

THE EDITOR AND PUBLISHER

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REAL PRESS WORK

PUBLICITY CAMPAIGN OF THE HUDSON-FULTON JUBILEE.

Press Facilities Afloat and Ashore Will Be for Reporters Only, Not for Has-Beens and Make-Believes—How General Interest in the Celebration Has Been Aroused and Sustained.

Somewhere between Eastport, Me., and Galveston, Tex., you may run across men and women who have not the least interest in the Hudson-Fulton celebration and do not care a rap whether it is a success or not. But it would be much harder to find literate persons who have not heard of the big jubilee, for it has been kept before the public for half a year by a press propaganda organized with rare intelligence and pushed with unflagging energy.

If Captain Henry Hudson and Robert Fulton, Esq., could come back to attend the festivities in their honor beginning in New York September 25 they could scarcely be more surprised than the newspaper men who cover the celebration will be when they learn of plans that have been made for their convenience and comfort. These plans have not yet got beyond a provisional stage, but there seems every likelihood of their being adopted in their present shape, with possibly a few modifications of detail.

To the reporter who has covered large public celebrations bitter memory brings a picture of a fussy "press" committee with splendid badges, good intentions and a positive genius for getting things wrong. Also of "press" seats on the grand stand occupied by thirsty politicians and their interesting families, who crowded the mere reporters out.

REAL NEWSPAPER MAN IN CHARGE.

The Hudson-Fulton Celebration Commission has changed all this and its plans for making the reporters' task as easy as possible may serve as a model for other bodies engaged in similar work. To begin with, the press arrangements will be in charge of George N. Moran, who has directed the Commission's publicity work from the start. He is a practical newspaper man, who has written up many a celebration himself and knows what ought to be done.

It is proposed to have a grand stand in front of the new Public Library in Fifth avenue, between 40th and 42d streets. At the north end of this stand will be seats for probably 350 newspaper men, actually engaged in reporting the celebration, who are required to turn in their stories that day. There will be no places here for representatives of weeklies and monthlies, whose stuff can wait. For the bibulous and unwashed nuisances who pose as "journalists" on public occasions when there is anything to see or to drink there will be no places at all.

Beneath the grand stand will be a battery of telephones for the exclusive use of reporters. If a man must phone part of his story to catch an edition he
(Continued on page 4.)



EUGENE LORTON,

PUBLISHER OF THE WALLA WALLA BULLETIN AND PRESIDENT OF THE INLAND EMPIRE PRESS ASSOCIATION—THE MAN WHO SAYS, "I CONSIDER THE NEWSPAPER PROFESSION AS ONE OF THE MOST PLEASANT, INFLUENTIAL AND OFTIMES THE MOST PROFITABLE IN THE WORLD."

T. J. KEENAN PRESIDENT.

Elected to Chief Office of International League of Press Clubs.

Amid the lilies and roses of Bermuda, the International League of Press Clubs opened its eighteenth annual convention at the Hotel Hamilton, May 24. A party in which a large number of organizations were represented left New York May 20, arriving at Bermuda on the 22d.

President—T. J. Keenan, secretary of THE EDITOR AND PUBLISHER COMPANY.

Vice-presidents—J. A. Rountree, Birmingham, Ala.; Elden Small, Detroit; Mrs. Ada Tower Cable, Bradford, Pa.; George H. Hoffman, Philadelphia; Thomas F. Smith, New York.

Secretary—Lewis G. Early, Reading, Pa.

Treasurer—Robert B. McIntyre, New York.

Counsel—Charles M. Beattie, New York.

Executive Committee—Daniel L. Hart, Wilkes-Barre, Pa., chairman; C. Frank Rice, Boston; Giles H. Dickinson, Binghamton, N. Y.; H. B. Laufman, Pittsburg; Miss Libbie Luttrell Morrow, Nashville; Mrs. Harriet Hay-

den Finck, Philadelphia; Mrs. Belva A. Lockwood, Washington, D. C.; Walter B. Frost, Providence; Louis Allen Osborne, Scranton, Pa.; E. W. Humphreys, Woodstown, N. J.; James C. Garrison, New York; Isaac Pichel, Cincinnati; Mrs. Josephine Arnold Rich, Washington, D. C.; A. G. Anderson, Toledo, Ohio.

Encouraging reports were presented by all the officers and standing committees. Arrangements were also made to dispose of the copies of the book "Bohemia" still on hand at popular prices, the receipts to be applied to the Journalists' Home Fund.

The visitors were entertained by Governor Kitchener, Major Wainwright, of Hamilton, and by the Bermuda Press Club. The convention was heartily voted one of the most enjoyable in the history of the organization.

Virginia Daily Changes Hands.

The Fredericksburg (Va.) Journal and the Evening Journal, also of that city, owned by Henry Warden, has changed hands, Mr. Warden retiring. A number of local business men have secured control. Charles H. Wissner, formerly an editorial writer, will have charge.

JUST BLACK INK

A HUNDRED KINDS MADE AND PRICES RISE AS HIGH AS \$16 A POUND.

Climate, Style of Press, Paper and Other Conditions Taken Into Account Before an Order for Printers' Ink Is Filled—Special Inks for Hot and Cold Weather—Many Grindings Add to Prices.

With a view to obtaining for readers of THE EDITOR AND PUBLISHER light on so dark a subject as newspaper ink, a representative of this publication called a few days ago on K. W. Hardon, manager of the New York office of the George H. Morrill Company, 49 Rose street. This concern has been in business since 1840, and in sixty-nine years has had but three heads: Samuel Morrill, who founded the house; George H. Morrill, his son, who died April 1, 1909, and George H. Morrill, Jr.

There seems to be a copious lack of definite information about ink, even among men who, you would suppose, ought to be familiar with the subject. A consumer who called at the office of the Morrill Company lately was surprised to learn that there are so many kinds, shades and qualities of black ink.

"Isn't all black ink just black?" he innocently asked.

"As a matter of fact," said Mr. Hardon, "we make at our plant in Morrill's, Mass., one hundred and one varieties of black ink."

"And the prices?"

"They range from six cents to \$16 a pound. Please step this way and I will show you some of them."

In a large wareroom back of the office were stored all sorts and conditions of printers' ink. Some of it was in barrels, some in wooden receptacles that to the untrained eye suggested butter firkins, and some was in tin cans of various shapes.

"Here is the highest priced black ink of all," said Mr. Hardon, taking up a little jar, much like those in which beef extract is marketed. "This is used to make engravers' proofs, and comes in quarter pound jars that we sell at \$4 apiece."

"What makes the difference in prices?"

GRINDING ADDS TO PRICES.

"The same elements that enter into other prices—materials and labor. Our formulas are trade secrets, so we won't discuss materials, but the work is sometimes a costlier process than outsiders have an adequate idea of. You see that mill over against the wall. It is grinding out Web press ink, one of the cheaper grades. Some of the costlier inks must be put through twelve grindings. That, as you see, means the time of a man to attend to the mill, and wear and tear of an expensive machine that must earn money for us, and of course can be used for only one purpose at a time.

"We fit any ink for the particular service required of it. Between the Web press ink in those barrels beside you and this ink for engravers' proofs

are many gradations of price and quality, according as the ink is needed for newspapers, magazines, job work, and so on up to the finest books.

"Before we can fill an order to the customer's satisfaction or to our own, we ought to know about general climatic conditions of his place of business. That ink (he pointed to the wooden tubs that look like butter firkins) is going to Mexico and Central America, where the weather is hot. As the heat makes the ink flow freely, we must have a thick, heavy consistency for warm countries. Newspaper production in Mexico would be a hard job if publishers there were to use the same sort of ink that New York papers are printed with.

WHAT THE INK MAKER MUST KNOW.

"We must also know specific details about the plant where ink is to be used. What is the style and speed of the presses? What kind of paper is employed? What are the arrangements for heating the press room? Is the ink to be stored in tanks of the same temperature as the press room? Notice this Web press ink."

A workman lifted a big scoopful of it from an open barrel. It flowed about as freely as molasses.

"That prints first rate on common news paper," continued Mr. Hardon. "Here is flat bed ink."

It was thick and sticky, and it slid lazily from the scoop as if it was in no hurry to get back into the barrel.

"That ink does beautiful work on coated paper," said Mr. Hardon, "where the Web press ink would not do at all—printing magazines, for example. Now this is the ink for a country paper with an old-fashioned drum cylinder press that will print only a few hundred papers an hour. Notice how hard it is."

Indeed it stood up in the scoop in a ragged black chunk that it seemed could be cut with a knife.

"Don't you thin it out a bit before using?" asked the visitor.

"No; it goes into the fountain just as you see it."

"How about ink for places in which the climate goes to wild extremes—New York, for example?"

INKS FOR ALL SEASONS.

"In this city and other places like it the printer's ink, like his clothes, is changed with the season. We supply summer and winter ink, the latter being the thinner and 'longer,' as we say, for the reasons I have explained. Printers' ink absorbs moisture from the air, so we make a thick, heavy ink for damp climates."

"Are American inks exported?"

"Largely. We have customers in Central and South America, in China and Japan, in the widely scattered British colonies, and in Britain itself. John Bull, for the sake of better quality, pays us higher prices than he gives his own ink makers."

In answer to further questions Mr. Hardon said that the kind of type

used makes little difference in the selection of ink. Before filling an order the manufacturer may inquire if much bold-face is employed, but this matter is not considered of primary importance.

It was suggested that as temporary conditions of dampness and heat or cold in the press-room affect the ink, the pressmen ought to be able to change the ink as circumstances require. Mr. Hardon did not think well of this idea. Handling ink, he said, calls for a greater technical knowledge than most pressmen can be expected to have, and should be left wholly to the inkmaker.

INKS OF MANY HUES.

Colored inks are made in all the hues of the rainbow and many more, and ingenious chemists are all the time studying to make them brighter and better. The demand for them grows with the popularity of the comic supplement and the magazine section. There are colored inks selling as high as \$16 a pound, but they are not in general use. From 25 cents to \$3 a pound is about the range of prices. The inks that set forth the sorrows of Happy Hooligan and the pranks of Buster Brown cost publishers around 25 cents a pound, while the three-dollar kinds picture forth the beauties of elaborate magazine covers and advertisers' inserts.

Experiment to improve printing inks never ceases. At its home plant in Massachusetts the Morrill Company has a complete printing outfit used solely for experimental purposes.

CENTENARY CELEBRATION.

Of Michigan's First Newspaper Will Be Held in Detroit June 8.

The centenary of the first newspaper published in Michigan will be celebrated in Detroit on June 8. The name of the paper was the Michigan Embassy or the Impartial Observer, and it was the first paper printed in the northwest territory.

Addresses will be made by Melville S. Stone, New York, general manager of the Associated Press; President Jas. B. Angell, University of Michigan; Lawton T. Hemans, Mason; Rev. Ernest Van Dyke, Mrs. B. C. Whitney and Henry M. Utley, Detroit.

Buys Daniels' Interest.

