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THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 21

NEW YORK, NOVEMBER 19, 1910

5 Cents a Copy

SAVING AN HOUR.

NEW POST OFFICE IN NEW YORK
FOR ALL SECOND-CLASS
MAIL.

Publishers Will Deliver Newspapers and Magazines Direct to Mail Cars in New Pennsylvania Terminal—Doing Away with Ferryboats—New Postal Station to be Opened Nov. 27—System May be Extended to Other Cities.

Postmaster General Hitchcock was in New York last Saturday conferring with Postmaster Morgan, of New York. Arrangements were completed for beginning the handling of second, third and fourth class mail at the new branch post office in the new Pennsylvania Railroad terminal at Thirty-third street and Seventh avenue.

The new postal station will be opened for such mail on November 27. There will be direct delivery to mail cars standing on tracks beneath the new postal station. It is claimed that from half an hour to forty minutes will be saved to publishers in the delivery of newspapers and periodicals under the new plan. It is also said that from one hour to ninety minutes will be saved in winter, when there is ice in the streets and fog on the river, causing under the old system long delays of ferryboats delivering mail to the railroad terminals in New Jersey. The ferryboat as a mail carrier will be discontinued after November 27, except to the Central Railroad of New Jersey.

The general post office at Park Row and Broadway will be relieved entirely of the business of handling newspapers and other periodicals and will handle only first class and parcel mail. Park Row newspaper publishers will send their mail in their own delivery wagons to the mail cars at the new station, a distance of about three miles from Park Row.

Mr. Hitchcock stated that the new plans for New York are of interest to publishers everywhere in the country, for if the new methods of handling second-class mail in the metropolis are successful they will be extended to the other cities.

Postmaster Morgan states that 420 of the men now employed in handling periodical mail in the general post office in Park Row will gradually be transferred to the new station. This new station will not be completed as planned before the year 1912.

Destroyed by Fire.

The plant of the Bedford (Ia.) Times-Republican was destroyed by fire recently. The loss is estimated at \$6,000, partially covered by insurance.

New Texas Daily.

The Pecos (Tex.) Daily Times made its appearance this week. It is a five-column quarto and is issued in the afternoon.

New Paper for Jackson, Miss.

The Evening Journal was launched at Jackson, Miss., this week by the Owens Printing Company.



LAFAYETTE YOUNG

VETERAN EDITOR OF THE DES MOINES (IA.) CAPITAL, WHO HAS BEEN APPOINTED UNITED STATES SENATOR FROM IOWA, TO SUCCEED THE LATE SENATOR JONATHAN P. DOLLIVER.

JOURNALIST SENATOR.

LAFAYETTE YOUNG MOST THOROUGH NEWSPAPER MAN EVER IN U. S. SENATE.

Washington Correspondents Pleased to Have Editor Young in Senator Dolliver's Seat—New Senator an Active Newspaper Man All His Life—Nominated Roosevelt for Vice-President and Went Round the World with Taft.

(Special to the Editor and Publisher.)

WASHINGTON, D. C., Nov. 17.—Last week Governor Carroll, of Iowa, appointed Lafayette Young, editor and proprietor of The Des Moines Capital, to succeed the late Jonathan P. Dolliver as United States Senator from Iowa.

When Senator Young is sworn in next month he will surely be the headliner—so to speak—of the Senate program for that day, at the very least. Very likely he will be pointed out to visitors as one of the features of the Senate for some considerable time. It goes without saying that he will be mighty popular with the press gallery.

Yesterday James Preston, superintendent of the Senate press galleries, told how Colonel Young came to Washington last winter when the insurgent fight was hottest. One day he strolled from the House over to the Senate and made to enter the press gallery, but Preston barred the way, not knowing him. The following dialogue ensued:

"Excuse me," said Preston, still blocking the way.

"Certainly," replied Colonel Young. "Anything I can do for you?" asked Preston.

"Nothing."

"Want to see some one?"

"No."

"This gallery is reserved for newspaper men," said Preston.

"I know it."

"Are you a newspaper man?"

"I am."

"What paper?"

"Des Moines Capital."

"What name?"

"Lafe Young."

"Gee," observed Preston, "you must be saving up the English language for your next stand-pat editorial. Come in."

Of course, Senator Young is personally well known to all the leading members of the correspondent colony in Washington. Some of them remember well his speech at the Philadelphia Republican Convention of 1900, when he nominated Theodore Roosevelt for the Vice-Presidency, and many others had occasion to interview him since he returned from the trip around the world with William Howard Taft. He is a close friend of the President.

The newspaper contingent here almost unanimously hopes that the coming Iowa Legislature will elect Senator Young for the balance of Senator Dolliver's term, that is, until March, 1913.

It is rarely enough that an active newspaper man becomes a member of the United States Senate. There are Senators who began their training in newspaper offices, but afterward they got to be lawyers, and it is as lawyers

CELEBRATE THANKSGIVING.

Chicago Ad Men Hold Annual Harvest Home Dinner.

Nearly five hundred members of the Chicago Advertising Association attended the sixth annual harvest home dinner of the organization at the club's rooms at 110 Monroe street last Monday night. Real old-fashioned pumpkin pie, cider and other good things made up the "eats bill." Colonel W. A. Stiles acted as toastmaster. A number of prominent speakers made addresses.

President Ray Woltz, who was recently re-elected, in a brief talk thanked the retiring officers for their work during the past year and told what he expected of the future.

Troy News Writers Elect.

The Troy (N. Y.) News Writers' Association held its annual election last week. There was much friendly rivalry between the candidates for the various offices. The following were elected: President, James B. Wallace; vice-president, Walter J. Kennedy; secretary, James M. McGrath; treasurer, Robert E. Quinn; directors, M. H. Fancher, R. B. Hayner and W. H. Rousseau. Following the business session the members enjoyed a clam dinner.

WAIVE HEARING.

Editor of Philadelphia North American Held for Court in Libel Case.

Charged with criminal libel in a warrant sworn out by Frank L. Smart, of the National Utilities Company, of Philadelphia, E. A. Van Valkenburg, editor and president of the Philadelphia North American, and two other editors, waived a hearing before Magistrate Call last week and were held in \$3,000 bail each for trial. None of the defendants appeared in court.

Smart, who alleges that he was libeled in articles published in the North American, attacking John K. Tener, has also filed a suit against the North American for \$100,000 damages.

Milwaukee Press Club.

The Milwaukee Press Club has completed arrangements for its annual benefit performance, which will be held on November 28. The Davidson Theatre has been secured, and the attraction will be Maude Adams in "What Every Woman Knows." The club will again issue its publication, "Once a Year," with Fred M. Luening as editor. He will be assisted by Percy J. Morgan. The club recently celebrated its twenty-fifth anniversary.

and not journalists that they are classed in the Senate directory. Even La Follette is more of a lawyer than a journalist.

There will be no question about Senator Young's profession. He is a plain editor. He began as a printer in Des Moines shortly after the Civil War. He went to night school. He started being an editor in the early seventies. He served twelve terms in the Iowa State Senate, but he never stopped writing editorials. When the Spanish War broke out he went to Cuba as war correspondent for his own paper, the Des Moines Capital. He has owned the Capital twenty years.

By all odds, Senator Young is the most experienced newspaper man ever named to membership in the U. S. Senate.

JACKSONVILLE PRESS CLUB

Organized, with Willis M. Ball, of Times-Union, President.

Newspaper men of Jacksonville, Fla., met in the auditorium of the Board of Trade last week and organized the Jacksonville Press Club. The following officers were elected, to serve until January 1, 1911: W. M. Ball, Times-Union, president; W. R. Carter, Metropolis, vice-president; Byron McG. West, Times-Union, secretary; Ernest Metcalf, Metropolis, treasurer.

Those present included: F. W. R. Hinman, Times-Union; J. W. White, Fraternal Record; R. L. Bishop, Times-Union; W. W. Douglass, Metropolis; W. M. Ball, Times-Union; deB. Hough, Times-Union; Byron McG. West, Times-Union; P. M. Ball, Times-Union; H. B. Childs, Times-Union; James Walsh, Times-Union; Paul Peck, Times-Union; C. N. Duffy, Metropolis; Fred King, Times-Union; C. B. Wheeler, Metropolis; William C. H. Ungerer, Florida Staats Zeitung; F. P. Beddow, Metropolis; W. A. Elliott, Times-Union; A. S. Hough, Times-Union; E. E. Naugle, Metropolis; George D. Love, Metropolis; L. S. Clampitte, Metropolis; Ernest Metcalf, Metropolis; John Hannan, Times-Union; J. Ira Gore, Metropolis; L. H. Woltz, Times-Union; B. F. Miller, Times-Union; A. A. A. Silber, Times-Union; J. P. Clarkson, Industrial Record; W. R. Carter, Metropolis; Frank H. Huffaker, Metropolis; George Hoyt Smith, Times-Union; C. Herbert Purdy, press agent; H. R. Culley, Jr., Times-Union, and others.

W. W. Douglass, city editor of the Metropolis and dean of the newspaper fraternity of Jacksonville, was elected past honorary president.

Appointed Sole Representative.

The Fisher Agency has been appointed sole foreign representative of the St. Thomas (Ont.) Times and the Sidney (U. S.) Post.

The Pittsburg Press
HAS
THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, N.Y. Peoples Gas Bldg., Chicago

POSTOFFICE WARNS PUBLISHERS

Periodicals with Detachable Pages Not Received Second Class.

The following notice, under the heading "DETACHABLE ADVERTISEMENTS, PAGES, COUPONS, ORDER FORMS, ETC., IN SECOND-CLASS PUBLICATIONS" was received by New York publishers.

New York, Nov. 15.

To Publishers:

By direction of the Acting Third Assistant Postmaster General, you are informed that advertisements which are intended to be completely removed are not regarded under paragraph 7, section 462, of the Postal Laws and Regulations, as forming a proper part of a publication mailed at the second-class rates of postage. The provisions of this paragraph are as follows:

"Where perforated coupons which are intended for detaching and subsequent use appear in second-class publications, postage will be collected thereon at the third-class rate. Coupons or order forms may be included in advertisements permanently attached to newspapers or other periodicals, provided they do not in any case exceed in size 25 per cent. of the superficial area of such advertisement."

Your attention is also invited to the statutory proviso in section 465, Postal Laws and Regulations:

"Provided, That nothing herein contained shall be so construed as to prohibit the insertion in periodicals of advertisements attached permanently to the same."

"This provision has been held by the Assistant Attorney General for the Post Office Department to cover not only advertisements not 'attached permanently,' but also such as, while attached to the periodical at the time of mailing, are intended by the publisher or advertiser to be cut out or removed therefrom."

The department has also ruled that pages of a publication, whether perforated or not, which are intended for removal and subsequent use, are not permissible in second-class publications.

These regulations and rulings of the department are communicated to you in order that you may guard against the presence of such unpermissible matter in your publication. It is the desire of the undersigned to avoid any action which will embarrass or inconvenience publishers in the exercise of their mailing privilege, but as violations of the regulations governing advertisements in second-class publications have recently occurred, any issues published hereafter which do not conform to the requirements of the Postal Laws and Regulations and the rulings of the department in this regard, cannot be accepted for mailing at the second-class rates without authority from the department at Washington. EDWARD M. MORGAN, Postmaster.

Seventh Death "Sure Go."

William M. Long, one of the best known newspaper men in Western Pennsylvania, died suddenly last Saturday in Washington, Pa., of hemorrhages. In the past six years he had been reported dead upon six different occasions, and the newspapers for which he worked printed many complimentary obituaries about him. He kept these in a scrapbook as a fad. As he lay dying Saturday he said with a smile: "It seems like a sure go this time."

Canadian Daily Sold.

The Calgary (Alta.) Daily News, which has been in the hands of receivers, has been purchased by Jess Dorman, of the Calgary Weekly Optimist. His bid of \$23,500 was the highest. The preferred and secured claims at the time of liquidation amounted to \$18,960.

FOREIGN LANGUAGE EDITORS.

Letter from President Taft Read at Second Anniversary Dinner.

Twenty-eight different languages were represented at the second anniversary dinner of the American Association of Foreign Language Newspapers, held at the Hotel Knickerbocker, New York, last Saturday night.

Louis N. Hammerling, president of the association, acted as toastmaster, and at the guest table sat Frank N. Hitchcock, Postmaster General; Charles Nagel, Secretary of Commerce and Labor; George B. Cortelyou, president of the Consolidated Gas Company; City Chamberlain Charles H. Hyde, Commissioner of Immigration William Williams, and Mondji Bey, Ambassador from Turkey.

President Taft expressed his regrets that the Panama trip prevented his being present. The President's letter said in part:

"The work of editors and publishers of foreign language newspapers is most important and is of great benefit to the thousands of immigrants of our foreign born population, whose interests such work affects so vitally. I understand that two members of my Cabinet will be present to express for me my greetings."

Mr. Cortelyou was the first speaker. He said that the editors of newspapers in foreign languages had a great opportunity for public service in guiding those who come here from foreign lands, to the end that they may become worthy citizens of this Republic.

CRITICIZES AMERICAN PRESS.

Holland Editor Declares We Play Up Wrong Kind of News.

G. M. Simons, editor of the Amsterdam (Holland) Telegraph, declared in St. Louis last week that the United States was in need of a new type of newspaper, because the press of the country was sensational and devoted to printing exaggerated stories.

"Your papers headline everything that happens on the street," said Mr. Simons, "as if it were some extraordinary occurrence. Any murder, suicide, marriage or divorce is made sensational. In Holland such things receive only a notice, about two or three lines in length."

Mr. Simons said the Holland newspapers devoted their pages to art, music, literature, sport and political events of national importance. He said our papers did not print foreign news of importance, but only "played up" trivial matters.

He suggested that a remedy to the situation would be for the better class of newspapermen to form an association and start the new type of newspaper which would print only high-class news.

