Hands.

Robert K. Thompson has been appointed receiver for the Central Banker Publishing Company of Cincinnati, O., publishers of the Central Banker, a weekly financial paper. Mr. Thompson, who is a well-known Cincinnati newspaper man, has been editor and general manager of the publication. The company was capitalized at \$25,000.

#### Ohio Daily Reorganized.

The Herald Publishing Company of Washington C. H., Ohio, has been reorganized and modern equipment purchased.

### PRIZES FOR BEST ADS.

#### Daily Newspaper Club Announces Special Copy Competition.

The Daily Newspaper Club offers a series of prizes for the best advertisements as to the value of newspapers for a national advertising campaign. Copy must be submitted by October 1, 1910, and all advertisements to be made up seventy lines D. C. They may be submitted in the rough with layout attached and type sizes and illustrations indicated.

The subject as outlined is "The use and value of newspapers in a publicity campaign; effectiveness, lowness of cost, value of repetition, influence on the retailer, etc."

Awards will be made by the executive committee and printed in the papers composing the Daily Newspaper Club.

#### Kentucky Paper Sold at Auction.

The Scott County Herald, published at Georgetown, Ky., and formerly owned and edited by B. O. Gaines, passed out of existence last week, when the presses, type and other equipment were sold at public auction. The plant was purchased by R. C. Musick, of Jackson, Ky., who expects to launch a new paper in that city.

## GIMBEL BROTHERS

### NEXT WEEK WILL OPEN GREAT NEW DEPARTMENT STORE IN NEW YORK.

George H. Perry in Charge of Advertising—He Points Out That \$200,000,000 of Retail Business in Metropolis Is Based on Falseness—Will Strive to Write Advertisements That People Will "Believe."

One of the coming events scheduled by New York news editors for next week is the opening of the Gimbel Brothers' great department store in the metropolis.

The new building fronts Broadway at Greeley Square, just below Herald Square. It covers three-quarters of the block bounded by Broadway, Seventh avenue, 32d and 33d streets. It is almost at the door of the front entrance of the new Pennsylvania Railroad station.

#### RISE OF GIMBEL BROTHERS.

The advertising departments of all the New York newspapers are feeling a great expectant interest in the coming advertising of Gimbel Brothers.

The present corporation of Gimbel Brothers was established fifteen years ago, with stores in Philadelphia and Milwaukee, but the name "Gimbel" is one of the oldest merchant titles in the United States. Adam Gimbel started the first store of the family in Vincennes, Ind., over fifty years ago. He adapted, as the motto of the concern, the Biblical phrase—"A Good Name is Better Than Riches"—and it has remained the business motto of his sons, who are the principals of the present corporation.

#### FIRST EDITOR OF EVERYBODY'S MAGAZINE.

George Hough Perry, one of the premier advertising men of the country, has assumed charge of the advertising of the new store. He is also officially the sales manager.

Mr. Perry moved to New York from Pittsburg thirteen years ago to undertake the advertising managementship of John Wanamaker's New York store. He continued in that office three years, during which time he started Everybody's Magazine for Mr. Wanamaker. For a period he was the editor and sole contributor of the publication. When Mr. Wanamaker sold the magazine, Mr. Perry resigned and went back to literature.

Subsequently he re-entered the advertising field as advertising manager for the Siegel-Cooper Company, and conducted that office five years. He resigned to take charge of the Gimbel Brothers' publicity. He is well known, a forceful and popular writer and speaker on economics and technical subjects. He is a recognized authority on advertising.

#### SLOGAN IS "RELIABILITY!"

Mr. Perry was calmly in the midst of the vast detail in preparation for the opening of the store when THE

EDITOR AND PUBLISHER representative found him.

"What is to be the slogan of the new store?" was first asked.

"Reliability!" said Mr. Perry laconically.

It was suggested to him that this was hardly a new slogan. But its aptness was soon manifest when he went on.

"TAINTED" BUSINESS IN NEW YORK.

"Each year in New York City \$200,000,000 of retail business is done on 'faith.' About one-half of this is tainted with fraud, and so faith is misapplied.

"In this amount of tainted business is included all done through agencies of misrepresentation, exaggeration, concealment of material facts in advertising, and all the business that is based upon false labels—false weights and measures, and misleading names of goods.

"For example: 'Brook Mink' is advertised; but it is not at all mink. And 'Hudson Bay Sable' so advertised is not sable at all.

FALSE LABELS.

"Glaring examples of misstatement are seen in the false labels marked by manufacturers in blankets. Manufacturers' labels almost never are right. We are told it is a 'trade custom' to put these markings on goods, and so the practise has grown up and the original deviation from truth has been lost sight of. In honest fact, it is the practise of giving short measure.

"All that kind of thing the Gimbel stores stand definitely against.

FRAUDULENT CANDY.

"About three years ago, before the Pure Food Law was enacted, Gimbel Brothers discovered that the manufacturers of almost 100 per cent. of all candies sold used glucose instead of sugar. The glucose was bleached by chemical agents and was injurious to health. Gimbel Brothers determined they would not sell that kind of candy. At one stroke they lost one-half of their candy business, because there was no such thing as sugar-made candy. But they were

consistent. If they advertised candy made out of sugar, it must be made out of sugar and not glucose."

TO MAKE PEOPLE "BELIEVE" THE ADS.

Speaking specifically of the advertising policy to be followed in the New York office of the firm, Mr. Perry said:

"Our advertising will not be 'sensational'—neither in language nor typographical layout. We shall try for simplicity. We shall be precise, careful and full in description, but plain and simple. In short, we shall always assume that readers of our advertisements have common sense.

"Our whole endeavor in the advertising department will be to write advertisements that people will read and BELIEVE.

"We shall use newspapers for all except mail order advertising. We shall not make space contracts. Our advertisements will need one column or fifteen columns as facts warrant. The size of the advertisement will be governed by the facts and not by space contracted for."

EDITOR'S MYSTERIOUS DEATH.

Fishermen Found Body Floating in Long Island Sound.

John H. Bangs, editor and part owner of the White Plains (N. Y.) Daily Record, came to death mysteriously in Long Island Sound near New London, Conn. His body was found last Monday afternoon by fishermen, half a mile from Plum Island.

He had started on a two weeks' vacation. On Friday of last week he telephoned from Atlantic City to his partner in White Plains, saying that he was leaving Atlantic City for Boston. That was the last word from him.

It is supposed he took passage on a steamer at New York, and fell or was murderously thrown from the deck at some time in the night, into the Sound. He had a large sum of money when he left his home; there was \$2.46 in the clothing of the dead body. No clue to the exact manner of his death had been found up to Friday of this week.

John H. Bangs was one of the old guard of newspaper men and widely known. He was born in Tecumseh, Mich. He learned printing in the office of the Waverly (O.) Courier and later began editorial work with the Wellston (O.) Sentinel. Soon after he was writing editorials for the Cincinnati Enquirer.

Fifteen years ago he settled in Westchester County, N. Y. His home was in New Rochelle. He leaves a widow and two small children.

Sells Interest in Illinois Daily.

Dwight B. Breed, for many years connected with the Freeport (Ill.) Journal, has disposed of his interest in the paper to General Smith D. Atkins, the principal owner of the Journal. Mr. Breed was business manager of the paper. General Atkins purchased the interest of James R. Cowley, another stockholder, some months ago.

Seventy-Six Years Old.

The Woodbury (Pa.) Constitution celebrated its seventy-sixth birthday anniversary last week. The paper has many readers who have been subscribers since it was founded, some of whom remember when it was distributed by men on horseback.

WILL TEACH JOURNALISM.

Marquette University to Have Course With Father Copus in Charge.

Marquette University, a Catholic institution of learning located in Milwaukee, Wis., will establish a school of journalism in connection with one of the schools of the college of economics.

The school will be under the management of Father J. E. Copus, S. J., who has had many years' experience in practical journalism.

He is the official correspondent of Marquette University for a number of Jesuit publications and is the editor of the Marquette University Journal, which he has made a high-class educational magazine. He is also the editor of the Marquette University News Letter, and has in contemplation the instituting of other university periodicals. He is also the author of a number of college stories.

"I am pleased," said Father Copus, "in being appointed to the school of journalism, because I believe the press, next to the pulpit, the most powerful influence for good. Were St. Paul alive today he would be a journalist."

WANAMAKER IN EUROPE.

His Department Store Advertising to Appear in Paris Herald.

The New York Herald reports that John Wanamaker, the American merchant, has taken a page for advertising in the Paris edition of the Herald. The Herald quotes Mr. Wanamaker as saying:

"The presentation from time to time of our business operations by a full page in the Paris Herald," he says, "gives evidence of another link between France and America, Paris and New York. The Herald is the only American daily published in Europe. It is valuable to us because it readers are those having leisure to travel and read. Most of the real news from America comes first to traveling Americans through its columns.

"Americans abroad are tremendous shoppers, but as they are in Europe for only a few weeks each year we wish them to be kept in touch with the activities of the Wanamaker stores, organized, through their Paris bureau, to shop every day of every week in the year, finding not only the very same things that Americans buy but also those later ideas that Paris springs upon its public almost every week and labeled the latest fashion."

Minnesota Papers Consolidated.

Articles of incorporation have been filed by the Albert Lea (Minn.) Publishing Company, which was organized recently by the publishers of the Albert Lea Tribune and the Albert Lea Times-Enterprise. The publishers of the Tribune will remain in active charge and retain the name of their paper, but C. S. Edwards, publisher of the Times-Enterprise, is a stockholder in the new concern. The capital is \$50,000 and the incorporators include J. P. Hurley, L. S. Whitcomb, S. O. Simonson and A. W. Moran, of Albert Lea, and F. G. Atherton, of Osage, Iowa.

San Francisco Ad Men Elect.