Sinclair & Valentine Company, 611 West 129th street, New York, has purchased the interest of Ralph Daniels in the printing ink and roller business in Denver, Colo. Business will be continued at the same place, 1822 Blake street, and the new firm state that they will extend and improve the business.

Editor Fatally Stabbed.

J. R. Miller, editor of the Statesboro (Ga.) News, and A. J. Bird of that city engaged in a fight on last Tuesday, and Miller was fatally stabbed. The trouble, it is alleged, resulted from charges made by Bird concerning the First District College, of which Miller was a trustee.

New One for Watson.

M. C. Watson, of 34 West 33d street, has been appointed New York representative of the Galesburg (Ill.) Republican-Register. A. W. Allen looks after the paper's interests in Chicago.

WATERTOWN STANDARD.

Exposed Coal Combine and Brought About Big Reduction in Price.

(Special to THE EDITOR AND PUBLISHER.)

WATERTOWN, N. Y., June 2.—The people of this city have just had the most convincing illustration in years of the power of a newspaper, and it is the commonest subject of talk in this city.

On April 1 the coal dealers failed to make the usual April reduction, giving as a reason the unsettled conditions in the coal regions. The Watertown Daily Standard waited ten days for a reduction to be made, and at the expiration of that period began a systematic attack upon the coal dealers. Daily until May 11 the assault was continued, and on that date the Standard published a full-page summary of an investigation that covered every point in the State and the conditions existing at the mines.

The price demanded during April was the winter schedule of \$6.90 cash delivered. April 27 the price was reduced to the usual April circular of \$6.50, but the coal combine still existed. The day following the page expose, which charged the local dealers' combine with responsibility for an overcharge of 25 cents, and the excessive freight rates for \$1 and which maintained that the people of Watertown were paying \$1.25 a ton more for their coal than they should, a leading dealer announced that he would sell coal at \$6.15, and all the other seven followed suit.

In addition, the coal traffic manager of the New York Central has announced that a reduction of 15 cents a gross ton on freightage of coal from Scranton, Pa., to Watertown was being considered, with likelihood of success in the near future. The local dealers state that they will give the consumer the advantage of this reduction which would net Watertownians 50 cents a ton, meaning an annual saving on an estimated consumption of 60,000 tons of \$30,000.

Last year the school board paid \$6.40 a ton for 1,000 tons of coal for the winter school coal supply. This year they bought it for \$6.10, and other large contracts have been let for \$5.75.

Wm. Hannibal Smith is editor of the Standard and Wm. A. Hendrick is general manager.

The Chicago Daily Socialist.

Chicago Socialists are making a final effort to prevent the suspension of the Chicago Daily Socialist. Plans have been made to have each branch raise subscription funds, and a meeting pledged more than \$500. It is said the total debt is approximately \$50,000 and the weekly deficit \$300 to \$500.

Must Print Word Advertisement.

The House of Representatives of Florida has passed a bill requiring all newspapers published in that State to print the word "advertisement" above all articles, whether in form of news matter or editorial, where such articles are paid for.

New York is the first State in paper production.

PANAMA CASE ADJOURNED.

Owners of Indianapolis News to Be Tried in October.

As this week's EDITOR AND PUBLISHER goes to press the libel case of the United States Government against Delavan Smith and Charles R. Williams of the Indianapolis News is going on before Judge Anderson in the Federal District Court in Indianapolis. The defendants were indicted in the District of Columbia on a charge of publishing a criminal libel in intimating that there was wholesale graft in the purchase of the Panama Canal by the United States.

When the case was called on Wednesday the Government attorneys asked an adjournment until October 11 in order to secure the attendance of Norman E. Mack, publisher of the Buffalo Times and chairman of the Democratic National Committee, and other witnesses whose testimony is considered important.

Despite a strenuous objection by the defense, the court granted the adjournment.

LABOR DAILY FOR LONDON.

Socialists of Means Promise Necessary Financial Support.

A movement is on foot to establish a labor daily newspaper in London. It is stated that prominent socialists of means will give the necessary financial support.

The question as to whether the trades unions can legally invest any part of their funds in a newspaper has provoked much discussion and the plan may be changed to allow labor men or Socialists to subscribe to the capital as individuals.

The movement is in charge of a joint board of the three central trade union organizations.

Threatened by the Black Hand.

Paul Forte, editor of the Scranton (Pa.) Courier, an Italian paper, and Raymond Armengold, advertising solicitor for that journal, are going about heavily armed for fear of being assaulted by members of the Black Hand. They have been threatened with death, it is said, for refusing to pay a tribute of forty-five dollars.

Arrested for Cartooning Taft.

Joaquin Beireiro, editor of a weekly paper published in San Juan, Porto Rico, called El Carnival, has been arrested charged with sending improper matter through the mails. The charge is based on a cartoon of President Taft in connection with a recent message to Congress on Porto Rican affairs.

Hunn Becomes Sales Manager.

Mr. Cliff R. Hunn has been appointed sales manager of the Sinclair & Valentine Company, with headquarters in Chicago. Mr. Hunn has been selling ink for the past fifteen years and is deservedly popular.

PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for March, 1909

258,269

copies a day

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

Guarantees that its Daily circulation is larger than that of any morning newspaper printed in Alabama—and that its Sunday edition has the largest circulation of any edition of any newspaper printed in Alabama without exception.

A. RUDOLPH ELEY, Manager Advertising Department

ROLLERS TURNED TO GOO.

A Melting Tale of a Pressman and a Boiler Not Yet Cooled.

Although Strickland Gillilan has a wide reputation as a humorist, there is a deep vein of seriousness in him, as in other funny men, and it outcrops when he tackles a really serious subject. Speaking of the recent articles on composition rollers in THE EDITOR AND PUBLISHER, he says:

"Printers' rollers! Don't mention them. I have had experience with them that left me just that much more nervous and no wiser.

"My knowledge of printing was always foggy. Beyond setting a bit of head-letter on a morning daily at Richmond, Ind., when I held all the jobs except that of Thorne operator and feeder, I never had any near savvy as to art preservative, as Uncle Rameses II. used to call it. I never knew, without studying a moment, whether a quad, a quoin and a shooting-stick were the same thing. And presses as well as every other form of machinery were the most profound and unexplored mysteries to me. I never knew why a press ran or why it stopped.

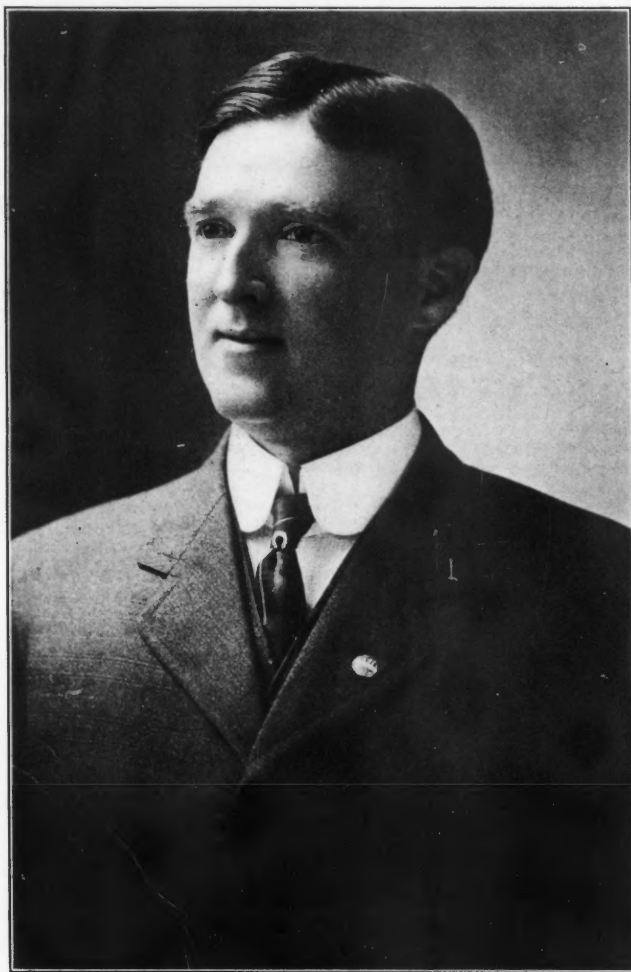
"Once when we had an engineer that would have cost us about \$7.50 a week, if he had got paid, as none of us did, he went home for running off the edition of almost 700 papers, and left the rollers leaning up against the boiler, in which the steam was just thinking of beginning to start to cool after the press's long and arduous run on the second side."

"When I went to work that afternoon (my hours were 1 p. m. to 4 a. m.), the pressman came to my office with an unusually perturbed look on his face. He looked as if somebody had paid him his salary, or some equally unexpected thing had occurred. Shutting the door so that I could take it away from him if he really had had his pay, I asked him what was wrong. He told me to come and see.

"We went down into the engine room and there he showed me the finest lagoon of goo you ever looked at. It was an irregular-shaped puddle about ten by fifteen feet, and running from half an inch to two inches in depth. It was no mirage, as I found by putting my foot on it. Beside this dismal swamp stood four or five bare, screw-like rods about eight or ten feet long, leaning cadaverously against the now-cold boiler.

"That was the first time I had ever known that rollers in a press were not made of solid metal. Had I known they were made of currant jelly or beeswax or ice cream, or paraffine, or any other meltable substance, I should certainly have warned that overpaid engineer against such folly.

"I forget what we did. I think we



W. S. EAKIN,

GENERAL ADVERTISING AGENT OF THE SWIFT SPECIFIC COMPANY.

Photo by Bakody-Berger, Cleveland, O.

had somebody print our paper while we sent those attenuated screws to Hardheart Bros. and Swindler or something like that, somewhere or other, and I presume they all came back nicely re-varnished with gelatine.

"I can't remember any greater or more disconcerting shocks in my entire life than those ghastly screws standing hideously beside that loblolly of peach-tree gum."

Holderly Improving.

The condition of A. R. Holderly, business manager of the Richmond (Va.) Evening Journal, who was operated on some time ago for appendicitis, is rapidly improving. Peritonitis developed at the time of the attack and for time Mr. Holderly was a very sick man.

Louisiana Papers Consolidate.

It has been announced that the Monroe (La.) News and the Star, both afternoon papers, will be consolidated. The publishing company under the consolidation will be known as the Monroe News-Star Publishing Company. Six afternoon papers will be issued during the week and a morning paper on Sunday. The new company will be capitalized at \$30,000.

Special Agency Moves.

The Golane Special Agency, Eastern representative of a number of magazines, is now located at 1 Madison avenue, New York.

PATERSON NEWS.

Donates Quarters to Newly Organized Employees' Club.

The Paterson News, one of New Jersey's most progressive newspapers, last year paid out over \$60,000 to its employees. Edward B. Haines, the proprietor of the News, is a firm believer in the maxim that mutual cooperation and good will between employer and employees works for the general welfare of both.

The employees of the News have recently organized a social and benevolent association, and the company has furnished ample quarters on the first floor for club purposes, meetings, etc. Over fifty members have already been enrolled, and the association starts off with brilliant prospects.