Will Be Made a Tri-Weekly.

The Fitzgerald (Ga.) Leader, which has changed hands many times, has been purchased by Isadore Gelders, George E. Ricker and C. G. Sandlin, who have organized the Leader Publishing Company. They plan to make the Leader a tri-weekly.

Kentucky Daily Suspends.

The Fulton (Ky.) Daily and Weekly Tribune suspended publication last week. The Tribune was started during a recent local option fight and was the successor of the Woman's Daily.

Black Jacking the Author.

"Is the first edition of your novel exhausted yet?"
"No. Why?"
"I thought it might be from standing so long on the counters."—Boston Transcript.

OLD-TIMERS DINE.

Veteran Journalists of Boston Hold Annual Reunion.

Newspaper men who began work on the Boston press previous to 1880 held their annual dinner at Young's Hotel last Saturday evening. More than fifty were present, many of whom came from distant points. Nearly a score sent letters of regret.

Edward W. Hazewell, of the Boston Transcript, president of the organization, presided. At the table with him sat Congressman McCall, George Fred Williams, Col. Charles H. Taylor, of the Globe; Clarence W. Barron, of the Boston News Bureau; Police Commissioner Stephen O'Meara and the secretary of the organization, Alfred T. Waite.

The speakers included Deacon R. L. Bridgman, the veteran State House correspondent of the Springfield Republican; Edward S. Sears, of the Public Records Commission; Frank C. Rice, Frank Foxcroft, of the Civil Service Commission; J. Irving Estes, of the Transcript; Gen. C. H. Taylor, of the Globe; E. Gerry Brown, of Brockton; Congressman McCall; Alfred T. Waite, secretary of the organization; E. H. Talbot, of the Advertiser; the Rev. Henry P. Winter, of Medford; Weston F. Hutchins and George B. Hutchins, of Maine. Stephen O. Sherman, of the Boston Record, read an original poem.

Letters of regret were read from Charles H. Orr, of Seattle; M. M. Gillam, of New York; J. Cheever Goodwin and Frank D. Millet, of New York, and Samuel L. Powers, J. Stuart Banfield, George F. Babbitt and P. O'Neill Larkin, of Boston.

The following officers were announced for the reunion of 1911: George F. Babbitt, president; B. Leighton Beal, secretary; Clarence W. Barron, treasurer.

Those present included: Fred H. Alden, Henry M. Batchelder, Clarence W. Barron, Sylvester Baxter, B. Leighton Beal, Raymond L. Bridgman, E. Gerry Brown, Charles R. Byram, Samuel J. Byrne, Frank C. Brownell, R. J. Chute, Charles E. Davis, Jr.; J. Irving Estes, Robert G. Fitch, Arthur A. Fowle, Frank Foxcroft, F. W. Goodwin, Frederick E. Goodrich, Edward W. Hazewell, Joseph B. Maccabe, J. B. Millet, Samuel Y. Nash, Stephen O'Meara, Benjamin P. Palmer, John L. Parker, Alvah H. Peters, Charles E. Pierce, C. Frank Rice, Frank A. Russeque, John W. Ryan, Hon. Samuel W. McCall, Fred E. Rollins, E. E. Rollins, James W. Robinson, Edward S. Sears, Stephen O. Sherman, Daniel W. Smith, Warren F. Spaulding, James W. Henry, Edmund Hudson, Weston F. Hutchins, George B. Goodwin, Justin S. Keeler, Thomas Kirwin, E. H. Talbot, Chas. H. Taylor, Rev. Henry P. Winter, Alfred T. Waite and George Fred Williams.

OVERWHELMING SUPREMACY IN THE FINANCIAL FIELD

In October The New York Times published nearly 50,000 lines of financial advertising, of which it prints and has for years printed a greater volume than any other newspaper in the world. It rejects all fraudulent and doubtful announcements and excludes some that are accepted by other newspapers that proclaim a similar rule. Its circulation among investors is far greater than that of any other newspaper.

The Marshall Interviews

NO feature offered the American newspaper in recent years has met with a heartier reception than the full-page interviews by EDWARD MARSHALL, famous War Correspondent and literary man, with prominent figures of the news of the day and sent out by THE PUBLISHERS PRESS.

Most Important Branch of Newspaper Work Has Been Neglected

MR. C. J. MAR, President of THE PUBLISHERS PRESS, decided that the time was ripe for the re-entry of the serious interview into the life of American journalism, and to carry out this idea in the best possible shape, he selected MR. EDWARD MARSHALL, a newspaper man pre-eminently fitted by experience and ability.

The result has justified fully his judgment as is proven by expressions from the heads of great newspapers now using Mr. Marshall's interviews. This is a sample expression from COLONEL E. A. GROZIER, Editor and Publisher, THE BOSTON POST:

"The Northcliffe interview was a very fine thing, and I congratulate you upon it.

"We shall be very glad to continue a series that promise such good material.

"Kindly let me know whether you are likely to be able to send along these interviews, one each week, as we wish to reserve a special place in the Sunday paper for them."

Only Prominent People Interviewed

ONLY men with messages worth while to the public are included in these interviews. Among those which have already been sent out are:

LORD NORTHCLIFFE
THOMAS A. EDISON
CARDINAL LOGUE
Dr. ALVAN H. DOTY

J. G. P. STOKES
WOODROW WILSON
Collector WILLIAM LOEB, JR.
and ALBERT G. SPALDING

Those which are to follow are of the same high character. The public recognizes in these men leaders of thought who have something to say which is worth listening to. The men interviewed realize that in no way can they reach so great an audience in so effective a manner as through the medium of the **great newspapers** of the country. The newspapers recognize that in printing these interviews they are performing in the most acceptable manner the splendid function of leading and educating the people.

THE PUBLISHERS PRESS through these MARSHALL interviews has done much to restore to the serious interview its rightful position in newspaper economy.

For full particulars,
Address:

PUBLISHERS PRESS

253 BROADWAY

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NEW YORK

KEEP CLEAN.

Editor Wright, of Cleveland, and Editor Schermerhorn, of Detroit, Talk Vigorously to the Sphinx Club of New York.

The November dinner of the Sphinx Club of New York, held at the Waldorf last Tuesday evening, proved one of the most interesting affairs ever given by the club. It was "newspaper night" and one hundred and fifty advertisers and advertising men applauded the sentiment expressed by the speeches that cleanliness and honesty in the advertising and news columns of the press are alone worth while.

William R. Hotchkiss, president of the club, presided as toastmaster. The speakers included: Nathaniel C. Wright, of The Cleveland Leader and The Toledo Blade, on "The Editor and His Responsibilities to His Readers"; James Schermerhorn, publisher of The Detroit Times, on "The Publisher's Accountability to His Readers"; Frederick T. Murphy, of Mark Cross, on "Advertising from an Experienced Point of View," and R. L. Goldberg, on "The Cartoon in Newspaper Work."

ADDRESS OF N. C. WRIGHT.

Nathaniel C. Wright, editor of the Cleveland Leader and the Toledo Blade, said in part:

"When a man or a company of men engage in the publication of a newspaper, they enter into an implied contract with the public to publish the truth—to print exact facts to the limit of ability to obtain them.

"The ownership of a paper does not carry with it the privilege of distorting or coloring the news.

"The honest editor bases his daily campaign on this very apparent fact—he does not care whether the news fits his editorial policy or not—he recognizes that the editorial page furnishes a vehicle for his opinions and prejudices and desires.

"The news columns are sacred—they are open to absolutely nothing but the facts as he can secure them. And if he is doing his full duty to the paper and to the people at large, he is using his influence with the business office to hold to the same principle in handling the commercial and mercantile news with which the advertising columns deal.

BECOMING MORE HONEST.

"Beyond any question or shadow of doubt American newspapers are becoming cleaner and more honest and decent day by day. And the American advertiser is keeping pace.

"There are plenty of bad ones left. We still see newspapers, and too many of them, lying blithely and brazenly in their news columns to attain political or other ends, and we still have the oc-

casional fire sale at 2½ cents on the dollar.

"But there are vastly less of both than we saw a decade ago. We can all remember the day when the Republican newspaper that admitted Democratic victories before the official returns were in was a hopeless traitor to the party, no matter what the obvious news of the situation was.

"That fellow has gone on into oblivion and with him has gone the advertiser who used to cure man and beast of appendicitis, paresis and the pip, all out of the same bottle, and who solemnly promised to add hair and subtract bunions with the same box of salve.

YELLOW PERIL DOOMED.

"With them are going the yellow peril in both news and advertising columns.

"In those same yellow days a department store could advertise solid mahogany bookcases for \$1.75 and genuine two-carat diamonds for \$3.99, and stay in business. But it cannot be done very often now.

"American journalism is cleaning up along with a great many other lines of legitimate enterprises. The faker and the bunco man are losing caste. The editor who was always vociferously serving the people with his fingers crossed and the advertiser whose bargains were all in ink and never on the shelves are mourning the good old days. The people of the United States are developing a healthy and most insistent appetite for delivery of the goods.

"In every line of professional and commercial and political activity the 'grand-stander' is losing ground. There is no such chance nowadays for the man posing as a world beater who is only a gong beater. The trend of the times is the other way.

"Honesty, gentlemen, is a bigger asset to-day than it ever was before. And it is your business and mine—a responsibility shared alike by all of us, to keep that part of our capital unimpaired.

"We must keep our papers clean, first page and last. We must carry out the spirit and the letter of our contract with our readers to tell the truth—under our display heads and under our advertising rules as well."

ADDRESS OF JAMES SCHERMERHORN.

James Schermerhorn, publisher of the Detroit Times, said in part:

"The reader is no longer satisfied with the publisher who runs his editorial department as a social settlement planted in a dubious environment. He wants the uplift to overleap the column rules and permeate the whole product, for he has to take it all into his home.

"Editorial virtue limited is no longer listed with positive moral virtues. It needs more development work.

"It is akin to the inconstancy of the Pharisees, whose long prayers in the synagogue should have been stamped 'good for this day and date only.'

"It is a shabby trick to capture the reader with editorial upholding of the decencies of life, only to deliver him over to the spoilers who lie in wait for him in the advertising section of the paper.

BLACK PLAGUE IN BUSINESS SECTION.

"Nowadays we not only expect the saintly man to put his own house in order, but we want to know what kind of tenants are paying him rental for his other houses. What kind of tenants is the publisher renting to? 'Third floor backs' or 'get-rich-quick crooks?' The other tenants and the passersby have a right to know.

"There is a white plague, and philanthropists are fighting it. The publisher

helps in his editorial and news columns. But in his business section there is a black plague, an inky infection, in the form of spurious consumption remedies offering false hope to the hopeless; brazenly guaranteeing to cure the incurable.

MAGAZINE VIRTUE.

"The newspapers should not abandon guaranteed advertising to the magazines. They should not let it go forth that it takes 15 cents to be virtuous in the business section of an American publication.

"And it is not alone the cultured and the well-to-do that should be protected against the spurious and the pestiferous in advertising; here is a fine opening for a popular paper that wants to be and claims to be the people's friend.

"If the publisher forgets that his readers are entitled to his eternal vigilance and his solicitude, 'his righteousness, like his product, will become as filthy as rags.'"

MEXICO.

American Printing Machinery Represented in Model Printing Office.

The first linotype ever brought into the State of San Luis Potosi was installed in the Industrial Military School in the city of San Luis Potosi during September. It is a Mergenthaler No. 4, latest model, with double magazine and four fonts. It was purchased through the Parsons Trading Co. of New York City.

The printing office of this school, dedicated Sept. 16, 1910, is also newly equipped with an Optimus cylinder press, of the Babcock Printing Press Co. of New York City; a job press made by Chandler & Price, of Cleveland, Ohio; a paper cutter made by the Challenge Machinery Co., of Grand Haven, Mich., and a ruling machine made by E. J. Piper, of Springfield, Mass. In the equipment of the shop Geo. H. Sanborn & Co. and C. B. Cottrell & Sons, of New York City, and Barnhart Bros. & Spindler, of Chicago, Ill., are also represented. It is a model printing office for educational purposes and for printing public documents, and cannot fail to serve also as a permanent exhibition of American printing machinery and devices.—Daily Consular and Trade Reports.

BALTIMORE FIRE

Causes Heavy Losses to Several Well-Known Printing Firms.

The International Building, on North street, Baltimore, which is occupied by several firms well known to publishers, was heavily damaged by fire last Saturday. The loss to the several firms is estimated at \$25,000.

The building is occupied by the following firms: First floor, American Type Foundry Company; second floor, Munder-Thomsen Printing Company; third floor, International Syndicate Company; fourth floor, Baltimore Electrotype Company and the J. M. C. Lucas Company; basement, J. S. King Machine Company.

The fourth floor suffered the greatest damage by fire, but water caused heavy losses on the lower floors. The International Syndicate states that the fire will not interfere with the business of the concern.

Buys Tennessee Paper.

Edward W. Johnson, a well-known Nashville newspaper man, has purchased the plant of the Cookeville (Tenn.) News-Reporter, owned for the past two years by Hon. Quimby Dyer.

THE NEW MAGAZINE POSTAGE.

The scheme for modifying the second-class postage rate on magazines and periodicals which it is said may be recommended by the President in his coming annual message is interesting and is worth consideration. The proposed plan is to continue the present one-cent-a-pound rate so far as regards reading matter, but to charge a higher rate on the advertising. The amount to be paid would, of course, be ascertained by the examination of sample copies, the publishers being required to pay on the whole output in the proportions thus determined.

The scheme would seem to be quite feasible, and as to its justice it may be said that it would be tantamount simply to withdrawing from the advertising a portion of that preferential rate which is granted to periodicals on the express ground of the desirability of encouraging the dissemination of periodical literature. As for the necessity of any such step, and as to the business facts underlying the matter, there has been no little controversy; but Postmaster-General Hitchcock has given to the subject a great deal of attention and caused it to be thoroughly investigated, so that there is at least a strong presumption in favor of his views.

