

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 39

NEW YORK, MARCH 26, 1910

5 CENTS A COPY

PRESIDENT TAFT

GIVEN A NOTABLE RECEPTION BY THE NEW YORK PRESS CLUB.

He Talked Good Humoredly About Newspaper Criticism of His Administration and Smilingly Referred to the Difficulties of the Presidential Office—Ex-Vice-President Fairbanks Warmly Welcomed—Spicy Songs—List of Reception Committee.

President Taft entered the new club house of the New York Press Club Tuesday afternoon at three o'clock. Six hundred men, all club members, who had passed the police lines by card, awaited him.

In the assembly room President John A. Hennessy of the club, welcomed Mr. Taft in a speech that delighted the members and keenly interested Mr. Taft. He sat down and the members sang a rollicking welcome to "Bill Taft" in the literary form of a popular parody. When Mr. Hennessy rose and announced with effective simplicity:

"The President of the United States!"

Mr. Taft said:

PRESIDENT TAFT'S SPEECH.

"I really mean it when I say I am very glad to be here. I have had to say that a great many times (laughter) when evidence could be introduced on the other side. (Laughter.) I have had a very delightful day. I spent the night on the cars and perhaps that is why I remember the day better. At first I had the honor of a call from the former Vice-President, Mr. Fairbanks (applause), who is one of your guests, and he was good enough to give me a very full description of a most interesting trip which he has made to all of the countries of interest, both in the Orient and in Europe, and has been kind enough to give me a good many suggestions that, after conference with Brother Knox, I hope we may turn to good account. (Applause.)

"I am glad to welcome him home and to see him in such good condition. And I don't need to congratulate him on having been out of the country during the last year. (Laughter.) That was a possession and a condition and a faith which at times we envied him. (Laughter and applause.)

THAT CHICAGO SPEECH.

"Reference has been made by your chairman to a speech I made before the Chicago Press Club. I did not know what kind of a speech I was going to make any more than I do here. But the chairman said: 'They'd be glad to hear you about the press—so roast 'em!' (Laughter and applause.) And I am bound to say that the task was not very difficult.

"This being President of the United States represents a good many new sensations to one who came into the office under the conditions that sur-

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ARTHUR BRISBANE

EDITOR OF THE NEW YORK EVENING JOURNAL AND DISTINGUISHED JOURNALIST, WHO HAS GIVEN A FARM AND BUILDINGS, NEAR LAKEWOOD, N. J., FOR A TUBERCULOSIS PREVENTORIUM FOR CHILDREN

ACCEPTS NEW POSITION.

L. M. Bradley Made Publicity Director for U. S. Motor Car Company.

L. M. Bradley, who for the last three years has been advertising manager of the American Motor Car Manufacturers' Association and assistant to former General Manager Alfred Reeves until the latter accepted the general management of the Association of Licensed Automobile Manufacturers, has joined the United States Motor Company, the recently organized \$16,000,000 corporation which has already absorbed the Maxwell-Briscoe Motor Company and the Columbia Motor Car Company. He will act as director of advertising and publicity.

Mr. Bradley's new position is considered one of the most important advertising positions in the industry. He is well suited for the work, having had a wide experience in newspaper advertising and publicity fields, and his record with the A. M. C. M. A. during the last three years has placed him in the front ranks of advertising men.

NEW PRESS ASSOCIATION.

Northeastern Michigan Editors Will Help Boom State.

The Northeastern Michigan Press Association was organized last week at Bay City as an adjunct to the Northeastern Michigan Development Bureau.

The officers are: President, A. R. Canfield, *Clare Courier*; vice-president, Oscar Palmer, *Grayling Avalanche*; secretary, L. J. Patterson, *Tawas City Herald*; treasurer, Al H. Weber, *Cheboygan Democrat*; executive committee, H. M. Meyers, *Standish Independent*; W. B. Dobson, *Alpena Echo*; C. M. Greenaway, *Saginaw News*; Al H. Weber, *Cheboygan Democrat*; Eugene Foster, *Gladwin Record*.

About twenty-five newspapers were represented. The association decided to hold a summer outing at Cheboygan, date to be fixed later.

Old Paper to Be Sold at Auction.

The Kilbourn (Wis.) *Minor Gazette*, founded in 1853, will be sold at public auction on March 29.

WOMAN TREASURER

MISS LILY PRICE RESIGNS FROM UNITED PRESS ASSOCIATIONS.

Successful Woman Leaves Newspaper Work to Become Matron of Orphan Asylum—She Believes Future Holds Great Opportunities for Newspaper Women, but the Care of Children Is More Especially Women's Work.

Miss Lily Price, treasurer of the United Press Associations, has resigned to become matron of the Jewish Orphan Asylum of Cleveland, O., one of the biggest institutions of that kind in the country. She will leave the New York office of the U. P. on May 5.

The Cleveland Press, one of the Scripps-McRae League, and nearly related to the United Press organization, printed the following last week under the head, "Business Woman Gives Up Post to Aid Orphans":

Miss Price's action is an unusual exhibition of self-sacrifice in behalf of duty and thorough loyalty to friends. She was left an orphan at an early age in Baltimore, and became a resident of the Cleveland Asylum when seven. After finishing her school work there she acted as a governess and teacher of stenography at the asylum, and eighteen years ago came to The Press as secretary to its business manager. Next she became secretary to R. F. Paine, then editor of The Press, remaining in that position ten years—part of the time as accountant for the Scripps-McRae Press Association.

ELECTED TREASURER.

When the United Press was organized three years ago she was elected treasurer.

Recently Miss Rosa Jacobson, matron at the asylum, resigned, and shortly after that Miss Price visited Cleveland. Dr. Wolfenstein, the superintendent, told her how sorely he was pressed to find a successor, and remarked that he wished he could ask her to take the position.

"You mean you would like to have me take it?" Miss Price asked.

"I couldn't ask you to make the sacrifice," said Dr. Wolfenstein. "The salary is less than half what you are now receiving."

"You need not ask me," said Miss Price. "I'll take it."

The United Press made every inducement to her to retain her position, but she refused to consider any, and asked that her resignation be accepted May 5.

VACATION IN WEST.

After returning to Cleveland she will go to the Pacific coast for a long visit, taking up her work at the asylum July 15.

Miss Price is a business woman of remarkable ability. She has handled a number of big enterprises for the Scripps-McRae interests, and in all of them showed capacity for detail and executive work that made her invaluable. She has always been interested in the asylum work, and since leaving it has given largely of her time and purse to aid it and its graduates.

Miss Price stated to THE EDITOR AND PUBLISHER that she had volunteered her services to the Orphan Asylum before Dr. Wolfenstein spoke to her.

about it. She said, speaking in general of woman's work:

"I think my training in the newspaper business was exactly what I needed to fit me for this new work among the children. I think I know now what kind of men and women the business world needs and I feel confident of my ability to teach these little ones the things that are most needed to make them good citizens. I say this only as a tribute to the school I am leaving—the business department of a news organization.

"Yes, the newspaper field offers big opportunities to women. I think women will more and more find big work in the newspaper business. But, after all, there is other work that belongs more directly and intimately to women. Think of what it is to handle 500 little orphan children! Isn't it a big field? Why, that is better than handling the finances of a big corporation!"

EDITORS CONVICTED.

Found Guilty of Publishing Two Papers Anonymously.

Eleven writers on two Newcastle (Pa.) Socialist newspapers were convicted last week on a charge of violating the State newspaper publishing laws. The men were not sentenced. The penalty is \$100 fine for each issue in violation of the law.

Six of the men were indicted as owners and editors of the Free Press, a weekly paper issued by the Socialist party anonymously and distributed free for the last two years. It has assailed local officials and private citizens, and has severely criticised the courts and Government. For the alleged attacks on the Government the men will be tried on a sedition charge at the June term of the Criminal Court.

The other five men are indicted as owners and editors of the Solidarity, an organ of the Industrial Workers of the World.

Neither of the papers stated who was responsible for the articles.

District Attorney Thomas W. Dickey recently caused the arrest of eleven men, accusing them of publishing the two papers anonymously in violation of the State laws.

As publishers of the Free Press, Frank Hartman, Charles McKeever, Evan Evans, R. C. Horn, Steve Flanagan and Charles McCarthy were convicted.

As Solidarity publishers A. M. Storton, Valentine Jacobs, B. H. Williams, Earl Moore, George Fix and Charles McCarthy were found guilty.

After the Socialists were arrested they brought a similar charge against A. C. Dickinson, proprietor of the Daily Herald, charging a technical violation of the law.

CASH IN ADVANCE BASIS.

Foreign Advertisers Interested in Plan of Iowa Associated Dailies.

Foreign advertisers and agencies are much interested in the recent move of the Iowa Associated Dailies in signing a written agreement that on and after April 15, 1910, they will put their mail circulation on a strictly cash in advance basis. The Iowa dailies are the first as a State association to take action on this matter, and it follows along the line of the postoffice ruling which does not allow daily newspapers to extend credit beyond three months to subscribers going by mail.

This move will probably result in the Iowa papers securing a large amount of foreign advertising, because it is definitely known, by this plan in use, that an advertiser buys no waste circulation.

The Iowa dailies, since their organization a year ago, have done much creative work of benefit to themselves and the fraternity. Their stand last year in refusing to run free reading notices for circuses in exchange for tickets, and requiring them to pay cash for both display and reading notices, created a sensation among smaller dailies.

The plan worked out well, and will be much more strongly enforced this year. E. P. Adler, of the Davenport Times, is president of the Iowa Associated Dailies, and Lafe Young, Jr., of the Des Moines Capital, is the secretary.

The following is a list of the Iowa dailies that have signed the agreement to go to a cash basis, and are now busy arranging their lists so that after April 15 this metropolitan system will be in full force and effect:

Des Moines Capital, Des Moines Register and Leader, Des Moines Tribune, Des Moines News, Davenport Times, Davenport Democrat and Leader, Burlington Hawkeye, Boone News-Republican, Sioux City Tribune, Sioux City Daily News, Burlington Gazette, Cedar Rapids Gazette, Cedar Rapids Republican, Cedar Rapids Times, Centerville Citizen, Charles City Press, Clinton Herald, Creston Advertiser, Creston American, Dubuque Times-Journal, Dubuque Telegraph-Herald, Fairfield Journal, Fort Dodge Chronicle, Fort Madison Democrat, Fort Madison Gem City, Iowa City Republican, Keokuk Gate City, Mason City Times, Mason City Globe-Gazette, Mt. Pleasant News, Muscatine Journal, Ottumwa Courier, Oskaloosa Herald, Perry Chief, Waterloo Courier, Waterloo Reporter, Waterloo Times-Tribune.

Author of Ten Successful Books.

Randall Parrish, president of the Chicago Press Club, is the author of ten books, all of which have met with a cordial reception. They include "Bob Hampton of Placer," "When Wilderness Was King," "Historic Illinois," "Prisoners of Chance," "The Last Voyage of the Donna Isabel," "Beth Norvell," "My Lady of the North," "A Sword of the Old Frontier" and "The Great Plains." His last book published this winter, "My Lady of the South," has been most favorably received.

Elected to Membership in A. N. P. A.

The Jackson (Mich.) Patriot has been elected to membership in the American Newspaper Publishers' Association.

NEWSPAPERS ESSENTIAL.

President Taft's Talk at the Chicago Newspaper Club.

Last week, on March 17, President Taft was entertained in Chicago by the Chicago Newspaper Club, an organization separate from the Chicago Press Club. In a speech to the members he said in part:

"I look around on this handsome crowd—this charitable, beneficent, patriotic crowd—and I value the opportunity given me to speak to the men who do the work on the Chicago papers but who are not responsible for their editorials.

"I have seen so many apocryphal statements, so many unsound arguments and unjust conclusions, that they must come from some other source than this distinguished and intelligent audience.

"The newspapers, of course, are essential. We say we do not read them. Well, we have to read them. There is a distinguished member of one of the tribunals in Washington who says he never reads the newspapers. Whether he gets his news through his wife, or how he acquires the information as to the progress of the world, I do not know. The difficulty that I find is that I have to read them; and after a time of sensitiveness—what shall I call it?—of a sense of injustice, one's skin grows thicker, one is able to forget phrases of contempt and criticism, and what a newspaper man ultimately learns—that, after all, if we can only survive two or three days of attack and assault and unfounded statements most people will forget it.

"The only men who don't forget it about themselves, the most sensitive men with reference to the criticisms of the press, in my experience, are the newspaper men, those who are served up by the newspapers of the opposition. They are most sensitive, and it is gratifying to me that they are.

"Now, I don't know whether you number among your newspaper members not only newspaper men but men who combine the profession of the press with statesmanship, whether you have among you the men who are reformers down to the ground and at the same time are engaged in handing out their views and news suited to their views as statesmen-correspondents. If you haven't you lack a distinguished type of newspaper man, a distinguished type which, I am bound to say, has not contributed to the accuracy of the news furnished the public, for the reason that a newspaper man who does his task rightly is a man who furnishes the facts as they are without respect to whom they may hurt or help; but the man who is preaching an evangel or who is helping the cause, and especially the one who takes himself seriously, is about the worst witness of events with respect to those which his views reach. I speak with some knowledge, because I have had to examine that character of statesman close at hand, but I think he centers about Washington; therefore, I believe I am addressing pure newspaper men, men who don't exaggerate merely for the purpose of helping or marring a cause, but men who are in search of news to present it to the public.