At a special meeting of the San Francisco Advertising Association held last week the following officers were elected: William Woodhead, president; R. C. Jewell, first vice-president; J. C. Green, second vice-president; Frank J. Cooper, third vice-president; R. L. O'Connor, secretary; F. S. Nelson, treasurer.

STAR PUBLISHING COMPANY

Receiver of Indiana Dailies Files Report for Month of July.

George C. Hitt, as receiver for the Star Publishing Company of Indianapolis, has filed his report for the month of July, 1910. The report shows that the gross earnings of the Indianapolis Star for the month were \$62,048.21; operating expenses, \$50,711.38, and net earnings \$11,336.83.

The gross earnings of the Muncie Star for the month were \$13,416.32; operating expenses, \$10,707.13, and net earnings \$2,709.19. The gross earnings of the Terre Haute Star were \$12,914.02; operating expenses, \$11,904.91, and net earnings \$1,009.11. The total earnings of the three papers for the month were \$15,506.13, and the surplus for the month, after making provision for various charges, was \$10,799.67.

The assets of the publishing company July 31, 1910, were \$492,370.77, and the liabilities were \$928,497.16. Under assets, however, no account is taken of franchises and good will and under the head of liabilities no account is taken of outstanding capital stock.

Bain Back from Auto Trip.

George Grantham Bain has just returned from a 1,000-mile trip by automobile through New York state. He called on editors in Binghamton, Elmira, Buffalo, Rochester, Syracuse and Utica, and returned with several new contracts. Mr. Bain will soon visit New England cities in his auto.

CHRISTIAN NATION

Oldest and now the only weekly in the Reformed Presbyterian (Covenant) Church in America.

26th Year Under Same Management

Officially endorsed by the denomination; the only religious weekly of national importance covering in itself alone an entire denomination—that wealthy, cultured, sterling people, the Scotch and Scotch-Irish Presbyterians in America.

Circulation Not Duplicated by Any Other Denominational Paper

Rate 10c. Business accepted direct or through any authorized and reliable agency.

Tribune Building - New York

The Evening Wisconsin

Milwaukee's Leading Home Paper.

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative. NEW YORK—4020 Metropolitan Bldg. CHICAGO—150 Michigan Ave.

Paramount in Financial Field

The New York Times is read by more persons interested in financial developments than any other newspaper in the United States or elsewhere. It carries more advertisements of banks, high class brokerage houses and financial corporations than any other newspaper in the world. Fraudulent and suspicious advertising rigidly excluded.

THE NEW YORK TIMES

"All the News that's Fit to Print"

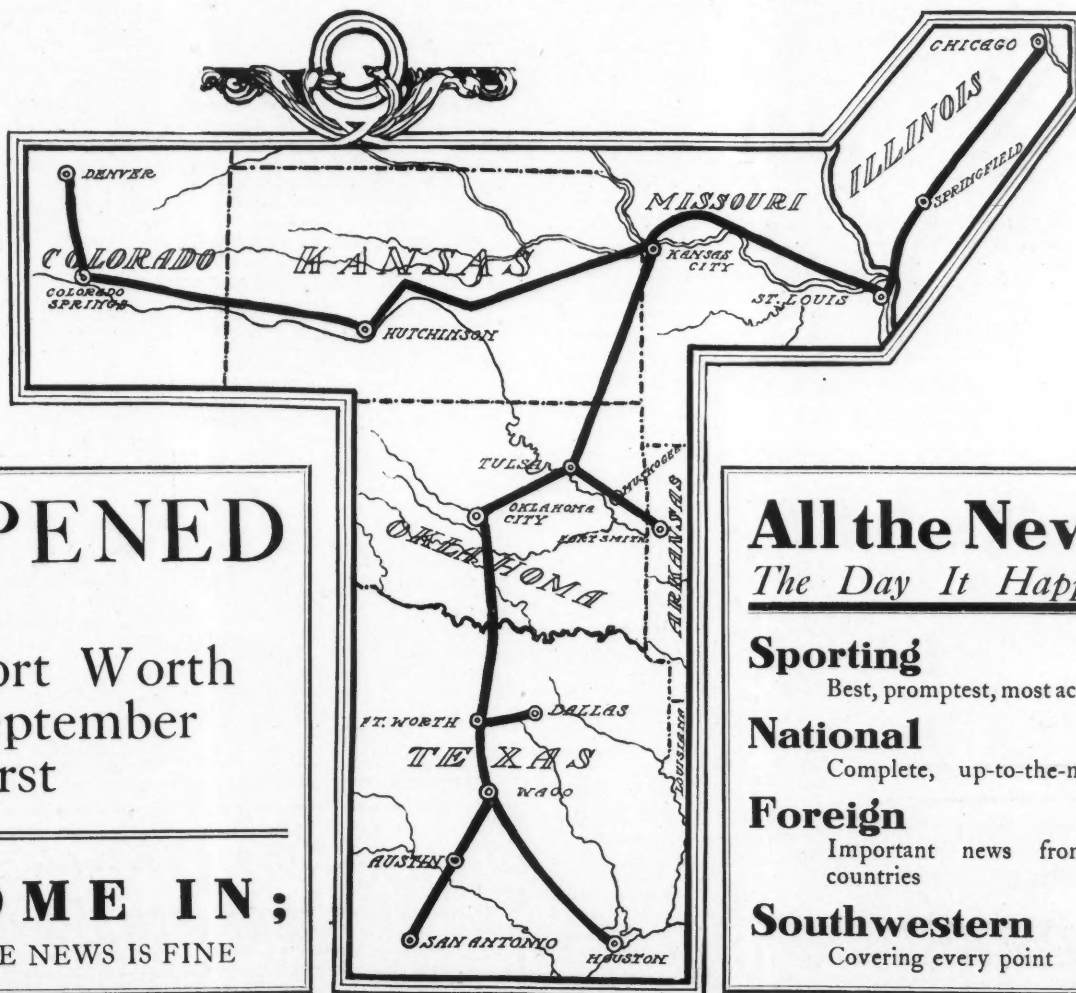
350,000 Germans in Philadelphia The German Daily Gazette COVERS THIS FIELD THOROUGHLY A Home Paper for a Home People

The Pittsburgh Press HAS THE LARGEST Daily and Sunday CIRCULATION IN PITTSBURG Foreign Advertising Representatives I. A. KLEIN JOHN GLASS Metropolitan Tower, N. Y. Boyce Bldg., Chicago

# National News Association

## FIRST DAY LEASED-WIRE

### INTO THE SOUTHWEST



**OPENED**  
 to  
 Fort Worth  
 September  
 First

---

**COME IN;**  
 THE NEWS IS FINE

**All the News**  
*The Day It Happens*

**Sporting**  
 Best, promptest, most accurate

**National**  
 Complete, up-to-the-minute

**Foreign**  
 Important news from all countries

**Southwestern**  
 Covering every point

You know, we have Features, too—Comics,  
 Daily and Sunday—Best Writers; Best Artists

YOU SUPPLY LOCAL NEWS. WE DO THE REST

**NATIONAL NEWS ASSOCIATION**

Post Building, KANSAS CITY

200 William Street, NEW YORK

## EDITORS WILL REST.

## Two Connecticut Weeklies Suspend While Owners Take Vacations.

Believing that he is entitled to a vacation, even if the community has to do without a newspaper, A. E. Knox, editor of the Woodbury (Conn.) Reporter, will suspend publication during his period of rest. He prints the following announcement in this week's issue:

"For a number of years it has been the custom of the management of the Reporter to suspend publication of the paper for one issue in the year. By so doing our office force has an opportunity to take a well-earned vacation, and at the same time it gives the editor an opportunity to take two or three days off."

H. Roger Jones, Jr., editor of the New Hartford (Conn.) Tribune, a weekly, announces that, in spite of the fact that his part of the state is in the midst of a hot political campaign, the Tribune will suspend as usual for one week in September, the issue of September 9 being omitted.

## ADVERTISING PAYS

## Declares Rev. Dr. James W. Kramer of Spokane, Wash.

"If you have had any degree of success in Spokane it is because of the liberal use of printers' ink," declared the Rev. Dr. James W. Kramer, pastor of the First Baptist Church of that city, last Sunday.

"There is something worse than sensationalism. It is the inability of the church to produce life. The church that does not advertise is behind the times and is nursing empty pews, and he who rails against the minister for advertising is suffering for a congregation. I am not an advocate of rag-time methods or vulgar preaching, but I do plead for the church which is a humming plant of machinery, with live coals in the fire box, smoke curling from the stack and every belt, wheel and pulley going. I believe, too, that the people need instruction, and that a minister of the gospel is first, last and all the time a teacher. There must be life."

## New York Herald Syndicate

"Burning Daylight"  
THE GREAT FICTION STORY  
by Jack London Now Ready

"The Widow Wise"  
"Uncle Mun"

Full-Page Sunday Features

Special Cable and Telegraph Service

Daily Features: News matrices, comic matrices, women's features and photographs.

For particulars apply to  
New York Herald Syndicate,  
Herald Square, New York.

Canadian Branch:  
Desbarats Building, Montreal.

Horton

Another chapter in aerial achievement is recorded in the sending of this wireless message from an aeroplane. in flight

McCurdy

## MESSAGE FROM AEROPLANE.

## Wireless Experiment Conducted at Sheepshead Bay Proves Successful.

There is printed on this page a facsimile of the "copy" for the first wireless message ever sent from an aeroplane.

The message was written by F. D. Caruthers on Saturday, August 21, at the request of Glenn H. Curtiss, the noted aviator, who hoped to project the message through the air on that day. Atmospheric conditions did not prove conducive, and it was not until last Saturday, August 27, that the experiment was successfully made.

On that day J. A. D. McAndy fitted his flying machine with a number of dry cell batteries, and such other equipment as was necessary for the experiment and from an elevation of about two hundred feet the message was ticked off. It was received by Harry Horton in the wireless receiving station, which had been erected on top of the Grand for the purpose.