If we had—as we may have in the near future—a permanent administrative officer of high class as the practical head of the Postoffice Department, questions of this kind would be settled much more rapidly, because the statements and the recommendations of such an officer would be accepted, by the public and by Congress, as authoritative in a degree that is impossible under the present system.

Typewriting Speed Championship.

The professional typewriter speed championship of the world was won at Madison Square Garden recently by H. O. Blaisdell with an average of 109 words a minute in a thirty-minute test. The former record was 95 words. Mr. Blaisdell wrote 6,619 words, with 72 errors, and a penalty of 362, a net total of 6,259 words. In a single minute contest Rose Fritz, the former record-holder, wrote 124 words in the minute on an Underwood machine. Cabled results from the British contest held in London at the same time showed Miss Heymark the professional winner, with a score of 69 words a minute.

To Get Into The Homes of the 350,000 Germans of Philadelphia

you must use the consolidated German newspapers. There is no other way. These papers have a practical monopoly on the German situation in "The City of Homes." And the low combination rate makes it the best advertising buy in that city.

Philadelphia is proud of its Germans, and this pride is reflected in the splendid advertising patronage of the German newspapers. In volume of advertising they are usually second or third.

Last week's average—

WEEK ENDING NOV. 1.

Table with 2 columns: Newspaper Name and Line Count. Includes First Newspaper (93,525 Lines), Second Newspaper (80,775 Lines), GAZETTE (70,714 Lines), Fourth Newspaper (63,525 Lines), Fifth Newspaper (58,120 Lines), Sixth Newspaper (55,335 Lines).

NOT

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

Many Do

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



BINGHAM BROTHERS CO. ROLLER MAKERS (Established 1849) 406 Pearl St., N. Y. 521 Cherry St., Philadelphia

Allied with BINGHAM & RUNGE, CLEVELAND

APPOINTED AUDITOR.

Tilden Adamson, of Brooklyn Eagle, Made City Officer.

Tilden Adamson, for many years a member of the Brooklyn Daily Eagle staff and for some time past city editor, was appointed an auditor of accounts in the Bureau of Municipal Investigations and Statistics of the Department of Finance by Controller Prendergast last Saturday. The position carries a salary of \$5,000 a year.

Following the announcement of the appointment a testimonial meeting in honor of Mr. Adamson was held in the news room of the Eagle Saturday afternoon, and his associates on the staff presented him with a gold watch. The presentation was made by Dr. St. Clair McKeeway, editor in chief of the Eagle, who in a brief talk paid high tribute to Mr. Adamson's many sterling qualities and then spoke of the affection and esteem in which he was held by his associates.

On Friday evening of last week, Mr. Adamson was tendered a dinner by the Long Island correspondents of the Eagle, who presented him with a gold watch fob.

Mr. Adamson is a brother of Robert Adamson, secretary to Mayor Gaynor. He is succeeded as city editor by Harris M. Crist, for several years Washington correspondent of the Eagle. Among the other changes on the Eagle staff, John William Schmidt, formerly assistant city editor, will become the dramatic editor, while Hamilton Ormsbee, formerly dramatic editor, will take up the work of the late F. Dana Reed, who was the Eagle's literary editor. Edwin A. Rockwell will become music editor, and A. D. Prince, assistant city editor, while Hans von Kaltenborn will become the Washington correspondent of the paper.

CHANGES IN INTEREST.

W. C. Benfer, for the past five years publisher of the Lead (S. D.) Register, has sold his interests to E. Ballinger, who has been connected with the business office of the paper.

T. L. Telford, formerly editor and publisher of the Toler (Tex.) Register, has purchased the interest of W. S. McCauley in the San Patricio County News, published at Sinton, Tex.

Wm. Kaul, publisher of the Hustisford (Wis.) News, has purchased the Hustisford Journal of Pabst & Brauer and will combine the two.

IT IS A DANDY.

Penn Yan, N. Y., Nov. 4, 1910.
Editor and Publisher:

Dear Sir—Please enclosed find \$1 for a year's subscription to your valuable publication. It is a dandy.

L. J. SWARTHOUT.

Dundee, N. Y.

The San Diego Sun

has been established for 29 years, is the leading paper of San Diego County, California, and guarantees the largest circulation.

Over 7,500 Copies Daily

MODERN NEWSPAPERS

Conducted with Great Benefit to the People, Says Buffalo Editor.

"The Newspaper in the Community" was the subject of an address delivered before the Men's Club of Grace Episcopal Church, Buffalo, by Charles Bennett Smith, editor of the Buffalo Courier. Mr. Smith discussed the beginning, development and modern tendency of the newspaper, comparing the early press, when the editor was practically the guide and mold of public opinion, with the modern journalism which regards news as the important feature. He deplored the tendency to sensationalism, the excuse of the newspaper owners being that the public demanded it.

Discussing the other side of journalism, Mr. Smith said:

"It keeps its readers informed of the doings of men who hold places of power. It establishes standards which make for good citizenship. It exposes the wrongdoer and prevents the misdirection of justice."

He denied that advertising controlled the policy of a newspaper. The successful paper, he said, had to keep in the good graces of its readers and that its managers had to study continually what the people wanted and endeavor to please them.

"Frequently," he declared, "the public is impatient with the course of newspapers. But it must be remembered that there are few men willing to make personal and financial sacrifices in the interest of public morality. Considering the trend of the times, the unresponsive attitude of the average mind toward the claims of civic and spiritual virtue, I believe that as a whole the newspapers of to-day are conducted with great benefit to the people."

WOOD PULP REVISION.

Tariff Board Getting Ready to Make Over Payne Schedules.

The Associated Press carried the following dispatch from Washington, D. C., last Tuesday:

The Tariff Board has completed its schedules by which it hopes to determine the cost of production of pulp and paper in the United States. An elaborate system has been devised by which the investigators expect to obtain all the information necessary to make recommendations to President Taft for a revision of the tariff on wood pulp and print paper. H. C. Emery, chairman of the board, said to-day that pulp and paper manufacturers were co-operating with agents in the field.

"Photoplay" a New Word.

Edgar Strakoach, of Sacramento, Cal., has been given a prize of \$100 by a New York concern which manufactures moving picture films for coining the word "photoplay" as a synonym for "moving picture sketch," "picture drama" and all the other phrases used to describe the motion picture entertainment.

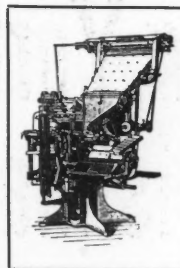
Will Help Edit Philistine.

Miss Beulah R. Hand, for five years a teacher of English in the East Denver High School, has accepted an editorial position on the staff of the Philistine, published by the Roycrofters Society at East Aurora, N. Y.

Rapid Fire Book Reviewing.

The Visitor—"How do you get time to review so many books every week?"
The Critic—"I never waste any time reading them."—Cleveland Leader.

REAL ADS



composed from copy furnished by your department store Advertisers and produced in the regular course of business are the kind which must be submitted in the

**\$1,500
IN
PRIZES**

LINOTYPE AD WORK CONTEST

This makes it easy for your foreman to submit specimens without interfering with the regular work in your composing room

ENTRIES COMING RAPIDLY—THERE IS YET TIME FOR YOUR OFFICE TO BE REPRESENTED

Contest Does NOT Close Till Nov. 30

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
521 Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
332 Camp Street

TORONTO, Canadian Linotype, Ltd., 35 Lombard St.

NEW PULP MILL.

Five Million Dollar Company Incorporated by Canadian Capitalists.

The Wayagamack Pulp & Paper Co., a new Canadian corporation, will build a new 300-ton paper mill at Three Rivers on the north shore of the St. Lawrence River, midway between Montreal and Quebec.

The company owns in the neighborhood of 900 square miles of lumber land on the upper St. Maurice River, and water passes on the same stream near Three Rivers.

Another Poet Joke.

"I sent a poem to that magazine, and now I hear it has failed."
"Too bad. But may be they won't sue you for damages."—Atlanta Constitution.

ALWAYS INTERESTING.

Hazleton, Pa., Nov. 5, 1910.

Editor and Publisher:
Gentlemen—Please find enclosed \$1 in renewal of my subscription to your always interesting paper. Yours for success,
J. W. KRAFT.
Box 214.

To Control Half of Printing Vote.

The International Typographical Union will hereafter have one-half of the voting power of the allied printing crafts of the United States and Canada. This was decided at a meeting held in Buffalo last week between representatives of the Typographical Union, the pressmen, photo-engravers, stereotypers and bookbinders.

THE PUBLIC LEDGER

OF PHILADELPHIA

ANNOUNCES

THAT IT HAS APPOINTED

THE S. C. BECKWITH SPECIAL AGENCY

ITS REPRESENTATIVE

IN THE FOREIGN FIELD, EFFECTIVE

NOVEMBER 7TH, 1910

BRITISH WAGE SCHEME

Innovation by English Labor Union Provides for Grading of Workmen According to Capacity and Output.

By CONSUL ALBERT HALSTEAD.

[The following article by the American Consul at Birmingham, England, is reprinted from Daily Consular Reports. The British plan is suggestive of what can be done in the printing trades of America.—Ed.]

If the Brassmasters' Association and the National Society of Brassworkers and Metal Mechanics support the unanimous decision of a British conciliation board selected to settle a dispute as to wages, a new rate of wages will soon become operative under which workers will be graded according to their qualifications and capacity.

This method of grading the wages of workmen is, I understand, wholly new in the relations between employes and employers in the United Kingdom. If the scheme becomes operative, as there is every reason to believe, there will be an incentive to workmen to do the best they can, with a view to improving their own wages and consequently their own condition. When contrasted with the prejudice which prevails in some trades against a bright workman working to the total of his capacity, this innovation is quite notable.

GRADED ACCORDING TO ABILITY.

The rates of wages to be paid brass workers according to the grade in which they are placed will be the minimum, and, I understand, the wages will advance with the qualifications and capacity shown by the workmen in each grade. The rates of wages are not yet made public, but the grades of workmen are announced. Full opportunity will be afforded workmen to prove their qualifications and ability.

The proposed arrangement is the outcome of long negotiations between workmen and employers resulting from the activity of the secretary of the brass workers' organization, Mr. W. J. Davis, against alleged sweating in the brass trade. A conciliation board of thirty-two members, comprising equal numbers representing the brass workers and the employers, was appointed. The brass workers proposed a schedule of wages which did not meet with the approval of the employers, who proposed as an alternative a system of grading, which, after full discussion and some modification, was agreed upon unanimously by the conciliation board. The unanimity of the agreement is a most encouraging feature at a time when there has been marked unrest

in labor circles throughout the United Kingdom.

MEMBERSHIP CARDS SHOW GRADE.

The agreement, it is stated, which has yet to be approved by the employers and employed, advances wages over those at present paid, and it is intended to absolutely do away with sweating in the brass trade. At the same time it is hoped to result in a much closer relationship between the brass-trades schools of the district, which is the center of the brass trade of the United Kingdom, the employers and the workmen, and it is hoped that it will also result in such improvement of the quality and character of the work as to materially strengthen the trade.

According to the agreement there are five grades of workmen to be provided for, and each grade is to be denoted by different colored adhesive stamps to be affixed to a membership card. The grades are as follows:

- A. Improvers of 21 years of age.
- B. (Green grade.) Qualifications: 21 years of age. Dressers who can turn, file over at the vise, and are used to tapping and plate screwing. Polishers who can rough, plain mop, and emery bob. Ordinary dippers and common bronzers. Common burnishers on lathe and vise.
- C. (Brown grade.) Qualifications: 21 years of age. Dressers who can turn and screw inside and out, file flat and true at the vise. Polishers, colorers and all-round roughers. All-round dippers and bronzers. Advanced burnishers on lathe and vise. Repairers and chasers.
- D. (Blue grade.) Qualifications: 21 years of age. Dressers who can turn, screw inside and out, file square and flat at the vise, and finish own work throughout. Polishers who can do "fl" processes and finish into lacquering room. Expert burnishers and pattern chasers. Art bronzers and colorers with a practical knowledge of the art of coloring.
- E. (Red grade.) All previous qualifications plus capacity for working to scale drawings or blue prints or efficient pattern makers.

HOW GRADES ARE MADE.

It is arranged that the grade card

THE

New York Herald's Christmas Number

will be issued

Sunday, December 18th

THIS ISSUE CONTAINS

4 Prize Christmas Pictures in Color

Many Illustrated Stories
by the Prominent Authors of the day

Advertisements accepted at regular rates

(Write for closing date of Color Section)

of employers and with one nominated by the society of workmen. If the decision is favorable to the workman, the employers are to pay a fee of 10s. (\$2.43) to the municipal brass schools; if the decision is adverse the workman or his society is to pay the fee, and the workman is to remain at least six months in the same grade as he held before the examination. It is hoped that it may be arranged that the distribution of grade cards may be made the joint duty of the society and the managers of the municipal brass school.

Conditions as to overtime are to continue in accordance with the award of the late Sir David Dale, made December 10, 1900:

Where workmen are desired by their employers to work more than 54 hours in any week, time and a quarter shall be paid for overtime to day workers, and in case of piece workers that the piece work earning shall be supplemented by a payment of one-fourth of what the workman would be rated at per hour if and when working by time.

One week's notice is to be given by either party to terminate an agreement, whether the workman is working day or piece work, and the notice is to be given at the end of the working week in each respective factory.

DECLARE FOR OPEN SHOP.

Denver Publishers Will Operate Pressrooms with Non-union Men.

Negotiations for a settlement of the differences between the pressmen and the newspapers of Denver have failed, it is said, and no further effort will be made by either party to the controversy to reach an agreement. The pressmen who walked out three weeks ago will not return to work.

