

THE EDITOR AND PUBLISHER

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5 CENTS A COPY

ADVERTISING CLUBS

ANNUAL GATHERING AT OMAHA LARGEST IN ORGANIZATION'S HISTORY.

Samuel C. Dobbs, of the Coca-Cola Co., Re-elected President—Convention Hears a Number of Noted Speakers—Boston Chosen as Place of 1911 Convention—President's Annual Address.

Samuel C. Dobbs, advertising manager and general sales manager of the Coca-Cola Co., of Atlanta, Ga., was re-elected president of the Associated Advertising Clubs of America, in session at Omaha this week. Boston was chosen as the place to hold the convention in 1911. Nearly a thousand delegates from all parts of the country attended and the meeting was probably the most profitable in the history of the organization. The long program included some of the most noted advertising and newspaper men in the country, and their addresses were listened to with great interest.

President Dobbs, in his annual address, said in part:

"You have been termed, and correctly so, the modern wonder-workers of this the most wonderful age of the world. Let us draw a comparison. The world pays tribute to Marconis and Edisons. It erects monuments to Fultons, to Longs, to Whitneys and hosts of others. It is well that it does, because these thoughtful, earnest students and scientists have blessed the universe with the fruits of their genius.

"But what slow progress would all these great blessings of humanity have made had it not been for the potency of publicity which took up the burden where science left off and put on that finishing touch, without which they would almost as well have never been conceived.

"Publicity or advertising, or whatever term you choose for it, like a winged meteor, snatches up great truths and accomplishments and carries them to the uttermost parts of the world.

CHANGE IN THOUGHT.

"Through the wonderful potency and the tremendous force of commercial publicity the entire domestic thought and life of this nation has been changed materially within the past generation.

"Dr. Nicholas Murray Butler, president of Columbia University, made the statement that the American nation is the most intelligent people on the globe and that this condition is attributable very largely to the more than 20,000 newspapers published in the United States.

"Dr. Butler stated a fact, but he did not go far enough. The three great educational institutions of this country; namely, the newspapers, the weekly periodicals and the monthly magazines, are doing more in an educational way than any other influence I know. Unfortunately this education

(Continued on page 7)



SAMUEL C. DOBBS,

ADVERTISING AND SALES MANAGER OF THE COCA-COLA COMPANY, OF ATLANTA, GA., WHO WAS RE-ELECTED PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA, IN SESSION AT OMAHA THIS WEEK.

900-MILE FLIGHT.

New York World Names Terms of Big Aerial Contest.

On last Saturday the New York World made public the conditions governing the proposed flight between New York and St. Louis. They are as follows:

"The New York World and the St. Louis Post-Dispatch will give \$30,000 to the first aviator who, between August 15, 1910, and January 1, 1911, flies from New York to St. Louis or from St. Louis to New York, within one hundred consecutive hours, using the same aeroplane from start to finish."

Three days' notice of intention to start for the prize, to be given to either paper, is the only condition attached to the offer.

Old Iowa Paper Sold.

The Belle Plaine (Ia.) Union has been sold to O. C. Burrows. The Union was established in 1866 and is one of the oldest papers in the State.

FALSE ADVERTISING

Prohibited by Ordinance Enforced in Little Rock, Ark.

Little Rock, Ark., has an ordinance that prohibits false advertising.

Any firm, partnership or corporation that shall falsely represent by advertising the goods which they offer for sale of a certain brand or quality, or if they will sell them at certain percentage of their cost prices of value, and shall therefore sell goods of a brand or quality inferior to that represented or add any sum or shall sell said goods at a higher percentage of their cost or value represented, shall upon conviction be fined any sum no less than \$25 nor more than \$100.

Buys Arkansas Daily.

The Helena (Ark.) Daily News has been sold to C. M. Young, advertising manager of the Pine Bluff Commercial. There will be no change in the editorial department of the paper. It is understood that the new owner will purchase new machinery

CURIOSITIES.

NEW YORK NEWSPAPERS FURNISH MEAT FOR PHILOLOGISTS.

Copy Readers Hard Pressed to Make Fitting Heads—Wrong Use of "Mardi Gras"—A Fast St. Patrick's Day Parade—Negro Prizefighter a "Midshipman"—Striking Phrases of Sporting Page.

The supercritical stylist is often offended by linguistic and typographical solecisms in his New York paper. He has been told that the New York newspaper men are the experts, the post-graduates of the profession in America. He expects more from them than from the humbler writers of the "provinces," as the New Yorker calls the country beyond the Bronx.

The highbrowed stylist will often spear with scorn an ambiguous headline, not knowing about the agonies of copy readers who have got to count the letters in a word and make it fit in space and sense, which is properly the work of an orthographical carpenter. The observing reader, not a stylist, gets considerable amusement from the game of picking the curious out of the mass of print in the New York papers.