Recently the initial entertainment of the association was held and it proved an unqualified success. Daniel B. Watson presided as toastmaster, and among the speakers were:

Edward B. Haines, proprietor of the News; Robert Brenner, editor and proprietor of the Passaic Herald; Harry B. Haines, business manager of the News, and Justice of the Peace Robert R. Simmons.

Will Edit Country Paper.

Samuel M. Sexton, former editor of the United Mine Workers' Journal, has purchased the Hymera (Ind.) Herald and has taken possession of the plant. His many friends wish him success,

W. S. EAKIN.

Now in Charge of the Advertising of the Swift Specific Company.

The news of the death of Charles C. Rucker, one of the best-known advertising men in America, caused much speculation as to who would succeed him as the representative of the Swift Specific Company of Atlanta, Ga. To W. S. Eakin, assistant to Mr. Rucker since September, 1901, has fallen the honor.

Mr. Eakin, as general agent of the company, is in charge of the Swift Specific and the Bradfield Regulator advertising. He has been connected with the proprietary medicine business about fourteen years; has traveled every State in the Union, and possesses an intimate knowledge of the distributing radius of every important point in each State. His present system is to make the trip from coast to coast every two years, and in every city he numbers a host of friends, both among the proprietary medicine people and the newspapers.

Coupled with his knowledge of newspaper value in each community is his ability to make friends; but publisher or advertising manager, no matter how friendly, gets from the advertising expenditure of the Swift Specific Company no more than just what Mr. Eakin's judgment thinks should be had.

And that's one of the reasons why they all like him.

Mr. Rucker, as most readers of THE EDITOR AND PUBLISHER know, spent a large part of his time traveling about the country, and much of his success was attributed to his close and constant contact with the newspaper fraternity.

The Swift Specific Company is among the largest medicine advertisers in the country, and is reported to spend three-quarters of a million dollars a year for newspaper space.

Ward Quits Sapolio.

Artemas Ward, who has been advertising manager for Enoch Morgan's Sons for twenty-five years and has done many remarkable stunts to make Sapolio famous, resigned recently. He says he is not as young as he used to be and wants to take life easily. He is still head of Ward & Gow, street car advertisers.

Editor Retires After Long Service.

Major John Waller, for more than sixty years editor of the Monticello (N. Y.) Republican, has retired from active service at the age of eighty-three. Friends claim for him the longest editorial career of any man in the country.

Reporter on a Long Tramp.

Jack Williams, of the reportorial staff of the Philadelphia Press, who is walking to Spokane, Wash., on a wager of \$500, has reached Aurora, Ill. In the twenty-eight days he has been on the way he has covered more than 2,000 miles.

Here is a definite field, to be covered in a definite manner.

It is the German-speaking population of Philadelphia, consisting of 350,000 persons. The papers are the following, all published by the German Gazette Publishing Company:

**MORGEN GAZETTE
EVENING DEMOKRAT
SONNTAGS GAZETTE
STAATS GAZETTE (weekly)**

Examined by the Association of American Advertisers.

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)
406 Pearl St., N. Y. 413 Commerce St., Philadelphia

Allied with Bingham & Runge, Cleveland
This paper is NOT printed with our Rollers

REAL PRESS WORK

(Continued from Page 1.)

need not fight his way through a crowd, only to find, when one end of his collar is torn loose and a button or so is missing from his coat, that every booth at the public telephone station is occupied. In peace of mind and ease of body the newspaper men, American and foreign, will watch the pageants that pass up Fifth avenue.

PRESS ARRANGEMENTS AFLOAT.

Equally complete and sensible, if present plans are carried out, will be the arrangements for the reporters who cover the spectacles afloat. There will be four large steamboats for newspaper men and other guests. These boats will be equipped with wireless telephones. Should a reporter wish to go ashore, a wig-wag signal will bring a motor-boat alongside. When he lands he will know, from information supplied by Mr. Moran, just where to find a telephone.

The great water parade will move up the Hudson October 1, in three divisions, an hour apart. It is expected that 600 vessels will be in line. The slowest ones will start first, and the plan is to have all the boats meet in Newburg Bay.

Reporters who go with the fleet will have maps showing the locations, on both sides of the river, of telephones and telegraph offices. They will know whence they can send bulletins only and where they can file full reports. The maps will also show where gasoline is for sale—an important thing for men with automobiles and motor-boats to know.

There will be an official landing place at the foot of West 110th street and a strong effort will be made to keep a space alongside the float at all times clear for press motor-boats. All the arrangements for reporting the celebration will be made from the point of view of a far-sighted city editor.

Thus Mr. Moran will give out on Monday morning as much advance information as possible relating to the events of the week. Such details as the names, titles and nationalities of invited guests will be furnished, as well as pointers of the movements of vessels, and programmes of dinners and other jollifications. Newspaper men whose minutes are more precious than grains of shining gold need not waste their time trying to find out whether the captain of a foreign warship spells his illustrious patronymic with two l's or one. All such matters of pure routine will be given out in advance.

THE CAMPAIGN OF PUBLICITY.

Press work for the Hudson-Fulton Celebration began last December when Mr. Moran joined the forces of the Commission as assistant to the secretary. He was assigned to the publicity bureau and immediately began to collect material, such as historical data, photographs, old maps and prints. He visited Holland

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 Pittsburg Dispatch

reaches the largest number of homes and is read by the men and women who comprise 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.

SAN ANTONIO LIGHT AND GAZETTE

Sworn Average Daily Circulation 13,400

Average circulation increase 119 a week

THE ONLY Evening Paper in the Biggest City in Texas

More than 10,000 white homes in San Antonio receive the Light and Gazette each night by carrier. The only newspaper that satisfactorily covers the City. You cannot hope to make a showing in San Antonio without the Light and Gazette.

Used by all the local business houses of worth and most of the foreign advertisers who understand.

The Paper that works for and with the advertiser and produces tangible results.

The Paper with a territory all its own.

The S. C. Beckwith Special Agency

Sole Foreign Representatives

NEW YORK

TRIBUNE BUILDING

CHICAGO

and conferred with the committee that is to represent that country at the celebration, securing photographs and facts for stories. Little notices—half a stick or so apiece—went out at first. There was not much to tell, so why squander space in the telling?

Papers with photo-engraving plants receive photographs from which to make cuts. Papers that have no picture-making machinery, but are stereotyped, get matrices. Other papers receive half-tone cuts to illustrate articles sent out by the Commission.

As things developed the stories grew larger and more frequent. After a while they were supplemented with pictures. At the time of this writing the Sunday papers are running half-pages, full-pages and double trucks of Hudson-Fulton press matter, freely illustrated.

Dr. Edward Hagan Hall, assistant secretary of the Commission, has written a volume of papers on Hudson and Fulton and other subjects connected with the celebration. In preparing his newspaper stories Mr. Moran has drawn freely on this material. Dr. Hall has searched many sources of historic knowledge, and has put into convenient and readable shape a great deal of valuable matter.

The news reports, special stories, etc., go to all the dailies in New York, to a long list of papers outside the city, and to trade and class publications representing interests in any way connected with the celebration. Thus, papers devoted to maritime and boating matters, as well as to military and naval affairs, are on the list. Latterly religious papers, such as the Christian Herald and the Churchman, have taken the celebration up. Emphasis is laid on the fact that the purposes of the celebration are historical, patriotic and educational. Newspapers

are not asked to devote their space to booming a commercial enterprise. The celebration is in no sense a "business proposition."

It will probably surprise many New York newspaper men to learn that there are more than fifty dailies in their city. Many of them are in foreign tongues, but the town was always polyglot. Back in 1640 the air of the tiny settlement of New Amsterdam echoed with eighteen languages. The German, French, Italian, Yiddish and other foreign language papers have vied with their contemporaries in English in helping to spread the fame of the celebration. So far the clippings in Mr. Moran's office in the New York Tribune building fill eight books of 200 pages each, averaging one and a half columns to the page. This, according to the plain rules of arithmetic, would make about 2,400 columns of notices.

The managers of large civic celebrations sometimes complain that the advance notices and subsequent reports in the newspapers are filled with errors and are otherwise inadequate. "The newspapers didn't take hold with enthusiasm," is an obvious and comforting explanation. It is suggested that complaints of this kind would be rarer if jubilee managers were to take a leaf from the book of the Hudson-Fulton Celebration Commission and give the papers intelligently directed help.

James C. Dedrick, who for twelve years has owned and managed the Canton (O.) Morning News, has disposed of his holdings in the News-Democrat Publishing Co., to local capitalists.

Robt. H. Johnston has purchased the Somerset County Star, published at Salisbury, Pa.

CIRCULATION MEN

Officially Open Season in Catskills and Enjoy Outing.

The Circulation Managers' Association of New York enjoyed a two days' outing last week in Catskills as the guests of the Hudson River Day Line, the Catskill Evening Line and the hotel managers of the large hotels in the Catskills.

The party which numbered more than sixty, included circulation managers, editors, artists and writers from practically every paper in New York and Brooklyn. New Jersey was also well represented.

Among those who made the trip were: J. H. Mack, W. A. Johnston, Vet. Anderson, Joseph Scott, S. D. Samuels, Wilbur C. Ring, Charles Monaghan and Edward Weisman, of The World; Charles Flanagan and G. B. Moyer, Times; William Henry, American; J. C. Fenton, Press; Victor Ryberg, Telegraph; Victor Ridder and T. Kessel, Staats-Zeitung; Daniel Nicoll and Grover C. Danby, Mail; E. A. Elcock, Post; T. A. McCue, Sun; L. Paganini and B. E. Scannan, Italian Evening Bulletin; Robert Brown, Tribune; F. J. Nixon, Leslie's Weekly; J. L. Matthews and Percy Lowe, Brooklyn Times; Louis Hannock and A. H. Hannock, Newark Sunday Call; F. A. Hertzog, Newark Star; C. S. Stout, Plainfield Courier-News; F. J. Turner, Fourth Estate; H. L. Boylan, Newark News Company; A. D. Marr, American News Company; George F. Haufler, Union News Company; Frank A. Collier and David Wilson, Nassau News Company; H. W. Connelly, superintendent of the newspaper and periodical division of the New York Post Office, and J. W. Tiedermann, superintendent of the Grand Central station of the New York Post office; William J. Rague, Staten Island; E. W. French, H. A. Dussel, Josh Ring, John Marsheimer, Joseph Satti and others.

HOWARD OFF TO EUROPE.

News Manager of U. P. to Investigate Foreign Bureaus.

Roy W. Howard, general news manager of the United Press, sailed to-day on the Celtic for a two months' investigation of the agency bureaus in London, Paris, Berlin, Vienna, St. Petersburg and Rome.

While abroad Mr. Howard expects to close deals with a number of big Continental papers, in addition to those with which the United Press now has arrangements, by which the special news of these publications will be delivered to the agency.

Mr. Howard will be accompanied on his Continental trip by Mr. Charles P. Stewart, general European manager of the United Press.

F. G. Gillespie, publisher of the Crescent (Okla.) News, has disposed of the property to J. Frishman.

The New York Times is the most striking example of combination of quality and quantity circulation. It daily prints more than 175,000 copies.