The publishers, it is said, conceded everything the pressmen asked, but insisted that the foremen of the pressrooms should be the judges of a man's competency in his department and have the right to dictate on which press or presses his men should work. President Barry, of the International Pressmen's Union, refused to waive this point.

The publishers, it is said, will operate their presses with non-union men, paying the full union scale and working them only union hours.

Will Hold Monthly Meetings.

At the regular meeting of the Fort Worth (Tex.) Ad Men's Club last week it was decided to hold special monthly meetings, with program features, to create more interest and enthusiasm. The first will be held on Nov. 30.

THE EUREKA HERALD OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 4,500
DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the Herald.

**THE EUREKA HERALD
EUREKA, CALIFORNIA**

A. K. STONE, Editor and Gen'l Mgr.

IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of \$3,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELY, Flatiron Bldg., New York City
JUSTIN E. BROWN, Hartford Bldg., Chicago,

Ethridge Shop Talk



Don't hold a dime so close to your eye that you can't see the dollar right behind. Good Copy and good Drawings if they save you money are worth all they cost. If a man should offer you a new automobile, at half the advertised price, you would be justified in thinking there was something wrong with the engine or some other part you couldn't see.

The Ethridge Company, Gentlemen:—The drawing of the girl and Copier came a few days ago, and is, both technically and artistically, as fine a piece of draughtsmanship as we have ever had the good luck to purchase. We hand you specifications and formal requisition for another drawing, which is different from, and in some ways more difficult than, anything you have yet done for us. Candidly, we don't know whether the idea can be executed or not, but we do know that if there is any way of doing it, your organization will discover how. If your usual schedule is carried out, we'll get a sketch in 48 hours, and a finished drawing in three days more. We don't know how you do that, either, but—in all seriousness, the way you have invariably put through our stuff, regardless of its technical peculiarities, has the speed limit broken to bits! Just inject that into your clear Havana—and smoke up! As to price—we'll

pass that up to you—since we haven't been "stung" yet. (Extract from letter received from manufacturers of office fixtures.)

The Ethridge Company is not an Advertising Agency in your sense of the word. We do not place accounts. We simply furnish the stuff that makes the advertising successful—Copy, Illustrations, Ideas.

The Ethridge Company, Gentlemen:—We acknowledge receipt of booklet and consider it all that could be expected; in other words, a fine piece of workmanship. With best regards, we are, etc.

(Extract from letter received from collection agency.)

The average man looks upon a life insurance agent as something of a nuisance and a bore—the average man. He doesn't like to be reminded that life is short and full of uncertainties, or that his wife and babies may need the money after he is gone. The wise man invites insurance, buys all he can afford, and knows it is a good investment, and pays his premiums with a good grace and a smiling face. Some advertisers succeed; many fail. It isn't a bad plan to have your advertising insured by using the best possible copy and the best possible drawings. Ethridge policies cover all risks.



If you merely wish to exercise your money, there are more exciting ways of doing it than buying expensive space and then filling it with whatever pictures artists happen to bring in, and such

words as you chance to think of when closing dates are hard upon you. First plan your advertising, from the ground up, and have it made as it should be by men who know how. Time enough then to consider space and mediums.

Let's get acquainted, whether you need us now or not; you can't know too many hard-working, straight-thinking people.

Beautiful typography and presswork are excellent things, but they could never make the city directory rival the works of the late Mr. Beadle. We combine artistic illustrations and fine printing with copy that grips and holds.

The Ethridge Company, Gentlemen:—The proofs have just arrived, and, in simple justice to you, I must say that you have broken all records for rapid and accurate work. I feel that the intelligent and systematic treatment you have, from the start, given to our drawings, cuts, typesetting and electros has saved us, in lost time, for explanations, revisions, coaxing, driving, watching, and the usual

disappointments and delays with Artists and Printers, an amount equal almost to your entire monthly bills—and they have not been small, as you will admit. The four watercolor drawings which you made for us are, in my opinion, the smartest things yet produced in a commercial way at the price. You need not, however, raise the figure on the next lot merely because, in a burst of enthusiasm, I happen to mention this.

(Extract from letter received from Cereal Co.)

The Ethridge Company, Gentlemen:—The writer wishes to personally compliment you on the drawings which your firm has turned out for our latest series of car signs. They are eminently deserving of praise on account of their originality of design and finished production. (Extract from letter received from coffee merchants.)

How long would it take you, given the necessary materials, to make a good handsaw? Yet a saw is a plain, simple thing, intended merely to cut wood. How much more difficult and delicate a proposition it is to produce an instrument which will influence the action of that most complex of all substances, the brain of man!

The Ethridge Company
Madison Square Building
Madison Square, North
(25 East 26th Street)
New York City
Telephones: 7890-7891-7892-7893
Madison Square

PALL MALL GAZETTE.

Astor Plans to Make It an Influential Newspaper.

A cable despatch from London to the New York World reads as follows:

Waldorf Astor, who controls the Pall Mall Gazette now, intends to spend a large amount of money to establish his newspaper on a paying basis. The younger Astor has appointed a new manager of the Gazette, Dallas Ross, formerly manager of the St. James Gazette.

The Pall Mall Gazette has improved wonderfully since Mr. Higginbotham has been its editor. Plainly, Mr. Astor, who has political ambitions and looks forward to becoming Lord Cliveden one of these days, intends to make his rival evening newspapers sit up. He is considering reducing the Pall Mall's price to a half-penny, while putting out a better newspaper.

The new half-penny Evening Times has entered the field within a fortnight with a capital of \$500,000 and is doing so well that Lord Northcliffe has permanently increased the size of his Evening News to twelve pages. The Evening Times, like all other London evening newspapers, is Tory in politics. Whether successful or not, the evening papers strike an American as greatly lacking in news and general interest.

Henry Labouchere, in his eightieth

year and already in feeble health because of his advanced age, received a staggering blow by the sudden death of his brilliant and popular wife. She was Henrietta Hodson, of Dublin, and had been his life partner and helpmate for forty-two years.

Mr. Labouchere has arranged to transfer the proprietorship of his once famous weekly, Truth, to a private company with \$150,000 capital, privately subscribed. Since "Labby's" withdrawal from Parliament and retirement to Florence the interest and influence of Truth have declined, for the weekly was deprived of the inspiration of his fascinating personality, his original point of view and his unique social and political knowledge. Still, Truth has features which distinguish it from all other papers, such as its exposures of impostors of every description, which it continues at great cost and risk, and "Marmaduke's" witty letters. But it has been a matter of conjecture whether Truth could long survive the loss of Mr. Labouchere's own contributions to it.

Series of Winter Meetings.

The Detroit Adcraft Club has arranged for a series of lectures to be given weekly throughout the winter by the leading advertising specialists of the country. The meetings will be held every Thursday night in the Adcraft clubrooms.

BRIEF ITEMS OF NEWS.

The plant of the Piqua (O.) Call was slightly damaged by fire last Saturday.

The Grandville (Mich.) News has been enlarged to eight pages, double the size of former issues. The News was recently purchased by R. M. Wheeler.

The building of the Sunbury (Pa.) Daily Item was damaged by fire last week to the extent of \$500.

The Nebraska Press Association will meet at Omaha early in June. Plans are under way to publish a paper in the interests of the association.

The Pearsall (Tex.) Leader is building a new fireproof home.

Up to Date.

London Punch has fun with its big London neighbor as follows:

Two extracts from one issue of the Daily Mail: "The Orion is 545 feet long and has a displacement of 22,500 tons." "With her engines and armament her tonnage will be nearly 24,000. She is 684 feet in length."

The worst of the Daily Mail is that it is so up to date that as soon as you get on to a new page the old page become obsolete.

Guest of National Press Club.

Col. Theodore Roosevelt was the guest of the National Press Club at Washington, Friday. The Colonel's visit was of an informal character.

THE DEMOCRACY OF HUMOR.

Humor knows—with apologies to Kipling—"neither border nor breed nor birth." One has but to glance at any newspaper to see the democracy of humor. The freedom with which papers swap jokes is most remarkable. Editors have no politics when it comes to clipping the "wit and wisdom" of the press. Humor, like politics, often makes strange bedfellows. It is a bit amusing to see the jokes from the French "funny" papers reprinted with proper credit in the religious journals.

As a matter of fact, the only thing upon which the religious publications agree is what is humorous. Some critics have been bold enough to say that the change from frowns to smiles that has come over church members in recent years has been due to the departments of humor in church papers. Whatever may be the facts, there is no question of the truth of "Laugh, and the world laughs with you."—Judge.

May Have Own News Service.

A number of Canadian newspaper publishers met in Toronto last week for the purpose of discussing the organization of a Canadian Press, Limited.

Edward W. Owen has become editor of the Westby (Mo.) Times, his brother, Harvey A. Owen, having retired.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortland.

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, NOVEMBER 19, 1910

AGE OF PROGRESS AND ITS RELATION TO TYPOGRAPHICAL UNIONS.

In this issue there is reprinted a report on a new scheme of union wages in Great Britain, sent to Washington by Albert Halstead, American Consul at Birmingham, England. We urge that the report be read by publishers and printers, for, though the particular trade considered in this instance is that of brass working, the new remedy for unsatisfactory relations between employer and employe seems to be definitely and obviously adaptable to the printing trades and their dependent industries.

It is of great and far-reaching significance that British workmen in such a skilled trade as brass working have agreed to put themselves in five separate grades, measured by separate degrees of skill, the highest grade receiving the highest wages and the lowest grade the lowest wages.

Last week we printed an interview with a leading manufacturing printer of New York. He declared that the most competent linotype operators in his establishment received \$33 a week, and the least competent received the minimum union wage, \$24. Here is a recognition by both parties of the justice and practicability of the principle of grades in skilled union labor. True, the difference or distinction between grades in American shops is vague, and perhaps arbitrary, and it may be that the reactionary element among workmen is bulky enough to keep the standard of workmanship at the minimum, rather than at the maximum or near maximum.

It is an age of progressiveness. Why should not the spirit of the age take hold of the typographical unions and their kindred? Publishers and commercial printers in all parts of the country say the standard of workmanship supplied by the unions is not progressing, notwithstanding the demand of the public for progressiveness in output. Shall the unions be content to allow this charge to lie? Shall they not provide a remedy, if there be a remedy that will not impair their well being and self-respect?

Consider how swiftly the world is

moving, and how prizes are offered for the swiftest—for the most competent. Prizes for the marathon winner, for the automobile driver, for the swiftest airman. Civilization has been built on prizes won by the most competent ones, and no combination of reactionaries, whether they be employers or employed, will prevent for any considerable period the winning of prizes by men who are able and determined to go forward.

Here is the British workman of Grade E. By a perfectly satisfactory judgment he is placed in the lowest grade. Before him is honor and a prize. He will train and strive in the race, and, if he has it in him, he will go on up through all the grades and attain the highest. Here is no question of slavery, of overwork, of long hours, but only the question of competence.

We trust that the leaders of the typographical and kindred unions will realize the nearness of this condition, which may grow to a crisis. All the railroad magnates and all the railroad unions combined could not stop the development of the aeroplane if they tried. The printing and publishing industry is straining under the impulse to jump forward. No combination in the world will stop it when the moment comes. We urge the leaders of the typographical unions to gravely consider the wave of universal industrial progress now moving and find out wherein the typographical unions may do their share in this progress.

We strongly urge a careful consideration of the British plan of graded workmanship and wages.

THE AVERAGE SUBSCRIBER AND THE "PURPLE COW."

The New York Times each Saturday issues a supplement devoted to books and authors. In this Saturday review of books is a page given over to "Queries and Answers," somewhat after the style of the British magazine "Notes and Queries."

This page seems to be very popular, especially with persons of the scrap book habit. Scrap book owners seem always glad to help out any brother or sister who is searching for a rhyme o

long ago. A few weeks ago somebody asked for the "song" called "The Monkey's Wedding," beginning:

"The monkey married the baboon's sister,
Smacked his lips and then he kissed her," etc.

Forty people scattered over the country hastened to copy the doggerel out of their scrap books and forward it to the Times. It was printed in full.

Then Mr. Gelett Burgess wrote to the editor of the Times, asking:

"Who are these effeminate old bachelors and anemic old maids who are continually whining for their lost doggerels?"

"Can't these vegetarian rhyme-collectors be satisfied with their yellowing scrap-books?"

"Is it worth your while to receive as contributors two pages of silly old people who babble of their mislaid poems?"

The Times printed the letter, and never before was such a disturbance started. Bushels of letters came to the Times, defending the dear old "query" page, and anathematizing Burgess. Lots of these stanch subscribers wanted to know, "Who is Burgess?" For it seems there are intelligent and even cultivated people who never heard of Gelett Burgess and his "purple cow" and his "Bromide Theory."

So the controversy stands. Burgess, who may have been sincere in objecting to the "Monkey's Wedding," gets well advertised, and his publishers take down a few more volumes of "The Bromide Theory" from the top shelf. The "old maid" and "effeminate old bachelors" have been splendidly sustained.

The incident is valuable to all publishers. It proves that a daily newspaper which essays to publish a book review and a regular page devoted to anthological pieces must have in mind the wants of the average subscriber.

Burgess and all his purplish caste have never kept any daily newspaper going.

ANSWERS TO INQUIRIES.

A letter addressed Edward Marshall, care of Publishers Press, 253 Broadway, New York, will find Mr. Marshall, who is now with that organization.

Cable tolls have not been reduced, but there are bright prospects that they will be in the near future.

All the Chicago daily papers are now sold at one cent per copy.

Homer Davenport, the famous cartoonist, is now with the Publishers Press, 253 Broadway, New York.

Iowa Postal Card Sold.

The Fayette (Ia.) Postal Card, published for more than thirty years by O. C. Cole, has been purchased by a stock company, organized and controlled by C. F. Paine & Co. of the Fayette Reporter.