"The public is now, I think, taking the editorials as they appeal to the reason of the reader, and not because they are editorials or because they are printed by a particular paper.

INCORPORATIONS.

The Times Company, Racine, Wis. Capital, \$50,000. Incorporators: W. S. Goodland, John Goodland and G. C. Gittings.

The Public Officials' Magazine, Terre Haute, Ind. Capital, \$25,000. Incorporators: L. P. Seeburger, J. M. Davis, H. B. Smith, T. R. Woodburn and N. G. Wallace. Publishing business.

Ledger Publishing Company, Media, Capital, \$10,000. Treasurer, John B. Robinson.

The Cleveland Citizens' Publishing Company, Cleveland, O. Capital, \$3,000. Incorporators: Max S. Hayes, Robert Bandlow, David Jenkins, Dora Hayes, Barbara Bandlow, Lucy C. Jenkins.

Landis Lithograph and Manufacturing Company, Philadelphia, Pa.; to publish, print and deal in papers and magazines. Capital, \$45,000.

The Conquest Publishing Company has been incorporated to carry on a printing and publishing business with a capital stock of \$10,000. The directors are J. E. McDonald, C. W. Hill, Harriet B. Waters, Sarah T. McQuide and Kate L. Case.

The Nature Publishing Company, Capital, \$25,000. Incorporators: Paul J. Bithorn, C. C. Butler and W. P. LeVoy. To do a general printing and publishing business.

Adam Budge, Manhattan; print and publish newspapers, periodicals, etc. Capital, \$50,000. Incorporators: R. W. Carey, W. A. Johnson, New York City; E. M. Davidson, Brooklyn.

Appalachian Record Company, Inc., Roanoke, Va. Dr. I. C. White, president; E. A. Schubert, secretary and treasurer, both of Roanoke, Va. Capital, \$10,000. To publish a newspaper.

A Phenomenal Record.

According to a statement by the management, the Vancouver (B. C.) World carried more advertising in 1909 than any newspaper published in the entire world. A tabulated statement shows that the World carried 48,092 columns and six inches of advertising during the year 1909, or a gain of 16,901 columns and seventeen inches over 1908. That in a city of a little over 26,000 inhabitants there is a daily newspaper that can lay claim to being the greatest advertising medium in the world is as surprising as it is remarkable. Not only does it reflect great credit upon the management of the World as showing what business enterprise can accomplish, but it is an inspiration to every small publisher in the land.

Spring Books

The Spring Book Number of the New York Times, Sunday, April 10th, will contain annotated lists of latest publications in every branch of literature.

Recent Fiction—Biography—Books of Travel—Books of Adventure—History—Philosophy—Science.

Many features of interest to book lovers, book dealers and book publishers.

A Feast of Literature

THE NEW YORK TIMES
"All the News That's Fit to Print"

In
Philadelphia
it's
The Bulletin
"Covers the Philadelphia field at one cost."
FEBRUARY CIRCULATION:
287,963 COPIES A DAY
A copy for nearly every Philadelphia home.
"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

PLAN BIG MEETING.

Five Hundred Oklahoma Editors to Attend Press Convention.

Every newspaper man in the State of Oklahoma has been invited to attend the meeting of the State Press Association at Enid on May 20 and 21. The meeting will be given over entirely to the discussion of the newspaper business, and it is said it will be the most important convention of its kind ever held in the South.

E. S. Bronson, editor of the Thomas Tribune and secretary and treasurer of the press association, is quoted as saying in regard to the coming meeting:

"Heretofore the association has taken more time with social events than it should have. The Enid meeting is going to be full of shop talk and newspaper business.

"The program embraces two full days of papers, speeches and a discussion of the best ways to run newspapers in Oklahoma. The prime features of the discussion will be the application of modern journalistic ideas to rural journalism in the State, the adoption of the most approved and scientific method for the country paper, the importance of the small weekly and daily in the upbuilding of the State and the real influence as exercised by the small papers more than the larger ones.

"I believe that there is no State in the Union which will be able to show a more representative set of newspaper men than the Oklahoma association, and it is a fact not generally known that a great many newspaper men formerly associated with some of the biggest papers of the country, men of long experience and recognized ability as news writers and editors, have awakened to the possibilities of Oklahoma and have located in the smaller towns, taken over weekly papers and are preparing to stay here to participate in the general prosperity as the State grows larger and becomes more densely populated.

"The wonderful possibilities of the State have attracted a class of writers and thinkers that can be found, I think, in no other State in the same number, and for this reason the meeting this year of the press association will result in the adoption by many of the small papers of the most modern ideas along journalistic lines.

"While due regard for the festivities, which are being arranged, will be displayed, this meeting is to be for business first of all, for the raising of the standard of what might be termed 'country journalism,' and for the increasing of the effectiveness of the educational influence of the weekly.

"Many men of this State, who own or edit weekly papers, are exercising an influence upon the political, economic and social affairs of the commonwealth that is felt but not recognized in the bigger towns and cities, and it is for the purpose of directing this power and this influence along the right lines that the press association will meet this year.

"There are nearly 700 publications in the State of Oklahoma, a fact not generally known even in the State itself, but from the way in which letters are pouring in practically all of these will be represented.

"It is for the purpose of making the editor of the small paper know his own importance and responsibility in the work of shaping the destinies of this young State that the meeting will be held this year, and it is believed

that the interchange of ideas which will be part of the program will result in a more uniform standard for all of the papers published in Oklahoma.

"There is a freedom among the newspaper men of this State from demagogism, narrow prejudices and a general mental breadth, a general intelligent comprehension of the big questions which tread upon one another's heels in this State, of big things which show that our newspaper writers on the small papers may be made of irresistible power in shaping to a greatness second to none the destinies of this State."

BOSTON PRESS CLUB.

Distinguished Visitors Delighted with Organization's New Quarters.

Boston, March 23.—Brigadier General Isaac R. Sherwood, who came on from Washington to speak at the Evacuation Eve dinner of the South Boston Citizens' Association, was given a luncheon at the Boston Press Club by Congressman Joseph F. O'Connell that was attended by several prominent Grand Army men. General Sherwood informally met many Boston newspaper men. He expressed himself as much pleased with the new quarters of the Press Club.

E. A. Grozier, publisher of the Boston Post, was last week elected to life membership in the Boston Press Club.

The Massachusetts Press Association, comprising many suburban editors of the Bay State, had its March meeting at the Boston Press Club's quarters, Beacon street, and Captain C. C. Doten, of the Old Colony Memorial of Plymouth, told about his recent trip to the Panama Canal.

BRISBANE'S GIFT.

Gives Farm Near Lakewood for Tuberculosis Preventorium.

Arthur Brisbane, editor of the New York Evening Journal, and noted journalist and writer, has given a large farm and buildings six miles north of Lakewood, N. J., for a tuberculosis preventorium for children.

As his wide circle of readers know, Mr. Brisbane has always been deeply interested in the welfare of children, particularly those of the tenements, and aside from his charities, which have been many, his vigorous pen has ever been wielded in their behalf.

This gift also settles a controversy that figured extensively in the news columns some time ago. It arose over the location at Lakewood of a tuberculosis preventorium by a well-known New York philanthropist. The institution will now be moved from Lakewood to the farm.

A Unique Fashion Edition.

On March 16 the Montgomery (Ala.) Advertiser issued a spring and summer style edition that was somewhat unique in newspaper annals. Instead of the usual syndicate supplement of style illustrations and descriptions the Advertiser got out a fashion supplement entirely its own and absolutely original. Gowns and dresses that were actually on display in Montgomery were posed on live models and photographed by a Montgomery photographer. The Advertiser bore all the expense and the cuts were made in its own engraving plant. The result was attractive and a credit to the enterprise of the management.

PAYS TRIBUTE TO PRESS.

Governor Harmon Says Ohio Newspapers Have Accomplished Things.

"Ohio should be proud of her press," said Governor Harmon at the recent banquet of the Buckeye Press Association at Newark. "It has accomplished many things and has been a big factor in building up the greatness of the State. Whenever I meet a newspaper man I recall the relationship between their profession and mine in one of the greatest struggles for liberty. The newspaper enterprise, like every other in this world, runs in certain parallels from the fact that it has to be conducted by man.

"That this enterprise has generally fallen into wise hands, in charge of men with discerning power and patriotic hearts, is generally known, and these men do much for the public at large. The newspapers of the present day do not garble facts or state half facts in order to mislead the people or to misrepresent the character of a public man.

"Great as is the power of the press, strong as it may be from the patronage of its patrons, it could not accomplish its great purpose in this regard if it were not absolutely free from any arbitrary authority. If this authority was used the press would fail in its great purpose. It is written in the Constitution of this State and of every other State that the freedom of the press must be absolute.

"You remember Abraham Lincoln's long and desperate struggle to free men from bondage, but a greater struggle was conducted in 1735 that marked the freedom of the press. You remember how that little German boy left his home where oppression reigned supreme and came to New York. There he apprenticed himself to a printer and after learning his trade he started the New York Journal, a little weekly.

"He burned with patriotic fire and he fought a great fight for the Americans, who were then under British rule. Feeling the British tyrannical oppression he enthused his readers with his ideas of liberty and he was, as a result, thrown into prison. Two lawyers were appointed to defend him, but when they made statements to the jury they were "in contempt of court," and their right to practice law was taken from them.

"There was John Peter Zinger, the patriotic German, lying in jail and with chances slim for freedom, but under the shadow of what would later be the tower from which the Liberty bell was suspended lived another patriot. He feared not the English and in his capacity as a lawyer Andrew Hamilton went to New York to take up the defense of this editor.

"Before that jury he stated facts that could not be denied and the result was that John Peter Zinger was acquitted. Later two English editors were imprisoned, but the Zinger case was cited and they were released, and from that time 'way back in 1735, dates the freedom of the American press.

"Very recently two of your brethren were arrested, one in New York and the other in Indianapolis, for things they printed in the paper against Government officials, and it was proposed to take them to the District of Columbia for trial, but the Constitution of the United States was brought into play and the men were not tried in that city of officialdom. You will in that city of officialdom. Both men were acquitted.

TO SAVE NEWSPAPER FILES.

Trustees of Brooklyn Public Library Take Action.

At a meeting of the Board of Trustees of the Brooklyn Public Library last week steps were taken to save the newspaper files, which are showing signs of decay.

In his report on the condition of the files, Librarian Hill said, in part:

"The attention of the librarian was recently called to the necessity for re-binding some of the Brooklyn and Manhattan papers. Upon investigation it was found that the paper used for printed newspapers for the last thirty years has been made from wood pulp. As is well known, this is of a much inferior quality to the paper made from rags, and as shown from our own files, the life of a periodical printed on wood pulp paper is not likely to be more than fifty years.

"This is a serious matter and demands the attention of publishers and librarians throughout the country. It means that the material for history contained in the newspapers will be unavailable within the period mentioned, and that all such historical records will disappear. The historian depends to such an extent upon the newspapers that it will mean a serious loss if some preservative process cannot be found.

"We can very well bear the loss of a great many books printed upon wood pulp paper, but the loss of newspapers containing the news of the day would be one which would be felt for all time. It would seem possible that some means might be provided whereby a better paper would be used.

"The attention of the chairman of the administration committee was called to this same matter and he has been in correspondence with the editor of one of the New York newspapers in relation to this important matter. Another trustee, publisher of the Library Journal, is also interested in securing a good paper, and I bring the matter to your attention for the purpose of having the matter discussed more fully after the report of the chairman of the administration committee, with the view to calling the attention of the publishers and librarians to the necessity for a better quality of paper for such files of newspapers as are to be preserved."

Issues New Rate Card.

The Chicago Examiner announces a new rate card effective April 1. This card provides for minimum rates on the insertion basis in the daily issue of 24c gross per line (\$2052 with all agency discounts off) as against 20c gross (\$.171 with all agency discounts off) on the present rate card. The Sunday issue is proportionately increased.

1909

BIG YEAR OF THE

Big German Daily

PHILADELPHIA

German Daily Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 350,000 Germans in Philadelphia can be covered thoroughly by using the

| | | |
|-------------------------|---|--------------|
| MORNING GAZETTE | } | WRITE |
| EVENING DEMOKRAT | } | FOR |
| SUNDAY GAZETTE | } | RATES |

SPOKANE

Eastern Magazine Writers Will Establish Co-operative Colony Near Far Western City This Spring—S. C. Dobbs Entertained by Spokane Ad Club—Other Gossip.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., March 21.—William X. Young, a widely known newspaper and magazine writer of Seattle, announced on his return from New York that he has been delegated by magazine writers of New York, Boston and several other centres to locate a couple of hundred acres of irrigated lands in the Spokane country, where a co-operative colony will be settled this spring. He said of the plan:

"We don't expect to create any wild excitement in Spokane with the news that we will settle near this city and neither do we expect to make Spokane and its environments famous as a literary centre. The men who are coming out here are all fairly well known magazine writers and have sufficient money to start our little scheme going in good shape, but none of us has any pretensions to genius, and perhaps the most we will do for Spokane, after all, will be to swell its postoffice receipts through heavy stamp sales for manuscripts, many of which we will probably send out many, many times before some good-natured editor accepts. We will pick out a good track of irrigated land, pay for it—with the money belonging to the other fellows—and with the coming of spring our little colony will be going full blast."