IMPERIAL PRESS CONFERENCE

Delegates from Every Corner of British Empire Hasten to London.

The Imperial Press Conference, which opens at the Foreign office in London on June 5, will be largely attended, judging by the number of delegates that are now hastening to reach that city from every corner of the British Empire. The leading journals of Canada, Newfoundland, Australia, New Zealand, South Africa, India, Burmah, Ceylon, Straits Settlements and the West Indies have sent representatives.

The official list of the Canadian delegates is as follows:

Sir H. Graham, The Star, Montreal; G. Langlois, Le Canada, Montreal; J. S. Brierly, The Herald, Montreal; J. A. Macdonald, The Globe, Toronto; W. F. Maclean, The World, Toronto; J. E. Atkinson, The Star, Toronto; D. Watson, The Chronicle, Quebec; H. d'Hellencourt, Le Soleil, Quebec; P. D. Ross, The Evening Journal, Ottawa; J. W. Dafeo, The Free Press, Winnipeg; M. E. Nichols, The Telegram, Winnipeg; C. D. Blackader, The Aca-dian Recorder, Halifax; E. W. McCready, The Telegraph, St. John, N. B.; L. D. Taylor, The World, Vancouver; John Nelson, The Times, Victoria; W. J. Herder, of The Evening Telegram, St. John's, Newfoundland.

The Australian and New Zealand delegates passed through Canada on their way to London and were enthusiastically entertained by the various cities of the Dominion.

The following program has been arranged for the entertainment of the delegates during the week in London:

Saturday, June 5—Banquet of welcome by the entire press of Great Britain. Lord Burnham will preside and the Earl of Rosebery will propose the one speech of the evening.

Sunday, June 6—Luncheon at Hall Barn, guests of Lord Burnham.

Monday, June 7—Luncheon at the house of commons by the members of both houses connected with literature or journalism. Garden party at Marlboro House. Evening reserved for private hospitality.

Tuesday, June 8—Luncheon at Sutton place, guests of Lord Northcliffe. Reception by Sir Melvill Beachcroft, the chairman of the London County Council.

Wednesday, June 9—Reception and luncheon, Mansion House, guests of lord mayor. Entertainment by Ranelagh Club. Mr. C. Arthur Pearson's dinner at Ranelagh.

Thursday, June 10—Luncheon at Constitution Club by members of the opposition, Mr. Balfour presiding. Evening reserved for small private dinners. Reception at Stafford House by Duke and Duchess of Sutherland.

Friday, June 11—Day with the army at Aldershot, guests of the war office. Official government banquet at Grafton Galleries, the Earl of Crewe presiding.

Saturday, June 12—Visit to the fleet, guests of the admiralty. Following the week in London a provincial tour will be arranged, including visits to many points of interest in England and Scotland.

Editor Wins Tuberculosis Fight.

Mr. Charles H. May, publisher of the Peoria (Ill.) Herald-Transcript and the Springfield (Ill.) Daily News, has just triumphed over the ravages of tuberculosis. He went into camp at Ottawa, Ill., and in eight months won a victory. He weighed about one hundred pounds when he went in and came out weighing 138 pounds.

INCORPORATIONS.

Republican Publishing Co., Monticello, N. Y. Weekly newspaper, printing, etc.; capital, \$7,000. Incorporators: William H. Hoar, Grahamsville, N. Y.; Alonzo A. Calkin and John F. Curlette, Monticello, N. Y.

Stiles & Merriam, Inc., Mt. Vernon, N. Y. Publish newspaper, general printing; capital, \$100,000. Incorporators: Mark D. Stiles, Franklin A. Merriam and Maurice S. Porter, Mt. Vernon, N. Y.

Iowa Farmer Publishing Company, Dubuque, Iowa; capital, \$200,000.

Columbian Magazine Publishing Co., Wilmington; capital, \$500,000. Incorporators: J. B. Haynes, L. M. Day, Pittsburg, Pa.; A. E. Wagner, Meadville, Pa.; L. Sidwell, E. B. Yates, Topeka, Kan.

New South Publishing Co., Chicago, Ill. Incorporated capital \$2,500.

Artisan Record Co., Grand Rapids, Mich. Incorporated capital \$7,500.

Three Rivers (Mich.) Press. Incorporated capital \$5,000.

Fertile Publishing Co., Fertile, Minn. Incorporated capital \$500.

Lufkin News Publishing Co., Lufkin, Tex. Incorporated capital \$10,000.

U. P.'S ANNUAL MEETING.

Officers and Directors Chosen for the Ensuing Year.

At the annual meeting of the stockholders of the United Press Association, held at the offices of the corporation in the World Building, on Monday, the following directors were elected for the ensuing year: H. B. Clark, C. D. Lee, R. W. Howard, J. C. Harper, B. H. Canfield, H. N. Rickey, W. B. Colver.

At the meeting of the board of directors of the United Press, immediately following the meeting of the stockholders, the following officers were elected for the ensuing year: H. B. Clark, president and chairman of board of directors; C. D. Lee, first vice-president; Oliver Hershman, second vice-president; Andrew McLean, third vice-president; R. W. Howard, secretary; L. Price, treasurer.

Praised by Roosevelt.

The current issue of the Outlook contains a brief review by ex-President Roosevelt on two books written by Warrington Dawson, representative of the United Press. These books were published abroad, and have met with much success. In concluding his review Mr. Roosevelt says: "I have no intention of writing a criticism of Mr. Dawson's two books; but it is worth while calling attention to the fact that this author, who writes with power and interest of vital home matters, has his critics and his audience abroad, but has neither critics nor audience at home. He should have both."

The editor of this publication is well acquainted with Mr. Dawson, and is pleased to learn of his success.

For Magazine Workers.

The Magazine World, published by the Topical Press, Tribune Building, New York, and edited by Robert C. Auld, is devoted to magazine making and is concerned with such widely separated branches of the industry as those of the author and the subscription agent, along with every department between. It promises to be helpful to all magazine workers.

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- POTTER TWO-ROLL PRESS,** Printing 4, 6, 8, 10, 12 and 16 pages
- POTTER SINGLE-ROLL PRESS,** Printing 4 and 8 pages
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- COX DUPLEX PRESS,** Printing 4, 6 and 8 pages
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CHANGES IN INTEREST.

Cecil P. and George C. Rich have purchased the Hamilton County Republican, published at Syracuse, Kan.

E. H. Pearce has leased the Sauk Center (Minn.) Herald for a period of one year, beginning June 1.

The Valley View, a weekly newspaper published at East Grand Forks, Minn., was purchased at public auction last week by Peter Stoughton.

H. F. Wilder has purchased the Windham County Observer published in Putnam County. The Observer was formerly the Standard and was owned by Nathan Waldo Kennedy.

C. L. Tanner has purchased the Granger (Tex.) News from A. D. Reeder.

George Silsbee has purchased the Avoca (Me.) Advance from Clarence Roberts.

Journalist Goes to Jail.

Olivar Asselin, correspondent in Quebec, Can., for a Montreal French newspaper, has been sentenced to fifteen days in jail for striking the Hon. A. L. Tasehereau, Minister of Public Works of Quebec. The assault took place in the Parliamentary Chamber of the House.

USES FOR SLUDGE.

Pulp Mill Waste Said to Be a Rich By-Product.

A use has been found for sludge, the despised waste product of pulp-mills, which for long years has polluted the streams and poisoned the fish. Experiments at the J. & J. Rogers mills at Ausable Forks, N. Y., are reported to prove that sludge can be used in core casting in iron foundries, as a top dressing for macadam roads and for other purposes.

If this discovery can be made commercially profitable, the revenues of the pulp mills will be greatly increased, whether the price of paper will be reduced remains to be seen. It is said that the mills of New York State alone have dumped a thousand million gallons of sulphite waste yearly into the streams.

Sioux City News Sold.

Frank R. Wilson has purchased the Sioux City (Ia.) News from Mel Uhl of Omaha, L. V. Ashbaugh and N. W. Reay of St. Paul. In an editorial comment Mr. Wilson says that the paper will continue to be independent and that there will be no change in its policy in regard to State and national affairs.

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MEXICAN SCRIBES

How Their Peculiarities Impress an American—Story Never Told Terse-ly—Events Always Written in Chronological Order.

Mexican newspapers are slowly but surely forcing the people of Mexico who want the news or for business purposes absolutely require the services of the newspaper, to learn the English language, says Chester T. Crowell in the San Antonio Express.

The slowness of the Mexican newspaper man to realize what is required of him is rather remarkable in view of the fact that American newspapers published in Mexico are very good examples of newspapers as the Yankees know them, even if they are published under many difficulties. It is safe to predict that unless the Mexican newspaper men learn to supply the demands of the people of Mexico in the way of news they will eventually find more Mexican names on the subscription lists of the English papers than on their own. In the City of Mexico the English-speaking people are already so numerous that nearly half of the subscribers of one of the big papers there, the Mexican Herald, published in English, are Mexicans.

METHODS OF MEXICAN JOURNALISTS.

One of the favorite methods of the Mexican newspaper man of showing the world how important he thinks he is, is to have a picture of the scene of the accident or fire, the person he is interviewing, or whatever it may be, and himself in the picture with his notebook or pad in a conspicuous place. He is impressed with the idea that the real feature of every article of news is not that something happened or is going to happen, but that he got the item and how it happened that he got it. In view of the large amount of important news that he overlooks it is not really remarkable that he should think this. In fact, to the American newspaper men who have worked in Mexico it is really the feature how on earth he happened to get it.

He begins a story of a murder by saying that he was walking down the street yesterday afternoon and some one told him there had been a murder. He tells how he inquired further and received substantiation of the report. Then he remarks that he started for the part of the city where the murder was supposed to have taken place. He informs his patient readers that he inquired of a policeman on the way about the matter in order not to go wrong—the reader being supposed to believe that of course if he went wrong there would be no story. But finally he gets there after having conversations with everyone along the way, all of them being carefully recorded, and he finds that there real-

ly was a murder. Most often he will mention the name of the man that was killed, but he does not regard this as an essential feature of the story.

IGNORANCE OF NEWS WRITERS.

Nothing is more surprising than the complete ignorance of writers of the news as to business conditions in their own vicinities. They do not understand the functions of the various officials of any of the public service corporations, and frequently they will mention some high general officer of a railway and say that they were told his name, but owing to the fact that he is an American and has a very queer American name they did not understand it. It never seems to strike them that nothing sounds more impossible and ridiculous to the Yankee newspaper man than some of the names that appear in his paper every time trouble breaks out in some foreign land, but he gets them, and gets them right, if he has to break a leg in the attempt.

But the names that the Mexican never seems to have just straight in his mind are what are usually known to American news writers as the "prominent citizens."

It is probably ignorance that leads the Mexicans to write "yellow" stories that are so lacking in foundation that they do not even succeed in scaring anyone. Any good newspaper man on this side of the border can pick out a situation that is of sufficient importance to the general public and get some sort of a yellow speculation story that will at least create a ripple and be worth looking up, but when the Mexican wants to be dreadfully yellow he forces one to feel very sorry for them. They will start a rumor that something that couldn't happen to save their dear lives is going to happen. And it not being the custom there to get what developments there are on the second day, the Mexican newspaper man goes happily on his way, probably completely ignorant that no one was scared by his pumpkin with a candle in it.