Printed Paper in Advance.

"One of a party of six assembled at a round table in the Kensington dining room at Sayville on tournament day was former Congressman Henry A. Reeves, of Greenport, editor, publicist and man of affairs. He told many good stories and inspired others. One story of his was how Wells Phillips, his predecessor as proprietor and editor of the Watchman, when he wanted to go away for his wedding journey, 60 odd years ago, prepared the matter for two issues of his paper and then went to press with the two numbers, each properly dated and ready for mailing at the proper time. Then the editor was married and went away for a fortnight, sure that his subscribers would not be deprived of their mental pabulum. Those were truly primitive days. Mr. Reeves did not say so, but his hearers inferred that it was because he did not dare take a chance on issuing his paper a week or two weeks in advance, that he has never married."—Brooklyn Eagle.

OBITUARY.

Bryant W. Dinsmore, editor of the Stockholder, published in New York, died last Monday. He was fifty-three years old and had been editor of the Stockholder since the death of his father, Samuel P. Dinsmore, in 1882.

George F. Breder, for many years editor of the Egg Harbor City (N. J.) Herald, a German weekly, died last Sunday after a long illness. He was forty-nine years old.

Charles Dimitry, journalist, author, historian and veteran of the Civil War, died at his home in New Orleans last week. He was born in Washington, D. C., in 1837. At various times in his career he was identified with Richmond, Va., Alexandria, Va., Washington, D. C., New York, Brooklyn. Mobile and New Orleans papers.

Charles Amandon Moody, for several years editor of the Out West Magazine, died in Los Angeles Monday of ptomaine poisoning.

Charles Utter, the oldest editor in Trempealeau, Wis., and one of the founders of the Trempealeau Times, died last week. He was eighty-seven years old.

Fitzjames McCarthy, a well-known newspaper man and short story writer under the pseudonym of Fitzmac, died at his home in Phoenix, Ariz., last Monday.

Charles H. Peters, Sr., publisher and founder of the Saginaw Evening News, died suddenly last Saturday of apoplexy. He was sixty-two years old. He was one of the youngest drummer boys in the Union War.

THE HABIT OF SMOKING.

The New York Evening Post printed the following in its column of Editorial Comment:

"A French theatrical journal has been questioning playwrights and other authors about smoking. Maurice Donnay replied that formerly he smoked half a dozen cigarettes a day; then he gave it up, and since that time he can work whenever and as much as he pleases. Alfred Capus said he would be glad if he could give up smoking, for it gave him no pleasure, and he believed that in the long run tobacco is an undesirable collaborator. "At first we smoke to be able to work, and finally we work only to be able to smoke." Georges Fedyeau replied: "I used to smoke a great deal, but have given it up, because I found it impaired my memory." The Rosny brothers, Paul Marguerite, and the composer Massenet answered briefly: "We do not smoke." Louis Ganne used the weed till he was twenty-five, when he quit, to please a woman. "Too much!" wrote Francis de Croisset, in answer to the question whether he smoked; and to the second question, whether it helped or harmed him, he replied: "I don't wish to know." Henri Bernstein wrote: "Tobacco stimulates me, but I do not know whether it benefits me." Alexandre Bisson smokes only once in two weeks, because he does not want his enjoyment to degenerate into a necessity. Jules Claretie admitted that he smokes cigarettes, but he does not know why—"certainly not for pleasure."

O. O. Buck has purchased a controlling interest in the Council Bluffs (Ia.) Weekly Times.

PERSONALS.

H. D. Hord, for the past ten years identified with the Phipps-McRae League, has been made manager of the Little Rock (Ark.) Arkansas Democrat. He succeeds George C. Naylor, who died recently.

Henry Blakely Yelvington, well known in Texas newspaper circles and formerly connected with the San Antonio Express, was married last week to Miss Annie L. Moore, of West Point, Tex.

S. S. McClure, editor of McClure's Magazine, addressed the Community Club of Battle Creek, Mich., last week on "Better City Government—If You Want It."

Frank W. Taylor, Jr., for the past two years connected with the editorial department of the St. Louis Star, has been appointed editor and manager of the Journal of Agriculture, a Missouri farm publication.

F. L. Seely, editor of the Atlanta Georgian, addressed a large audience at the First Baptist Church in Jacksonville, Fla., recently on "The Question of the Hour."

Frank Walter Allen, former well-known Louisville (Ky.) newspaper man and now pastor of the Christian Church at Paris, Mo., is the author of "The Golden Road," recently published by a New York house.

W. W. Hawkins, manager of the Washington bureau of the United Press, is the proud father of an eight-pound baby boy.

Frank T. Conway, for several years a member of the Butte staff of the Anaconda (Mont.) Standard, has resigned to become editor and manager of the Virginia City Madisionian.

W. H. Spear has resigned as managing editor of the Connecticut Western News, published at Canaan, and will become connected with a paper in Central Massachusetts.

Mr. Sidney J. Brown, who has been connected with the A. W. Erickson Advertising Agency for the past five years, has resigned and will take a long-needed rest. Mr. Brown will spend the winter at Trudeau, Essex County, New York. He expects to re-enter the advertising field next spring.

S. G. Lindenstien, of the Fisher Agency, New York, is away on an extended trip through New York, Pennsylvania and the West in the interests of his papers. Mr. Lindenstien will probably be gone three weeks.

Richard A. Carrington, formerly advertising manager of the Fargo (N. D.) Daily News, has accepted a position with the Butte offices of the Anaconda (Mont.) Standard in charge of J. J. Hammill.

C. G. Brockhagen, business manager of the Seattle (Wash.) Post-Intelligencer, was in New York this week on business connected with that paper.

John F. Tremain, manager of the Albany bureau of the Associated Press, accompanied by Mrs. Tremain, sailed from New York Saturday on the Lampassas, of the Mallory line, on a two weeks' vacation trip to Southern ports.

They will visit Mobile, Galveston and other Southern cities and will return by the Alamo, sailing from Galveston.

George B. David, of the John Budd Co., has returned home from a very successful trip to Philadelphia in the interests of the papers represented by that agency.

Wilber Bates, of the N. M. Sheffield Special Agency, returned to New York this week after a trip through New York State on business connected with the agency.

Dan A. Carroll, the New York special representative, has returned from a business trip to Detroit and through New York State in the interest of the papers he represents.

Howard Story advertising manager of the Philadelphia German Gazette, was in New York last week calling on the general advertisers.

C. L. Drake, general manager of the Stroudsburg (Pa.) Times, was in New York this week on business. He was accompanied by his son.

Victor Dyes, circulation manager of the Mt. Carmel (Ill.) Republican, was married recently to Miss Jennie Buchanan of Allendale.

Paul Stillman, editor of the Jefferson (Ia.) Bee, and a member of the State legislature, is a candidate for the office of State printer.

William Philip Sims, manager of the Paris bureau of the United Press, is the father of a new daughter which arrived last Monday.

"CLEM MURPHY"

Private Secretary of Maine's New Governor, Widely Known.

Concerning J. Clement Murphy the well-known Maine newspaper man who has been appointed private secretary to Governor-elect Plaisted, the Portland (Me.) Daily Press says in part:

"He is a newspaper man, and not an ordinary one, either. He inherits his great ability from his father, the late 'Tom' Murphy, whose memory is still kept green about Augusta and at the State House, and who for many years was by all odds the most popular, the most respected and the most beloved man whom generations of legislators knew.

"Born in Augusta and brought up by a noble mother and associating with his lamented father and helping him in his work, 'Clem' Murphy is possessed of many qualities to endear him to those who have worked with him or among whom he has moved.

"He will make the governor a good private secretary, and the newspaper he has been the correspondent for so long will lose a good man while he occupies this office. There will be no high and mighty dignitary about the governor's office when Murphy is in charge. Most governors are more careful in their selection of the private secretary than of any other office they have to fill because the man stands in such intimate relations to the chief executive himself. In this respect Colonel Plaisted has exhibited great sagacity in the selection of 'Clem' Murphy. It means a 'square deal' as far as the office of the private secretary is concerned, and this is not a small thing to be considered either."

ONLY DAILY PAPER

In Southwestern city of 18,000. Annual business exceeds \$50,000. Returned owner over \$12,000 in cash for personal effort and investment in last fiscal year. For sale to settle an estate. Asked price, \$60,000. Well equipped. An extraordinary opportunity to secure a solid and commanding business which will pay for itself in a few years.

Proposition No. 68.

C. M. PALMER,
Newspaper Broker, 277 Broadway, New York

The Mobile Register
MOBILE, ALABAMA

"The Mobile Register for over eighty years has been the principal newspaper of Mobile and as an advertising medium cannot be surpassed."

The Bank of Mobile, N. B. A.
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago

NEW YORK HERALD SYNDICATE

Special Services of all Kinds for Newspapers
Address
Herald Square
New York City

Canadian Branch
Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

FEATURES FOR NEWSPAPERS
Established 1899

Baltimore Maryland

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday News paper west of New York, and the great Home Medium of the Middle West.

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,322; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

BUS. OPPORTUNITIES

NEWSPAPER MEN

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

MANY CHOICE NEWSPAPER

PROPERTIES. Write us if you want to buy or sell. No publicity. BARRYMORE, Newspaper Broker, 21 Quincy St., Chicago, Ill.

SITUATION WANTED

Managing Editor Who Obtains Results

Now with large Eastern daily, desires new connection. Wide experience on important dailies. Thoroughly qualified to take full charge editorial or business departments (has knowledge of mechanical branches). Understands handling men to best advantage. Highest possible references. Address, JEFFERSON, care The Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WASHINGTON CORRESPONDENT

of standing and experience wants to take on an afternoon paper for telegraphic service from Washington. State extent of service you want. Address "WASHINGTON," care THE EDITOR AND PUBLISHER.

WANTED

Editorial position on daily paper in growing city. Fifteen years' experience as city editor, news editor, night editor and on Sunday supplements. Address "SUPPLEMENTS," care THE EDITOR AND PUBLISHER.

WANTED

Opportunity by man of 45 trained in newspaper work, all positions. Live Eastern city where owner of daily or weekly wants to be relieved. Address "EASTERN," care THE EDITOR AND PUBLISHER.

HELP WANTED.

EDITOR-WRITER WANTED

Experienced newspaper man who can write special and magazine articles. Excellent opportunity on Pennsylvania publication for high grade man. State experience and ability. Address "XXX," care THE EDITOR AND PUBLISHER.

LINOTYPE INSTRUCTION;

SPECIAL RATE.—Twelve weeks thorough operator-machinist course, \$80. Write for prospectus EMPIRE MERCHANTS LINO-TYPE SCHOOL, 419 First Ave., New York.

WANTED—AN EXPERIENCED

Linotype machine operator on a weekly country newspaper on straight news items and some advertisement matter. No boomer need apply. Good weekly wages to a reliable married or single man and a steady position. Apply at once. DUNDEE JOURNAL PRINTING COMPANY, Dundee, N. Y.

POSITIONS OPEN

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

MISCELLANEOUS

PIANO CONTESTS ARE

SUBSCRIPTION BUILDERS. We furnish all prizes on commission of business produced. Write us. MALBAR MUSIC CO., 21 Quincy St., Chicago, Ill.

DAILY NEWS

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

FOR SALE

13 x 19 O. S. GORDON \$85.00; 11 x 16 Globe with throw off \$65.00 f.o.b. Box 53, Riehlend, Pa.

WILBERDING

SITUATION WANTED

AVIATION.

List of Technical Terms of Lively Interest to the Sporting Editor and Other Members of the Staff.

- AEROPLANE**—A generic term applied in common use to all classes of sustaining surfaces; strictly applicable only to flat surfaces.
- ADJUSTING SURFACES**—Commonly a comparatively small surface, usually at the end of a wing tip, used to adjust lateral balance; preferably restricted to surfaces capable of variable adjustment, but not of movement by controlling devices. "Stabilizer" and "Wing tip" and compare "Aileron."
- ADVANCING EDGE**—The front edge of a sustaining or other surface.
- ADVANCING SURFACE**—A surface that precedes another through the air, as in a double monoplane.
- AEROCURVE**—A proposed substitute for aeroplane.
- AERODROME**—A substitute proposed by Langley for aeroplane. Strictly applicable to a course rather than to a vehicle.
- AILERON** (a'ler-on)—A small hinged or separated wing tip or surface capable of independent manipulation for the purpose of maintaining lateral balance.
- AVIATION** (a-vi-a'shun)—Dynamic flight by means of heavier-than-air mechanisms.
- AVIATOR** (a-vi-a-ter)—The operator or pilot of a heavier-than-air machine.
- AEROFOIL**—Term used to indicate lifting surface.
- ANGLE OF INCIDENCE**—The angle which a line drawn from the leading to the trailing edge of the plane makes with the horizontal trailing angle between the tangent to the trailing edge of the plane and the chord or a line drawn from the leading to the trailing edge.
- ARC**—Any portion of a circle or other curve.
- ASPECT**—The top or plan view of an aeroplane surface.
- AUTOMATIC STABILITY**—Applied to lateral or longitudinal stability maintained by the action of suitable elements on mechanisms independent of any control exercised by the operator. There is a tendency to restrict the term to such stability secured by automatic manipulation of controlling devices, rather than to systems in which balance is maintained by the use of dihedral arrangements.
- B**
- BIPLANE** (bi'plane)—An aeroplane with two superposed main surfaces.
- BALANCE**—To maintain equilibrium by hand or automatic movement of balancing surfaces, as opposed to equilibrium maintained by stabilizing. See "Stabilizer."
- BODY**—The center part of an aeroplane or other aerial vehicle, in which the motor, fuel tanks, passenger accommodation, etc., are placed.
- C**
- CAMBER**—The camber of the ribs is the amount of curvature which is imparted to them in the same way that a motor car spring or a road has a camber or curvature.
- CHASSIS** (shas-see)—That part of the main framework of a monoplane to which the main planes and tail planes are fitted and which contains the engine and aviator's seat.
- CENTER OF PRESSURE**—Really a line of pressure along the under side of a wing or aeroplane surface, on either side of which the pressures are equal.
- CENTER OF GRAVITY**—The center of weight, about which the vehicle balances in all directions.
- CHORD**—A straight line drawn between the ends of the arc of a circle or other curve.
- DIRIGIBLE** (dir'igible)—Steerable or navigable; applied to balloons.
- DERRICK**—A tower in which a falling weight is dropped in start an aeroplane.
- DIAGONAL**—A diagonal brace or stay in a framework.
- DIHEDRAL** (di-he'dral)—Said of wing pairs inclined at an upward angle to each other.
- E**
- ELEVATOR**—A principal supplementary surface, usually of a miniature form of the main planes, used for purpose of altering the vertical direction of machine.
- G**
- GAP**—The distance between two main planes in a biplane.
- GLIDING**—Flying down a slant of air without power.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:
World Building, New York

GYROSCOPIC EFFECT—The property of any rotating mass whereby it tends to maintain its plane of rotation against disturbing forces.