QUEER HEADLINES.

The Herald had this headline a couple of weeks ago: "Astor Brain Child in a Swivel Chair." Fifth avenue sat up shocked to read. The body of the article told about a patent granted at Washington to John Jacob Astor for a device he had invented to improve "swivel office chairs."

The Tribune last month had a piece with a three-line head, the top reading, "Waste Is a Mine." The puzzled reader studied awhile, and then read the second step of the head: "Many Gain from It Living or Riches." Still puzzled, he read the bottom step: "Scraps and Debris Formerly Thrown Away Have Commercial Value," and he got an inkling of what it was about. The body of the story told of odds and ends of food, drink and tobacco which shop-keepers use to pay penniless ones for doing odd jobs.

The World had a double-column headline: "Lawyer Whose Work Won Acquittal for His Client." The copy reader had nodded. Under the headline was a nice big photo of the lawyer, "Miss Frieda Thomas," and the story related that "Miss Thomas was graduated from the New York University Law School."

This one stood out from a page of the Evening Mail this week—"Woman Cows Strikers on Grand Trunk." At least two persons, including Franklin P. Adams, the humorist, had a first thought that the piece was a dairy story.

THE USE OF "MARDI GRAS."

Here is a clipping from the American, with a big head reading, "Mardi Gras Fete at Rockaway To-Day." The date is August 28. But, for that matter, other New York papers have a

habit of printing "Mardi Gras" in headlines to name a festival or carnival at any old time of year. "Mardi Gras" is literally "fat Tuesday." For centuries it has colloquially and specifically in language marked the day before Ash Wednesday. Even New York journalism cannot change the meaning of the phrase.

One looks suspiciously at the head, "Hot Dinner Debate" in the Tribune. The reporter had written an item about an uproarious argument over "Railroad Control" between two economists at a dinner in Hotel Astor. Probably the copy reader grinned. Nothing was said of the menu.

ST. PATRICK'S DAY PARADE.

The World headed a story of an unsuccessful fishing expedition thus: "Their Trip for Cod Ended in a Fluke."

The long-nosed sharp finds plenty of misstatements of fact in the bodies of stories, but not often is he so keenly interested as in a statement like this, from the Evening World of last March 17:

"The annual St. Patrick's Day parade was the best New York ever witnessed, in Archbishop Farley's opinion, and he has seen forty. The forty thousand marchers started in a snow-storm, but passed the reviewing stand at Fiftieth street and Fifth avenue in the sunshine. All had passed at a quick step in a little more than an hour."

That was fast marching. In reply to a question, Colonel Wingate, chief of staff of the commander in chief of the National Guard of the State of New York, said:

"Forty thousand men, marching as the St. Patrick's Day paraders marched, would take ten hours to pass any given stationary point. Regular troops, solid infantry marching in sixteen-file to twenty-five-file, and going fast, rarely pass 8,000 an hour. More often, in street parades, infantry goes past the reviewing stand at the rate of less than 6,000 an hour."

Perhaps there were not the full quota of 40,000 Irishmen in that parade.

SPORTING RHETORIC.

After all, the philologist and the plain sharp get their best thrills from the sporting page. Here is a clipping from the Evening Journal, the story of a fight between Jim Smith, a white man, and Chuck Carlton, a negro, who was announced as the "middleweight champion of the Northwestern fleet of the United States Navy." The report of the fight goes thus:

"Smith went after Carlton from the start, and floored the midshipman twice in the first three minutes."

The negro might have been a cook, or a coal heaver, or even a stout blue-

jacket of higher rating, but he certainly was not a "midshipman," except by the farthest fetched spasm of rhetoric allowed in sporting journalism. Naval men, bluejackets and officers are mighty particular about the use of words having definite technical meaning. To call a negro prizefighter a "midshipman" is a wanton throwing away of circulation.

The baseball editor of the Press delivered this raking one: "Norman Elberfeld broke the heart of Otis with a three-masted shot in the opening inning to right when the bases all had occupants." Withal the riot of metaphor, simile and comparison in baseball journalism, it is not often that we are hit by such a fast one as the "three-masted shot."

It is worth noting that "Tad," of the Evening Journal, commenting on the late Battle of the Races, referred to the Jeffries band of advisers as "that capable bunch of bull merchants."

ADVERTISING PAYS.

Former Vice-President Fairbanks Tells Ad Men at Omaha.

Speaking before the Associated Advertising Clubs of America at Omaha this week, former Vice-President Fairbanks assailed the muckrakers. He said among other things:

"Men who will wantonly and maliciously assail our public servants—no matter what their political faith may be, and who are faithful to public duty—are traitors to the state, no matter how lofty their hypercritical professions may seem to sound.