ROOT'S VISIT TO MEXICO.

In connection with this habit of forcing themselves into the story without any need for it and putting all the news in the last paragraph, I remember a very funny thing that happened in the City of Mexico while I was on an American paper there. A friend of mine, an American newspaper man, and a good one, who had worked on an American paper there long enough to learn Spanish, was asked to assist one of the Mexican papers during the visit to the capital of Mr. Root, Secretary of State of the United States at that time.

My friend was sent out to Chapultepec Castle to interview Mr. Root for his Mexican paper. He went out to the castle and was treated very courteously, but was informed that Mr. Root could not give out any interview at that time. His visit being purely of a social nature, so far as anyone knows, this was entirely reasonable and my friend left. He wrote a little story about the interview with some pleasantries and comment on the beautiful weather.

The story was rewritten. It told how the intelligent and good-looking reporter of that excellent newspaper had betaken himself to his home and changed his clothes and then departed for the castle in holiday attire. It told of the trip in the elevator (they are still interesting in Mexico), and it told of being conducted into the beautifully furnished library. Then the re-

porter had some reveries while he waited.

There was something about like this: "Hist! I hear him coming. I will soon be in the presence of Mr. Root." And then there was a lot of a similar sort to finish the story, all the excitement leading to the announcement that Mr. Root said, "Howdy, it's a nice day and you have a nice town here. Good-bye."

STAFF NEWS AND CHANGES.

E. B. Wilbur, president and business manager of the Draper Printing Company, publishers of the Draper (S. D.) Democrat, has resigned his position, owing to contemplated absence from the city.

Will Organize Press Club.

Newspaper men of Des Moines, Ia., met at the Savoy Hotel in that city last week and effected preliminary arrangements for the organization of a press club. A committee of five was named to perfect the organization and have charge for the remainder of the year. There are about 150 active newspaper men in Des Moines who are eligible to membership. The first board of directors and officers consists of the following: W. T. Buchanan, managing editor Daily Capital; S. H. Cobb, manager American Press Association; Frank Lyman, state editor Daily News; Joe Hill, city editor Tribune and Register and Leader; Frank Moorehead, magazine writer for the Homestead.

Finnish Paper Will Suspend.

The Pairdeht, the well-known Finnish newspaper published in Calumet, Mich., will suspend publication. Attorney O. L. Larson, of Duluth, president of the company, decided upon this course as the best solution of the labor trouble which is alleged existed between the company and its employees.

Louisville Ad Club Busy.

The Louisville (Ky.) Advertising Club is making strenuous preparations for the entertainment of the members of the national organization which meets in that city next August. Already more than \$2,000 has been raised for the entertainment of the visitors, and Col. R. S. Brown, chairman of the Convention Committee, expects to increase the amount to \$5,000.

The Somerset (O.) Breeze will begin publication July 1. Norman C. Cotton is interested in the new paper.

BRIEFS.

Sam Sherman, publisher of the Thornton (Ia.) Enterprise, has leased his publication to H. H. Halett.

The Alanson (Mich.) Interlake has been burned out.

John T. Dyer has purchased the Ranier (Minn.) Journal.

C. C. Pierce has engaged in business as the publisher of the St. Joseph (Mo.) Commercial Journal.

Times Publishing Co., Ashtabula, Ohio; incorporated capital \$10,000.

Associated Trade Press Co., Cincinnati, Ohio; incorporated capital \$20,000.

Will Conduct a Marathon.

The Worcester Gazette will conduct a modified Marathon race, open to the schoolboys of the Gazette's parish, between the ages of 14 and 16 years, on June 5. The event is attracting much attention through Central Massachusetts, and a great field of runners will compete. The Gazette has secured the services of Tom Holland, former champion American runner, to coach the boys.

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INTELLIGENCER.	January 29, 1648.	Execution of Charles and Speech on Scaffold.
THE GAZETTE.	Sept. 9, 1658.	Death of Oliver Cromwell.
THE NEWES.	July 6, 1665.	The Great Plague.
THE LONDON GAZETTE.	Sept. 10, 1666.	The Great London Fire.
"	July 4, 1770.	Transfer of the 13 States.
THE TIMES.	January 26, 1793.	Execution of Louis XVI. and Will.
"	July 3, 1797.	Execution of Richard Parker for Mutiny.
"	Oct. 3, 1798.	Nelson's Victory over French Fleet near Rosetta.
"	Sept. 28, 1798.	Rebellion in Ireland.
"	Nov. 7, 1805.	Account of the Battle of Trafalgar.
"	January 10, 1806.	Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.
"	June 22, 1815.	Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

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"THINK IT OVER"

Says Samuel G. Blythe, of the Saturday Evening Post, to Embryo Journalists at Indiana Meeting of College Press Clubs.

Samuel G. Blythe, editor of "Who's Who" page in the Saturday Evening Post, was the chief speaker at the third annual convention of the Indiana Intercollegiate Press Association, held in Bloomington. Mr. Blythe's topic was, "Think It Over." He said in part:

I have made my living by writing ever since I was 16 years old and in the course of that time, especially in the last ten or fifteen years of it, have been assailed constantly by two questions concerning the newspaper business, one from men in it and the other from men out of it. The men in it want to get out and the men out of it want to get in and both want to know how.

I am in no sympathy with the grumblers who say the newspaper business is no good. I think it is a good business. I have been in it all my life and my father was in it before I was and my son is going into it when he gets through college, and if he has any sons I suppose they will go into it, too.

Newspaper work is essentially a business for young men. Old men can not last in it because old men can not stand the pace. And the further truth is that when a man gets old in newspaper work, unless he has specialized, he decreases in value to his employer instead of increasing.

NEWSPAPER WORK EXACTING.

There is no business in the world where the hours are so long, the work so exacting, the discipline so rigid and the sense of responsibility greater. It isn't like a professional man who does his work and quits. The newspaper man not only has to do his work, but he takes it home with him, lugs it around with him, always haunted by the thought that the man on the other paper may have put it over him. Sometime in my life I hope to be able to see something that I do not have to write about. I never have yet. Every time I go to anything, from a convention to Europe, I am always haunted by the thought that instead of enjoying this as a spectacle, as a show, as my fellows do, I have got to go and beat out some things about it on the typewriter. Work? It is all work. I have been so sore many times that I have thought of buying a popcorn wagon or borrowing one and quitting the whole mess.

But I have always recovered. So will every man who fits. When you get down to it, the misfits howl the loudest. Any man who has the constitution of a horse, the capacity for work of a steam shovel, the ability



MISS BYRDE BELLE SHALE,
WHO HAS JUST GRADUATED FROM BARNARD COLLEGE, AND WILL BECOME A MEMBER OF THE STAFF OF THE EDITOR AND PUBLISHER.

to put his thoughts down on paper in consecutive order, to see what happens and to observe what he sees, to put two and two together, to mass facts in a striking way, can make a success out of newspaper work.

The younger you get in the better it will be for you after you have acquired whatever knowledge you can afford and are ready to take a chance. I don't know how to get out. I have seen shoals of newspaper men get out into all sorts of jobs, from business down to politics, and lots of them have made wads of money, but they never did belong, anyhow. The real writer never gets out of his game; and why should he, for his game is the best game in the whole world. Newspaper rewards are quick, but evanescent. From the viewpoint of the man in it the chief trouble with newspaper work is that any young chap may come along and in two or three years, after he has learned how to handle himself, be just as good as he is from a salary viewpoint, and better, probably, so far as enthusiasm and ability to work are concerned. If you want to get rich, keep out. There is no chance. But if you have a desire to live a big, broad life, to be in touch with all that happens, to be in the thick of it, to engage in the most fascinating work in the world, the newspaper is the place to go if you have the stuff in you and can get it out.

If you are a clean, decent honorable man you will not do unclean, inde-

cent, dishonorable work and will not work for anybody who requires you to. That is all there is to it. Newspapers are just as human as the men who make them. The press of the United States is not so venal or corrupt or easily influenced as some people who have run against it would have you imagine. It is a human institution, subject to human limitations and it is doing its job in pretty good shape.

I wasn't fortunate enough to go to college and I cannot speak as to the value of a college education in newspaper work from personal experience, but I do know that it is the duty of every man who contemplates entering journalism to get all the knowledge he can. There were no courses in journalism when I broke in. We began in the newspaper office and had it beaten into us.

There is one thing I do contend, though, and that is that no person can teach a man to write. You can be taught the principles of writing, the grammar and the rhetoric and all that, but you must teach yourself to write. The mere facility of writing correct English doesn't mean anything. There are scores of persons around newspaper offices who can write correct English. The trouble is they haven't any ideas to anglicize correctly.

The man who goes into journalism and who desires a big success must specialize. After his experience as an all-round reporter on all the assign-

ments he should pick out one subject and specialize on it. Likewise he should try to make his stuff as different from the stuff of other men on the papers as he can. I found that out early, and when I was a cub reporter I tried to write every item in a way the other reporters wouldn't think of. The results were disastrous in instances and I had a lot of trouble with city editors and copy readers, but I finally got into the place that whenever there was a story they wanted handled in an unusual way that didn't start, "There was a meeting last night," etc, and so forth, I got it.

It took years, years when I was beaten to a pulp by men who couldn't see it as I did, but I won out. And in looking over the ground I determined on my specialty early. I chose people—folks. People want to read about other people. If you will allow me I will advise you young gentlemen who are interested in journalism to specialize on folks. That is the greatest, the most interesting, the most pliable, the most numerous, the most fascinating, the most unusual, the most satisfying subject in the world—folks.

And if you have anything like a sense of humor, for heaven's sake nurse it. Humor is the scarcest commodity in the United States. It is extinct elsewhere, almost. Don't let the serious-minded persons tell you anything about dignity and all that sort of rot. If you can write funny stuff write it, and you'll be riding in your own automobile when the serious-minded person is writing serious protests to the paper against pay-as-you-enter street cars.

The day of the reporter who got drunk and fell down on his assignment is gone, never to return. Those guzzling geniuses were great folks, no doubt, but they always had to take up a subscription when they died. Besides, newspaper men will not stand for it now. Therefore keep sober, although you will have more opportunities than any other person to get drunk at slight expense, and keep honest. That's all there is to it. Keep sober, be honest in your writing as you would with your mother's money, get a different slant on things, tell your story your own way, not the other fellow's; slide in some humor if you can and you will have a happy time, have a lot of fun, see many strange things, live more in your life than the ordinary business or professional man would in ten, and, probably, die in honored and virtuous poverty.

This Editor Is a Busy Man.

J. A. Atwood, of Stillman Valley, Ill., is an editor, undertaker, justice of the peace, township supervisor, assessor for 30 years, president of the school board and for the last two years a trustee of the Geneva Girls' Home.