## WOOD PULP TESTING PLANT.

## Government Will Erect Experiment Station in Wisconsin.

Contracts have been filed for the erection of a government experiment station for testing wood pulp at Wausau, Wis. The structure will be fire-proof and will be completed within sixty days.

The government plans to spend \$40,000 on the plant during the first fiscal year. It is the belief of the forestry service that this plant will develop methods and materials for making paper which heretofore have been unknown. It will be the only plant of its kind in the United States.

## Correspondents Enjoy Outing.

The correspondents of the Lafayette (Ind.) Morning Journal enjoyed their eighth annual outing recently, when they were the guests of the publishers, at Cedar Lake. A special vestibuled train was chartered for the occasion and upon arrival at the lake a number of launches were placed at the disposal of the correspondents.

## Newspaper Men in Charge.

Two well known newspaper men have been placed in charge of the government land office recently established at Summer, N. M. Enrique H. Salazar, publisher of El Independiente, a Spanish paper of Las Vegas, will be receiver, and Arthur E. Curren, publisher of the Clovis News, will be the register.

## Linton Goes to Detroit.

Dean Moffet Linton, one of the best known advertising men in the East and formerly assistant chief of copy in the New York office of the J. Walter Thompson Co., has been made chief of copy of the Detroit office of the same company.

## CLUBS AND ASSOCIATIONS.

The Military Tract Press Association, comprising the editors of several Illinois counties, held its forty-third meeting at the Chautauqua grounds at Hamilton recently. The meeting was made a part of the regular Chautauqua program and the visiting editors and their families were royally entertained by the citizens of Hamilton. The officers of the association are: President, Burr Swan, Pike County Republican; vice-president, E. S. Martin, La Harpe Times; secretary-treasurer, Van L. Hampton, Bystander, Macomb. Among the editors present at the meeting were: Miss Mary Davidson, Carthage Republican; Miss Lissie Hampton, Macomb Bystander; H. Elmer Kelly, West Point Journal; Harry W. Bradshaw, La Harpe Quill; S. S. Reid, Dallas City Review; M. C. and E. S. Martin, La Harpe Times; George W. Holt, Jr., Prairie City Enterprise; M. H. Johnson, Bowen; William M. Argast, Nauvoo Rustler; S. McAndrews, Dallas City Enterprise; C. H. Kistner, Dallas City Enterprise; Phil Dallam, Warsaw Bulletin; R. B. Robbins, Augusta Eagle; E. J. Clarke, Roseville Times-Citizen; Mr. and Mrs. H. E. Stevens, Avon Sentinel; Mr. and Mrs. J. P. Beckman, Golden New Era; A. Rose, Carthage Journal; E. T. Selby, Camp Point Journal; J. Coulson, La Harpe, La Harper; Dr. I. M. Martin, La Harpe; O. P. Brink, Carthage; F. W. Hazelwood, La Harpe, and M. B. Drake, Bowen.

The fall meeting of the Western Iowa Editorial Association will be held at Hamburg Friday, September 9. The committee in charge announces that the literary part of the

program will be brief. Just one paper will be read and topics on the question box will be discussed. The box proved a valuable feature at the last annual gathering and a list of questions has been prepared for the Hamburg meeting. The editors will be entertained by the Commercial Club of Hamburg and a banquet will close the program.

The Eighth District Kentucky Publishers' League met at Danville recently pursuant to a call by the president, James B. Stears, editor of the Nicholasville News. Other members who attended were D. M. Hutton, of the Harrodsburg Herald; T. H. Pickles, of the Richmond Register; A. D. Miller, of the Richmond Delta. A feature of the meeting was the presentation of a silver tea service to D. M. Hutton as a wedding present, he having become a benedict since the last meeting of the league.

The next annual meeting of the Norwegian and Danish American Press Association will be held at Eau Claire, Wis., some time during September. Waldemar Ager is the president of the association.

The New Hampshire Press Association will hold its annual summer outing on top of the Uncanoonuc Mountains, near Manchester, September 10 and 11. Special committees appointed for the occasion include: On sports—John Flanagan, Harry E. Doyen, Ernest A. Bourneval, Harold Fifield, Harold S. Taylor; starter, John N. Pearsons. Invitations—F. W. Hartford, Col. Arthur E. Clarke, R. W. Pillsbury, George W. Fowler, E. J. Knowlton, C. O. Barney, A. O. Towne, E. L. Welch. Banquet—John W. Condon, ex-officio, David Scannel, J. W. Aldred, J. E. Bernier.

The Birmingham News  
The Montgomery Advertiser

ANNOUNCE THE APPOINTMENT OF

**Mr. Albert Hanson**

AS MANAGER FOREIGN ADVERTISING, SUCCEEDING

**HAND, KNOX & CO.**  
EFFECTIVE SEPTEMBER FIRST

Mr. Hanson will travel the entire country as the direct representative of the two papers

**The Birmingham News**

VICTOR H. HANSON, Publisher

**The Montgomery Advertiser**

FRANK P. GLASS, Publisher

Birmingham, Ala.

Montgomery, Ala.

AUGUST 15, 1910

**ALBERT HANSON.**

Representative of Birmingham News and Montgomery Advertiser.

Albert Hanson, recently appointed sole representative of the Birmingham (Ala.) News and the Montgomery (Ala.) Advertiser in the foreign advertising field, is in New York this week in the interest of his papers. Mr. Hanson will travel the entire country, calling in person on the various national advertisers and their advertising representatives. While Mr. Hanson will spend most of his time



ALBERT HANSON

on the road, offices will be maintained in New York and Chicago in order to properly look after the large volume of business, going out from these two cities.

Mr. Hanson is a brother of Victor Hanson, publisher of the Birmingham News, and a son of the late Major H. C. Hanson, for many years publisher of the Columbus (Ga.) Enquirer-Sun and later of the Macon Telegraph.

Aside from his connection with the Birmingham News Mr. Hanson was identified with the advertising department of the Montgomery Advertiser for five years.

**Tennessee Daily Changes Hands.**

H. D. Harkneeder and W. R. Shelton, both of Columbia, Tenn., have purchased the New Decatur (Tenn.) Twin City Telegram, an afternoon daily. Mr. Harkneeder will be editor in chief of the paper. A. E. Hewlett and J. W. Hewlett, president and manager respectively of the Telegram Company, will remain with the paper. It is understood that a number of improvements will be made by the new management.

**AD IN ESPERANTO**

Brings Results to Commercial Club From All Over World.

Portland, Ore., in the process of booming itself, inserted an advertisement in the "Amerika Esperantisto," and, as a result of that one advertisement, says the Portland Telegram, "communications from practically every country of the globe are reaching the Commercial Club. When Assistant Manager Crissey opened the morning mail to-day, he found a batch of communications with the strangest aggregation of postage stamps he had ever looked upon in one day.

"Upon opening these and getting the substance of the inquiries tabulated, it was found that men in Russia, Germany, Denmark, Belgium, the Philippines, France, Italy, Holland, Sweden, Austria, Canada, Mexico and other American countries are on the list. They all wanted to know of Oregon, of the opportunities here for homes and of the conditions attending immigration.

"This advertisement was an experiment. The management did not know to what extent the new tongue was being spoken in the world; but the remarkable series of inquiries received indicates that the circle of readers and students of Esperanto is large, and covers the globe.

**TO LIST DEAD HEADS.**

**Pennsylvania Publishers Will Check Delinquent Subscribers.**

Newspaper publishers of Centre county, Pa., held a meeting at Bellefonte last week to discuss conditions created by the recently enforced postal regulations.

It was decided to prepare a list of delinquent subscribers and submit the same not later than October 1, at which time a general list will be compiled, showing the name of every person who has refused to pay for his newspaper. A copy of the list will be furnished to every publisher in the county.

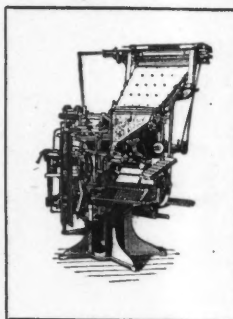
**Chicago Publishers Held Outing.**

The Publishers' Club of Chicago held its annual basket picnic at Glenwood Park, Ill., last week. Thomas H. Deverlaux, vice-president of the club, acted as master of ceremonies. The feature of the program was a ball game between the "fats" and the "skinnies." C. F. Beezley captained the "fats" and W. R. Vansaat captained the "skinnies." There were various freak games and other athletic events. More than 300 members of the club, with their families, attended. A special edition of the Publishers' Club Harpoon was issued in honor of the occasion.

**Missouri Paper Suspends.**

The Glasgow (Mo.) Graphic has suspended publication. H. C. Hopper, the publisher, will remove the plant to Troy, Kan.

**No Newspaper Has Ever Failed**



because of the introduction of

**Linotypes**  
in its Composing room

On the other hand, the **LINOTYPE** has made possible not only the Great Newspapers of today, but the development of innumerable weeklies into paying "Daily" propositions.

To every hand-set paper the **LINOTYPE** is the means and the way to a better livelihood.

**Ultimately—THE LINOTYPE—Why Not Now?**

EASY TERMS TO THE RIGHT-MEANING MAN

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

**PLAN A HOME.**

**Oklahoma Editors Have Been Given Site at Medicine Park.**

The project of the Oklahoma Editorial Association to build a newspaper man's home in the Wichita mountains is rapidly taking shape, a free site having been offered at Medicine Park by the citizens of Lawton.

The general plan for building the home is to form a holding corporation, sell stock to the editors in exchange for negotiable advertising. Each editor may take as much stock as he likes and pay to the association in return so many inches of advertising space in his paper.

The money obtained from the sale of the negotiable advertising will be spent in erecting the home.