"One of the marked features of recent years has been the indiscriminate abuse of men in public position. The malodorous muckraker flourishes for a time, but he has come to be an object of contempt, since his recklessness and insincerity have become manifest. Abuse of the liberty of the press, the attempt to malign other men and by falsehood to destroy their character, whether in private or public life, has come to be recognized as the blackest among the entire catalogue of crimes.

"No public official, however high, should be immune from just criticism. But they should not be subjected to much of the abuse that is heaped upon them by the muckrakers and sensationalists, who are actuated only by sordid, mercenary motives or by some other equally ungenerous purpose far short of the public interest."

Discussing advertising, Mr. Fairbanks said:

"Does advertising pay? has been the theme of numerous and labored utterances and there are no doubt remote and obscure corners of the country where it is still a vital, living question; but, as a rule, it has become academic and many of the successes we witness in the market place have been achieved by the fullest recognition in practice of the affirmative of the proposition. The best advertiser and the best merchant are synonymous, and the poorest advertiser is usually the one who finds himself in a court of bankruptcy."

Connecticut Paper Incorporated.

The Bridgeport (Conn.) Sun Publishing Company has been incorporated with a capital stock of \$20,000. A capital of \$40,000, is authorized, comprising 1,600 shares with a par value of \$25. The incorporators are: Louis and Louisa E. Richards, James V. Massey and James H. Passerini.

GOLF TOURNEY.

Advertising Men Held Big Meet at Bretton Woods.

The eighth annual tournament of the American Golf Association of Advertising Interests, held at Bretton Woods, N. H., last week, closed Saturday evening with the election of the following officers:

President, George Schofield, advertising agent, of Chicago; first vice-president, C. D. Spalding, of New York; second vice-president, Guy Osborn, special agent, Chicago; and secretary and treasurer, W. J. McDonald, of Chicago.

The election of Western officers this year is in accordance with a long-established custom. Each year the administrative burden is shifted from one section of the country to the other, the object being to bind the two wings firmly together.

The opinion was expressed by many of those present that Bretton Woods is entirely too far away for the Western members. The chances are that future tournaments will be held somewhere in the Middle West. Detroit was mentioned favorably, for the reason that the automobile manufacturers of the city have signified a willingness to transport the entire membership from the various hotels to the club grounds and back again each day of the tournament, and also to see that they have sufficient cars at their disposal for sightseeing and pleasure purposes.

The best of feeling prevailed throughout the entire meeting and a good time was had. Out of a total membership of over two hundred and fifty, there were eighty-six present at the tournament. Over seventy prizes were distributed.

The handsome trophy of the club was won by T. M. Sherman, son of Vice-President Sherman, defeating L. A. Hamilton, of Englewood, in a well-played final by 7-6.

The summary:

Championship Division, Final—M. Sherman, Yahnundasis, defeated L. A. Hamilton, Englewood, 7 and 6.

Second Division—S. K. Evans, Knollwood, defeated Z. T. Miller, Dunwoodie, 1 up.

Third Division—D. M. Parker, Garden City, defeated R. W. Potter, Erie, by default.

Fourth Division—J. H. Eggers, Baltusrol, defeated J. A. Ford, Skokie, 4 and 3.

Fifth Division—D. W. Gaylord, Evanson, defeated W. F. Simpson, Baltusrol, 5 and 3.

Consolidated, First Division—W. E. Conklyn, Dunwoodie, defeated R. M. Purves, Woodland, 4 and 3.

Second Division—R. C. Maxwell, Trenton, defeated H. W. Leeds, Atlantic City, 4 and 2.

Third Division—W. J. Ryan, Fox Hills, defeated George Schofield, Midlothian, 1 up, 26 holes.

Fourth Division—F. T. Leigh, Knollwood, defeated R. R. Whitman, 7 and 6.

Fifth Division—W. D. Nugent defeated T. S. Hand, 3 and 2.

Oklahoma Daily Sold.

The Okmulgee (Okla.) Daily Herald has been purchased by a stock company headed by Daniel McFarland, formerly editor of the Maryville (Mo.) Republican. The former owner was J. S. Moore. The directors in the new firm, known as the Okmulgee Herald Company, are Daniel McFarland, Fred E. Storm and E. T. McDowell. Mr. McDowell will edit the paper and T. F. Bender will be business manager. Larger quarters have been secured and the mechanical equipment greatly augmented.

THOMAS F. KENNEDY,

Well-Known Space Buyer, Joins Foster Debevoise Co.

Thomas F. Kennedy, one of the best known men in the advertising business, has joined the Foster Debevoise Advertising Agency as outside solicitor.

Mr. Kennedy was for fourteen years connected with the George P.



THOMAS F. KENNEDY

Rowell Advertising Agency, and until recently he was with the Frank Seaman Co., Inc.