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The printing plant of The Outing Publishing Company, located at Deposit, N. Y., will shortly be on sale. It has five monotype and three linotype machines, a complete book and job composing room, eleven Babcock and two job presses, electrotpe foundry and bindery. There is also a well equipped cloth bindery located in the town near the Outing plant. The Deposit Board of Trade can guarantee prospective purchasers nominal taxes, and electric light and water at cost, also other privileges, and solicits correspondence from responsible purchasers. Further particulars on application. Address SECRETARY, Board of Trade, Deposit, N. Y.

Botfield Engraving Co.
29 S. 7th Street, Philadelphia, Pa.

Always on time

Deep Etched Cuts on Zinc or Copper

BEST WORK AT LOWEST PRICE

Let us estimate on your next order. Once a customer always a customer.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York.

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

T. J. KEENAN, Secretary

G. P. LEFFLER, Treasurer.

PHILIP R. DILLON, Managing Editor.

SUBSCRIPTION, \$1.00 PER YEAR. FOREIGN, \$1.50. SINGLE COPIES, 5 CENTS.

ADVERTISING RATES.

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.

Entered at Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, JUNE 5, 1909.

SHOULD UNIVERSITIES PUBLISH NEWSPAPERS?

A Harvard youth saw in a dream a great daily newspaper established at that university. The faculty, it is said, look upon the matter favorably and the Harvard Daily Truth may become a reality.

A news item says that the legislature of Missouri aimed a knock-out blow at the University Missourian, by providing that no part of the annual appropriation for the university shall be used directly or indirectly to support a newspaper printed at the university if the newspaper in question charged for subscriptions and printed advertisements. The reason for this action, it is alleged, is that a State institution is competing with private business enterprise.

The question naturally arises, do papers of this character justify their existence? Also, does not a university, when it seeks to publish a daily newspaper, exceed even the functions that a university is properly supposed to perform.

Most people have the impression that the reason for a university existence is to furnish an education a little more complete and along broader lines than may be obtained in the public schools.

If, in order to teach journalism, it is necessary for a university to publish a live daily newspaper in competition with other newspapers, and it will ultimately result in such, why not go into the manufacture of steel in competition with the steel trust, in order to teach students how to make steel, or manufacture for the market clothing, carpets and other commodities.

It is the prevailing opinion of many who are not connected with the newspaper profession that the newspapers of the country need elevating. It is only the old story of the outsider who knows it all.

The best school to study newspaper-making is in a newspaper office, and there is no school of journalism that can train a man sufficiently well to escape the need of hard training in such an office.

No daily newspaper published by a university, even though it be self-supporting, would have that freedom from outside influence that is the source of power of the American newspaper. Not only this, but a hundred other necessary factors would be lacking.

In every university there will be many who will adopt newspaper work as a profession, or perhaps eventually drift into it. The university will properly

perform its functions by offering such courses of study as would prove helpful to those who contemplate choosing such a career, and such a course of study needs be wide. For newspapers in the future will draw heavily on the universities.

The appointment by President Taft of a newspaper man to be Governor of Alaska and the appointment of editor Moses as Minister to Greece furnishes additional proof that the editor is fulfilling his mission, and that in the future he will play a large part in the nation's affairs.

In the retirement of I. T. Mack of the Sandusky (O.) Register, who lays down his editorial pen after forty years of service, Ohio journalism loses one of its most aggressive and independent editors.

During the years that Mr. Mack has been at the helm the Register has never failed to speak fearlessly for the causes he believed was right.

THE EDITOR AND PUBLISHER joins with his many friends in wishing him a full measure of contentment and happiness in the quieter life to which he aspires.

CHANGE IN FARM PAPER.

Stock in Dakota Farmer Now Controlled by Three People.

A deal was closed last week whereby stock to the value of \$200,000 in the Dakota Farmer, published at Aberdeen, S. D., passed into the hands of W. C. Allen, business manager, M. F. Creeley, managing editor, and Mrs. W. F. T. Bushnell.

The Dakota Farmer was established in 1882 by W. F. T. Bushnell who purchased a small weekly in the southern part of the State and changed it into a farm paper. Eleven years later it was moved to Aberdeen. It is now published semi-monthly and claims a circulation of 60,000.

TRACING RESULTS.

Atlanta, Ga., May 24.

THE EDITOR AND PUBLISHER Co.,

My dear Mr. Shale: You may care to know that I am receiving quite a number of replies to my advertisement in THE EDITOR AND PUBLISHER, and find it profitable to continue the advertisement.

Very truly yours,

FRANK S. ADAMS,

The Frank S. Adams Contest Company,
Atlanta, Ga.

E. M. Learne has purchased the Kerwin (Kan.) Argus of J. R. Greene.

BOOKS

"The Advertisers' Cyclopaedia of Selling Phrases—A Collection of Advertising Short Talks by the Most Successful Merchants and Advertising writers." Published by the Advertisers' Cyclopaedia Company, New York (price \$15).

In some respects this is an amazing book. We do not nowadays fully appreciate the astonishment of the reading public when Dr. Johnson's Dictionary was first put out. The public has got used to dictionaries and compendiums. Only at far intervals comes a work altogether unlooked for though the material has been at hand, right under foot as one might say, for years.

Now comes Messrs. Lucius Weinschenk and William Borsodi with a book of 1,360 pages, a thesaurus and compendium of the American literature of advertising. Indexed so that one may easily read what various advertisers in all parts of the country wrote to interest buyers of "tar, eta, turpentine, tin" and the other commodities from A to Z.

The usefulness of such a work is so obvious that one involuntarily asks: "Why was it not done before?"

Mr. Weinschenk, in his "foreword," tells how the production was evolved.

He says that in 1908, William Borsodi requested him to incorporate a company to publish an Advertisers' Cyclopaedia and to assume the business management of the venture. Borsodi was to do the editorial work. The proposition looked good to Mr. Weinschenk, who is a lawyer. He entered upon the work. He writes:

"There are text books, codifications, books of reference, for every profession: law, medicine, the pulpit—all have vast libraries dedicated to their literature. The jurist, no matter how learned in the law, turns to his authorities and the code, as does the professor of belles-lettres to his Thesaurus, his book of synonyms, his 'Unabridged' and his Britannica. To the physician, his pharmacopia is his *vade mecum*; the theologian has his concordance of the Scriptures; his 'Jeremy Taylor,' his 'Lives of the Saints.' What has the advertising writer to which he can refer? In plain language NOTHING."

Mr. Borsodi says:

"My original idea was to write, or procure to be written, phrases embracing every topic and thing having a possible place in advertising. But maturer observation convinced me that the product of "the thousand and one" minds constructing advertising for actual consumption would be better far than could be mere academic abstract writing. I therefore discarded the former idea in favor of this Cyclopaedia, which is—as it ought to be—a clearing-house for ideas and diction from a multitude of sources."

The work is handsomely and strongly bound in leather. It will appeal to every wide-awake merchant who advertises and to every advertising writer who aims higher.

Honor for Canadian Journalist.

W. Bert Roadhouse of the Toronto (Can.) Evening Telegram staff has been appointed secretary of the Provincial Department of Agriculture and private secretary to Hon. J. S. Duff, minister of the department. Mr. Roadhouse was recently appointed secretary of the Provincial Milk Commission.

The Wells Publishing and Printing Co., Cleveland, O., incorporated; capital stock, \$10,000.

"MAKE IT BRIEF."

Minister Advises: "Do Not Send the Whole Sermon" to Newspapers.

The Pittsburg Chronicle Telegraph prints an account of an interesting address delivered before the United Presbyterian Ministerial Association of that city by the Rev. D. Glenn Moore on "The Church and the Newspaper." Dr. Moore said in part:

"The average daily newspaper is keyed on a level with the average daily life. If the church is faithful and true to its mission, the average daily life of the community must be raised and the newspaper will keep pace with it. The papers do not treat the church as they should, but that is the fault of the church. It has not demanded its rights.

"As ministers we recognize the power of the press. Pulpit and press are often coupled together in one phrase signifying that both are recognized as great agencies for good and are powerful in their influence. Not all pulpits are good in their influence, for there are some fool preachers in some of them. Neither are all papers good in their influence, for there are some fool editors. But both, as a rule, exert great influence, and, as the phrase quoted suggests, they should work together in harmony for the uplifting of mankind. The press should be the handmaiden of the pulpit, supporting its work and enlarging its influence. Many papers do this. Many editors are pillars in the church and leaders in the crusade for better morals. Their papers are friendly to the church, to the temperance cause and to all those things that are close to a pastor's heart. But if the newspapers be unfriendly to the cause which the church champions do not lambast the editor from the pulpit. It will not do any good. He will simply come back at you and his philippic will be read by a larger audience than that which heard your thunderings.

"We believe that the churches should carry regular space in the newspapers," said Mr. Moore, "advertise their services and seek to attract all who might be interested. We realize the power of advertising when a revival campaign is on, and if it is a power on special occasions it should be a good thing to advertise regularly. I do not believe in self-advertising, but it is not egotistical for a minister to furnish an abstract of his sermon to a paper, occasionally, for publication. Make a brief abstract; remember I said a brief extract. Do not send the whole sermon. If you do, you will probably be misquoted in the paper as was one of our ministers recently according to last week's United Presbyterian. Make it brief and use a type-writer, if possible, and you will have no trouble.

"I want to emphasize the matter of brevity. It is a standing joke in practically all newspaper offices that a preacher has no such word in his vocabulary. And I know from experience that some of them do lack terminal facilities when writing for publication. If brevity is the source of wit it is also the key to the good graces of the editor."

The sermon caused much comment.

Critical William Allen White.

There is no doubt that the Hugo Hermes is one of the best papers in the State, but the print is so poor that nobody would attempt to read it.—*Emporia Gazette.*

PERSONAL.

Victor F. Lawson, proprietor of the Chicago Daily News, and his wife, returned from Europe Sunday on the White Star liner *Celtic*.

Charles P. Dement, editor and publisher of the Jonesboro (Ark.) Daily News, was in Meridian, Miss., last week looking after business interests. Mr. Dement was formerly the publisher of the Meridian Evening Star.

Vernon Nelson Simmons, editor of the Hagerstown (Md.) Morning Herald, will be married on June 9 to Lida May Barr. The ceremony will take place in St. John's Episcopal Church in Hagerstown.

John O. K. Roberts, editor of the Phoenixville (Pa.) Messenger, celebrated his fiftieth wedding anniversary last week, by entertaining his friends with a concert. The day was also the seventy-fourth anniversary of his birth.

Andrew McLean, editor of the Brooklyn Citizen, delivered the oration at the celebration of the 130th anniversary of the birth of Thomas Moore, which was held in Prospect Park, Brooklyn, last week.

Rich. Kilroy, editor and manager of the Butte (Mont.) Evening News, was in New York this week on business connected with that paper. Mr. Kilroy states that the outlook for business in that territory is very bright.

Charles W. Peck, formerly general manager of the Newark Star and later connected with the New York Tribune, is on his way to Alaska, where he will secure data for a New York publishing house.

CLUBS AND ASSOCIATIONS.