**Buys Partner's Interest.**

J. M. Brice has purchased the interest of his partner, Arch Johnson, in the Union City (Tenn.) News-Banner. Mr. Brice will continue the paper. The News-Banner was recently moved to Union City from Troy, being consolidated with the Olion Democrat and the Olion Enterprise, retaining the name of the News-Banner.

**PAPER FROM SPINACH.**

**New Botanical Discovery That Shows Great Promise.**

A French professor has discovered a giant spinach that makes good paper. The vegetable is now being tested out in an experimental plot in England.

The spinach is of enormous proportions and grows stems four or five feet in height. The consistency of these stems, it is said, is more favorable for paper making than any of the straws that some manufacturers have experimented with. It is claimed for the spinach that it will give a greater weight per acre than any other annual crop yet grown for this purpose.

**Baltimore Typographical Union.**

William H. Stubbs of Baltimore last Sunday was installed as president of the Baltimore Typographical Union. The other officers are: Vice-president, A. S. Harding; secretary-treasurer, Robert A. Williamson; recording secretary, Edmund M. Evans; auditors, Edward Kamp, Walter Miller and James Doyle; trustee, Maurice K. Stokes.

**QUALITY**

This has been our strong point from the outset, whether viewed from literary, artistic or mechanical standpoints.

It is borne out by the fact that the very best publications of the country are International subscribers.

We supply matrices, stereotypes, electros or photographs, with copy, as desired—also page matrices. Let us send current mats for trial if interested.

**The International Syndicate** FEATURES FOR **Baltimore** NEWSPAPERS

**THE PUBLISHERS METAL CO.**

134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill. We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

## G. F. VRADENBURG

Made Advertising Manager of the Seattle Post-Intelligencer.

G. F. Vradenburg has been placed in charge of the advertising department of the Seattle Post-Intelligencer. He will assume his new duties at once.

Mr. Vradenburg was for many years with Chicago newspapers, where he was recognized as one of the best hustlers in the newspaper advertising game. He went to Seattle at the time the Morning Washingtonian was established and took charge of the advertising department of that news-



G. F. VRADENBURG.

paper. Shortly after he went to the Seattle Times, where he has served for the past nine years.

During his residence in Seattle, Mr. Vradenburg has made hosts of friends among business and professional men and in his own profession. He is a member of the Elks and Arctic Club, and prominent in the Seattle Press Club. His fellow newspaper workers predict that he will be very successful in his new position.

## Congratulating Georgia Press.

The Macon News wishes to offer its congratulations to the press of Georgia generally and the majority of the leading daily newspapers particularly upon their conspicuously candid and conservative course in giving the news and presenting the issues of the political campaign that has just closed.—*Macon (Ga.) News.*

**NOT**

all publishers believe that good rollers have anything to do with the attractive appearance of a sheet

**Many Do**

That is the reason why some are better printed than others. Running a roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.

**BINGHAM BROTHERS CO.**  
ROLLER MAKERS (Established 1849)  
406 Pearl St., 521 Cherry St.,  
N. Y. Philadelphia  
Allied with  
**BINGHAM & RUNGE, CLEVELAND**

## UNIQUE ADVERTISEMENT

Printed on the Card of an Arizona Saloonkeeper.

The Medical Journal prints the following and credits it to an unidentified "Lay Exchange:"

"Tombstone, Arizona, claims to have the frankest saloonkeeper in the United States. He keeps the Temple Bar Saloon and advertises his business in a remarkable manner. He has had cards printed bearing the following words:

"Friends and Neighbors: I am grateful for past favors and having supplied my store with a fine line of choice liquors, allow me to inform you that I shall continue to make drunkards, paupers and beggars for the sober, industrious, respectable part of the community to support. My liquors will excite riot, robbery and bloodshed.

"They will diminish your comforts, increase your expenses and shorten life. I shall confidently recommend them as sure to multiply fatal accidents and incurable diseases.

"They will deprive some of life, others of reason, many of character and all of peace. They will make fathers fiends, wives widows, children orphans and all poor. I will train your sons in infidelity, dissipation, ignorance, lewdness and every other vice. I will corrupt the ministers of religion, obstruct the gospel, defile the church and cause as much temporal and eternal death as I can. I will thus 'accommodate the public'—it may be at the loss of my never-dying soul. But I have a family to support, the business pays and the public encourages it.

"I have paid my license and the traffic is lawful, and if I don't sell it somebody will. I know the Bible says: 'Thou shalt not kill, no drunkard shall enter the kingdom of heaven,' and I do not expect the drunkard maker to fare any better, but I want an easy living and I have resolved to gather the wages of iniquity and fatten on the ruin of my species.

"I shall, therefore, carry on my business with energy and do my best to diminish the wealth of the nation and endanger the safety of the State. As my business flourishes in proportion to your sensibility and ignorance I will do my best to prevent moral purity and intellectual growth.

"Should you doubt my ability, I refer you to the pawnshops, the poorhouse, the police court, the hospital, the penitentiary and the gallows, where you will find many of my best customers have gone. A sight of them will convince you that I do what I say.

"Allow me to inform you that you are fools, and that I am an honest saloonkeeper."

## Have Passed the Million Mark.

There is general rejoicing in the advertising department of the New York World. On Sunday, August 28, the World passed the million mark, having published 1,004,514 advertisements since January 1, 1910. The million mark was not reached last year until September 20.

## Plans Daily for Portland.

It is reported that Col. W. H. Garland, a printer, is behind a movement to launch a daily paper at Portland, Ore. About sixty-five per cent. of the \$100,000 worth of stock has been subscribed, it is said.

## "A GENUINE PREACHER"

Minister Clips Editorial and Reads It to His Congregation.

The Rev. F. Ernest Johnson, assistant pastor of St. Paul's M. E. Church, New York, last Sunday preached from the text, "Wherefore, gird up the loins of your mind" (1 Pet. 1:13). In the course of the sermon he read an extract from an editorial printed in the New York Evening Mail, which reviewed the social conditions at Newport. The editorial read, in part:

"Speaking generally, it is not the way men spend their working hours, but the way they take their recreation that sends them to the boneyard. The hardest kind of play is society—entertaining and being entertained. It necessarily implies abnormal hours, the turning of night into day. It involves living in a crowd—gregariously—and that wears upon the nerves. It leads to competitive effort, sometimes extended into the unwholesome domains of ostentation and sensation. It carries the burdens and boredom of systematized idleness."

The Rev. Mr. Johnson, commenting on the above, said to his congregation:

"The editor who wrote that was a genuine preacher!"

## Gave Dinner to Roosevelt.

Theodore Roosevelt was the guest of the Denver Press Club at a chuck wagon dinner given last Monday. The affair was held at Overland Park and the dinner lacked nothing of the flare of the round-up. Two old-time cow camp cooks prepared the viands just as in the old days.

## Business Staffs Have Outing.

The business staffs of the Buffalo Courier and Enquirer held their annual outing last week at Crystal Beach. In spite of the weather, which was stormy, everybody had a good time. Following a round of the various concessions at the park, supper was served.

## Buys Kentucky Weekly.

David R. Forbes, of Quarryville, Pa., has purchased the Princeton (Ky.) Leader and will change it into a daily. The sale was made through C. M. Palmer, newspaper broker, of New York City.

W. A. Wells has purchased the Battle Lake (Minn.) Review from W. L. Johnson.

**THE UNITED PRESS**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:  
World Bldg., New York

"The majority of newspaper publishers agree that we are the leaders in the contest business—others follow."

Publishers Circulation Service Co.



Marbidge Building  
Herald Square  
NEW YORK CITY

**Illustrations**

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

**The Ethridge Company**

Madison Square Building

25 East 26th Street NEW YORK

Headquarters for

**TYPEWRITER RIBBONS  
TYPEWRITER PAPER, CARBON PAPER  
FOR ALL USES**

We manufacture the best line of  
**TYPEWRITER SUPPLIES**  
on the market

**The S. T. Smith Company**  
11 Barclay Street New York City  
Telephone 5322 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same.  
DISCOUNTS ON APPLICATION

**Have You Ever Had Metal Troubles?**

Do you know what a loss they create? D. n't be PENNY WISE—POUND FOOLISH! Buy a standard, high quality metal—

**Wildes' Refined Metals**

are an absolute guarantee for perfect results. Made entirely of new metals, thoroughly refined, they are perfect in every sense of the word. Clean, sharp plates and type, perfect printing assured, and a great saving of TIME. You never heard a kick on WILDES' REFINED METAL.

Established 1827

*Thomas Wildes' Son*  
METALS

The Oldest Manufacturing Metal House in America

OXODIO

NEW YORK

OXODIO

The American Ink Co.

Makers of Guaranteed News Ink

Four Cents Pound

New York City

# Something Doing in Boston!

## DAY by DAY

Circulation statement of **The Boston Daily Post** and **Boston Sunday Post** each day for the month of August, 1910:

	SUNDAY	DAILY
August 1...		340,395
2...		340,776
3...		342,025
4...		345,109
5...		347,716
6...		347,387
7...	258,844	
8...		348,977
9...		349,707
10...		389,914
11...		346,310
12...		349,733
13...		351,164
14...	261,006	
15...		352,311
16...		354,038
17...		353,813
18...		352,835
19...		352,777
20...		353,766
21...	262,053	
22...		353,565
23...		352,393
24...		352,369
25...		352,425
26...		351,896
27...		352,542
28...	262,912	
29...		352,225
30...		351,634
31...		351,250

**Total Boston Daily Posts**  
27 Days  
**9,488,992**

**Total Boston Sunday**  
**Posts, 4 Days**  
**1,044,825**

**Boston Daily Posts**  
Average . . **351,444**  
**Boston Sunday Post**  
Average . . **261,206**

# 351,444

*Average August 1910*

## Boston Daily Post

☛ **A Gain of 15,920** copies per day over July, 1910, and a **Gain of 60,129** copies per day over August, 1909.