S. C. Dobbs, of Atlanta, Ga., president of the Associated Advertising Clubs of America, was entertained by the Spokane Ad Club, W. F. Hemming, president, and the Spokane Chamber of Commerce during his stay in the city recently. At a luncheon in the Hall of the Doges, where one hundred advertising men were assembled, Mr. Dobbs urged honesty in advertising, touching also upon the history of the profession, adding:

"It takes brains to make advertising a success, although, of course, the size and position of the ad in a newspaper counts for much, but the actual rub comes in what is written in the space.

"One of the secrets of the business is to study the people whom you want to reach. If through an advertisement you get a purchaser in your store and give him a 'square deal' he will return.

"I am greatly in favor of the advertising clubs in each city, because it brings the men of different lines of advertising in touch with each

The Best Buy in Charlotte
NORTH CAROLINA

On January 10th THE EVENING CHRONICLE reduced its price to 1 cent per copy. The circulation immediately more than doubled. During the first eight days a good many sample copies were distributed, but since January 15th the circulation has been absolutely paid. The rate-card, published below, was in effect and strictly maintained before the increase in circulation. With the present circulation, which is constantly growing, naturally the rate must undergo a change. The wise advertiser will make his contract before the advance.

Where else in the South can you get a 5,500 daily circulation in a live afternoon paper at a minimum gross rate of 10 cents?

Published in the heart of the prosperous piedmont section of the Carolinas, the most rapidly developing section in the South.

Eighty per cent. of the cotton mills of the South are within a radius of one hundred miles of Charlotte.

Home of the South's premier water-power development, now delivering 125,000 horsepower.

204 miles macadamized roads in Mecklenburg county, Charlotte, county seat.

Eight hotels in Charlotte, and a ninth under contract.

Five hospitals in Charlotte.

City directory population 45,500.

Six banks in Charlotte, one of the six being the strongest bank in North Carolina.

Five office buildings, one the largest and tallest between Philadelphia and Atlanta.

A \$200,000 Y. M. C. A. home, and a \$100,000 Y. W. C. A. home to be commenced this spring.

Four cotton oil mills and one cotton oil refinery with annual output of products of \$6,000,000.

ADVERTISING RATES.

| | |
|---------------------|---------------|
| 100 inches or less | 25c. per inch |
| 100 to 250 inches | 20c. per inch |
| 250 to 500 inches | 15c. per inch |
| 500 to 1,000 inches | 10c. per inch |

SWORN CIRCULATION STATEMENT.

| JAN. | JAN. | FEB. | FEB. |
|----------|----------|----------|----------|
| 1-2,900 | 17-5,000 | 1-5,900 | 17-5,400 |
| 2-2,900 | 18-4,500 | 2-5,800 | 18-5,500 |
| 3-2,800 | 19-5,100 | 3-5,800 | 19-5,500 |
| 4-2,800 | 19-5,100 | 4-5,800 | 19-5,500 |
| 5-2,800 | 20-5,400 | 5-5,800 | 21-5,400 |
| 6-2,800 | 21-5,400 | 7-5,500 | 22-5,500 |
| 7-2,800 | 22-5,500 | 8-5,500 | 24-5,500 |
| 8-2,800 | 24-4,750 | 9-5,800 | 25-5,500 |
| 9-5,500 | 25-5,000 | 10-5,500 | 26-5,000 |
| 11-4,800 | 26-5,200 | 11-5,375 | 28-5,500 |
| 12-4,200 | 27-5,500 | 12-5,500 | — |
| 13-6,550 | 28-5,375 | 14-5,400 | — |
| 14-5,900 | 29-5,725 | 15-5,400 | — |
| 15-6,750 | 31-5,800 | 16-5,350 | — |

*On this date price reduced to 1 cent per copy.

| | |
|-----------------------------------|-------|
| Average circulation Jan. 1 to 8 | 2,820 |
| Average circulation Jan. 10 to 31 | 5,508 |
| Average circulation Feb. 1 to 28 | 5,561 |

The Evening Chronicle

RECEIVING FULL LEASED WIRE SERVICE OF THE ASSOCIATED PRESS.

Charlotte, North Carolina

JOHN R. ROSS, BUSINESS MANAGER

Foreign Representatives:

ROBERT MacQUOID SPECIAL AGENT

464 Tribune Building,
NEW YORK CITY.

311 Boyce Building,
CHICAGO, ILL.

other. Advertising along one line only is disastrous. It is the same principle as erecting a building—the foundation is one thing and the rest of the building another material. A combination of various methods of advertising is what makes the proposition a success."

John T. Sullivan, chief of the police department of Spokane, has instituted an action through his counsel for \$20,000 damages against the Spokane Newspaper Company, publishers of the Spokane Press, an evening newspaper, as a result of an alleged libelous and defamatory article which appeared in the publication under the date of March 6. In the complaint the article is quoted at length. The part to which Chief Sullivan most seriously objects is the statement that to raise a voice against the police department means an arrest on a charge of conspiracy, which will be followed by the abuse of the prisoner in the city jail.

Otto Juckeland, publisher of the Washington Post of Spokane, has just completed a \$40,000 three-story brick building, 50 by 120 feet, at Third avenue and Browne street. The ground floor is divided for use as six stores, and the two upper floors are arranged for use as apartments and for hotel purposes. The Post will have its headquarters on the first floor of the building. Mr. Juckeland has been publishing the Washington Post, a German paper, for about twenty-two years, and the \$40,000 structure and a site valued at \$6,000 are the result of his labor and energy.

Dissatisfaction between the owners and publishers of the Slobodna Tri-

buna, a Croatian newspaper published in Spokane, has been carried into court. Martin Pincevitch and Luka Siminich, two of the owners, have instituted an action in the Spokane County Superior Court against Stevo Bogdanovich and Thomas F. Mack, their partners, asking for the appointment of a receiver and the sale of the plant. They allege they have been denied knowledge of the company's affairs, and that since January 20 they have been refused the right to examine the books of the company, and that Siminich, treasurer, has received none of the money collected.

To save himself from probable defeat, Samuel T. Crane, counsel for the Industrial Workers of the World, petitioned the Spokane County Superior Court to dismiss his suit for \$10,000 damages against the Spokane Chronicle, when the case came up before Judge Huneke for the second day of the trial. This means that instead of collecting \$10,000 or any part of that sum from the publishers, Crane will pay the costs. The defense presented such an array of witnesses that Crane decided to save himself further expense by quitting, so he had the case dismissed without prejudice.

Eugene Lorton, founder, editor and owner of the Bulletin at Walla Walla, Wash., announces the sale of his controlling interest in the plant to J. G. Kelly, formerly of South Omaha, Neb. Mr. Kelly has taken charge. Mr. Lorton says his plans for the future are not definite. He has not had a vacation since the founding of the Bulletin, four years ago, and intends to take one now. Mr. Kelly was for ten years with the Kansas City Journal.

THAT GAYNOR DINNER.

The Mayor Was Particular About Wine for the Reporters.

The New York Sunday World printed the following account of the dinner that Mayor Gaynor gave to the Association of City Hall Reporters on March 15:

Last Tuesday night Mayor Gaynor gave a dinner at the Hotel Knickerbocker to the City Hall reporters because, a week or so ago, the City Hall reporters gave a beefsteak supper to the Mayor at Shanley's.

Every daily newspaper in New York is represented by a reporter or political writer at the City Hall. Every single representative was at this dinner.

They were Mayor Gaynor's Knights of the Round Table, for it was a round table, a most immense round table, and Mayor Gaynor, when he spoke, thanked them for the aid they had been to him in representing to the public what he was trying to do and how he was trying to do it.

Mayor Gaynor is as chummy and companionable as a man of his dignified and scholarly habit can be, and a little more so for good measure.

As host of the reporters last Tuesday night he was only insistent upon two things. These were that there would be talks and not speeches and that the champagne should be a certain "special brut." What he wanted in the way of wine Mayor Gaynor specified distinctly to Mr. James B. Reagan, who edits the Hotel Knickerbocker.

You must mark that the wine was distinctly specified. The Mayor knew how particular newspaper men are about their wine. It must be of a comet year vintage, it must be frapped to the proper point to augment its palatability and bouquet.

Judge then the Mayor's indignation when a sip convinced him that the wine was not the special brut! A dozen bottles had been uncorked. They might as well have been "corked" so far as the host of the evening was concerned.

"Take them away and bring the 'special brut' I ordered," was his concise command. "And inform Mr. Reagan that the wine I did not order will not be paid for."

Those present could not repress a cheer. They knew Mr. Reagan would be put out. They also knew that if it were anybody else but the Hon. William J. Gaynor he would have been put out as well.

By wireless a full report of the affair was received at the West Forty-second Street Country Club. The West Forty-second Street Country Club immediately placed Mayor Gaynor in nomination for the Presidency of the United States of America.

Organize Press Association.

A number of Ramsey County (N. D.) newspaper men met at Devil's Lake last week and organized the Ramsey County Press Association. Homer Resler was elected president and C. D. Mills secretary and treasurer.

Publisher Retires.

The Lake City (Minn.) Republican announces the retirement of E. R. Paterick, editor and publisher for several years. The paper will be continued in new hands.

Receiver for German Paper.

The Hamilton (O.) Volkstimme and National Zeitung, Hamilton's oldest German newspaper, has been placed in the hands of a receiver on the petition of Judge C. H. Hartkoff, a stockholder,

IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

BINGHAM BROTHERS CO.

ROLLER MAKERS (Established 1849)

400 Pearl St., N. Y. 418 Commerce St., Philadelphia

Allied with **BINGHAM & RUNGE, CLEVELAND**

LIVELY MARCH 17

Former Correspondent of Chicago Tribune During Sioux War of 1876 Celebrates Anniversary of Battle of Powder River—Rejoices That His Life Was Spared.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., March 21.—Robert E. Strahorn, president of the North Coast Railway Company, who was a newspaper correspondent in Montana during the Sioux war in 1876, entertained a party of friends at a dinner in his home here the evening of March 17 in commemoration of the thirty-fourth anniversary of the battle of Powder River and more particularly because his life was spared. Referring to the engagement with the fighting Indians Mr. Strahorn, who was commended by the Secretary of War to President Hayes for bravery and gallantry during the battle, said:

"It was the liveliest St. Patrick's Day I ever spent. I was correspondent for the Chicago Tribune at the time and had been sent to join General Crooks' command and to accompany him in his campaign against the Sioux. Our objective point of attack on this particular occasion was the Indian village on Powder River, in Montana, which was ruled over by Chief Crazy Horse, who, next to Sitting Bull, was giving the Government the most trouble.

"In order to reach the village at a certain time our detachment was compelled to make a forced march through the mountains, which occupied two days and during which time we didn't get a wink of sleep. Just before reaching Crazy Horse's village the detachment split, forty-seven of us marching on to the village and two hundred taking another route, which led them to a position in the mountains overlooking the situation.

"The idea was that our handful of fighters was to swoop down on the village without warning and stampede Crazy Horse and the two hundred or more braves belonging to his band and drive them up into the mountains, where the bulk of our detachment was stationed and where the red men were to be annihilated.

"Well, we swooped down on the Indians, all right, but they didn't drive worth a cent. They saw how few we were and immediately surrounded us. We saw in a minute that we were in a trap and face to face with death. All day long we fought, and out of forty-

seven of our men twenty were either killed or wounded.

"The detachment in the mountains above saw our plight, but the officer in command had a streak of yellow and refused to come to our aid, threatening any soldier who disobeyed him in this respect with death. In spite of his threat eight brave boys broke away and came charging down through the pines, discharging their guns and yelling at the top of their voices. It had the effect of temporarily clearing a space for us, and through this we made our escape.

"We were pursued by Crazy Horse and his band until midnight, when a heavy snowstorm struck us and confused our savage pursuers, saving our lives. When we were at a safe distance from the battlefield we lay down in the snow and went to sleep—the first wink of sleep any of us had had for sixty hours.

"The battle of Powder River was the first of the Sioux wars and led up to the massacre of General Custer and his command. On the return trip to where our wagons were stationed, back in the mountains, we were forced to resort to horse meat for food, having captured a number of Indian ponies, thinking we might run short of beef. As I recall it now, that horse meat averaged up pretty well with the average butcher shop beef that is offered for sale to-day. I know it tasted mighty good to us then."

After the surrender of Crazy Horse, at the close of the Sioux war, Mr. Strahorn was the first white man to shake hands with the bloodthirsty young warrior, who afterward was bayoneted to death by his guards for insubordination.

WILL PLAY GOLF.