The Utah State Press Association will hold their annual meeting at Provo Monday, June 7.

The annual meeting of the South Carolina State Press Association will be held at Greenville July 6 to 8. President E. H. Aull of Newberry is arranging a trip to Atlanta and Tallulah Falls, Ga. Last year the association enjoyed a trip to Asheville.

F. E. Andrews, secretary of the Wisconsin Press Association, is busily arranging the program for the annual meeting of the association which will be held at Superior June 28 to 30.

At the annual meeting of the Texas Press Association, held at Marlin last week, the following officers were elected; W. A. Johnson of the Memphis Herald, president; J. R. Ransone, Jr., of the Cleburne Enterprise, vice-president; W. W. Walling of San Antonio, general attorney; Sam P. Harben of the Richardson Echo, secretary; C. B. Gillespie of the Houston Chronicle, orator; T. E. Streight of the McGregor Mirror, essayist; John P. Cooper of the Anson Reporter, poet. R. F. Cates of the Bartlett Tribune was re-appointed assistant secretary by Secretary Harben.

Suffolk County (N. Y.) Press Association will meet at Amityville, L. I., on June 14, and Editor Delano, of the Amityville Record, is preparing to give his brother editors a rousing welcome. Lemuel B. Green, editor of the Patogue Argus, is president of the association.

The Whitman County (Wash.) Press Association met at Oakesdale last week and elected the following officers for the ensuing year: President, Ivan

Chase, of the Colfax Gazette; vice-president, Mark A. Ferguson, of the La Crosse Herald; secretary and treasurer, J. C. Round, of the Oakesdale Tribune. The next meeting will be held in Tekeo on the last Saturday in July, when editors and families will take the annual excursion to Lake Coeur d'Alene and the St. Joe River.

Plans are rapidly being made for the summer meeting of the Great Northern Editorial Association, which convenes at Bemidji, Minn., June 14 to 18. The association was organized a year ago with the following officers: President, Rudolph Lee, Long Prairie, publisher Long Prairie Leader; vice-president, Clyde J. Pryor, business manager Bemidji Pioneer; secretary, L. J. Court-right, publisher Bertha Headlight, now starting the Headlight at Staples; directors, F. A. Dare, Walker, publisher Walker Pilot; A. M. Welles, Sauk Center, publisher Sauk Center Herald.

WOMEN'S PRESS CLUBS.

The New Jersey Women's Press Club will hold the annual pilgrimage of the club at Sunny Side on the Hudson Saturday, June 5.

The New England Women's Press Association paid tribute to the members who have died during the past year, by holding memorial services in the slate suite of the Hotel Vendome in Boston last week. Members who died during the year include Mrs. Louise Chandler Moulton, Mrs. Sallie Joy White, its president; Mrs. E. M. H. Merrill, its past president; Mrs. Evelyn Greenleaf Sutherland and Josephine Dunscombe Perry.

OBITUARY.

Jacob P. Solomon, founder and editor of the Hebrew Standard and a well-known lawyer, died at his home in New York last week. He was seventy-one years old. Mr. Solomon founded the Hebrew Standard twenty-seven years ago and was its editor up to the time of his death.

F. P. Baker, the oldest newspaper editor in Kansas, died in Topeka in his ninetieth year. He founded the State Record in 1867. In 1871 it was consolidated with the Commonwealth, which he sold in 1888 to the Topeka Capital.

P. J. Keneally, for many years a member of the editorial staff of the New York Evening Telegram, died suddenly of pneumonia at his home in Brooklyn last week, after a three days' illness. He was thirty-two years old. Keneally was connected with the Evening Telegram for eighteen years and made a specialty of bowling and baseball.

Richard Lunsay, of the Philadelphia Evening Times staff, died at his home after a protracted illness due to blood poisoning. He was twenty-three years old.

J. G. Coe, editor and owner of the Higginsville (Mo.) Jeffersonian, died at his home after an illness of five months with neuritis. He was forty-five years old and a native of North Carolina. Mr. Coe had been identified with Missouri journalism for more than twenty years, and at one time was connected with the old Kansas City Times.

Edwin Gilbert Erwin, formerly connected with the reportorial staff of the Kansas City (Mo.) Journal and later founder and editor of the Independence (Mo.) Jackson County Judge, died after a long illness with diabetes. He was forty-eight years old. He leaves a widow and four children.

UNITED PRESS BULLETINS.

The sporting service which the United Press inaugurated on all leased wires on the opening of the baseball season proved very popular, and practically all leased wire clients are utilizing this service either for sporting editions or bulletin board purposes. The service is furnished free to clients and it will be made a permanent feature of the United Press report, which now runs until 6 P. M.

M. R. Fletcher is at the present time in charge of the U. P. bureau at Cleveland relieving A. P. Ames, who has taken charge of the Chicago office during the vacation of Manager J. H. Furay.

William Cronin, of the New York office is in charge of the New Haven office during the vacation of Manager E. B. Hatrick.

New Clients.—The Dalles (Ore.) Chronicle, Oakland (Cal.) Mail, El Reno (Okla.) Democrat, East Liverpool (Ohio) Review, Walla Walla (Wash.) Bulletin, Monroeville (W. Va.) Echo, Fairmont (W. Va.) West Virginian, Lansing (Mich.) Journal, Elko (Nev.) Telegram, Prescott (Ariz.) Courier, Cape Guardian (Mo.) News, Alaska-Yukon-Pacific Daily News, Ely (Nev.) Expositor.

Inter. Church Publishing Co., Grand Rapids, Mich. Incorporated, capital; \$2,000.

PAGE MATRICES

Our Comic, Fashion, Children's Special Feature and Home Circle pages can be supplied in this form, column lengths ranging from 20 to 22 inches.

We match individual headlines.

Let us send samples if interested.

THE INTERNATIONAL SYNDICATE
Features for Newspapers
Baltimore, - Maryland.

PUBLISHERS CIRCULATION SERVICE CO.
MAKES GOOD
122 East 25th St., New York
Expert operators of Popularity Contests to increase newspaper circulation on the CASI PAID IN ADVANCE BASIS.
Results Count—Write for References

GATCHEL & MANNING
DESIGNERS - ILLUSTRATORS - ENGRAVERS
PHILADELPHIA
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars, illustrated, about: How to Print our Multi-color Plates. The selection of proper Screen for Halftones.

THE LOVEJOY CO., Established 1853.
ELECTROTYPERS
and Manufacturers of Electrotyping Machinery.
444-446 Pearl Street NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

MANAGING EDITOR,

Experienced in Metropolitan field wants position, South or West. No objection to small city. EXPERIENCE, care of EDITOR AND PUBLISHER.

FOR SALE.

JOB PLANT AND WEEKLY

newspaper adjacent to Atlantic City; unlimited field for all grades of work; plant alone worth \$8,000; doing \$15,000 business annually; Model Linotype. Address Drawer A, Pleasantville, N. J.

EMPIRE TYPE FOUNDRY

pays twelve cents per pound for hard old type, six cents for stereotypes, electros, de. red in Delevan, N. Y., and sells new high-grade type at 35 cents per pound. Selling office, 868 Ellicott square, Buffalo, N. Y.

MISCELLANEOUS.

WANTED—FIRST-CLASS

Comic Stuff; short—not over 250 to 300 words—shorter preferred. Will pay good price for acceptances. Address A. H. Pleasants, 215 W. Lexington St., Baltimore, Md.

LEAGUE BALL RESULTS FOR

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

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.

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.

WISCONSIN

The Evening Wisconsin.

MILWAUKEE, WIS.
THE LEADING HOME PAPER OF THE STATE
The Paper for the Advertiser Who Desires Results

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended on any other paper on the Pacific Coast.
Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

Daily News Service Illustrated
News by Mail—600 Words Daily—
With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cin'tl Times-Star, Detroit Free Press, etc. TRIAL FREE.
GEORGE GRANTHAM BAIN
32 Union Sq., E., New York City

WILBERDING
Newspaper Representative
225 FIFTH AVE. NEW YORK

LET ME REPRESENT YOU
"THERE'S A REASON"
P. P. ALCORN, Newspaper Representative
FLATIRON BUILDING, NEW YORK

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

W. F. Whitaker, 513 West One Hundred and Forty-fifth street, New York, is placing classified advertising generally. In the future this advertising will be placed through W. M. Pearsall, 203 Broadway, New York.

The Erie Real Estate Company, 30 Church street, New York, is placing a line of financial advertising in New York and Pennsylvania State papers. This business is placed direct.

The William Whitney Company, 1931 Broadway, New York, is asking for rates on classified advertising in papers throughout the country.

The Genesee Pure Food Company, Le Roy, N. Y., is placing new orders in Southern papers through Dauchy & Co., Murray street, New York.

Lord & Thomas, New York, are placing three inches twenty five times in Middle West papers for the advertising of United Cigar Manufacturers Company, Robert Burns Cigar, New York.

The Frank B. Kiernan Agency, 156 Broadway, New York, is placing new orders for the advertising of B. H. Scheftels & Co., 42 Broad street, New York.

The Wisconsin Pea Cannery's Association, Chicago, is placing large copy in papers in the Middle West.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders in New England papers for the advertising of Nugget's Stove Polish.

The Lesan Advertising Agency, Fifth avenue, New York, is placing new orders in New England papers for the advertising of the New York Central Railway.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing one inch 156 times in Pacific Coast papers for the advertising of the Chichester Chemical Company, Philadelphia.

Lord & Thomas, Fifth avenue, New York, are placing new contracts for 5,000 lines in Western papers for the advertising of the E. V. Neal enterprises.

The C. E. Sherin Agency, 452 Fifth avenue, New York, are placing 10,000 lines in Western papers for the advertising of the New York & Kentucky Co., same address.

Lord & Thomas, New York, are placing 5,000 lines in Pacific Coast papers for the advertising of the Wabash-Union Pacific Railroad.

The Pepsin Syrup Company, Monticello, Ill., is placing 20,000 lines to be

run within two years for the advertising of Dr. Caldwell's Syrup Pepsin.

H. W. Kastor & Sons, St. Louis, are placing 2,500 lines in Western papers for the advertising of the Lackland Distilling Company, same city.

The United Liquors Stores Company, Cincinnati, are placing 14,000 lines in Southern papers direct.

The Bin-ter Laboratory, Chicago, is placing 7,000 lines in Western papers through the Charles H. Fuller Company, Chicago.

The Bankers' & Merchants' Agency, 66 Broadway, New York, are placing seventy lines, three times, in Southern and Western papers for the advertising of the Reborn Company, 28 West Fifteenth street, New York.

The Dorland Advertising Agency, Atlantic City, is placing thirty lines, ten times, in Southern papers for the advertising of the Waumbek and Cottages, Jefferson, N. H.

The A. W. Erickson Advertising Agency, 127 Duane street, New York, is using 112 lines, six times, for the Development Company of America, 11 Pine street, New York city, Boston and Detroit papers.

Albert Frank & Co., Broad Exchange Building, New York, is placing thirty lines, twelve times, in Middle West papers for the advertising of Gruenfield Linen, Berlin, Germany.