☛ It exceeds by a wide margin the circulation of any other morning newspaper in the country, with the one exception of the New York World.

# 261,206

*Average August, 1910*

## Boston Sunday Post

☛ **A Gain of 3688** copies per Sunday over July, 1910, and a **Gain of 12,903** copies per Sunday over August, 1909.

☛ Not over five other Sunday newspapers in the entire country surpass or equal the circulation of the Boston Sunday Post.

# ALL BOOKS OPEN TO ALL

Boston Post circulation was recently investigated, verified and certified by the National Shawmut Bank and the First National Bank of Boston (the two largest National banks in New England) and by the Federal Trust Company of Boston.

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

Entered as second class mail matter in the New York Post Office.

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt.

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

Display, 15 cents per agate line.  
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.  
Liberal discount for time contracts.

NEW YORK, SATURDAY, SEPTEMBER 3, 1910.

## EDITORS WHO ARE "GENUINE" PREACHERS.

A New York minister, in the pulpit last Sunday, read to his congregation an editorial which had been published several days before in a daily paper, and after reading it, he commented: "The editor who wrote that was a genuine preacher!"

To be sure, it is obvious that editors—hundreds of them, at smallest estimate—are "genuine preachers," though it comes with the interest of a newly discovered fact when an ordained minister in the pulpit frankly makes the statement to his congregation.

And again, though editors be obviously preachers, the editors themselves do not seem to accept the characterization as if it fits them; it has a curious strangeness for them. Mayhap the strangeness will wear off, for it looks inevitable that the editor will keep on preaching and that he and the ordained minister will draw closer together in their treatment of the subjects which concern all humanity.

Formerly, there was a "preaching style" in literature and oratory. It was distinct, and widely different from "editorial style." The difference, in late years, has lessened, so much so that the phrase "preaching style" no longer carries a criticism of the editor. Undoubtedly, this is because the church preachers have infused much of the "editorial style" into their method of preaching, while the editors have reached out and taken up subjects which formerly only the minister was authorized to discuss.

It is true that there are editors who are "genuine" preachers, and also editors who are not at all "genuine" preachers. There are many publishers who hold that it is not the business of a newspaper to preach or teach, and certainly many of these latter are successful in a business way.

Undoubtedly, when the minister emphasized the word "genuine," he meant the kind of preacher who has a message to deliver, who is full of faith in the righteousness of his cause. And the same qualities must show in the "genuine" editor who advocates a cause.

The wise publisher does not hire a

Democrat to write Republican editorials, nor the reverse. The wise publisher finds a writer who has convictions, and does not order him to preach doctrines in which he has no faith.

As to the writer who hires out his brains to any cause which pays his price in money, there is some difference of opinion. There are writers who hold that they may properly accept salary or fees as a lawyer does, and these writers are not "genuine" preachers.

## DOES A WRITER SELL HIS MIND FOR SALARY?

It is a sort of truism that a writer of books may give wider play to his artistic impulses than the writer for periodicals—magazines or newspapers. It seems to follow that the author of books may keep before himself higher ideals and thus take himself more seriously than the one who writes for the fleeting day.

We do not say it is so, in actual fact, that the newspaper writer has less seriousness of purpose and lower ideals than the book writer. We often suspect that the manner of cynicism and carelessness is put on by newspaper men to disguise the idealism which runs deep and strong in nearly all of them, and which, by curious custom, they try to hide, fearing that senseless though stinging rebuke—"He takes himself too seriously!"

Gustave Flaubert is a name dear to the literary idealists of France. He wrote books and he wrote for newspapers. In secret he wrote for himself in "note books," as another rare philosopher, Amiel, wrote in his "diary."

Here are excerpts from the note books of Flaubert, published in the *Revue des Deux Mondes* at Paris last month and translated for THE EDITOR AND PUBLISHER that American newspaper men and particularly American publishers may hear the words of a noble French writer:

"You can pay for manual labor, but not for intellectual. To look upon a work of art as a commodity is to put them upon the same level.

"But," you will say, 'services are

exchanged with services; so I pay you for the pleasure that you sell to me by your work.'

"You cannot pay me for it. For I write, not merely for the reader of today, but for all readers that may appear in the lapse of time. My merchandise cannot be consumed. So my service remains indefinite and un-purchaseable."

"As the prostitution of women diminishes, is modified or concealed, that of men increases. The body may be less venal, yes. But the mind is reaching an unexampled commonness and promiscuity."

## A LETTER OF INQUIRY.

Westfield, N. J., Aug. 31, 1910.

To the Editor of

THE EDITOR AND PUBLISHER,  
New York City.

Dear Sir:—On Friday, Aug. 26, 1910, the Westfield Leader published in the Union County Standard an advertisement at the Standard's full rate and paid for the same. This advertisement was accepted by the Standard, but just above it the Standard inserted an article which was meant to take away the effect of the Leaders' advertisement. Under separate cover we send you the paper which contains the advertisement. We wish to ask you, as representing your paper, which is the organ of the newspaper world, what you think of the Standard's action.

We beg to continue,

Very truly yours,

WALTER J. LEE, Editor

The Standard should have done one of two things, either refused to accept the advertisement of the Leader or have treated it the same as any other advertisement.—[Ed.]

## CHAS. LAMB AS JOURNALIST.

Charles Lamb, the famous essayist who lived from 1775 to 1834, was once a member of the staff of the London Morning Post, now the oldest of London papers. He wrote for a column headed "Fashionable Intelligence," and it was his business to furnish witty paragraphs. His contract stipulated that he should write about "the chat of the day, scandal, but above all, dress."

Lamb's fame as a humorist is now secure, but his editor, "Dan Stuart" by name, had his own opinion of the gentle fun maker. In Lord Gleses's history of the Morning Post, Stuart is quoted thus:

"As for good Charles Lamb," he said, "I never could make anything of his writings. Of politics he knew nothing; they were out of his line of reading and thought, and his drollery was vapid when given in short paragraphs for a newspaper."

## Ambiguity in Advertising.

Two men interested in the art of advertising fell into a bit of a dispute as to the advisability of now and then leaving things to the buyer's imagination. One favored outspoken completeness of statement; the other relied somewhat upon suggestion. A third man whose opinion was solicited, refused to be arbiter, but expressed himself as against all ambiguities of language; and, to illustrate his position, told a story of a young man who one day brought a bouquet of flowers to the lady of his heart, and said, "May I offer you my handful of flowers?" to which the lady promptly answered, "I move to amend by omitting all after the word 'hand.'" The amendment was blushing and happily accepted, and the motion was adopted unanimously.—*Philadelphia Record*.

The Southern Lumberman, published at Nashville, Tenn., will be moved to Memphis November 1.

## OBITUARY.

Albert C. Hacker, editor and publisher of the Shoals (Ind.) News, died suddenly last week of heart disease. He was fifty years old and founded the News about twenty-one years ago.

Ernest B. Reed, a well-known Arkansas newspaper man, died in Douglas, Ariz., last week of tuberculosis. He was born in Hot Springs November 21, 1880. He spent his early life in Pine Bluff and worked on the Graphic and the Commercial at that place, later going to Little Rock to work on the Gazette. About six years ago ill health compelled him to go to Douglas, where he worked on the International American up to the time of his death.

Samuel Olliphant Keife, for a number of years a member of the New Orleans Times-Democrat staff, died at his home in that city recently of rheumatism of the heart. He was twenty-four years old.

Major Otto S. Palmer, for many years a publisher of German newspapers, and a soldier in the armies of three countries and an officer in the Civil War, died at his home in New Albany, Ind., last week. He was seventy-eight years old. He was born in Germany, and upon coming to America he proceeded to St. Louis, where with Carl Schurz and Joseph Pulitzer he established the St. Louis Post. At the close of the Civil War he engaged in the publication of a German paper in Louisville, Chattanooga, Nashville and Atlanta. In 1875 Major Palmer located in New Albany, where he commenced the publication of the Zeitung, a German newspaper, which for a number of years had a wide circulation. He continued the publication of the paper until 1890, when he retired from active business pursuits, though he was a contributor to the leading German publications in the country up to the time of his death.

Emanuel Waldecker, one of the oldest newspaper men of Washington, D. C., and prominent in German-American circles of the city, died suddenly last Saturday in the office of the Washington Journal, a German weekly, of acute Bright's diseases. He was sixty years old and was born in Germany.

## SEITZ SPEAKS IN JAPAN.

Business Manager of World Addressed Press Association.

Don C. Seitz, business manager of the New York World, who is traveling in Japan, spoke in Tokyo at a dinner of the International Press Association. He said in part:

"Mr. Pulitzer, as perhaps you know, is a firm believer in peace and good will among nations who respect their own honor and live up to their obligations to mankind. He feels his newspaper has done something in the past in the interest of international welfare, and he intends it shall do more in the future. If truth and common sense can be presented in words to the American people the World is going to do it."

## American Socialist Editor Abroad.

Daniel De Leon, editor of the Daily People, of New York, the Socialist Labor party organ, was conspicuous this week in the convention of the International Socialist Bureau in Copenhagen, Denmark.

The Traverse City (Mich.) Herald and Record Company has increased its capital from \$50,000 to \$80,000.



**PERSONAL.**

William E. Lawry, formerly editor of the Augusta (Me.) Kennebec Journal, has been selected as chief clerk in the bureau of labor and industrial statistics at the state capital.

C. F. Yeager, formerly owner and publisher of the Colorado Springs Telegraph, has assumed charge of the Intermountain Fruit Journal published at Grand Junction.

Clifford B. Bowne, a member of the staff of the Flushing (N. Y.) Journal, will be married on September 12 to Miss Lydia Commani, of Flushing. Mr. Bowne is a descendant of the old Bowne family who settled on Long Island early in the seventeenth century.