Newspaper Men Meet at Kaiserhof and Organize Association.

A number of New York newspaper men met at the Kaiserhof last week and took preliminary steps towards organizing a newspaper men's golf association.

An organization committee was appointed, made up of H. B. Martin, T. J. Vivian, T. A. Dorgan, E. G. Rich, F. K. Sprague, H. L. Fitzpatrick, J. S. Mitchell, G. H. Daley, P. Pulver, C. Legendre, W. D. Clemence, J. Rogers, J. Lucas, W. W. Harris, J. W. Ferguson and B. Ridder.

It is planned to hold a big tournament at Van Cortlandt Park as soon as the links there are thrown open for the season. A trophy has already been donated for the competition. The club expects to hold a tournament once a month, and any bona fide newspaper man from whatever department is eligible.

The Wisner Magazine.

The Wisner Magazine, issued by J. T. Wisner & Co., of 42 Broadway, New York, is a new form of the Mining Bulletin issued by the same company. The March number is a sixteen-page three-column production, covering the business and financial world in pertinent tabloid style. The make-up is excellent.

Installs New Press.

The Detroit (Mich.) Journal is installing an R. Hoe Sextuple Press that will be capable of printing 72,000 twelve-page papers per hour. The Journal has also recently equipped its stereotyping department with the latest and most improved machinery.

OCEAN DAILIES.

Nearly All the Big Transatlantic Liners Issue Newspapers on Board

The Liverpool correspondent of the New York World has written the following about the daily newspapers produced aboard the ocean liners:

Travelers have no need to be without the day's news of the world nowadays, and the great financiers, like Mr. Morgan, would have no end of difficulty in escaping from the knowledge of the fluctuations in Wall street while aboard ship.

The circulation of the Cunard Daily Bulletin on the steamship Lusitania is over 2,000 a day now, and has reached 2,500. This can no longer be called a little sheet. It is quite an ambitious one. There are thirty-two pages, ten inches by six. It is excellently printed on fine glazed paper and sells at five cents. It goes to press at 1 a. m. and is ready for the breakfast table like the newspapers ashore. Many passengers have it delivered to their berths and read the day's news before they get up.

No longer does the ocean daily contain only the doings on board the vessel on which it is published. Practically everything of news value in the whole world appears in the ocean daily as soon as it is printed in the dailies on land. For instance, on the voyage during the English general election full returns were printed every morning of the results announced down to the previous night.

From Reuter's wireless London service the ocean daily editor gets plenty of material. Stock exchange quotations are given very fully. All notable events and the movements of famous people are recorded.

Moreover, the ocean daily often gets news that the land dailies cannot get. For the liners are in touch with one another as well as in touch with land all the way across the ocean, and each vessel supplies items of news about itself and its passengers.

A very artistic production is the Journal de l'Atlantique, published on board the steamship La Provence of the Compagnie Generale Transatlantique. It has larger pages than the Cunard Bulletin, and each number is well illustrated, and the news is published in both French and English. During an ordinary voyage this steamer is in touch with thirty-two other liners and eleven shore stations, in addition to the two regular long distance stations at Clifden and Cape Cod.

The daily of the steamship Kaiser Wilhelm II. has twenty-four pages, and it has so many advertisements it can be given free to the passengers and still leave the Norddeutscher Lloyd a profit. Humorous illustrations are a feature, and a puzzle page gives much amusement on the voyage. Much use is made of the paper to keep passengers in touch from a business point of view.

One of the simplest of the ocean dailies is the Transatlantic American issued on the steamers of the American Line. It is only a four-page news sheet, but it has editing reduced to a science. On one day during her last voyage the steamship St. Louis had news from the Cape Race land station, the English warship Inflexible, the yacht Iolanda, the cablesloop Cambria and the liner Kronprinzessin Cecilie.

The Atlantisches Tageblatt of the Hamburg-American Line is a sixteen-page sheet and makes no pretension to elegance. It is printed partly in German, partly in English, and has a story by some popular writer.

On the other hand, the Express Mail published on board the Canadian Pacific Atlantic liner Empress of Ireland is a most elegant affair. It has twelve pages and is included in a handsome wrapper stamped in gold, with an emblematic design printed in the richest colors.

HOME FOR NEWSBOYS.

Big Benefit Planned for Sunday Evening, April 17.

Plans have been practically completed for a big benefit for the Newsboys' Home Club of New York, to be held at the New Theatre Sunday evening, April 17.

The directors of the club, who are also the owners and publishers of New York newspapers, are keenly interested and have arranged an all-star program for the occasion. It promises to be the theatrical event of the season.

The Newsboys' Home Club is at 74 East Fourth street, Manhattan. It is a boys' club, not a lodging house, and there's no suspicion of a "charity home" about it. Dues are twenty-five cents a year.

The superintendent is R. S. Crummy, a quiet, kindly man, who understands the boys and whom the boys understand. He it is who sees that none of his boys needs a bed or a meal and who steers them clear of trouble. The club occupies three floors, has a gymnasium, baths, lockers, a reading room and a dormitory where needy boys can get temporary shelter. The club is supported largely by voluntary contributions and by theatrical benefits.

APPROVE CARTER BILL.

Magazine Publishers Indorse Plan to Reorganize Post Office.

A number of magazine publishers were in Washington last week to indorse the Carter bill for the reorganization of the Post Office Department.

The publishers maintain that the bill will place the Post Office on a business basis and by its provisions the annual deficit will be wiped out.

In the party were Cyrus Curtis and Phillip Collins, of the Saturday Evening Post, Philadelphia; Frank N. Doubleday, of Doubleday, Page & Co., and N. B. Howland, of the Outlook Publishing Company, New York.

Editor Has Narrow Escape.

A R. Schwittay, owner of the Mariette (Wis.) Compass, and District Attorney, narrowly escaped being killed by a bullet fired through the window of his home last week, following the publication in his paper of charges that United States Senator Isaac Stephenson pays taxes on only a small portion of his great wealth. There is no clue to the would-be assassin.

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Advertisement Rates and Specimen
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160a FLEET ST., LONDON, ENGLAND

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold.

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information
—apply to—

R. J. SHANNON C. J. ANDERSON
225 Fifth Avenue Marquette Bldg.
New York Chicago

PRESIDENT TAFT

Continued from page 1.

rounded my coming in. I had been on the bench for twelve years, and I think the bench the only place in the country—in the United States at least—that is free from severe criticism by the press. And having had that training, it is a little hard for me to get used to any other kind of treatment. I am being educated. (Laughter.)

"But there are times, in the White House, and when you are exercising what is supposed to be the powers of the Presidency—that is a mistake, you are only, generally, studying the limitations (laughter)—when you get really very discouraged. When things don't go right, your motives are misconstrued, and you take a long walk and say to yourself: 'Well, there is one thing they cannot deprive you of, and that is of having your picture on the walls of the White House, paid for by Congress. (Laughter.)' And then you go home, and you look at the picture of Teddy and of Grover Cleveland and of Abraham Lincoln and the others that they have got there, and then you come to the conclusion that even that is not a consolation. (Laughter.)"

GETTING USED TO CRITICISM.

"But the truth is that these sensations that a man has and under the inspiration of which, or under the pressure of which, he expresses himself with considerable heat, pass—I do not go to the point of saying that nothing much matters. That is not true. I believe a good many things matter a great deal. But I do think that a long experience with respect to the criticism of public men will make men feel to be less important. The injustice, if there be injustice, in such criticism, will appear to be vastly less than it seemed to be when they were cutting your head off, so to speak, and making you feel profanity. (Laughter and applause.)"

"I believe everybody wants to be square. A great deal that is said in the superlative on our life is understood to be in the positive. A great deal that is said of an irritating character is momentary and is forgotten by the man who says it very quickly—much more quickly than it is by the man whom it hurts; which is an indication that the feeling that he has toward his victim is only momentary, and does not evidence that real cruelty that would justify excitement on the subject."

THE FINE NEW BUILDING.

"I congratulate the Press Club on this fine evidence of the substantial character of its members. A building like this indicates that your associa-

tion is permanent, and that it is of sufficient importance to open your pockets and to lead to contributions—which, with respect to some of you, mean some privations—because you are not millionaires, I presume. The benefit of such an association as this, the benefit of such a meeting as this—if I may refer to this special meeting—the way you all show such good-fellowship toward your guests, whom you differ from in many substantial ways, and about whom you will have later to say that you differ from in many substantial ways, is an indication that there are times in your lives when you have an entire kindness and a willingness to forget those differences."

"Many of the faces here are unknown to me, but I see one that has been brought from Washington to New York. I am not quite sure whether he ought to have come—because he succeeded so well in Washington. We will see how that paper in which when you see it, it is always so, comes out under his hands."

HIS NEWSPAPER COMPANIONS.

"I may have roasted newspapers, as the chairman advised me to do in Chicago, but I am never away from them. I have a suite of six or eight faithful correspondents who have to attend me in all my wanderings. (Laughter.) If I travel in a special car at the expense of the Government, that goes through where there is a change of cars at 3 in the morning, they have either to sleep on the benches in my car or get up at that hour in order to follow me. The sense of importance that comes from having so many gentlemen interested in your going and coming is at first flattering; subsequently it acquires some other qualities. (Laughter.) But I am bound to say, and I want to say, that the newspapers that have honored me by sending their representatives with me have sent their choicest men. I have enjoyed my association with them, and all I have been afraid of is that their sense of companionship may sometimes have mitigated the criticisms that ought to have been uttered with respect to my course during the trip."

CANNOT GET OVER TRAVELING HABIT.

"This traveling business has, I believe, been made the subject of some criticism. Well, I am a traveler. (Laughter and applause.) I got into the Presidency by traveling, and I cannot get over the habit. And when you are being criticised, as sometimes I have been in Washington, not only by the press, but by members of my own party in Washington, when one feels that there is nothing going quite right, the best he can do is to have the pleasure of going out into the country into a town where the people have not seen a President for twenty years and then having them make a fuss over him. (Laughter.) This proves to him that there is somebody that does not know all about his defects, and it is a pleasure I do not like to forego. (Laughter and applause.)"

"Now, my dear friends—for I have to call you such at least for this afternoon (laughter and applause)—I shall bring my remarks to a close with a grateful expression of my appreciation of the cordial welcome you have given me." (Applause.)

The following lyrics, written by Paul West, were sung at intervals, Clifford Wiley acting as concert master:

Maurice Nitke, the violinist, a member of the club, played selections on his violin while the audience waited for Mr. Taft.

TUNE—"ROSE O'SHEA."

Oh, there's a man, a big, fine man,
A man of dash and style,
Who rules this land to beat the band,
And rules it with a smile.
When he's about the sun comes out
And brighter grows the day;
The birds begin to chirp and sing,
They take him for a sign of spring,
The children cheer like anything,
And all the people say: FOR HE'S GOT
CHORUS.

Smiles for the Reg'lars,
Grins for his foes,
Sunny words for everyone,
Everywhere he goes;
Stands for no nonsense,
No use for graft;
Our handy, dandy, caddy President Taft!
—BILL TAFT.

TUNE—"MARIE CAHILL'S ARAB LOVE SONG"
Oh, they wait for me in the shade of the
Capitol,
Waiting day and night;
The razors there
Are in the air.
For the gang is primed for fight.

Oh there'll be hot times in the shade of
the Capitol,
Things are starting now.
They're waiting for me,
But my lip will be (Hoo-hoo!)
—Keep away from the row!

TUNE—"KELLY."

Has anybody heard from Teddy?
T-E-double D-Y.
Has anybody heard from Teddy,
Nobody seen the child?
Oh his face is tanned and his clothes are
weird,
And they even say he has grown a beard,
But has anybody heard from Teddy,
Teddy from the jungle wild?

TUNE—"OLD UNCLE NED."

SOLO.
Oh there was an old speaker and his name
was Uncle Joe,
And he liked nothing more than a serap;
And the rule that he made filled insur-
gents full of woe,
Till they wiped Uncle Joseph off the
map.

CHORUS.

Hang up the gavel and eagar, cigar,
Close up the House and Senate bar;
There's trouble and woe for poor Uncle
Joe,
'Cause he went just a little too far!