GAUCHISSEMENT (or warping)—Applied to the main planes and produces the same ultimate effect as the use of ailerons.

H

HANGAR (hang'ar)—A shed for housing balloons or aeroplanes, generally the latter.

HORSEPOWER—A rate of work equivalent to the lifting of 33,000 ft.-lbs. a minute.

HEAD RESISTANCE—The resistance of a surface to movement through the air; closely proportionate to its projected area.

HEAVIER-THAN-AIR—Applied to dynamic flying machines weighing more than the air they displace.

HORIZONTAL RUDDER—A horizontally placed rudder for steering in vertical directions.

L

LIFT—The sustaining effect, expressed in units of weight of an aeroplane or wing surface.

MONOPLANE—An aeroplane with one or more main surfaces in the same horizontal plane.

MAIN PLANE—Usually the largest or lowest supporting surface of a multi-surfaced aeroplane.

MAST—A spar or strut used for the attachment of wire or other stays to stiffen the wings or other parts of a structure.

MAIN SPARS—Lateral spars upon which the main planes are built.

MAIN LANDING WHEELS—In an alighting gear, the wheels that take the chief shock in landing.

O

ORNTHOPTER—A dynamic flying machine of the heavier-than-air type, in which sustention is provided by the effect of reciprocating wing surfaces.

P

PYLON—A tower to mark the course in aerial racing contests.

R

RIES—Supports for the fabric, made of ash or spruce and bent to the correct curves.

RUDDER—One or more steering planes are invariably fitted to practical machines to control the direction of flight.

S

SUPERPOSED PLANES—Arrangement of one plane over the other, as in the Wright, Voisin and Farman machines.

SUPPLEMENTARY PLANES (or surfaces)—Additional surfaces which are used for stabilization.

STABILIZER—Any surface for automatically maintaining lateral or longitudinal balance.

STRUTS—Fixtures used in biplane construction to maintain an equal distance between two planes.

SKIDS—Long skates on which the machine can land in safety.

SPAN—The distance from tip to tip of the main planes in a transverse direction to that of flight.

SOARING FLIGHT—The flight of certain large birds without wing flapping. Its solution and imitation constitute one of the problems of aerial navigation.

SUSTAINING SURFACE—Any surface placed in a horizontal or approximately horizontal position, primarily for the purpose of affording sustention.

T

TRIPLANE—An aeroplane with three main surfaces.

W

WEBS—Small blocks of wood placed between the ribs which act as distance pieces.

WING WARPING—A system of maintaining lateral balance by differential twisting of wing tips, in such manner as to increase the sustention on one side and decrease it on the other.—*New York Tribune.*

CAPPER BOYS' CORN CLUB.

Unique Organization Founded by Publisher of Topeka Daily Capital.

The annual exhibit of the Capper Boys' Corn Club, which has just been held in Topeka, has attracted much attention among Western agriculturists. Arthur Capper, publisher of the Topeka Daily Capital and several farm journals, is the founder of this unique organization, which has a membership of over 2,000 boys who are pledged to work for improved methods of corn growing.

At the beginning of the season Mr. Capper offered several hundred dollars in prizes for best corn grown by the boys. Nearly every member competed for these prizes. F. D. Coburn, head of the Kansas Agricultural Department, made the awards and spoke in most flattering terms of the great work Mr. Capper is doing for the development of agriculture in Kansas.

Costly Advertising.

"My largest item of expense is on account of advertising."
"Indeed! I was not aware that you were in business."
"I'm not. But my wife reads the ads. in the newspapers."—*Boston Transcript.*

The Lyndonville (N. Y.) Enterprise is three years old.

NEWFOUNDLAND PAPER.

Editor McGrath, of St. Johns, Tells of Big Development.

P. T. McGrath, editor of the Evening Chronicle, of St. Johns, Newfoundland, visited the EDITOR AND PUBLISHER office this week. He was en route to Atlantic City, and while in New York also called upon Colonel Roosevelt at the Outlook office and discussed the Hague Tribunal decision in the fisheries dispute. Editor McGrath, in the issue of the Review of Reviews just prior to the meeting of the tribunal last summer, discussed the question exhaustively from the Canadian viewpoint.

Concerning the Harmsworth paper mills of Newfoundland, Mr. McGrath said:

"A paper and pulp enterprise representing an investment of \$6,000,000 has been successfully launched in Newfoundland. The Harmsworth plant for twelve months has been making mechanical pulp, chemical pulp and news print paper. The daily output of paper is 120 tons and twice that much pulp.

"The surplus of pulp and practically all the paper is now going to London. One shipment of 1,000 tons of paper was made last summer to William R. Hearst at New York. The Newsprint plant is being enlarged, more paper making machines are being put in which will double the output.

The Albert Reed Company, paper making concern of Cannon street, London, has practically completed mills at Bishop Falls near the Harmsworth mills at Grand Falls, which will produce daily an amount equal to 75 per cent. of the Harmsworth daily output. He will begin to manufacture about January 1.

"There are a number of projects in embryo for the large development of the pulp and paper industry of Newfoundland."

WOMAN REPORTER'S ROMANCE.

She was absolutely charming, and considering that she was neither very pretty nor very stylish, the fascination she had for the sterner sex was little short of marvelous. But she was not much given to boasting of conquests; in fact, she was unduly reticent about them. Only, one day over the teacups, she told me about her "most unique experience in the way of proposals."

She was at that time reporting for a newspaper in a small but thriving Western city. In this town were a number of youthful, full-blooded Indians, who, however, had been educated at Carlisle and had returned to their native heath as very, very modern young braves. One, an excellent specimen of his race, met the girlish reporter and immediately succumbed to her charms, the charms of which she was seemingly so unconscious.

For days, with the silence and stoicism of his people, he literally haunted the newspaper offices in the hope of seeing his divinity. The other reporters teased the girl unmercifully. But, with the nonchalance of a true newspaper woman, she carelessly laughed at her tormentors. When the climax came the reporter and her faithful gallant were strolling toward a car under the friendly protection of one umbrella. The Indian's opportunity had come and he hastened to embrace it.

"Miss Anna," he asked, "you married?"

"No, John," she answered.

"Miss Anna," he again interrogated, "you engaged?"

"No, John," she once more replied.

The Indian sighed a heartfelt sigh of relief.

"Well, Miss Anna," he said as though everything was settled, "neither is John."—*Washington Star.*

Century Magazine Forty Years Old.

The Century Magazine, established in 1870, is marking its fortieth anniversary by advertising in some of the dailies its literary program for the forty-first year.

Wheeling to Have Press Club.

Newspaper men of Wheeling, W. Va., met in the auditorium of the board of trade last week for the purpose of forming a press club. B. F. Kline was appointed as temporary chairman.

Signs of Winter.

We see them in the country,
We see a lonely crow;
And if we try
We may espy
Some vagrant flanks of snow.

We find them in the city,
The air is getting keen;
And here and there
Confronts our stare,
A Christmas magazine.

—Pittsburg Post.

Wits.

"And have you a regular staff of humorists?" asked occasional contributor.
"Oh, yes," replied the editor of the comic paper. "I always keep my wits about me."—*Philadelphia Record.*

MR. PUBLISHER!

Your greatest opportunity in ten years to easily increase your circulation.

Book your order early for the **New Home Library Census Wall Chart** which will be the greatest circulation getter for the season of 1910-11.

I will give you the best Census Cyclo-pedia of your State, United States and World published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write to-day for sample and special terms.

S. BLAKE WILLSDEN

Newspaper Premium Specialist
151-153 Wabash Ave. CHICAGO

SPORTING PHOTOGRAPHS

We cover all amateur and professional sporting events. **Sporting Editors** will be interested in a special proposition we can make them. Our **Matrix Service** mailed daily is also the best in the world. Write for free specimens.
GEORGE GRANTHAM BAIN
32 Union Square, E., New York

Increase Your Want Ads

Let me mail samples and quote on my successful **Want Ad Service "Tips,"** used by over 100 papers, including the **Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.**
THE ADAMS NEWSPAPER SERVICE,
George Matthew Adams,
2018 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

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

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

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 Half-tones.

BOSTON PUBLISHERS.

Live Up to Traditions of a Glorious Past. City Still a Literary Center and Book Shops Are Famed for Their Courteous Treatment.

(From the Boston American.)

In the so-called heyday of letters in this country, when Boston was the Athens of America, the center of the literary world in the Western Hemisphere, the publishers of this city regarded themselves as in a sense the collaborators of the author and set a mark which it has been the constant aim of their successors to uphold.

PLEASANT RELATIONS.

It is agreeable to imagine the pleasant relations which existed between the author and his publisher in the day when Emerson and Longfellow were living and in their prime. Abundant correspondence has been left to show how cordial their intercourse must have been, and how little of it partook of the commercial character of the average present-day literary business transaction.

This friendly relation went beyond the realm of business and was continued in the social life of the day. The home of the publisher, no less than that of the author, was in a sense a salon where literary lights met and dined and supped and listened to music, discussed the latest book from London or Paris, inquired concerning the next venture by this or that of their number and indulged in friendly criticism of one another's effusions.

BOOK-LOVER MADE WELCOME GUEST.

In all this the publisher played his part as well as the author. Even if not a writer himself, he was a man of culture, familiar with the canons of literary art and as good an appraiser of the worth of a poem, an essay or a novel, as the makers of literature themselves.

The relations of the publisher, in his capacity as bookseller, with the public, were no less pleasant and cordial. The visitor in his book shop was not expected to buy whether or no, but was merely given the opportunity to do so if he found something he wanted.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street New York

WRITE FOR INFORMATION

Established 25 Years

5825 Average Number of Complete Copies Printed of the DAILY TRIBUNE (Evening)

Greensburg, Westmoreland County, Pennsylvania for the period covering Six Months, Ending June 30, 1910.

Actual Distribution—JULY, 1910

Table with columns: Town, Copies, Town, Copies. Lists various towns and their respective copy counts, including Adamsburg, Arona, Alverton, etc.

Grand Total CIRCULATED for six months, 896900. Ending June 30, 1910. Grand Average CIRCULATION for 6 months, 5825. Ending June 30, 1910.

I hereby certify that the above statement of circulation of publication is true and correct according to the records on file in this office. H. L. ALLEN, Business Manager.

Representative Circulation In 59 Towns 36 Rural Routes

Flat Display Rates In effect since Sept. 1, 1906. Set Matter per inch... 14c. Plate per inch... 12c.

8 pages, 7 columns, 2 1/4 inches, 13 ems. Every advertisement alongside reading. No trade propositions. Bills payable monthly.

No special representations. Greensburg, county seat (pop. estimated)... 1500. Westmoreland county (pop.)... 200,000.

RATE CARD REVISED JULY, 1910. No Increase in Rates Since September 1, 1906. Almost 2,000 increase in circulation.

If you are not convinced we are telling the whole truth about The Tribune which merits consideration as an advertising medium, make your own investigation. Absolutely nothing concealed—Circulation, Distribution and Rate Records always open for investigation.

TRIBUNE PRESS PUBLISHING CO. CROMBIE ALLEN, Editor. H. L. ALLEN, Manager. GREENSBURG, PENNSYLVANIA "The City With the Cash."

But who likes to feel that he is considered as a trespasser unless he buys?

Such are the traditions faithfully preserved to this day by Boston's publishers and booksellers. The publisher desires to know the author whose works he gives to the world, if not by personal meeting at least by such revelation as correspondence affords, while the Boston bookseller looks upon him who enters his shop as a guest, to be treated courteously and not besought, but aided to purchase if he wishes.

you to hurry up and buy and make room for the next customer.

STILL A PUBLICATION CENTER. But this did not happen in Boston, at least beneath the sign of any of those who still honor their craft as did their predecessors, for the browser becomes a friend and the friend comes back, and between while spreads the fame of the garden where books are flowers.

Boston has truly had a glorious literary past and it is still the literary center of the country so far as the writing and publishing of scholarly, scientific and serious works are concerned. For the half-century from 1840 to 1890, Boston and its environs was the home of a circle of literary figures of extraordinary eminence.

ica a literary reputation. The glory shed upon Boston by this galaxy dims her present literary excellence in the popular mind, but in the production of books possessing permanence and literary merit Boston has maintained her lead.

THE LITTLE COUNTY PAPER.

It's set by hand and printed on an old-time Campbell press. But every item in it has an interest none the less. And week by week its coming wakes a sweetness in the world.

The outside's patent medicine, a poem and recipe. But smiles are on our visage when its homely type we see: The ink is badly leveled and some words are upside down.

The editor is lazy and he don't get round much more. To gather up the items at the blacksmith shop and store: But here are all the funerals, and the marriages are told.