M. M. Henderson, editor of the Tecumseh (Okla.) County Democrat, has been appointed secretary of the State Banking Board.

Charles W. Collins, formerly dramatic editor of the Chicago Inter-Ocean, has been made dramatic editor of the New York Globe, succeeding Margaret Meeghan, who has been transferred to another department.

William N. Anthony, of Fishkill Landing, N. Y., has the honor of being the oldest reporter in active service in the state. He recently passed his seventy-sixth birthday.

Joseph J. McAuliffe, assistant city editor of the St. Louis Post-Dispatch, was married last week to Miss Irene Murray, of St. Louis. Mr. McAuliffe was the hero of a recent novel dealing with politics at Jefferson City, the state capital. He was also the subject of a complimentary article published two years ago by the American Magazine.

F. M. Messler, for the past seven years business manager of the Ashville (N. C.) Gazette-News, has purchased the business of the McKissick Real Estate Company of that city and will devote his entire time to it in the future.

Charles S. Smith, managing editor of the Nashville Tennessean, has returned home from a brief visit to Nampa, Idaho, where he recently purchased a large ranch.

S. A. McNish, of Lewisville, Ark., has assumed editorial management of the Arkansas Farmer, published at Conway.

James D. Ford has resigned as editor of the Belleville (Can.) Intelligencer after twelve years' service.

John T. Beem, editor of the Duquoin Tribune, and said to be the oldest active newspaper man in southern Illinois, celebrated his seventieth birthday anniversary last week. He was a charter member of the first organized typographical union.

Hon. John L. Sullivan, recently in charge of the Ohio state printing office, assumed the management of the East Liverpool (O.) Evening Review September 1.

Samuel M. Burke, city editor of the West Chester (Pa.) Morning Republican, is spending his vacation at Wilmington, N. C.

W. B. Crawford, for the past three years editor and manager of the Pensacola (Fla.) Evening News, has disposed of his stock in the paper to

prominent Pensacola business men and will practice law at Jacksonville.

Miss Marion Howard Brazier, society editor of the Boston Journal, founder of the Professional Women's Club and member of various societies, is spending her vacation in New York.

Conde Hamilton, business manager of the New York Tribune, returned this week from a brief European trip.

Herman Rave, former well-known newspaper man, writer and poet of Jeffersonville, Ind., has discovered a new way of writing songs. While Mr. Rave has a fine baritone voice, it is said that all notes look alike to him. He now sings his songs into a phonograph and then sends the records to his publishers, who write them and develop the harmony for the accompaniment.

B. B. Bobbitt, editor of the Long Branch (N. J.) Daily Record, has withdrawn from the race for the Democratic Assembly nomination in Monmouth County.

Charles Campbell, senior editor of the Lauderdale County Enterprise, published at Ripley, Tenn., is seriously ill with typhoid fever.

Charles N. Wheeler, political writer for the Chicago Inter-Ocean and president of the Chicago Newspaper Club, spent a day at Camp Dencen, Ill., last week.

Robert H. Davis, associate editor of Munsey's Magazine and editor of other Munsey publications, in company with William Loeb, Jr., left New York last week for a three weeks' hunting trip in the Rocky Mountains. Samuel Blythe, the well-known magazine writer, is also a member of the party.

E. W. Scripps, owner of the Scripps-McRae newspapers, motored from Detroit to his home in Cincinnati last week.

Daniel Eldridge, former well-known Nashville newspaper man and secretary of the Southern Banker Publishing Company of Atlanta, has been appointed publicity manager of the Grand Theater of Atlanta.

W. P. Hughes, business manager of the Council Bluffs (Ia.) Nonpareil, is back at his desk after a two weeks' vacation spent in various portions of the State.

W. C. Bates, of the N. M. Sheffield Agency, Tribune Building, New York, has returned from a trip through the New England States in the interest of the papers represented by that agency.

Hamilton B. Clark, chairman of the executive board of the United Press Associations, spent several days at the New York office this week. Mr. Clark makes his headquarters in San Diego, Cal. He met his family in this city and left for a month's trip to Canada.

E. B. Conliss, business manager of the Toledo (O.) News-Bee, passed through New York this week en route to his home after several weeks' vacation spent at Atlantic City. He was accompanied by Mrs. Conliss.

A. G. Robbins, publisher of the San Antonio (Tex.) Light and Gazette, is in New York this week on business connected with that paper.

Kurtz Wilson has resigned his place as Eastern representative of the Philadelphia North American to take effect about September 15. Mr. Wilson has accepted a place in the advertising department of Hampton's Magazine. Howard Ruggels, who was for-

merly connected with the advertising department of Hampton's Magazine, will succeed Mr. Wilson as Eastern representative of the North American.

Roy W. Howard, general news manager of the United Press Association, is the proud father of a bouncing baby boy, which arrived at the family home this week.

**Pacific Coast**

evening daily in growing small city, made a profit of \$6,581.00 in 1909 after paying manager a salary of \$150.00 per month. Annual business \$21,000.00. Owner, wishing to get out of newspaper business will sell for \$12,000.00 cash. Equipment includes linotype, Cottrell drum cylinder and two job presses. A great bargain. Proposition No. 37.

**C. M. PALMER**  
Newspaper Broker

277 BROADWAY - NEW YORK

**Increase Your Want Ads**

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, Etc.  
**THE ADAMS NEWSPAPER SERVICE**  
George Matthew Adams  
2013 Peoples Gas Building, CHICAGO

**"GOTHAM GOSSIP"**

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

**National News Service**  
9 E. 26th Street, New York, N. Y.

**DON'T USE STALE PICTURES**

Why publish illustrations already used in other papers. SELECTED TO PLEASE THEIR READERS when you can get eight better, newer, original pictures a day with adequate text for less money?

Daily Illustrated News Service  
**GEORGE GRANTHAM BAIN**  
32 Union Square, E., New York City

**WILBERDING**

**HAND, KNOX & CO.**

PUBLISHERS' REPRESENTATIVES  
Brunswick Building, New York City.  
WESTERN } Boyce Building, Chicago.  
OFFICES: } Victoria Building, St. Louis.  
              } Journal Building, Kansas City.

**ADVERTISING MEDIA**

ILLINOIS.

**CHICAGO EXAMINER**

The largest Morning and Sunday Newspaper west of New York, and the great Home medium of the Middle West.

NEW YORK.

**THE BUFFALO EVENING NEWS**

is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON.

**THE SEATTLE TIMES**

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.  
CIRCULATION--DAILY, 64,222; SUNDAY, 80,700.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**WANTED**

Position as managing or city editor on a progressive afternoon paper, Pennsylvania preferred. Years of experience covering every department. Thorough knowledge of the editorial and mechanical ends of the business. Seven years in last position on one of Pennsylvania's most progressive inland dailies. Position offering opportunity for substantial investment specially desired. Address R. K., care THE EDITOR AND PUBLISHER.

**WANTED—MANAGING EDITORSHIP**

of small Evening Daily. Live, energetic young newspaper man, now on New York paper, wants managing editorship of small daily. Opportunity for advancement more important than salary. Has edited influential dailies in two inland cities. Address, DAILY, care THE EDITOR AND PUBLISHER.

**MANAGING EDITOR**

Resourceful, tremendously active man wants to connect with a paper in a big city. Is confident that he can take a run-down paper of good reputation and make it a success that will be talked about all over the country. Strong, vigorous executive, accustomed to getting quantity and best quality of work out of medium-sized staff. Besides knowing all editorial branches he can prompt the advertising and circulation managers to make bigger records—because he thoroughly understands these branches of newspaper promotion. The salary must be good, because he will produce a "gingery" paper and boost the profits Address COMBINATION, care of THE EDITOR AND PUBLISHER.

**WANTED**

Position on Daily by College Graduate with seven years experience on weekly. Box 184, Annnville, Pa.

**A WESTERN PUBLISHER,**

having successfully published and managed three corporation newspapers, desires the general management or business management of a publication east of Chicago—corporation owned newspaper preferred. Only publishers who are willing to pay high-grade salary for proven talent and capability and financial acumen need answer. Address all communications to GENERAL MANAGER, care THE EDITOR AND PUBLISHER, New York.

**HELP WANTED**

**WE WANT YOUNG MEN**

between the ages of 20 and 35 to join our force of content managers. Newspaper men with some content experience preferred, but not absolutely essential. Bright reporters, circulation and advertising men can soon learn our system and double their present salary. As evidence of good faith \$200 investment of stock in this company is required. Give full details of your experience, age and reference in first letter. THE UNITED CONTENT COMPANY, Inc., Cleveland, Ohio

**FOR SALE**

**MONOTYPE,**

Gas Engine, Job Press, Paper Cutter and other printing material. List sent on request. In bankruptcy court THE EAST WISCONSIN TRUSTEE CO., Manitowoc, Wisconsin.

**AUTOMATIC METAL POT**

(Wood & Nathan); perfect condition; sell reasonably. OXODIO, care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**DAILY NEWS**

Reports for evening papers, league ball scores daily, special and Chicago news. YARD'S NEWS BUREAU, 166 Washington st., Chicago, Ill.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

Desiring to buy or sell can do so to best advantage and without publicity by writing to H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS

The list of daily papers for the advertising of A. B. Kirschbaum & Co. Clothing, will be made up after the return of L. E. Hale from his vacation September 12. This business will be placed through the Ireland Advertising Agency, Philadelphia.

It is stated that the National Biscuit Company, Tenth avenue and Fifteenth street, New York, will not place any business in the daily newspapers this year. Their business is placed through N. W. Ayer & Son, Philadelphia.

Penick & Ford, Ltd., P. & F. Molasses, New Orleans, La., it is said, are not ready to take up the Southern list of papers for this advertising.