John A. Hennessy President
Charles R. Macaulay Chairman
William A. Deering Vice-Chairman
Charles J. Smith Vice-Chairman
Arthur Bonington Vice-Chairman
Henry D. Hamilton Vice-Chairman

The following is a list of the reception committee appointed to meet Mr. Taft:

| | |
|----------------------|----------------------|
| General Felix Agnus | Chester S. Lord |
| Col. John J. Astor | George F. Lyon |
| P. C. Boyle | Hon. C. F. Maclean |
| Joseph J. Burke | Frank P. McBreen |
| Maj. John M. Burke | George B. McIntyre |
| Richard M. Bruno | Wm. P. McLaughlin |
| F. I. Cadwallader | Lewis Nixon |
| Gen. Howard Carroll | Richard V. Oulahan |
| Jean I. Charlois | Frank W. O'Malley |
| L. C. Clarke | L. J. O'Reilly |
| Robert J. Collier | William N. Penney |
| Andrew Colvin | Charles J. Perry |
| Hon. G. B. Cortelyou | James Pooton |
| Ellias B. Dunn | Edward E. Pidgeon |
| John Elderkin | Thomas E. Powers |
| Allan Forman | Charles W. Price |
| James C. Garrison | Joseph Pulitzer, Jr. |
| Hon. L. A. Gleicher | Ralph Pulitzer |
| John Temple Graves | Caleb H. Redfern |
| Edward R. Geer | Ogden Mills Reid |
| John A. Halton | Herman Ridder |
| John N. Harman | Henry Ridder |
| James J. A. Hasson | Charles Sarver |
| David Healy | F. B. Saumenig |
| Hon. Wm. R. Hearst | J. Angus Shaw |
| John C. Hemmett | John A. Sletcher |
| George I. Henry | H. H. Stansbury |
| Thomas J. Higgins | Hon. Wm. Sulzer |
| Edwin C. Hill | Henry C. Terry |
| Henry V. Horgan | Irwin Thomas |
| John P. Jones | Samuel Untermeyer |
| John W. Keller | Harry D. Vought |
| Maurice Ketten | I. D. White |
| Rich. Henry Little | Maj. G. F. Williams |
| Chas. Lincoln | James R. Youatt |

Ex-Vice-President Fairbanks took luncheon in the club dining room. When he entered the assembly room with Mr. Taft he was given an ovation as warm as that given to the chief guest.

At the luncheon given by Henry Clews, the banker, to President Taft before his reception at the Press Club, the following newspaper men were guests:

Dr. Chester S. Lord, editor of the Sun; John Hennessy, managing editor

of the Press; Conde Hamlin, business manager of the Tribune; William C. Reick, general manager of the Times; Dr. St. Clair McKelway, editor of the Brooklyn Eagle; H. J. Wright, editor of the Globe; H. L. Stoddard, editor of the Evening Mail; Don Cameron Seitz, publisher of the World; Arthur Brisbane, editor of the Evening Journal, and A. D. Noyes, financial editor of the Evening Post.

BRIEFS.

The Independent, at Auburn, N. Y., has changed its name to the Auburn News.

The Avis (Pa.) Independent has discontinued publication.

The Elizabethtown (Pa.) Herald has been enlarged to a six-column eight-page style.

The Dundee (N. Y.) Journal has discontinued publication.

The Cambridge (N. Y.) News is a new weekly newspaper recently established.

The Williamsbridge (N. Y.) Local Reporter has discontinued publication.

The Plumville (Pa.) Review has discontinued publication.

The Babylon (N. Y.) Hustler is a new seven-column weekly newspaper

The Pine Grove (Pa.) Sentinel has been enlarged to a six-column quarto.

J. H. Reid, editor and publisher of the Walden Citizen, at Walden, N. Y., for the last seven years, has sold the Citizen to W. J. Randle, who has been connected with the paper for some time.

The Albion (N. Y.) American has purchased the subscription list and business of the Albion News.

The Canisteo (N. Y.) Chronicle has purchased a Linotype type-setting machine.

The Oxford (N. Y.) Review is a new six-column weekly newspaper recently established, with George L. Stafford as publisher and Henry J. Galpin as editor.

The Ashland (Pa.) News is a new six-column daily recently established.

W. H. Chamberlain, of Katonah, N. Y., has changed the name of his newspaper to the North Westchester Times.

The Charlotteville (N. Y.) Herald, which had been discontinued for some time, is again established.

The Schuyler County Chronicle, of Watkins, N. Y., has begun the publication of the early history of Schuyler County.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,500,000.

The Pittsburgh Dispatch

reaches the largest number of homes and is read by the men and women who compose the purchasing power of the wealthy district. Advertisements in the DISPATCH INSURE prompt RETURNS.

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.

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—4013 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.

DUTY OF THE PRESS

Business Success Is Not the Greatest of Things Worth While—Highest Opportunity of Press Lies Along Educational Lines. Most Country Editors Well Qualified to Discuss Great Questions.

J. P. Baumgartner, editor of the Santa Ana (Cal.) Register, in discussing the "Duty and Opportunity of the Press" at the recent meeting of the National Editorial Association, said in part:

In a broad general sense, I believe the highest duty and greatest opportunity of the press is of an educational nature, and that no man is highly worthy to be an editor who is not a deep student of the newspaper calling as well as an intelligent enthusiast therein, fully appreciating his opportunities for broad usefulness and his many and weighty obligations. He must be a worthy member of the great faculty of this almost illimitable "College of the People," with its boundless curriculum that includes all knowledge and all human interests, and combines in itself a manufacturing industry, a commercial business, and the highest learned profession, in that it seeks the information and instruction of all men and the members of all other vocations.

It is not for me to enumerate the things worth while, nor to specifically define the duties and opportunities of the journalist. Suffice it to say that the world of men and things is moving with tremendous rapidity and force. Big things are in progress all around and about us. Great problems are in process of solution—industrial problems, political problems, social problems. Science is making giant strides. Commerce and production are being revolutionized. These things call for intelligent readjustment and the process is full of potential good and evil. It is also puzzling and perplexing to the people. The journalist that does not study these great national and world movements—these social revolutions—and do what he can to instruct his readers concerning them, evades a solemn duty and misses a grand opportunity.

COUNTRY EDITORS ABLE.

It may be, as it often has been, said that it is not the province of the country newspaper to go into such matters; that they are fully covered by the metropolitan press and the magazines; that they are beyond the powers, intellectual and financial, of the country press—all of which is not true. There is some truth in it, generally speaking, and in some instances the financial and intellectual limitations cannot be denied. But considered as a generic proposition with reference to the country press these

objections are invalid. Most country editors are as well qualified intellectually to discuss great questions as are the editors and writers of the magazines and city papers; and in point of independence and integrity the country newspapers far outrank the other classes of journals. But granting that the things worth while are ably and honestly handled by the metropolitan press and the national weeklies and monthlies, the fact remains that the country editor has a great opportunity and a solemn duty to perform in this respect. Many of his readers do not see the magazines or city papers, and those who do have not the same confidence in them that they have in their home paper—if it is the right kind—nor do the articles in them claim and hold their attention as the discussion of the same subjects in their home paper would. I firmly believe that every newspaper owes it to its readers to do all in its power to broaden the intellectual horizon of its community and to create and guide public opinion in such matters as political and social reform and governmental policies.

Take the Ballinger-Pinchot controversy, for instance. The principles involved are stupendous. They go to the very foundation of popular government and social organization on the one hand, and on the other they reach back to the genesis of physical resources and man's relation thereto. Such questions as the conservation of natural resources, scientific agriculture, the prohibitive prices of food products, regulation of the trusts and public service corporations, the struggle for the restoration of popular and representative government—these are things worth while in journalism. They are fundamental in their relation to the safe and sane advancement of civilization, and no editor who ignores them is fully discharging his duty or living up to his highest opportunity.

DEEPER REWARDS OF JOURNALISM.

And herein lie the deeper rewards of journalism. There is much trial and tribulation for the newspaper man—so much, indeed, that often he is tempted to faint by the wayside, to sit under the juniper tree. But there are rewards far and away better and greater than can ever come from the plaudits of the populace, or from political preferment, or from financial success. Isn't it worth while to feel that you are influencing for good the life of a whole community; that its political activities, its civic ideals, its social standards are being measured and molded by the consecration of your powers of mind and soul?

"Rejoice and be exceeding glad" (to quote Father Herbert) "that you are a newspaper man. No other calling has such opportunities for usefulness, and usefulness is the very acme of all success. There is not a human interest but that the newspaper man can serve—not a school, a church, a worthy society or institution, a farmer or a mechanic, a trade or a home, that the properly-inspired and conducted paper cannot benefit. When the newspaper performs all that is within its opportunity and its power to accomplish, it affords a competency to those engaged in its making and publishing, and places them in an honorable position, more secure and more worthy of honor than can be obtained through the holding of any public office or the attainment of the highest success in merely commercial life."

But there is another phase to the

duty and responsibility of the man that owns and edits a newspaper.

It is often said, with reference to a newspaper's character—its principles and policies, standing and influence—that, after all, "it is the man behind the gun that counts."

This is the truth, but not the whole truth. A newspaper is more than a personality.

Take the man behind the gun illustration. Doesn't the gun stand for something more than the faithfulness and efficiency of the gunner? Aren't the officers of the ship or those in command of the field behind the gunner? And isn't the government behind the officers? And aren't the whole people behind the government? If the gunner fail—from any cause—think you the gun will be silent or put to perverted uses?

A newspaper is something over and above the man who is in charge of it. Much of its success and its force and effect depend upon him, but editors have died and worms have eaten them and their newspapers have gone on from glory unto glory.

A newspaper represents, in greater or less measure, the opinions, judgment and character of its editor. But it does more than that. It represents the consensus of opinion and judgment, the composite character of its constituents.

NEWSPAPER IS AN ENTITY.

A newspaper is an entity. It has character and individuality—provided it be not a personal or political "organ." It has principles and policies which are greater and stronger than any man or set of men who may be at its head or compose its staff.

Men may come and men may go, but the real newspaper goes on forever.

Many people have most decidedly erroneous notions as to the fundamental functions of a newspaper.

An organ of any party or faction, clique or cabal, cannot possibly be a newspaper in any sense.

An organ never gives all the news, nor tells the truth about some of that it does give. It suppresses news on the one hand and manufactures it on the other, and colors it always to suit its own purposes. Thus, in the sense of giving the news, the organ is worse than no newspaper at all.

In the matter of molding or leading public opinion, creating and shaping community sentiment, the organ can accomplish very little. If it ever has any influence or prestige it soon loses it.

The organ is especially useless in reaching and influencing the very people it wants and is expected to reach and influence—those whose views, opinions and judgments are at variance with its own; for such people do not read it, or if they do they do not believe what it says.

A newspaper must publish all the news and tell the truth about it. It must be fair and impartial in its editorial columns.

Such a newspaper is often misconstrued and misunderstood and unjustly judged for a time and by a few people, but it triumphs in the end. Its efforts to be fair and impartial are sometimes and by some people construed as straddling; this is especially so in communities where organs have flourished and where intense partisanship prevails. In such a community if a paper that is supposed to be, and actually is, committed to one side of a question treats the other side with fairness, its own side immediately con-

strues its action as desertion, and the other side jumps to the conclusion that it has seen the error of its ways and is seeking to amend them. That is to say, a few of the most zealous partisans on each side view the matter in this light, but the average citizen sees in the paper's course only that fairness and independence which commands his respect and gains his confidence.

Sometimes a paper is misjudged as to its motives when only its ability is at fault. Newspapers, like individuals, are circumscribed in their powers by limitations of ability and resources, financial and otherwise. A newspaper doesn't always have at its command the time and money, its space and staff are not always adequate to handle every situation as it ought to be handled. Moreover, the attitude of the public and men of affairs toward a newspaper is not always such as to enable it to obtain necessary reliable information in order that it may fully exploit every situation that may arise.

If intense partisans—and this is said with full appreciation of the devoted consecration of such men to the principles they advocate—if intense partisans could divest themselves of the obsessions from which they derive their force and power long enough to view the issue at stake in that impartial light in which the newspaper must view it in order to serve it, they would not so often fall into the error of unjust judgment.

ARBITRATION BOARD

Of Publishers' Association Holds Session at Buffalo.

The international arbitration board of the American Newspaper Publishers' Association met at the Hotel Iroquois in Buffalo last week for the purpose of considering appeals from the local boards from various parts of the country.

The board is composed of H. N. Kellogg, Labor Commissioner of the Association; Charles H. Taylor, Jr., of the Boston Herald; Bruce Halderman, of the Louisville Courier-Journal; John H. Fahey, of the Boston Traveler, and H. N. Cary, of the St. Louis Republic.

The principal matter for discussion was the adjustment of the scale of wages for photo engravers in Boston. Members of the International Photo Engravers' Union attended the meeting.

Purchase Gary (Ind.) Evening Post.

Frank and Ralph Snyder, of Urbana, O., have purchased a controlling interest in the Gary (Ind.) Evening Post from Mayor Knotts and will improve it by adding a new press and other up to date features. They take charge of the plant at once.

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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.

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Display, 15 cents per agate line. Reading Notices, 25 cents per agate line.
Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, MARCH 26, 1910.

INEXACTNESS OF MAGAZINE NEWS ABOUT ROOSEVELT.

We claim it is fair sport to go a-gunning, in season, for magazine editors who take a sporting chance and order a "timely" magazine article which must be written at least a couple of months before publication and which invades the newspaper field.

The leading article of the April issue of the American Magazine is "The Impending Roosevelt," by Ray Stannard Baker, one of the editors of the magazine and one of the ablest of all the magazine writers. It is a "timely" article with a few untimely sentences that stick out to plague the writer.

The April number of the magazine was put out on March 20. Mr. Baker begins his article this way:

"Five thousand miles distant in the heart of Africa, without knowledge of what is going on here at home, * * * Roosevelt is to-day the dominant factor in American politics."

This is written in the true journalistic style. It is beginning the story with the big smash. But it is not quite true when stated in a magazine article that appears on March 20 and is intended to hold good until April 20.