The Hicks Agency, 150 Nassau street, New York, is placing fifteen lines, thirty times, for the advertising of Pocono Pines Inn, Pocono Summit, Pa.

The Hilton Advertising Agency, Chicago, is placing fifteen lines eighteen times daily and fourteen lines eight times Sunday in Southern papers for the Brighton Beach Hotel, South Haven, Mich.

The H. B. Humphrey Company, Boston, is placing 1,000 lines in Western papers for H. Traisers & Co., Pippins Cigars, Boston.

The C. Iron Monger Agency, Post Building, New York, is placing orders in New York State for the advertising of the Seven Sutherland Sisters, 18 Desbrosses street, New York.

J. Albert Shaffer, Washington, D. C., is placing ten lines, thirty times, for the Loch Lynn Hotel, Mountain Lake Park, Mich.

The W. L. Douglas Shoe Company, Brockton, Mass., is making new contracts for 10,000 lines in daily papers in the Southwest.

The Amsterdam Advertising Agency, 2222 Broadway, New York, is placing twenty lines, thirty times, for the advertising of the Otesaga Hotel.

The Columbia Phonograph Company, Tribune Building, New York, will do very little advertising during the summer months. It is said that this concern is formulating plans for a big advertising campaign in the fall. This business is placed through the Frank Seaman Agency, West Thirty-third street, New York.

C. W. Haller, of the W. F. Hamblin Agency, 42 East Twenty-third street, New York, is on a Western trip making arrangements for the distribution of Johnson's Foot Soap. Advertising will be placed in daily papers in towns and cities where this soap is placed on sale.

ROLL OF HONOR

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

ALABAMA.		TEXAS.	
ADVERTISER	Montgomery	CHRONICLE	Houston
ITEM	Mobile	RECORD	Fort Worth
		LIGHT	San Antonio
CALIFORNIA.		WASHINGTON.	
BULLETIN	San Francisco	TIMES	Seattle
EXAMINER	San Francisco		
FLORIDA.		WEST VIRGINIA.	
METROPOLIS	Jacksonville	GAZETTE	Charleston
GEORGIA.		WISCONSIN.	
CHRONICLE	Augusta	EVENING WISCONSIN	Milwaukee
LEDGER	Columbus		
ILLINOIS.		ADVERTISING NOTES.	
HERALD	Joliet	Bruce Haldeman, business manager of the Louisville Courier Journal, was in New York last week in the interest of that paper.	
JOURNAL	Peoria	Isaac Jacob Lazarus, traveling representative of the Emergency Laboratories, 32 West Twenty-fifth street, New York, returned home from a trip to London last week.	
IOWA.			
CAPITAL	Des Moines		
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chaster		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		

The Topeka Daily Capital

I guarantee a larger circulation in Topeka.
A larger circulation in Shawnee and adjoining counties.
A larger circulation in Kansas than any other daily newspaper in the State. Circulation now more than

30,000

reaching every postoffice in the State, every day in the year.
The Capital is absolutely supreme in its own city and in its State.

ARTHUR CAPPER
PUBLISHER
Topeka, Kansas

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.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine
Circulation 100,000 COPIES Guaranteed Every Month. Flat rate 40 cents a line.
HENRY RIDDER, Publisher,
5 Barclay Street, New York.

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined
SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 31 Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

MAIL CIRCULATION

The Rural Free Delivery a Large Factor in Many Localities—Such Routes in Iowa Supplied Mostly by Evening Papers.

The establishment of the rural free delivery offered unusual opportunities for the upbuilding of outside circulation, in fields heretofore considered inaccessible to the dailies, and they were not slow to take advantage of the same. The growth of this service, which is now so thoroughly established that the remotest district is in daily touch with the outside world, presented many new and interesting problems to publishers, and it has been a much-mooted question as to which found it the most available, a morning or evening paper. In reply to an inquiry along this line, the following extract from a letter received from S. L. Rickett, the circulation manager of the Des Moines (Cal.) Capital, will prove of much interest to the readers of THE EDITOR AND PUBLISHER:

"It seems to be a common error that the morning newspapers supply the R. F. D. routes. I do not know about other States, but here the rural routes are supplied almost entirely by the evening papers. The morning paper, in order to reach the office in time for distribution, must issue a "bull dog" edition, as most rural route carriers leave their home office by 8 o'clock.

"The Capital, being an evening paper, publishes a complete market report in time to catch all late trains, as well as night trains which enables it to get "home" during the night, and is ready for distribution as soon as the office opens in the morning.

"The nucleus of our rural circulation was secured several years ago when the rural free delivery was first established. At that time, rural carriers were allowed to solicit subscriptions, and we gave them a liberal commission as well as prizes to the one who secured the greatest number of subscribers. Since the Department has taken away this privilege, we feel that they have continued to be our friends. The rural carriers are well organized in Iowa and hold their annual conventions in Des Moines, at which time we generally arrange to entertain them in some way.

"We have never solicited rural routes with our men. We do, however, work the smaller towns, and have especially large lists within the radius of fifty miles of Des Moines.

"In most of these the Capital, which is published at 3 o'clock in the afternoon, reaches the offices in time for distribution on the same day. At one of the larger towns where we have a large list, the regular city carriers make a trip after the arrival of the Capital.

The big bulk of our mail subscriptions are secured by a bargain period scheme, which we inaugurated about twelve years ago. This scheme is simply making a reduced rate for one week only, and is so well known in this territory now that most of our subscriptions taken during the year are taken only for the period ending on our bargain day. Two years ago we secured, during bargain week, about 20,000 subscriptions paid one year in advance."

McGoodwin Now Managing Editor.

Preston McGoodwin, for the last year special correspondent of the Cleveland Leader and the Pittsburg Dispatch, and at one time managing editor of the Columbus (O.) Sun, has accepted the position of managing editor of the Cincinnati Commercial Tribune.

BIRMINGHAM AGE HERALD.

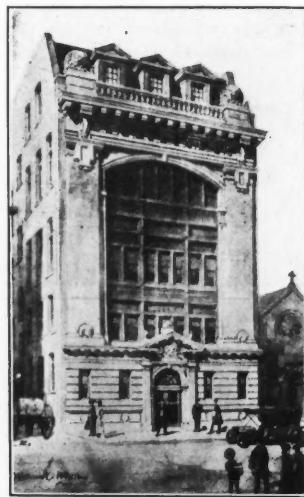
Constructing One of the Finest Newspaper Plants in the Country.

The Birmingham (Ala.) Age Herald is building a new home. It is located on Fifth avenue and is convenient to the business section of the city and to the new terminal station.

The entire structure will be occupied by the Age Herald, and every known device and application for the rapid and accurate publication of a modern newspaper will be put into service.

The style of the building is renaissance and it will be constructed entirely of brick, stone, concrete and steel, and will be absolutely fireproof.

In size it is 42 x 80 feet, contains from four stories and an elevated basement and has a floor area of 16,800 square feet. It promises to be one of the most striking structures in the city. The base will be of terra cotta and tannottled brick and terra cotta trimmings will be used in the entire front, with the exception of the brick shafts on each side.



NEW HOME OF THE BIRMINGHAM (ALA.) AGE-HERALD, NOW IN COURSE OF ERECTION.

The press rooms, which will contain two new presses, with a combined capacity of more than 100,000 eight-page paper an hour, will be located in a basement twenty feet high, extending fifteen feet above the street line in order to secure an abundance of light and air. The mailing rooms will be located in the rear, immediately over the presses. The forward portion of the first floor will be occupied by the business offices, which will be elaborately fitted with mission furniture. The editorial and reportorial rooms occupy the entire second floor. The third floor will be given over to the composing rooms and stereotyping department, the latter being separated by a fireproof wall. The art and engraving departments will occupy the entire top floor.

The various floors and departments will all be connected by automatic copy carriers, automatic plate elevators, paper chutes and other contrivances. In fact it will be one of the most complete and thoroughly up-to-date newspaper plants in the country.

Editors to Organize.

Editors of the second Congressional district of Kentucky will meet at Henderson on June 5 and form a press league. There are twenty-two newspapers in the district.

BUSINESS OFFICE NOTES.

On June 6 the Colorado Springs Telegraph will issue its first Sunday morning edition and thereafter be a seven-day paper every evening and Sunday morning. Under the management of Mr. Charles F. Yeager the Colorado Springs Evening Telegraph has become an important and growing success. It has now installed a complete plant of its own which began operations on June 1. Until recently the Telegraph has been printed on the press of its morning contemporary.

The Southern Progress section, which will be a regular feature of the Sunday edition of the Washington (D. C.) Herald, has met with great favor. The Herald will aim to present from week to week such facts regarding the resources and progress of the South as will aid in making its possibilities known.

On Friday, May 28, the South Bend (Ind.) Tribune celebrated its thirty-sixth anniversary. The Weekly Tribune was established March 9, 1872, and a little more than a year later the Daily Tribune made its appearance. From a small four-page daily it has grown step by step to its present size, that of a ten to twenty-four-page paper. The Tribune will continue to grow.

NEW PUBLICATIONS.

A new daily will be started in Elko, Nev. The owners state that it will be Democratic in policy and that it will be the only paper in the Eastern portion of the State with a telegraphic news service.

Tioga County, N. Y., will have another paper. It is called the Gate Keeper and is published at Wellsboro by E. R. Mulford and F. S. Andrews. Regular publication will begin in July.

A new Democratic daily will be launched at Kearney, Neb., about the middle of June. It will be called the Times.

The Wellston (Mo.) Tribune has made its initial appearance. It is an eight-page, seven-column paper and is published by John H. Boos.

A Mine

The American Printer is a mine of authentic reference and information, for producers and publishers of good printing. Every issue handles in a practical way the progress and problems of pressman, compositor, artist, engraver, designer, solicitor and stationer and office manager. Its pages are replete with handsome engravings and artistic inserts showing the latest achievements of the printer's craft. It is a live journal—edited by live men—who treat of live topics in a way that every ambitious man or woman who has anything to do with a printing office will appreciate. Its advertising columns furnish a mine of information to subscribers—and its subscribers are a mine of richest prospects to the manufacturer who makes and sells things printers use in their business. It's a business bringer. Sent 20 cents for a copy of The American Printer. None free. \$2.00 is all twelve issues will cost you. Work the mine. Canadian subscription \$2.50. Foreign \$3. OSWALD PUBLISHING COMPANY 25 City Hall Place, New York City

The first number of the Magazine Developer, a weekly newspaper published at Magazine, Ark., has made its appearance. It is a six-column, eight-page paper and is edited by W. S. Daniel.

A new weekly, called the Great West, has been launched at Lakeside, Col. The publisher is E. Chapin Gard, who established the first newspaper in Cripple Creek.

A paper will be issued at Westhoff, Tex., in the near future by W. W. Eastman, formerly of the Smiley (Tex.) Reflector, and H. Belt of Stockdale.

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SOME TRADE OPINIONS.

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"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 the B. and C. P. and S. to be the leader of its class in the kingdom."—Conner Engraving Plate Company, Linneus, Mo.

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