The list of publications of the Campbell Soup Company, Camden, N. J., will be made up in about two weeks.

W. P. Colton, advertising agent, 220 Broadway, New York, has secured the advertising account of the AGWI Steamship lines.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing renewal contracts for Clark's Tours, Times Building, New York.

Calkins & Holden, 250 Fifth avenue, New York, are making new contracts for 3,000 lines in Illinois papers for Cluett, Peabody & Co., Chicago.

The Trades Advertising Agency, 13 Astor place, New York, will shortly place orders in Southwestern papers for a hat concern.

The Rowland Advertising Agency, Seventy-sixth street and Broadway, New York, is asking for rates on 3,000 lines to advertise Automobile Accessories.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is offering the advertising of the Hotel Chamberlain, Fortress Monroe, Va., on an exchange basis.

The Blackman-Ross Agency, 10 East Thirty-third street, New York, is making new contracts for 2,520 lines in daily papers for Lewis A. Crossett, Inc., Crossett Shoes, North Abington, Mass.

The E. E. Vreeland Agency, 113 West Thirty-first street, New York, is placing new orders for 1,000 lines in Southern papers for George C. Batcher & Co., Thompson's Glove-Fitting Corsets, New York.

The Frank Seaman Agency, 33 West Thirty-third street, New York, is placing 1,000-line contracts in Southwestern papers for the Lozier Motor Company, New York.

Robert Buggeln, Marbridge Building.

New York, is placing new contracts in Southwestern papers for 10,000 lines for the advertising of the Woodbury Company.

The Charles H. Fuller Agency, Chicago, is placing 3,000-line contracts in daily papers for the Charter Oak Stove and Range Company, St. Louis.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing 140 lines fifty-two times in Western papers for the Schenley Distilling Company, Lucesco, Pa.

The Koch Agency, Milwaukee, Wis., is placing 5,000 lines in Pacific Coast papers for the F. F. Adams Tobacco Company.

The Dr. C. A. Hoag Company, Chicago, is placing 3,000-line contracts in Southern papers direct.

Pape, Thompson & Pape, Cincinnati, O., are placing 1,000-inch contracts in Pacific Coast papers direct.

The Charles H. Fuller Agency, Chicago, is placing 1,000-line contracts in Pacific Coast papers for Mother Potter's Hygienic Depot, Cincinnati. This agency is also placing orders in the same territory for the Mothersill Remedy Company, Detroit, Mich.

The Washington Advertising Agency, United States Savings Building, Washington, D. C., is asking for rates.

The J. H. Hartzell Advertising Agency, Philadelphia, is placing orders in daily papers for the American Beauty Cream and Face Company.

George K. Clark, Philadelphia, is asking for rates on 1,600 lines in Ohio papers.

The Hulley Advertising Agency, Pittsburgh, is asking for rates in Pennsylvania papers on classified advertising.

## BUSINESS OFFICE NOTES.

The management of the Dayton (O.) Journal states that in spite of a local raise in rates of 40 per cent., the Journal gains for the first seven months this year show 281,666 lines, or 958 columns. The gain for July was 47,334 lines.

In a sworn statement for the first seven months of 1910, the management of the Schenectady (N. Y.) Gazette states that the average daily circulation of the Gazette for that period was 18,720, a gain of 1,595 a day over the same period for 1909.

The Parkersburg (W. Va.) Sentinel announces a new advertising rate card. The management of the paper states that the average daily net paid circulation at the present time is over 4,200.

The management of the Kalamazoo (Mich.) Evening Press states that local advertisers carried 124,466 inches of display advertising in the Evening Press from July 31, 1909, to July 31, 1910.

## Sues Pearson's Magazine.

Joe Egan, formerly manager of J. J. Corbett and who later managed J. J. Jeffries, has filed suit in the United States Court at Carson, Nev., against Pearson's Magazine for \$100,000. The petition alleges that an article in a recent number of Pearson's defamed Egan's character by stating that he tried to steal a certain sum of money from Jeffries when Jeffries fought Fitzsimmons.

# ROLL OF HONOR

The following publications have allowed the Association of American Advertisers to make a thorough examination of their circulation records, and have received certificates showing the actual circulation of their publications:

<b>ALABAMA.</b>		<b>NORTH DAKOTA.</b>	
ITEM .....	Mobile	NEWS .....	Fargo
<b>ARIZONA.</b>		NORMANDEAN (Av. Cir. '09, 9,450).	Grand Forks
GAZETTE .....	Phoenix	<b>OHIO.</b>	
<b>ARKANSAS.</b>		PLAIN DEALER .....	Cleveland
SOUTHWEST AMERICAN .....	Fort Smith	(July, D. 91,733—S. 112,930.)	
<b>CALIFORNIA.</b>		VINDICATOR .....	Youngstown
INDEPENDENT .....	Santa Barbara	<b>OKLAHOMA.</b>	
BULLETIN .....	San Francisco	OKLAHOMAN .....	Oklahoma City
CALL .....	San Francisco	<b>PENNSYLVANIA.</b>	
EXAMINER .....	San Francisco	TIMES .....	Chester
<b>FLORIDA.</b>		DAILY DEMOCRAT .....	Johnstown
METROPOLIS .....	Jacksonville	JOURNAL .....	Johnstown
<b>GEORGIA.</b>		DISPATCH .....	Pittsburgh
THE ATLANTA JOURNAL (Cir. 53,163)	Atlanta	GERMAN GAZETTE .....	Philadelphia
CHRONICLE .....	Augusta	PRESS .....	Pittsburgh
HERALD .....	Augusta	TIMES-LEADER .....	Wilkes-Barre
ENQUIRER-SUN .....	Columbus	DISPATCH AND DAILY .....	York
LEDGER .....	Columbus	GAZETTE .....	York
<b>ILLINOIS.</b>		<b>SOUTH CAROLINA.</b>	
POLISH DAILY ZGODA .....	Chicago	DAILY MAIL .....	Anderson
SKANDINAVEN .....	Chicago	DAILY RECORD .....	Columbia
WOMAN'S WORLD .....	Chicago	THE STATE (Cir., D. 14,047—S. 14,163)	Columbia
HERALD .....	Joliet	DAILY PIEDMONT .....	Greenville
HERALD-TRANSCRIPT .....	Peoria	<b>TENNESSEE.</b>	
JOURNAL .....	Peoria	NEWS-SCIMITAR .....	Memphis
<b>INDIANA.</b>		BANNER .....	Nashville
JOURNAL-GAZETTE .....	Ft. Wayne	<b>TEXAS.</b>	
NEWS-TRIBUNE .....	Marion	RECORD .....	Fort Worth
TRIBUNE .....	Terre Haute	CHRONICLE .....	Houston
THE AVE MARIA .....	Notre Dame	SEMI-WEEKLY TRIBUNE .....	Waco
<b>IOWA.</b>		TIMES-HERALD .....	Waco
EVENING GAZETTE .....	Burlington	<b>WASHINGTON.</b>	
CAPITAL .....	Des Moines	MORNING TRIBUNE .....	Everett
REGISTER AND LEADER .....	Des Moines	<b>WISCONSIN.</b>	
THE TIMES-JOURNAL .....	Dubuque	EVENING WISCONSIN .....	Milwaukee
<b>KANSAS.</b>		<b>CANADA.</b>	
GAZETTE .....	Hutchinson	<b>ALBERTA.</b>	
CAPITAL .....	Topeka	HERALD .....	Calgary
<b>KENTUCKY.</b>		<b>BRITISH COLUMBIA.</b>	
COURIER-JOURNAL .....	Louisville	WORLD .....	Vancouver
TIMES .....	Louisville	TIMES .....	Victoria
<b>LOUISIANA.</b>		<b>ONTARIO.</b>	
ITEM .....	New Orleans	EXAMINER .....	Peterborough
STATES .....	New Orleans	FREE PRESS .....	London
TIMES DEMOCRAT .....	New Orleans	<b>QUEBEC.</b>	
<b>MAINE.</b>		LA PATRIE .....	Montreal
JOURNAL .....	Lewiston	LA PRESSE .....	Montreal
<b>MICHIGAN.</b>		<b>GET THE BEST ALWAYS!</b>	
PATRIOT (July, D. 10,822—S. 11,841)	Jackson	<b>The Pittsburg Dispatch</b>	
<b>MINNESOTA.</b>		Greater Pittsburg's Greatest Newspaper	
TRIBUNE (Morning and Evening) ..	Minneapolis	WALLACE G. BROOKE      HORACE M. FORD	
<b>MISSOURI.</b>		Biunswick Bldg.      Peoples Gas Bldg.	
DAILY AND SUNDAY GLOBE .....	Joplin	New York      Chicago	
<b>MONTANA.</b>		<b>NEW BEDFORD TIMES</b>	
MINER .....	Butte	The paper that has made New Bedford, Mass., the fastest growing city in the world.	
<b>NEBRASKA.</b>		Average to July 1, 1910	
FREIE PRESSE (aver. circ. 142,440) ..	Lincoln	Evening, 7,840      Sunday, 13,756	
<b>NEW JERSEY.</b>		ALFRED B. LUKENS      Tribune Bldg.	
PRESS .....	Asbury Park	New York Representative      New York	
JOURNAL .....	Elizabeth	FRANK W. HENKELL      150 Michigan Ave.	
TIMES .....	Elizabeth	Western Representative      Chicago	
COURIER-NEWS .....	Plainfield	<b>Anderson (S.C.) Mail</b>	
<b>NEW MEXICO.</b>		You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
MORNING JOURNAL .....	Albuquerque	MacQuoid-Alcorn Special Agency	
<b>NEW YORK.</b>		Tribune Building, N. Y.	
BUFFALO EVENING NEWS .....	Buffalo	Boice Building, Chicago	
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
MESSANGER OF THE SACRED HEART, N. Y.			
RECORD .....	Troy		

## The Special Advertising Representatives

who come to New Orleans and thoroughly investigate the local field, invariably use The Item and often use it exclusively.