Ten days before the magazine was put out, Roosevelt had arrived at Khartoum, which is not at all "in the heart of Africa." He found there a brigade of American newspaper men and a few quiet messengers from home who were well able to give him "knowledge of what is going on here at home."

On the afternoon of March 10 there was printed all over the United States an interview with Colonel Roosevelt. On the morning of that day Walter Wellman, John C. O'Laughlin, Frederick E. Sturdevant and G. H. Gardner, four American newspaper correspondents, sat down to breakfast with Colonel Roosevelt. These four had a large knowledge of what was going on "here at home."

The joke is surely on Mr. Baker. We can smile, because no harm was done anybody, possibly, excepting himself.

But when he says in his article, "Mr. Warrington Dawson, the Asso-

ciated Press correspondent who accompanied Roosevelt," etc., the joke ends. This is a misstatement which is inexcusable. Mr. Dawson was the United Press Association's correspondent. He had nothing whatever to do with the Associated Press. In the strenuous competition between the telegraphic news associations the prestige of the organization which happened to be represented by Mr. Dawson is very considerable. For a magazine to credit Mr. Dawson's services to a rival organization is a serious blunder.

Of course, it was an unintentional error, and probably nobody laments it more than Mr. Baker. Nevertheless, in this instance a blunder is worse than a misdemeanor.

It is the habit of magazine editors to scorn the "shiftless" or "careless" methods of newspaper writers. The magazine men cry up the thoroughness of magazine methods and point to the "decadence" of the newspaper press because of "commercialization" and "untruthfulness."

REPRINTING FROM THE CON- GRESSIONAL RECORD.

The New York Evening Sun is running each day a column headed "Talk in Congress." The matter is composed of excerpts from the Congressional Record, and it seems to be a "hit" with the readers.

It is curiously true that the value of the Congressional Record as a source of copy is not appreciated in the average editorial office.

The Congressman comes to town at times and the reporter interviews him on any subject that may come to hand and the paper prints the interview, often with a display head. Often, too, the Congressman is lame on the subject.

Now, the Congressman may engage in a pointed and spicy dialogue at the Washington capitol, all of which is printed with delicious clearness in the Congressional Record without copy-right.

Hardly a day passes that does not

show bits of dialogue in the Record as interesting at least as the following:

In the House:
Mr. Clark (Mo.)—The President of the United States has been clamoring for economy. The chairman of the Appropriations Committee has made a hundred speeches within my hearing in favor of economy.

Mr. Tawney (Minn.)—Without effect.

Mr. Clark—Oh, no.

Mr. Tawney—Without effect on the gentleman from Missouri.

Mr. Clark—I have always attempted to help him.

Mr. Tawney—Except when you were trying to appropriate \$500,000 for flying machines.

Mr. Clark—I never voted for a flying machine.

Mr. Tawney—Oh, the gentleman did; he voted for balloons on the army appropriation bill.

Mr. Clark—No; I never voted for any balloons or flying machines or anything of the sort. The truth is, nobody could induce me to go up in one of the things.

As I stated yesterday by way of a question, Senator Hale had a conversation with the President not long ago at the White House, and when he came out he announced, with "his eye in fine phrensy rolling," to that bunch of newspaper men up there that he and the President had just cut down the appropriation bill \$50,000,000; and the other day Senator Aldrich said he could take the government and run it for \$300,000,000 less than it now costs and lose nothing in efficiency.

Mr. Hughes (N. J.)—Why does he not do it? He is running the country, is he not?

Mr. Clark—If he could do it, I am not certain, but I might be in favor of giving him carte blanche to do it.

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OBITUARY.

George Thompson Swank, for nearly fifty years editor of the Johnstown (Pa.) Tribune, died at his home last Sunday, aged seventy-three years. He was an active abolition editor before the civil war and his fearless writing attracted attention throughout the North. At the outbreak of the civil war he enlisted and served throughout the strife, returning afterwards to Johnstown and resuming his newspaper work.

James R. Truchart, a member of the editorial staff of the St. Louis Republic, died last week of paralysis. He was sixty years old. Mr. Truchart had been associated with the Republic for thirty years. Fifteen years he spent on the editorial staff. Previously he was connected with the New York World.

David T. Meyers, for fourteen years correspondent of the New York Telegraph in Baltimore, Md., died suddenly last week of heart failure. He was fifty-four years old.

Edward A. Herndon, for fifteen years managing editor of the Lynchburg (Va.) News and one of the best known newspaper men in the State, died last week from injuries received as the result of being thrown from horseback.

George C. Sangster, formerly telegraph editor of the Richmond (Va.) Times and a well known newspaper man, died last week from a complication of diseases. He was fifty-three years old.

Oscar Kirkpatrick, for many years editor of the Winchester (Kan.) Star, died last week after a lingering illness with tuberculosis. He was forty years old and was prominent in Masonic circles.

Horatio Fowks, at one time publisher of several New York State newspapers and later head of a news bureau in New York, died in this city last week, aged seventy-three years.

Louis Schloss, telegraph editor of the Cincinnati (O.) Freie Presse, died at the City Hospital in that city last week of pneumonia. He was fifty-nine years old.

John Barlow Babcock, for thirty-nine years editor and publisher of the Marengo (Ill.) Republican, died last week. He was seventy-nine years old and a civil war veteran.

Henry Whitely, publisher of the Presque Isle County (Mich.) News, died at his home in Millersburg recently, aged fifty-one years.

John R. Francis, publisher, died at his residence in Chicago March 2. He was born in New Hope, N. Y., July 18, 1832. He went to Kansas and in the early years of that State was connected with the Legislature. For the last twenty-one years he had been publisher of the Progressive Thinker in Chicago.

Percy Taylor, one of the foremost turf writers a generation ago, died recently at his home at Five Islands, north of St. Charles, Ill. He was born in England seventy years ago. Percy Taylor was for many years owner of a string of racing horses which were known in Paris, London, New York and Chicago. Later he gave up the racing business, believing the game to be dead in America, and contributed largely to the pages of the foremost newspapers of the world.

Elgin (Ill.) Press Club.

The Elgin (Ill.) Press Club elected the following officers for the coming year: President, Colvin W. Brown; vice-president, A. L. Hall; secretary, S. T. Hurd; Board of Directors (three of five to be elected), Charles Lowry, E. E. Stewart and Franklin C. Sorn.

PERSONAL

John A. Sleicher, publisher of Leslie's Weekly, entertained ex-Vice-President Fairbanks with a dinner at the Union League Club last Monday night. The guests invited to meet Mr. Fairbanks numbered twenty-five.

Frank A. Munsey is enjoying a rest in New Orleans. Mr. Munsey is en route to the North after a stay of some time at Palm Beach, Fla.

Howard E. Morton, for five years New York correspondent of the San Francisco Examiner, has been promoted by Mr. Hearst to the city editorship of the Los Angeles Examiner. Mr. Morton left New York this week for his new post.

J. Medill McCormick, manager of the Chicago Tribune; J. Medill Patterson, formerly of the Tribune and author of the "Fourth Estate," and H. M. Parson, former business manager of the Tribune, are enjoying a horseback and camping tour in the Appalachian Mountains.

Manuel Rivera, president of the Flatbush News Publishing Company of Brooklyn, addressed the Bedford Branch of the Y. M. C. A. last Tuesday evening on "Retail Advertising."

Robert F. McRoberts, city editor of the Joliet (Ill.) Herald, who has been associated with the Joliet newspapers for many years, has resigned his position, and after the first of April will engage in other business.

C. M. Harger, dean of the department of journalism at the University of Kansas, addressed the students of Tulane University at New Orleans last week on "Journalism."

Oliver P. Newman, formerly managing editor of the Lincoln (Neb.) Star, has accepted a position on the editorial staff of the Washington Times. George W. Kline, city editor of the Star, succeeds Mr. Newman. Mr. Kline has been identified with the Star since its first issue, on Oct. 2, 1902.

Charles H. Greer, editor of the Marion (Ala.) Standard, is a candidate for the office of Secretary of State of Alabama.

Miss Mary Reynolds Carter, for some time a society writer on the Augusta (Ga.) Chronicle, has joined the staff of the Atlanta Constitution.

Clinton A. Boyce, formerly political writer on the staff of the Richmond (Va.) Times-Dispatch, will take charge of the Louisa (Va.) Enterprise on April 1.

E. M. Miller, for some time past city editor of the Lexington (Ky.) Herald, has joined the editorial staff of the Cincinnati Enquirer.

C. B. Stonerook, editor of the Iowa Falls (Ia.) Sentinel, has been elected president of the Iowa Falls Commercial Club.

Henry Wallace, the veteran editor and publisher of Wallace's Farmer, Des Moines, Ia., for many years one of the best known agricultural writers in the country, celebrated the seventy-fourth anniversary of his birth March 19.

C. N. Alleger, formerly city editor of the Vincennes (Ind.) Commercial, has accepted a similar position with

the Granite City (Ill.) Press and Herald.

Mrs. Magda Frances West, connected with the Chicago Examiner as special writer, is to be sent to Oberammergau to cover the Passion Play this coming May.

J. N. Stone, editor of the Neenah (Wis.) Times, and said to be the oldest newspaper man in the State, has been nominated for mayor of that city on the Democratic ticket.

CLUBS AND ASSOCIATIONS.

The executive committee of the League of Progressive Republican Newspapers of Wisconsin has decided to hold a banquet at Milwaukee in May. An effort will be made to engage William Allen White or Lincoln Steffens as one of the speakers. The committee also has decided to establish a bureau of information at Madison and place in charge a man who is to furnish articles to the newspapers in the league.

C. E. Snively, of Canton, was elected president of the Illinois Republican Editorial Association at the annual meeting at Springfield. Z. A. Landers, of Oregon, was made secretary, and Harry Kendall, of Mattoon, secretary.

The executive committee of the Alabama Press Association met in Birmingham recently and selected Mobile as the place for the annual meeting. The dates named are June 16 and 17. President C. G. Fennell, of the Gunterville Democrat, presided at the meeting. A committee, with Bruce Kennedy, of Montgomery, as chairman, was appointed to visit the Gulf Coast and select a suitable place where the newspaper men will go on an outing at the conclusion of the Mobile meeting. President Fennell, Vice-President Kennedy and Secretary Pepperman were named as a committee to prepare a program for the annual meeting. A distinguished editor from outside the State will be invited to deliver the principal address.

The Florida Press Association will hold its annual meeting at Lake City April 11 and 12.

The Kansas Editorial Association, in session at Wichita last week, elected the following officers: President, H. C. Stitchee, Belleville Telescope; vice-president, W. Y. Morgan, Hutchinson News; corresponding secretary, J. E. Jenkin, Sterling Bulletin; recording secretary, W. E. Blackburn, Anthony Republican; treasurer, J. Byron Cain, Belleville Plain News. Topeka gets the convention next year. Prizes were awarded for various contests.

Son of Linotype Inventor to Wed.

Herman Mergenthaler, son of Ottmar Mergenthaler, inventor of the linotype, will be married on April 12 to Miss Marie Alice Sweeney, daughter of George Sweeney, of the Hotel Victoria, New York. The ceremony will take place at the Hotel Victoria, Mgr. Lavelle officiating. The bridal couple will spend their honeymoon in an automobile tour on the Continent as guests of Eugene Mergenthaler, the brother of the groom, visiting the Riviera, Monte Carlo, Nice and other romantic portions of Southern Europe.

The Big Lake (Minn.) Herald has been consolidated with the Monticello (Minn.) Times. Both papers are the property of C. A. French.

NEW PUBLICATIONS.

The Lake Front Booster has made its appearance at Ravinia, S. D. Leroy Beemer is the manager.

The Marion County Democrat is the name of a new weekly that has made its appearance at Yellville, Ark.

Greek Newspaper for Atlanta.

A Greek newspaper has been launched at Atlanta, Ga., called the Blima, or Tribune. It is a four-page five-column newspaper and will be issued weekly. It already claims a circulation of 20,000. William Alouistiotis is the editor.

UNITED PRESS BULLETINS

The carrying of a complete sporting service for afternoon papers having proved a very popular feature, the United Press, which was first to inaugurate this service, will, with the opening of the baseball season, make use of additional facilities in the way of direct wire connections to baseball parks and racing tracks, and will supply a full and complete sporting service to all leased wire clients.

New clients: Birmingham (Ala.) Register, Knoxville (Tenn.) Sentinel, Aurora (Ill.) Beacon, Joliet (Ill.) Herald, La Salle (Ill.) Post, Elgin (Ill.) Courier, Houston (Tex.) Record, Tulsa (Okla.) Post.

Operators' assignments: T. Flood, Jersey City Journal; George T. Hattie, Columbus News; E. L. Pairan, Dayton (O.) Herald; George T. Neece, Sacramento Star; J. Walsh, Salem (Ore.) Journal; C. K. Tripp, Inland Herald, Spokane; L. W. Beeler, Spokane Press.