The hack page has a story of the old Ned Buntline type. An old smell hangs around its folded pages like a pipe. But sweet with morning music it can make the city seem.

It hasn't must pretension and it's still the same old thing. It used to be when childhood filled the world for us with spring. But how we watch and hunger for the little sheet to come.

"Dakota Farmer" Sold. By the terms of a contract closed in Chicago last Saturday the Phelps Publishing Company, publishers of Farm and Home, a semi-monthly farm magazine, takes over the Dakota Farmer, a semi-monthly which has been published at Aberdeen, S. D., for twenty-nine years.

Wants to be a Sailor.

Tiring of newspaper work, William J. Walker, for some time connected with the staff of a Watertown, N. Y., newspaper, has enlisted in the navy.

The Penn Yan (N. Y.) Yates County Chronicle has just completed a successful scholarship contest.

The International Syndicate

February 12, 1910. Thomas Wildes' Son, New York, N. Y.: Dear Mr. Wildes—"Why do we use OXODIO?" Not because Mr. Wildes is a good friend and we like to do business with him, although this may have influenced us in the first place.



"PAID IN FULL."

Newspaper Lays Wager with Another and Really Pays the Bet. The Winner Will Receive Galvanized Hat Eight Feet High.

The Richmond Evening Journal is possibly the first newspaper that ever laid a wager with another and paid the bet.

On April 16 the Richmond Evening Journal sent the following telegram to the Atlanta Journal:

RICHMOND, Va., April 16.
Managing Editor Atlanta Journal, Atlanta, Ga.

Greetings—Bet you a hat Uncle Sam's enumerators find more live people in Richmond than in Atlanta.
(Signed) RICHMOND EVE'G JOURNAL.

The Atlanta Journal wired back as follows:

ATLANTA, Ga., April 16.
Richmond, Va.:
You're on.
(Signed)

ATLANTA JOURNAL.
Upon the announcement of the census returns subsequently for both cities, the Richmond Evening Journal telegraphed the Atlanta Journal as follows:

RICHMOND, Va., Sept. 29.
Managing Editor Atlanta Journal, Atlanta, Ga.

Will send hat as soon as it is built; none in stock large enough to fit Atlanta's head.
(Signed) RICHMOND EVE'G JOURNAL.

In fulfillment of its obligation, the Richmond Evening Journal, on Nov. 15, shipped on a Seaboard Air Line flat car an enormous hat, consigned to the Atlanta Journal.

The hat is constructed of galvanized iron, and the shape is "Uncle Sam" style. It is eight feet high, nine feet from tip to tip, and five feet across the crown. The hat bore the following inscription in large letters.

ATLANTA WINS ON TECHNICALITY.

This hat is from the Richmond Evening Journal to the Atlanta Journal in payment of a census bet.

Atlanta census, area 26 square miles, population..... 154,000

Richmond census, area 10 square miles, population..... 127,000

RICHMOND WINS ON MERIT.

Richmond, in area of 26 square miles, population..... 160,000

Atlanta, in area of 26 square miles, population..... 154,000

Excess of Richmond's population over Atlanta's population in the same area..... 6,000

"The only true comparison is of the number of people in the same area."

FROM RICHMOND EVENING JOURNAL.
The hat is expected to arrive in Atlanta on Nov. 30.

MR. PUBLISHER:

Are you aware that THE EDITOR AND PUBLISHER AND JOURNALIST will not only help you to save money, but to make money, if you will read it carefully each week? It costs you only \$1.00 per year.
THE EDITOR AND PUBLISHER CO.

“Our European contests will positively increase your circulation over 25% in two months. They finance themselves. Let us tell you about it.”

Publishers Circulation Service Co.

951 Marbridge Bldg.
NEW YORK

**INVADE NEWSPAPER FIELD.**

Providence Divine Says Magazines Are Doing All Investigating.

In a sermon on "Printers' Ink," delivered last Sunday, Rev. Caius Glenn Atkins, pastor of the Central Congregational Church, said in part:

"Ten years ago the magazines were given up to literature and art. To-day, I believe, we may find the genesis of a great many of our laws of the present and laws of the future in the revelations and exposes which clever men have written up in the cheaper magazines. Prejudice, partisanship, over-exaggeration and leaning to get the popular ear has crept in here as it has in the newspapers, I believe, but when you allow for all the exaggeration and all the hasty investigation, I think that, on the whole, the work of these magazines has been beneficial. I think we've seen already the passing of the press in connection with investigation and exposure. I think they've exploited and have investigated about all they can investigate.

"If there is any quarrel which we have with the newspapers, it is that one feels they are not always considering how very largely they are making the world for men and women everywhere. The men who are living in the world of the most sensational newspapers, I think, are not living in a good world. On the whole, I believe that too much publicity is better than no publicity. As a rule newspapers are a positive and righteous creative force. The sentiment of our American newspapers generally is on the side of righteousness.

"I don't think that bribery finds any entertainment at all in the editorial offices of our American newspapers. If American newspapers are failing at all, it is because of commercial influences. But newspapers are governed by the same law that governs us all. Their advocacy is effectual only when it has conviction. When a newspaper's voice is not in tune its influence is gone.

"If there is one final word that we would say to the men who make our newspapers, it is that they remember they have no right to plead the giving of something to the people because the people want it. A newspaper is not a mirror; it is a dynamo. A newspaper has no more right to give something to the people because the people want it than a minister has to preach a certain thing because his congregation may want it; or for a teacher to teach a certain thing because the pupils want it."

Business Manager.

It will pay you to keep in close touch with THE EDITOR AND PUBLISHER. It contains information each week that you should have. It will assist you to not only increase the receipts of your department, but to increase the value of your own services, which means higher salary.

Newspapers as Text Books.

High school teachers and pupils in the normal school at Washington, D. C., must hereafter keep posted on current events, and to this end it is planned to use the daily newspapers as text books.

South Carolinian Confession.

Just because this newspaper publishes reviews of books of poems now and then, it does not follow that any member of the staff knows anything about poetry of the present day. We have been forced to scorn all productions other than "Let the colored man conform to his secondary place," a lyric of such beauty and grace that we have lost all taste for verse of any other kind.—*Charleston News and Courier.*

TO SELL STOCK.

Lord Northcliffe Offers Paper Mill Shares to British Public.

Lord Northcliffe has issued a prospectus inviting applications for \$2,500,000 5 per cent. debenture stock secured by mortgage on his papermaking plant and properties at Grand Falls, Newfoundland. This is the first public issue of stock in this undertaking, on which, it is said, more than \$10,000,000 has been expended, says a despatch to the New York World.

The company has an authorized capital of \$7,000,000 in preferred, deferred and ordinary shares of \$5 each, all subscribed by the various companies controlled by Northcliffe.

The total assets of the company—in timber lands, buildings, railway, wharves, mining operations, logs, paper pulp, cash and money due for paper—are set down at \$6,578,600 and the market value of the output at over \$3,000,000.

In the prospectus it is stated that "the net profits of the company available for the payment of the debentures' interest at their present rate are considerably more than is required to pay the interest on the debenture stock, and the directors are confident that in a few years such profits will be sufficient to cover the interest many times over."

Correspondents in Convention.

The correspondents of the Richmond (Va.) Times Dispatch assembled in that city this week in annual convention. The officers of the association are as follows: President, Dr. Lucien Lofton, Emporia; vice-presidents, N. L. Shaw, Drakes Branch; Judge Martin Williams, Pearisburg; D. E. Stainback, Weldon; N. C.; Mrs. D. N. Walker, Louisa; Mrs. J. H. Hines, Crewe; secretary, Miss Gertrude Sebrell, Boykins; treasurer, Miss Lula O. Andrews, Farmville.

Oklahoma Daily Bankrupt.

The Enid (Okl.) Wave-Democrat, an evening daily, has filed a voluntary petition in bankruptcy. The Wave was founded in 1893 and was consolidated with the Democrat, a weekly publication, in 1909.

Typefounders' Plant Sold.

The real estate, machinery, type and other fixtures of the Printers' Co. Operative Type Founders' Company, of Chester, Pa., was sold at public sale last week by order of the Circuit Court.

Announces Change of Policy.

The Belleville (Ill.) Morning, an independent paper for seventeen years, has announced that its political policy in the future will be Republican.

Ad Club Has Organ.

The St. Joseph (Mo.) Ad Club has launched an organ called the Ad Club Bulletin. It will be published weekly, with Secretary F. R. Rose as editor.

CHANGES IN INTEREST.

Henry Roberts and Vern Patty, proprietors of the Carmel (Ind.) Standard, have taken over the Westfield (Ind.) News, owned and edited for many years by E. E. Neal, Republican nominee for Congress.

E. S. Bailey, formerly connected with the Marshfield (Wis.) Times, has purchased a controlling interest in the Marshfield News.

Miss Birmingham Weds.

Miss Pearl Birmingham was married on last Monday evening to Charles Sebastian Fischer, of New York, at St. Agnes' Chapel, Trinity Parish, Ninety-second street. Mrs. Fischer is the daughter of Ernest Birmingham, publisher of the Fourth Estate.

The Only Way.

The way to hold a position and to procure an increased salary is to make your services so valuable to your employer that your employer cannot get along well without you.

To Wholesale Bookbinders, Publishers, Librarians, &c.

Under the Title of
THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section will be commenced in the **BRITISH & COLONIAL PRINTER & STATIONER** (established 1878) in the issue for November 3, and continued thereafter in the first issue of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

ADVERTISEMENTS—The **BRITISH & COLONIAL BOOKBINDER** will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers,

W. JOHN STONHILL & CO.
58, Shoe Lane, London, E. C.

To Keep in Touch with

BRITISH TRADE

Subscribe to and Advertise in

The Stationer

FIFTIETH YEAR OF ISSUE

Published **\$1.80** Per Annum
Monthly Post Free

Advertisement Rates and Specimen
Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

919

This is the number of a good Black News Ink we recommend to small publishers who use a flat bed Press.
6c. F.O.B. New York City.

American Ink Co.

CLARKE CRANNEL IS DEAD.

A Fine Type of College Man in Journalism and Politics.

Clarke V. Crannell, secretary to District Attorney Whitman, of New York, died last Sunday in New York after an operation for mastoiditis. He was thirty-eight years old. His widow and his three children are in the family home, 342 West Eighty-fifth street, Manhattan.

The funeral services were held Tuesday evening in All Angels' Chapel, West End avenue and Eighty-first street.

A committee of ten members of the Association of City Hall Reporters attended, led by Dan L. Ryan, of the Evening Telegram. The interment was at Albany, N. Y.

He was born in Albany, N. Y., was educated at the Albany Military Academy and at Union College in Schenectady. He graduated from Union in 1895 and shortly after in the same year joined the staff of the New York Mail and Express—now the Evening Mail. For eleven years he was legislative correspondent of the Mail at Albany during the sessions. At other times he covered City Hall and general politics. Last January District Attorney Whitman, an old friend and associate, asked him to take the place of secretary, and Crannell left the Mail after fourteen years' service.

It is said with earnest meaning that Clarke Crannell was one of the most popular and influential reporters in New York City. His personality impressed itself wherever he went. He was of the best type of college man in journalism—clean minded, clean spoken, well groomed, always courteous and always frank. He never betrayed a confidence, nor was his word questioned. Not in a long time has the death of any man so shocked the newspaper writers of New York.

Firm Changes Name.

The Smith & Budd Company, newspaper representatives with offices in the Brunswick Building, New York; Tribune Building, Chicago, and Chemical Building, St. Louis, have been granted permission to change their corporate name to the John Budd Company, beginning November 21, 1910. There will be no change in the personnel or the management of the company.

The Penn Yan (N. Y.) Chronicle has completed a scholarship contest.

The Evening Wisconsin.

MILWAUKEE'S LEADING HOME PAPER

Has the largest HOME Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend more money with them for advertising than with any other paper."

If you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is the one to select.

Rigid examination of circulation completed by the American Association of Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Avenue.
Chicago Office, 150 Michigan Avenue
(Robert J. Virtue, Manager).



HON. JAMES M. COX

PROPRIETOR OF THE OHIO NEWS LEAGUE, WHO WAS RE-ELECTED AS A MEMBER OF CONGRESS LAST WEEK BY A BIG PLURALITY.

COX RE-ELECTED.

Proprietor of Ohio News League Sweeps Entire District.

The Hon. James M. Cox, member of Congress and owner and publisher of the Dayton (O.) Daily News and the Springfield (O.) Daily News, was re-elected last week by a plurality of over 13,000. Congressman Cox not only carried every ward and every county in his district, but also the vote of the Soldiers' Home.

During his first term Congressman Cox made a speech fourteen days after his initiation, a record that will probably remain long unbroken.

Has Circulation Certified to.

The Chicago Tribune has had its circulation certified by the Audit Co. of New York, and announces its net paid daily average for October at 221,634 and the Sunday average 350,539.

Correspondent Buys Virginia Daily.

The Petersburg (Va.) Index-Appeal has been purchased by Walter Edward Harris, a well-known Washington correspondent. The Index-Appeal was established in 1865.

Judge C. Givens, editor and owner of the Madisonville (Ky.) Hustler, has purchased the plant of the Madisonville Journal. The two papers will be consolidated and published as the Hustler.

The Watkins (N. Y.) Chronicle is printing an early history of Schuyler County.

SECRETARY TO GOVERNOR.

Taunton (Mass.) Editor Named for Important Post.

Dudley M. Holman, well-known New England newspaper man and editor of the Taunton (Mass.) Herald-News, has been appointed private secretary to Governor-elect Eugene N. Foss.

Mr. Holman acted as publicity agent for Mr. Foss in three campaigns.

The Lyndonville (N. Y.) Enterprise has entered upon its third year of publication.

INCORPORATIONS.

Leader Publishing Co., Hardinsburg, Ky., capital stock \$4,125. Incorporators, Roy E. Moorman, H. M. Beard, John P. Haswell, Jr., and G. D. Shellman.