## THE ITEM

goes into over 22,000 New Orleans homes daily, and also has over 8,000 circulation in Louisiana and Mississippi, covering the districts most valuable for foreign advertisers more thoroughly than any other New Orleans paper.

ELMER E. CLARKE, Business Manager  
SMITH & BUDD  
Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

**ADVERTISERS' SERVICE**  
8 Beekman St., New York  
Tel. Cortlandt 3155

**AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095

**ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148

**CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800

**CONE, ANDREW**  
Tribune Building, New York  
Tel. Beekman 2792

**DEBEVOISE, FOSTER CO.**  
15-17 West 38th St., New York  
Tel. Murray Hill, 5235

**FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Bryant 4770

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745

**GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420

**HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Rector 4398

**KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt

**MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914

**SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420

**THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

**FROWERT, PERCIVAL K.**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5137

**MEXICO**

**THE PUBLICITY COMPANY**  
San Diego, B., City of Mexico, Mexico

NO ADVERTISER can overlook the clientele of  
**"THE PANHELLENIC"**  
New York's Daily Greek Newspaper, for there  
is no other way that you can reach the 300,000  
Greeks in the U. S. who are a frugal and thrifty  
class of people. For rates, etc., address  
**"THE PANHELLENIC"**  
50 Church Street, New York, N. Y.  
Phone 7623 Cortlandt

**American Home Monthly**  
A Household Magazine  
Distribution statement of our 100,000  
copies, guaranteed monthly, sent on re-  
quest, or at rate, 40 cents a line.  
**HENRY RIDDER, Publisher**  
27 Spruce Street. New York.

**AUGUSTA HERALD**  
Augusta, Ga.  
Proven circulation is what you get in  
the Herald. Circulation books audited by  
Association American Advertisers.  
**Benjamin & Kentnor Co.**  
Foreign Representatives  
**CHICAGO and NEW YORK**

**Publishers' Representatives**

**ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666

**BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380

**KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176

**KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746

**NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042

**PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723

**PUTNAM, C. I.**  
30 W. 33d St., New York  
Tel. Madison Sq. 3613

**SMITH & BUDD CO.**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187

**THE FISHER AGENCY**  
118 East 28th St., New York  
806 Boyce Bldg., Chicago  
Tel. Madison Sq. 5556

**VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**CHANGES IN INTEREST.**

Rev. George E. Plant has pur-  
chased the Washburn (Wis.) Times.  
Nels M. Oscar, editor and manager  
for the past five years, will retire.

The Estill Herald, published at Ir-  
vine, Ky., has been taken over by the  
Estill Printing Company. The Herald  
was established in 1903 by J. R. White  
and is the only paper published in Es-  
till county.

**North Texas Editors Elect Officers.**  
Gyrus Coleman, of the Henrietta  
Independent, was elected president of  
the Northwestern Texas Press Assoca-  
tion at the annual meeting held at  
Wichita Falls last week. Other offi-  
cers were elected as follows: D. A.  
Jacobs, Wichita Falls Daily News,  
vice-president; Edgar Proctor, Bridge-  
port Index, treasurer; Orion Proctor,  
Bridgeport Index, secretary.

**JORNAL DO COMMERCIO**  
OF RIO DE JANEIRO, BRAZIL  
A leading daily paper read by all pur-  
chasing classes. Its circulation covers an  
area with 60% of the population of South  
America.  
**VASCO ABREU, Representative**  
Tribune Building - New York

**The Asbury Park Press**  
is a live newspaper in a live town. Its  
readers are a money-making, money-spending  
class. If you want their trade the  
Press is your best medium.  
**J. LYLE KINMOUTH, Publisher**  
ASBURY PARK, N. J.

**INCORPORATIONS.**

The Canton Magazine Company, of  
Canton, Ohio; general newspaper and  
periodical business; capital stock,  
\$750,000. Austin Lynch, David B. Day,  
Urban A. Wernet, Joseph M. Blake  
and H. L. Raley.

The Browning Press Company,  
Cleveland, O.; capital, \$20,000; E. A.  
Browning, C. M. Coe, H. B. Jolley,  
J. R. Myers, G. T. Stalley, Jr.

The News Publishing Company,  
Huntington, Ind., notice of increase  
of capital stock in the sum of \$20,000;  
O. W. Whitelock, president.

Seashore Publishing Company, At-  
lantic City, N. J.; printers, publishers,  
etc.; capital, \$27,000. Incorporators:  
Henry S. Wallace, Atlantic City, N. J.;  
Chas. W. Walters, George M. Walters,  
both of Philadelphia, Pa.

National Arts Publishing Company,  
Boston; printing and engraving; capi-  
tal, \$450,000. Incorporators: Presi-  
dent, Henry L. Johnson, 336 Metro-  
politan avenue; treasurer, J. Albert  
Briggs, 3 Broad street; clerk, E. Parker  
Archibald, 212 Chestnut street, all  
of Boston, Mass.

The News Publishing Company,  
Meridian, Tenn.; J. V. Gunn, W. A.  
Clark, A. H. Suttle and others, incor-  
porators; capital stock, \$10,000.

Courier Publishing Company, Mil-  
ville, N. J.; capital, \$10,000; incorpo-  
rators: M. L. Branin, S. E. Branin and  
Edward D. Patterson. The company  
is to do a publishing business.

Syndicate Publishing Company, New  
York; printers, engravers, publishers,  
etc.; capital, \$250,000; incorporators:  
Frank E. Wright, 104 W. Seventieth  
street; Preston J. Wright, 24 W. Thirty-  
second street, and Luther M. Ran-  
kin, 536 W. 113th street, all of New  
York city.

Olean Times Publishing Company,  
Olean, N. Y.; print and publish news-  
papers; capital, \$40,000. Incorporators:  
Charles D. Straight, Clinton B. McDow-  
ell, W. Howard Ramsey, all of Olean,  
N. Y.

Crawford Publishing Company, Chi-  
cago; printing and publishing; capital,  
\$50,000. Incorporators: John K. Allen,  
Elmer Crawford, Franklin I. Chase.

**Pioneer Woman Writer Dead.**  
Dr. Lydia Sayer Hasbrouck died in  
Middletown, N. Y., last week, aged  
eighty-three years. She was one of  
the pioneer woman journalists in ad-  
vocacy of "women's rights." She wore  
the bloomer costume all her life and  
urged dress reform. She edited and  
managed the Sybil, a dress reform  
publication, before the Civil War.  
Twenty years ago she started the  
Liberty Sentinel at Middletown; a  
woman's rights organ. In 1856 she  
was married to John W. Hasbrouck, a  
newspaper publisher.

The Bridgeport (Ala.) News, which  
suspended some time ago, has been re-  
vived by Charles T. Elbrick, who will  
enlarge the paper and improve it.

**NEW PUBLICATIONS.**

The Southern Architectural Review  
has been launched at Houston, Tex.  
William H. Frazer is the editor.

George A. McArthur will start a  
weekly newspaper at Toppenish,  
Wash., called the Toppenish Times.

The Weekly Tribune has made its  
appearance at Idaho Falls, Idaho. It  
is published by Arthur A. Allin, who  
is also the editor and publisher of the  
Western Farmer.

**Editors Enjoy Clambake.**

Seventy members of the New Jersey  
Editorial Association attended the an-  
nual clambake at the association last  
Saturday at Price's Hotel, Pleasure  
Bay. The toastmaster was J. Lyle  
Kinmouth, of Asbury Park. Among  
the newly elected members of the as-  
sociation are Eugene Farrell, of the  
Newark Evening News; James Ker-  
ney, of the Trenton Evening Times,  
and George H. Day, of the Dunellen  
News. Following the bake, the mem-  
bers in a body attended the Asbury  
Park aviation meet.

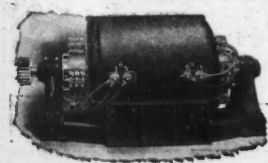
**Visiting Scribes Entertained at Frisco.**

The party of newspaper men from  
Colorado, Salt Lake City and other  
points who traveled to San Francisco  
last week on the first passenger train  
ever run over the Western Pacific,  
were royally entertained by the Press  
Club upon their arrival in the city.  
The entertainment began at eight  
o'clock in the evening and was fol-  
lowed by a vaudeville program in  
which a number of well-known the-  
atrical stars participated.

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4200-4 Beekman

**Botfield Engraving Co.**  
29 S. 7th Street, Philadelphia, Pa.  
**Always on Time**  
**DEEP ETCHED CUTS ON  
ZINC OR COPPER**  
Best Work at Lowest Price  
Let us estimate on your next order.  
Once a customer always a customer.

**THE LOVEJOY CO.** Established 1853  
**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery  
444-446 Pearl Street New York



**The Garwood Electric System**  
Permits the press to be run constantly and economically at  
any point in the speed range. These are only a few reasons  
why the GARWOOD ELECTRIC SYSTEM leads all others.  
**Garwood Electric Company**  
New York, Philadelphia, Chicago, St. Louis, Pittsburg



Send To-day for the List of Users of  
**"The Kohler System"**  
We have put in one million five hundred thousand  
dollars worth of machinery for the electrical con-  
trol of printing presses.  
**KOHLER BROS., 277 Dearborn Street, CHICAGO**  
LONDON: 56 Ludgate Hill, E.C. N. W. YORK: 50 Church Street



# PASSED THE MILLION MARK

On Sunday, August 28

# THE NEW YORK WORLD

Passed the Million Mark

# 1,004,514

Advertisements Printed Since Jan. 1, 1910

THE HERALD during the same period  
printed 626,750 advertisements, or  
377,764 less than THE WORLD.

\*Last Year the World Passed the Million Mark on Sept. 20th.