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available for first payment on half or a larger interest in a Republican or Independent evening newspaper property. Locations in eastern or north central states preferred. Interested individual is competent and experienced in business and advertising management, and has been in the publishing business for 20 years. Proposition No. 606.

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WILBERDING

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a flake. Know how to hustle, good executive ability and organizer. Tectotater; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

WANTED—POSITION

by live man, with long experience as advertiser and business manager. Now employed, but wish to make a change. Sober and a hustler. Would take position as ad. solicitor on live paper. CAN write effective ads. At references. Address, "HUSTLER," care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

HELP YOUR STENOGRAPHER AND YOUR PRINTER

DESK BOOKS FOR STENOGRAPHERS AND PRINTERS: Punctuation and Paragraphing, Stenographer's Guide, Government Employ, each 15 cents; Women Stenographers (Illus.), 40 cents; Stenographer and Employer (Illus.), embodying all the others, \$1.00. Buy the \$1.00 book, F. N. CHASE, Bath, Me.

COMMENTS

Stenographer and Employer fills a long existing need as a desk guide.—Geo. A. MAHONE, Court Reporter, Baltimore, Md.

Of value to the printer, as well as to the stenographer, in quick reference at the desk for the many vexatious questions that arise in connection with the spelling and punctuation of up-to-date copy. THE AMERICAN PRINTER, New York, N. Y.

Stenographer and Employer is all that is claimed for it. DICK & FITZGERALD, Publishers, Ann Street, New York, N. Y.

ROSSITER FELTON SMITH'S

new feature series, with pictures, is now ready. Write for specimen copy. ROBBE'S FEATURE SERVICE, 239 Broadway, New York City.

GENERAL NEWS

for evening papers. Special and Chicago news. VARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

CASH PAID FOR ADDRESSES

of local poets; amateur writers and authors of books. NEW YORK AUTHORS' EXCHANGE, 154 Nassau Street, New York.

BUS. OPPORTUNITIES

H. F. HENRICHS, LITCHFIELD, Ill.

Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

ADVERTISING MEDIA

CONNECTICUT.

Meriden Morning Record

Old established newspaper, delivering more than 90 per cent. of its circulation directly into homes. Only two-cent newspaper in city. Population of field covered exceeds 60,000.

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 the west territory. Its success is paramount to that of the great city where it is published.

Circulation—Daily, 64,222; Sunday, 80,700

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

It is reported that E. T. Howard, Tribune Building, New York, has received a large appropriation from the Busch Terminal Company, of Brooklyn.

Wood, Putnam & Wood, Boston, are placing orders for the Royal Worcester Corset Company, Worcester, Mass.

The Gorham Company, Fifth avenue and Thirty-sixth street, New York, is placing orders through the Morse International Agency, West Thirty-fourth street, New York, to appear in the June numbers of magazines.

The Gum Supply Company, 85 Commerce street, Newark, N. J., is asking for rates in Southern and Western papers.

The Ridgway Company, Butterick Building, New York, will soon take up a list of daily papers to advertise Everybody's Magazine.

Walter L. Houghton, 828 Broad street, Newark, N. J., has secured the advertising account of the Julius Kayser Company, Kayser's Gloves, New York, and will shortly place contracts. This agency is also placing orders for thirty-two lines thirteen times for the Dr. Hoffman Medicine Company, Biscac, 231 Hamburg avenue, Brooklyn, N. Y.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is placing orders for Butler & Butler, Inc., Lamarquis Cigarettes, in New York City papers. It is stated that additional territory will be added for this advertising in the near future.

Hall & Ruckel, Sozodont, 215 Washington street, New York, expect to open up an advertising campaign about April 1 in the Middle West.

The Eli Company, 150 Nassau street, New York, is asking for rates generally on mail order advertising.

The Interstate Land, Building and Co-operative Association, 261 Broadway, New York, is asking for rates in a large list of papers to advertise stocks and bonds.

The McDonald-Wiggins Company, 257 Broadway, New York, is asking for rates in a list of Sunday papers.

The White Cross Toilet Powder Company, West Forty-second street, New York, is sending out orders through the Daily Club, World Building, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders in New England papers for

the Boston & Maine Railway This agency will shortly place some extra copy for the Maxwell-Briscoe Motor Company, 506 Fifth avenue, New York.

Albert Frank & Co., 26 Beaver street, New York, are placing two inches every other day t. f. in papers east of Chicago for the Royal Mail Steam Packet Company. This agency is also sending a large volume of financial advertising abroad through their London representative, the Central News, Ltd.

The Volkman Advertising Agency, Temple Court, New York, is placing 1,000 lines in New England papers for the advertising of Webster's New International Dictionary, Springfield, Mass.

The Morse International Agency, West Thirty-fourth street, New York, will place 240 inches extra space for the advertising of Thomas Beecham, Beecham's Pills, St. Helen's, Lancashire, England.

The George Batten Agency, Fourth avenue Building, New York, is placing 1,000 line contracts in daily papers for the advertising of Belle Mead Sweets. This agency will shortly place contracts for the Chalmers Knitting Company, Porous Knit Underwear, Amsterdam, N. Y.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing six inches twelve times in daily papers for the United Shirt and Collar Company, Troy, N. Y. This agency will also start a campaign in New Jersey papers for the Clarke Blade and Razor Company, 26 Sumner avenue, Newark, N. J., and are also placing orders in Southwestern Sunday papers for the Omo Manufacturing Company, Omo Dress Shields, Middletown, Conn.

Lord & Thomas, 250 Fifth avenue, New York, are sending out letters requesting the names of papers that accept hotel advertising on an exchange basis.

The R. A. Foley Agency, Philadelphia, is placing 5,000-line contracts in daily papers for the Torbert Drug Company, same city.

W. H. H. Hull & Co., Tribune Building, New York, is placing orders for B. Altman & Co., Thirty-fourth street and Fifth avenue, New York.

The Gardner Advertising Agency, St. Louis, is placing 5,000-line contracts in Southern papers for the Olds Motor Works, Lansing, Mich.

H. M. Lindenthal & Sons are placing orders through the Leven-Nichols Agency, Chicago, in Southern papers.

E. N. Erickson Advertising Agency, Park Row Building, New York, is placing orders for the Alcock Manufacturing Company, Alcock's Porous Plasters, in New York, Boston and Philadelphia.

THE
New Orleans
Item

Largest Total Circulation
by Thousands

Greater CITY Circulation Than
Any Two COMBINED

SMITH & BUDD
Foreign Advertising Representatives
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

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 KINMONTH, Publisher
ASBURY PARK, N. J.

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:

| | |
|---|---|
| <p style="text-align: center;">ALABAMA.</p> <p>ITEM Mobile</p> <p style="text-align: center;">ARIZONA.</p> <p>GAZETTE Phoenix</p> <p style="text-align: center;">ARKANSAS.</p> <p>SOUTHWEST AMERICAN Fort Smith</p> <p style="text-align: center;">CALIFORNIA.</p> <p>BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p style="text-align: center;">FLORIDA.</p> <p>METROPOLIS Jacksonville</p> <p style="text-align: center;">GEORGIA.</p> <p>THE ATLANTA JOURNAL Atlanta CHRONICLE Augusta ENQUIRER-SUN Columbus LEDGER Columbus</p> <p style="text-align: center;">ILLINOIS.</p> <p>SKANDINAVEN Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria</p> <p style="text-align: center;">INDIANA.</p> <p>JOURNAL-GAZETTE Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame</p> <p style="text-align: center;">IOWA.</p> <p>EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER AND LEADER Des Moines THE TIMES-JOURNAL Dubuque</p> <p style="text-align: center;">KANSAS.</p> <p>GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka</p> <p style="text-align: center;">KENTUCKY.</p> <p>COURIER-JOURNAL Louisville TIMES Louisville</p> <p style="text-align: center;">LOUISIANA.</p> <p>ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans</p> <p style="text-align: center;">MAINE.</p> <p>JOURNAL Lewiston</p> <p style="text-align: center;">MICHIGAN.</p> <p>PATRIOT (Feb. D. 10,857—S. 11,766) Jackson</p> <p style="text-align: center;">MINNESOTA.</p> <p>TRIBUNE (Morning and Evening) Minneapolis</p> <p style="text-align: center;">MISSOURI.</p> <p>DAILY AND SUNDAY GLOBE Joplin</p> <p style="text-align: center;">MONTANA.</p> <p>MINER Butte</p> <p style="text-align: center;">NEBRASKA.</p> <p>FREIE PRESSE (aver. circ. 142,440) Lincoln</p> <p style="text-align: center;">NEW JERSEY.</p> <p>PRESS Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield</p> <p style="text-align: center;">NEW MEXICO.</p> <p>MORNING JOURNAL Albuquerque</p> <p style="text-align: center;">NEW YORK.</p> <p>BUFFALO EVENING NEWS Buffalo LESLIE'S WEEKLY (Cir. 225,600) New York PARIS MODES New York RECORD Troy</p> | <p style="text-align: center;">NORTH CAROLINA.</p> <p>NEWS (Av. cir. mo. of Aug., 7,609) Charlotte</p> <p style="text-align: center;">OHIO.</p> <p>PLAIN DEALER Cleveland</p> <p style="text-align: center;">OKLAHOMA.</p> <p>OKLAHOMAN Oklahoma City</p> <p style="text-align: center;">PENNSYLVANIA.</p> <p>TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown BULLETIN Philadelphia DISPATCH Pittsburg GERMAN GAZETTE Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre DISPATCH AND DAILY York</p> <p style="text-align: center;">TENNESSEE.</p> <p>NEWS-SCIMITAR Memphis BANNER Nashville</p> <p style="text-align: center;">TEXAS.</p> <p>RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco</p> <p style="text-align: center;">WASHINGTON.</p> <p>MORNING TRIBUNE Everett TIMES Seattle</p> <p style="text-align: center;">WISCONSIN.</p> <p>EVENING WISCONSIN Milwaukee</p> <p style="text-align: center;">CANADA.</p> <p style="text-align: center;">ALBERTA.</p> <p>HERALD Calgary</p> <p style="text-align: center;">BRITISH COLUMBIA.</p> <p>WORLD Vancouver</p> <p style="text-align: center;">ONTARIO.</p> <p>EXAMINER Peterborough FREE PRESS London</p> <p style="text-align: center;">QUEBEC.</p> <p>LA PRESSE Montreal</p> <p style="text-align: center;">CHANGES IN INTEREST.</p> <p>H. W. Milford has disposed of his interest in the Carnegie (Okla.) Herald to J. C. Newman.</p> |
|---|---|

JOURNAL DO COMMERCIO
OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative
Tribune Building - New York

NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.
Average to Dec. 1

Evening, 7,296 Sunday, 13,850

ALFRED B. LUKENS Tribune Bldg.
New York Representative New York
FRANK W. HENKELL Tribune Bldg.
Western Representative Chicago

Anderson(S.C.) Mail

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.

MacQuoid-Alcorn Special Agency
Tribune Building, N. Y.
Boice Building, Chicago

ADDITIONAL AD TIPS.

Colin Armstrong Advertising Company, 25 Broad street, New York, is placing orders in New York State papers for the Coughlin Coughdrop Company, Syracuse, N. Y.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, is placing orders in New York State and Maryland papers for the Central Oil and Gas Stove Company, Florence Automatic Oil Stove, Gardner, Mass.

The Bankers and Merchants' Agency, 6 Wall street, New York, are using a selected list of the larger city dailies for Terry, Tench & Proctor, tunneling machine, 35 Wall street, New York.

The Blackburn Advertising Agency, Dayton, O., is placing 10,000-line contracts in Texas papers for the J. B. Davies Company, Whiz Soap, Dayton, O.

The Cheltenham Advertising Service, 150 Fifth avenue, New York, is making 5,000-line contracts in the larger city dailies for the United Fruit Company, 17 Battery place, New York.

The Leroy Curtis Advertising Agency, Commerce Building, Kansas City, Mo., is placing 5,000 lines in Southwestern papers for the Fortuna Milling Company, same city.

Herbert Kaufman & Handy, Majestic Building, Chicago, are making 10,000-line contracts in Texas papers for the United Cigar Manufacturing Company, 1018 Second avenue, New York.

H. W. Kastor & Sons, St. Louis, are placing 140 lines t. f. in Southwestern papers for the Rich Drain Distilling Company, Linwood Whiskey, same city.

The Otto J. Koch Agency, Milwaukee, Wis., is making 10,000-line contracts in Southern papers for David Adler & Sons' Clothing Company, Adler Men's Clothing, same city.

Lord & Thomas, Trude Building, Chicago, are placing fifty lines six times for the Pleasant Valley Wine Company, Great Western Champagne, Rheins, N. Y.

Lord & Thomas, 250 Fifth avenue, New York, are placing orders in the Middle West papers for the E. S. Burnham Company, Burnham's Clam Bouillon, 61 Gansevoort street, New York. This agency is also placing orders in New York State papers for the United States Canning Company, 105 Hudson street, New York.

The Mahin Advertising Company, 125 Monroe street, Chicago, Ill., is placing twenty-six lines thirty-nine

times for the M. K. Kozmiski French Steamship Company, Chicago.