Tufts Publishing Co., Centralia, Ill., capital stock \$10,000; publishing and printing business. Incorporators, C. D. Tufts, Gay L. Tufts, Zeralda D. Tufts.

The World Publishing Co., Devils Lake, N. Dak., capital stock \$10,000. Incorporators, John F. Cowan, E. T. Cuthbert and others of Devils Lake, N. Dak.

The Deutsch Ungarischer Bote Co., Cincinnati, O.; weekly paper, capital \$10,000. Incorporators, Nicholas Pitris, Julius Jaeger, Nickolaus Olinger and A. J. Stross.

King & Singer Co., Manhattan; print and publish magazines; capital \$50,000. Incorporators, I. Singer, M. King, Jr., J. A. Cantor, New York City.

Golden Valley Chronicle, Beach, N. Dak., capital stock \$5,000. Incorporators, J. W. Brinton, Helena Brinton, H. W. Peck, all of Beach, N. Dak.

L. R. Hamersley Co., Manhattan; print and publish magazines, newspapers, etc.; capital, \$50,000. Incorporators: L. R. Hamersley, Sr., M. Wiggins and L. R. Hamersley, Jr., New York City.

Moore Brothers Publishing Co., Jersey City; printers, publishers, etc.; capital \$500,000. Incorporators: Daniel J. Moore and Edward J. Moore, 88 Forrest street; Samuel S. Moore, 1153 Anna street, Elizabeth, N. J.

Commercial Travelers Magazine Publishing Co., Springfield, Mass.; publishers; capital, \$19,000. Incorporators: Charles Clark Munn, Franklin R. Hutchinson, both of Springfield, Mass.

The Journal Publishing Co., Parkersburg, W. Va.; to carry on a general printing and publishing business; capital stock, \$5,000. Incorporators: Robert Morris, Ben W. Morris, Leland S. Morris, Presley W. Morris, Earl Cooper all of Parkersburg.

A Word to the Editor

You are missing a good thing if you are not reading THE EDITOR AND PUBLISHER AND JOURNALIST each week. It will furnish you new ideas and help you to improve your paper and incidentally make your own services more valuable.

THE BOSTON HERALD

is pleased to announce the appointment of

THE S. C. BECKWITH SPECIAL AGENCY

Sole and exclusive foreign representative effective November 1, 1910. All matters pertaining to advertising should in future be addressed to it.

BOSTON HERALD COMPANY

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

Lord & Thomas, Chicago, are placing 511 inches to be used in twenty-five insertions for the California Fruit Growers' Association, Los Angeles, Cal.

The Mahin Advertising Agency, Chicago, is placing one page two times in Southern papers for the Brooksville Hamcock Land Company, Brooksville, Fla.

The Thompson-Koch Agency, Cincinnati, is placing orders for 1,000 inches, to be used within one year for Pape, Thompson & Pape Company, same city.

The E. W. Rose Medicine Company, St. Louis, is placing yearly orders direct on the Pacific Coast.

Benson & Easton, Chicago, are placing 10,000 line contracts to be used within one year in Southern papers for the Baker Motor Company.

The Charles H. Fuller Agency, Chicago, is sending out new orders for 1,000 inches to be used in sixteen months for the Knowlton Danderine Company, same city.

The Staples Advertising Agency, Chicago, is placing orders for 250 inches to be used in twenty-five insertions for the Coe-Mortimer Company.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing 5,000 lines in Western papers for a list of mail order advertisers. This agency is also placing yearly orders for the Dr. Howard Company, same city.

N. W. Ayer & Son, Philadelphia, are placing fifty-two inches one time orders for the Curtis Publishing Company, same city.

The Mumm-Romer Company, Columbus, O., is placing 2,000 line orders for the advertising of the Vigor Vito Company.

Lord & Thomas, Trude Building, Chicago, are sending out orders for 2,500 lines for the Wabash-Union Pacific Railroad, same city.

The Will H. Dilg Agency, Chicago, is placing new orders for 10,000 lines for the Sunny Brook Distillery Company, Louisville, Ky., to Western papers.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing 2,000 line orders in Southern papers for the Friedman-Shelby Shoe Company.

The Charles H. Fuller Agency, Chi-

cago, is placing 5,000 line orders for F. J. Kellogg, Battle Creek, Mich.

The MacManus Company, Detroit, Mich., is placing 5,000 line contracts for the Hupp Motor Car Company.

The Blaine-Thompson Company, Cincinnati, is placing two inches sixty-eight times in Southern papers for the Evans Chemical Company, same city.

The Charles H. Fuller Agency, Chicago, are placing 14,000 line contracts for the F. A. Stuart Company, Stuart's Dyspepsia Tablets, Marshall, Mich. This agency is also placing 5,900 line contracts in Southern papers for some mail order advertisers.

The Long-Critchfield Corporation, Chicago, is placing new orders for ninety-six inches to be used in six insertions for the United Cigar Manufacturers' Company, 1018 Second avenue, New York.

The Volkman Advertising Agency, Temple Court, New York, is placing 156 time orders for the Aldine Laboratories, 14 Lexington avenue, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is making new contracts for 5,000 lines to be used within one year for the Ford Motor Company, Detroit, Mich.

Lord & Thomas, 250 Fifth avenue, New York, are placing 5,000 line contracts in Western papers for the Wilson Distilling Company, White Rock Water, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders in New England papers for the advertising of Sirolin, a European cough medicine.

Wood, Putnam & Wood, Boston, are placing orders for 572 inches to be used in two months for the Royal Worcester Corset Company, Worcester, Mass.

The Rice Electric Display Company, Dayton, O., and 1128 Broadway, New York, is placing orders in the larger city papers.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders in Western papers for the Bauer Chemical Company, Union Square, New York.

The Life Publishing Company, New York, is placing orders in the larger city dailies.

The Wyckoff Agency, East Twenty-sixth street, New York, is placing orders for the New York Institute of Science, Rochester, N. Y.

The Butterick Publishing Company, New York, is placing page ads in a list of morning papers for the advertising of the Delineator.

The Morse International Agency, Dodd-Mead Building, New York, is placing orders in daily papers for Sir Hiram Maxim, Tribune Building, New York, to advertise the Inhaler.

The Philo Hay Specialties Company, Newark, N. J., is asking for rates and information with a view of increasing their advertising.

ROLL OF HONOR

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

ALABAMA. ITEM Mobile	NORTH DAKOTA. NEWS Fargo NORMANDEN .. (Cir. 9,450) .. Grand Forks
ARIZONA. GAZETTE Phoenix	OHIO. PLAIN DEALER Cleveland (August, D., 91,995-S., 118,505) VINDICATOR Youngstown
CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre DISPATCH AND DAILY York GAZETTE York
FLORIDA. METROPOLIS Jacksonville	SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D., 14,047-S., 14,103) DAILY PIEDMONT Greenville
GEORGIA. ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbus LEDGER Columbus	TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville
ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria	TEXAS. CHRONICLE Houston SEMI-WEEKLY TRIBUNE ... Waco TIMES-HERALD Waco
INDIANA. JOURNAL-GAZETTE ... Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame	WASHINGTON. MORNING TRIBUNE Everett
IOWA. EVENING GAZETTE ... Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque	WISCONSIN. EVENING WISCONSIN... Milwaukee
KANSAS. GAZETTE Hutchinson CAPITAL Topeka	CANADA
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	ALBERTA. HERALD Calgary
LOUISIANA. ITEM New Orleans STATES New Orleans TIMES DEMOCRAT... New Orleans	BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria
MAINE. JOURNAL Lewiston	ONTARIO. EXAMINER Peterborough FREE PRESS London
MASSACHUSETTS. FARM AND HOME..... Springfield	QUEBEC. LA PRESSE Montreal LA PATRIE Montreal
MICHIGAN. PATRIOT..Aug. 10,740; S. 11,858.. Jackson	
MINNESOTA. TRIBUNE.....Morn. and Eve....Minneapolis	
MISSOURI. DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis	
MONTANA. MINER Butte	
NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY. JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield	
NEW MEXICO. MORNING JOURNAL .. Albuquerque	
NEW YORK. BUFFALO EVENING NEWS .. Buffalo LESLIE'S WEEKLY (Cir. 275,000) .. New York MESSENGER OF THE SACRED HEART..New York RECORD Troy	

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

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

SMITH & BUDD
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

GET THE BEST ALWAYS!
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

NEW BEDFORD TIMES
The paper that has made New Bedford, Mass., the fastest growing city in the world.
Average to July 1, 1910
Evening, 7,840 Sunday, 13,756
ALFRED B. LUKENS Tribune Bldg.
New York Representative New York
FRANK W. HENKELL 150 Michigan Ave.
Western Representative Chicago

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

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

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

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

CARPENTER & COKORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

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

DEBEVOISE, FOSTER CO.
15-17 West 88th St., New York
Tel. Murray Hill 5235

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

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

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

HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4388

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

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

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

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

PENNSYLVANIA

PROWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mexico

ADDITIONAL AD TIPS.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing 500 inch orders in Southern papers for Vick's Family Remedy Company, Greensboro, N. C.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are making propo-

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

AUGUSTA HERALD

Augusta, Ga.

Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

Publishers' Representatives

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

ALCORN, GEORGE H.
405 Tribune Bldg., New York
Tel. Beekman 2991

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

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

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

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

PAYNE & YOUNG
747-5 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

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

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

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

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

WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

sitions for eleven inches, four columns, thirteen times, with Eastern papers, to run in January, for the National Biscuit Company, same city.

H. E. Ayres & Co., 164 Federal street, Boston, are placing orders for four inches e. o. d. for three months for Howe's Medicine Company, Howe's Charm, same city.

Blackman-Ross Company, 10 East Thirty-third street, New York, is placing orders in a selected list of twelve cities for the Austin Sales Company, Vacu-Mirror, 18 Vesey street, New York.

Walter H. Baker, 41 Park Row, New York, is placing orders for Kirkman & Son, Kirkman's Borax Soap, Brooklyn, N. Y., in cities where they have stores.

E. H. Clarke Advertising Agency, 112 Dearborn street, Chicago, is placing orders for 300 inches in Texas papers for the Swanson Rheumatic Cure Co., Swanson's Rheumatic Cure, Chicago.

Dauchy Company, 9 Murray street, New York, is placing orders in Pennsylvania papers for Henry B. Platt, Platt's Chlorides, 42 Cliff street, New York.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, is placing orders for 2,500 lines in Pennsylvania and Southwestern papers for William H. Luden, Luden's Menthol

Cough Drops, 230 North Eighth street, Reading, Pa.

Albert Frank & Co., 26 Beaver street, New York, is placing orders for twenty-eight lines, d. c., for three months for the Cunard Steamship Company, 24 State street, New York.

H. L. Hornberger Advertising Agency, Fidelity Mutual Life Building, Philadelphia, is placing orders for two inches four times in Pennsylvania papers for Raymond & Whitcomb Tours, 1005 Chestnut street, Philadelphia.

C. Ironmonger, 20 Vesey street, New York, is placing new contracts for Bass, Ratcliff & Gretton, Ltd., 90 Warren street, New York.

Frank Kiernan & Co., 156 Broadway, New York, is placing orders in Canadian papers for Herman & Raabe, 20 Broadway, New York.

H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, is making contracts generally for the U. S. Motor Car Company, Broadway and Sixty-third street, New York.

Lord & Thomas, Trude Building, Chicago, are placing orders in New York State papers for Metz Clincher Tire & Rubber Company, Akron, O. This agency is also placing 4,820 lines in Pacific Coast papers to be used in one year, for Julius Kessler & Co., Cedar Brook Whiskey, Hunter Building, Chicago.

The Morse International Agency, Dodd-Mead Building, New York, is placing orders generally for John I. Brown & Son, Brown's Bronchial Troches, 144 Oliver street, Boston, Mass.

Myers' Advertising Agency, 25 Exchange street, Rochester, N. Y., is placing orders in New York State papers for the Wintergreen Compound Company, Livingston Building, Rochester, N. Y.

Frank Presbrey Company, 3 West Twenty-ninth street, New York City, is placing orders in a selected list of papers for the Seaboard Air Line Railway, Portsmouth, Va. This agency is also placing orders in a few Eastern papers for Pinehurst, N. C.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is placing orders for three inches, d. c., thirty-six times, for St. Jacob's Oil, Ltd., St. Ja'cob's Oil, Baltimore, Md.

Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for twelve inches, d. c., three times, and fourteen inches twelve times, in Chicago, Detroit, Indianapolis, Kansas City, Philadelphia, Pittsburg and St. Louis, for the American Tobacco Company, Turkey Red Cigarettes, 111 Fifth avenue, New York.

Breach of Promise Reporting.

The plump and pleasing young plaintiff was twenty minutes late. She wore a white linen skirt, white shirtwaist and a blue coat and turban of the same color. She appeared as self-possessed and confident as ever.—New York Evening Mail.

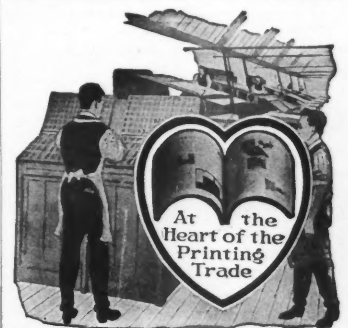
South Dakota Daily Sold.
Announcement was made last week of the sale of a half interest in the Huron (S. D.) Morning Herald to L. C. Tredway. Alfred C. Smith retains his interest.

Texas Dailies Consolidate.

The Corpus Christi (Tex.) Evening Caller has taken over the Morning Herald and will hereafter issue the Caller and Herald as a morning paper. Frank H. Bushick is the editor.

John L. Editor for a Day.

John L. Sullivan edited the sporting page of the Denver News for one day last week.



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