The Morse International Agency, West Thirty-fourth street, New York, is placing orders in New York State and New England papers for 663 inches for the Weir Stove Company, Glenwood Ranges, Taunton, Mass. This agency is also placing fifty-six lines 104 times for J. C. Eno, Ltd., Eno's Fruit Salt.

The E. P. Remington Agency, Broadway, New York, is placing twenty-eight lines two times per week 104 times for the Graefenberg Company, 111 Chambers street, New York.

The F. P. Shumway Company, 373 Washington street, Boston, is placing eight inches twenty-six times in Western and Pacific Coast papers for the Preston Keith Shoe Company, Keith Konqueror Shoes, Brockton, Mass.

H. Sumner Sternberg, 12 West Thirty-second street, New York, is placing 168 lines twelve times for Tim & Co, Gotham Underwear, 93 Franklin street, New York, in cities where they have agents.

The J. Walter Thompson Company, Chicago office, is placing twenty-eight lines seventy-eight times for the Jennings Manufacturing Company, Chicago.

Walter L. Weeden, Worcester, Mass., is placing orders in New England dailies for the Swift Fertilizer Company, Boston, Mass.

The Wykoff Advertising Company, 14 Ellicott street, Buffalo, is making contracts in New York State papers for the Boston Varnish Company, Boston, Mass.

The Frank Seaman Agency, 30 West Thirty-third street, is placing 2,000 lines in Western papers for J. Wiss & Sons, Newark, N. J.

WILL IRWIN HONORED.

Elected Member of San Francisco Ad Club Following Address.

Will Irwin, former well known newspaper man and now prominent as a magazine writer, was unanimously elected an honorary member of the San Francisco Advertising Men's Association recently, following an address which he delivered on the power of the press in the moulding of public opinion. Mr. Irwin spoke from the viewpoint of an advertising man and took advertising as the basis of his argument, dwelling particularly upon the purification of advertising now being carried on throughout the United States. He appealed for the same discrimination in regard to newspaper advertising that dominates advertising in the highest magazines and pointed to many instances where this principle has been adopted and where questionable advertising has been discarded by the newspapers.

BUSINESS OFFICE NOTES.

The management of the Oklahoma City Daily Oklahoman states that during the month of February, 1910, the paper carried 797,090 agate lines of advertising.

The St. Louis Republic, daily and Sunday, reports advertising gains for the month of January, 1910, of 233.87 columns.

ADVERTISING NOTES.

Albert Frank & Co., 26 Beaver street, New York, state they placed more bond advertising this week than in any previous week.

Frank R. Northrup, special agent, New York and Chicago, has returned home from a trip to New England in the interest of the papers which he represents.

The many friends of John B. Woodward, Eastern representative of the Chicago Daily News, who has been ill at St. Luke's Hospital, will be pleased to learn that he is convalescing.

Charles R. Woodward, of the advertising staff of the Women's Home Companion, will leave New York next week on a business trip to New England in the interest of that publication.

CHANGES IN INTEREST.

L. E. Quinn and O. T. Graves have purchased the plant of the Little River (Ark.) News, published at Ashdown.

J. D. Blanton has purchased the Umpire (Ark.) Gazette, a weekly.

Jacob Swank has purchased a half interest in the Forreston (Ill.) Journal-Herald.

G. H. Krause has leased the Moody County Enterprise, published at Flandreau, S. D., to W. P. Buck, who will edit it in the future.

E. N. Disney, former publisher of the Williston (N. D.) Herald, will establish a new paper at Chester, Mont.

NEW PUBLICATIONS.

A new weekly, the Troy (Tenn.) Tribune, has made its first appearance. The editors and publishers are G. O. Jackson and Melvin L. Nichols.

The Outlook Publishing Company, of Gleason, Tenn., will launch a new paper at Trezevant, Tenn. P. M. Ware will be the editor and business manager.

The Raymond (S. D.) Gazette is the name of a new weekly which has made its first appearance. W. B. Andrus is the editor.

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

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & Co., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription (52 Issues), post free, \$3.00.
The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shnielendewand & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.

Rates on application to ALBERT O-DONOGHUE, 534 W. 125th St., New York.
Send for sample copy.

Alert, Masterful, Independent



Sherlock Holmes never got to the bottom of his puzzles with more unerring accuracy than does **The American Printer**

It will tell you the present position of the printing business. The scope is broad and the information is up to date. It is a magazine of practical information and stimulating suggestions. No printer can afford to be without it. It is the most important publication in the printing industry. It is the only one that is read by all the men in the business. It is the only one that is read by all the men in the business. It is the only one that is read by all the men in the business.

Oswald Publishing Co.
31 City Hall Place
New York

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 Bookman

The Augusta (Ga.) Chronicle
Circulation all high class, no cheap circulation. Most everybody that's anybody in Augusta and territory reads the Chronicle. No general advertiser can overlook the Augusta Chronicle when opening up a campaign in that territory. More exclusive local advertising contracts than any paper in its territory. C. B. HANSON, Mgr. Adv. Dept.
S. C. BECKWITH SPECIAL AGENCY
New York Chicago Kansas City

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

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

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 control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: 56 Ludgate Hill, E.C. NEW YORK: No. 1 Madison Avenue



ADVERTISING DRIFT

Is From Magazines to Newspapers
Declares Noted Publisher—News-
papers Are Giving More At-
tention to Merchandising.
They Are Working
More Closely with
the Advertiser.

Writing in the current number of *Judicious Advertising*, Medill McCormick, publisher of the *Chicago Tribune*, tells of the drift of advertising from the magazines to the newspapers. He says in part:

The most significant feature in the present trend of advertising is the drift of advertisers from the magazines to the newspapers. In former days the drift was from the newspapers to the magazines. The neighborhood druggist first advertised in his own city; then in his county; then in his State; then in the adjoining State; and at last became a national advertiser in national weeklies and magazines. From this developed the big era of national advertisers: soaps, food preparations, automobiles. These advertisers were anxious to cover the largest territory possible, and as quickly as possible. If they could get one or two dealers in each State they were well satisfied.

But just as agriculture has been changing in the last few years, so has advertising changed. Indeed, nothing is so like advertising as is farming. Now is the era of intensive farming, and also of intensive advertising. The farmer today is not satisfied with the wasteful plan of throwing a lot of seed at haphazard over a tremendous stretch of territory. He finds that he can make more money by tilling a smaller patch of land, and cultivating it to the limit. It is the same in advertising. An imperfect national distribution is costly. It involves an elaborate selling organization—one with which it is hard for the house to keep in touch.

MAGAZINE ADVERTISING PUBLICITY PROPOSITION.

This is why magazine advertising is becoming more and more realized to be purely a publicity proposition, except for mail order goods. A possible customer is told of the goods, but not where he can buy them. Nobody can cover the whole country quickly enough. For instance, not long ago I heard of an advertising campaign on which an enormous amount of money was spent to advertise goods that were on sale in but three or four of the large cities of the United States. It is true that this particular article was introduced to a part of the rest of the country as a result of this advertising, but it was sold only in a few cities. In most cases arrangements were not made to put the goods on sale until three or four weeks after the possible customer asked for them. But when the average man wants to buy anything, he wants to buy it quick.

In no other business but advertising would a salesman be allowed to work a prospect up to the closing stage and then wait three or four weeks, or a couple of months, before giving a man the opportunity to buy the goods which he had been persuaded that he wanted to buy. Gradually advertisers are realizing that the supply must be ready as soon as the demand is created and that is why newspaper adver-

tising grows constantly in favor with wideawake manufacturers.

INCREASE PROVED BY STATISTICS.

That this big increase in newspaper advertising is a fact can be proved by statistics. The *Tribune* keeps a record of the advertising carried by all of the Chicago newspapers. Our figures show that the foreign advertising (and practically all of this is the same sort of advertising that goes into the magazines) increased in 1909 over 1908 in the Chicago papers by the tremendous amount of 2,150,337 agate lines, which is 26.6 per cent. This means that an increasing number of advertisers realize the necessity of distribution, and have an understanding of the relation between the creation of a demand and the actual supplying of it.

One of the most striking increases in foreign advertising has been in that of automobiles. Only a few years ago the automobile was sold almost entirely through the magazines, but today some of the biggest advertisers do use only the newspapers. The entire products of some of the biggest factories are sold through newspaper space. People who are in close touch with advertising conditions know that those automobile advertisers who are using the newspaper are among the most successful of their fellows. To their success is due the fact that automobile advertising in the Chicago newspapers increased no less than 463,027 agate lines in 1908 over 1907, or 110 per cent. In several cities smaller than Chicago, the increase has been even greater proportionately, although not as large in the aggregate.

WORKING WITH THE ADVERTISER.

With the growth of foreign advertising in the newspapers has come a better understanding by the newspapers of the true function of the advertising agency, and also of the true function of the advertising medium. The true function of advertising, it is almost needless to say, is the selling of goods; and in this day of keen competition a sale must be made immediately after the impulse to buy comes to the possible customer. So we find now that newspapers are giving more attention to merchandising. They are working more closely with the advertiser. They are advising him conscientiously in the work of distribution. They are coming more and more to accept for their columns only such advertising as they feel will be reasonably certain to pay the man who advertises in their columns. They are helping him to secure retailers to handle his product. In other words they are applying the principles of modern merchandising in advertising and in the last analysis merchandising and advertising are one and the same.

A Fine Showing.

The Moline (Ill.) Mail's recent anniversary number of forty-eight pages carried 3,711 inches of advertising. C. J. Zaiser, the publisher, reports prosperity in all lines. Moline, Ill., is called "Plow City." A plow is made every half minute, a wagon is made every four minutes and a corn-planter every six minutes. A unique distinction for a city of 30,000 inhabitants.

A Baltimore Change.

It is reported as *THE EDITOR AND PUBLISHER* goes to press that on April 1 a new paper, called the *Evening Press*, will succeed the *Baltimore World*. It will be published as an afternoon edition of the *Baltimore Sun*.

It's a Matter of Record

That newspapers using our Advertising Figure Equipment are cutting out overtime and saving fully 20 per cent. on composition of department store ads.

Its cost is trifling, and it can be applied to any

LINOTYPE

We'll tell you all about it if you ask us

THROUGH MERIT ALONE

THE NUERNBERGER-RETTIG TYPECASTER

Is proving its value in the modern composing room

Sold on 30 days trial

YOU take no risk

MERGENTHALER LINOTYPE COMPANY

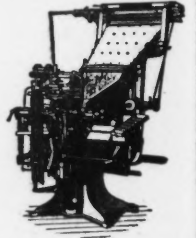
TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO



AMERICANS BEST INFORMED.

Due to Intelligent Newspapers and Magazines, Says President Dobbs.

"The American people are the best informed race on the globe, and this is due perhaps more to the intelligent newspapers and magazines than to any other cause." Two hundred members of the Chicago Advertising Association applauded when this sentiment was expressed by Samuel C. Dobbs, president of the Associated Advertising Clubs of America. He was the guest of honor at a luncheon given by the local association recently. He scored the Government's proposed increase of the postal rate on second-class mail matter, declaring that the average American magazine stood for high ideals.

In a private talk Mr. Dobbs said: "The poorest advertising in this country is on the Pacific Coast. Just why this should be we cannot tell, but nevertheless it is true. And of all the cities which have been advertised in various ways San Francisco has received the poorest advertising that has ever been given. The town has been given more bad and less good advertising by newspapers and other mediums than any other city in the United States."

Text Book on Composition.

A new text book on composition, entitled "A College Course in Writing from Models," has just been published by Miss Frances C. Berkeley, instructor in English at the University of Wisconsin. It contains some eighty models of different types of writing, from autobiography and newspaper editorials to short stories and descriptions, with suggestions for original work.

OLDEST PRESSMAN DEAD.

Henri Rochon, of Chicago, Always Wore White Shirt at Work.

Death of the oldest pressman in Chicago and the only one who ever wore a white shirt at work and kept it unsoiled is mourned by 1,200 members of the union. Henri Rochon, sixty-three years old, sometimes known as "White Shirt Henri," died recently in the Church of St. Jarlath's, of which he was a devout member, as he sat beside his wife watching stereopticon views that were being thrown on a canvas.

Rochon, known as the "father of the union," was one of two surviving charter members of the Chicago Printing Pressmen's Union. He held many offices in the union, being president of the first organization and vice-president of the present union. He also served on the executive committee for many years. He was in the employ of the *Journal* for twenty-five years, taking his first position there before the civil war.

Largest Automobile Accessory Ad.

The Automobile Show number of the *Cleveland News*, issued on March 7, carried a total of 46,662 lines or 3,333 inches of automobile display advertising. This is believed to be a record. The issue also carried a three-page advertisement of the Pennsylvania Rubber and Supply Company, which is claimed to be the largest automobile accessory advertisement that ever appeared in an American newspaper.

Destroyed by Fire.

The Bluefield (W. Va.) *Evening Leader* was recently destroyed by fire. All machines were lost and the building seriously damaged.

"The Catholic Churchman"

down in New Orleans is an example of what
the black ink of the American Ink Company
will do. Write 12 Duane St., New York City