He was also advertising manager of the Mohican Company, which operates a chain of grocery stores throughout the East, and owned by Mr. Frank A. Munsey.

His many years of experience with the newspapers, magazines and their rates especially fits him for the new position he has just accepted and his many friends wish him much success.

Allied Printing Trades Elect.

At the annual State convention of the Allied Printing Trades Council of New York, held at Poughkeepsie, Thomas D. Fitzgerald of Albany was again re-elected as its president. The other officers are: Vice-presidents, P. J. Mooney, New York; P. J. Brady, Glendale, L. I.; T. J. Carroll, New York; J. McArdle, Brooklyn; Miss M. E. Murphy, New York; J. H. Hartnett, Troy, J. M. Malin, Fort Edward; J. T. Casey, Watertown; secretary-treasurer, D. A. Walsh, Brooklyn.

Indiana Paper Suspends.

The Richmond (Ind.) Times, a semi-weekly, launched four weeks ago by Charles W. Stivers, has suspended publication.

The Northern Indiana Editorial Association is in session this week at Wawasee.

The New York Times Leads in Display Advertising

In the first half year of 1910, The New York Times led all other New York morning newspapers in the volume of advertising (exclusive of Wants) six days in the week. The record is as follows:

	Agate Lines
The New York Times	2,383,721
Second Morning Newspaper	1,956,313
Third	1,574,672
Fourth	1,477,131
Fifth	1,448,319
Sixth	998,723
Seventh	994,107

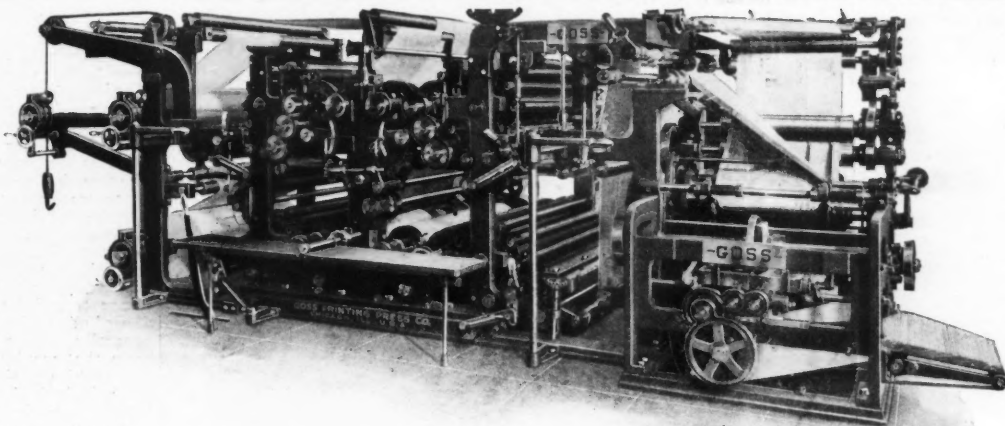
The New York Times in its week day editions printed 627,408 more lines of display advertising than any other New York newspaper, a tribute by the leading merchant to its efficiency and power as a great selling factor.

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

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

THE NEW GOSS "ACME"

Straightline Two Roll Rotary Perfecting Press, No. 3-D



Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
It is practically a single plate machine, thus saving time in not having to make duplicate plates
Plates are cast from our regular standard stereotype machinery

New York Office:
1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON - E. C.
ENGLAND

CHARLESTON AD MEN

Organize Club and Will Enter the National Association.

Advertising men of Charleston, S. C., organized last week with the following officers: M. C. Maxwell, president; J. W. Brandt, vice-president; F. W. Kracke, secretary, and W. J. Skinner, treasurer. The treasurer was authorized to enter the club as a member of the National Advertising Association. The organization will be made permanent at a meeting to be held in October.

The following were elected members of the advisory committee: W. J. Skinner, chairman; W. J. T. Owen, L. H. Mixson, A. W. Litschgi, Jr.; T. A. Smith, A. B. Kohn, H. S. McGlashan and E. H. McIver.

Executive committee: W. M. Leonard, chairman; C. Robertson, M. Furchgott, R. H. King and J. W. Brandt.

HAMILTON COMES BACK.

Dean of Press Agents Will Help Edit Class Publication.

The inventor class is about to receive some attention through the mediation of a new monthly class journal entitled the International Inventor, published in the Tribune Building, New York. It will be owned and published by the International Publicity Company, composed of Julius Wodiska, Richard F. ("Tody") Hamilton and Allen Samuel Williams, the two last named the editors.

Mr. Wodiska is a manufacturer, but has always had friends and associates among daily newspaper men and is a member of the New York Press Club. He is author of "A Book of Precious Stones," published last year by the Putnams.

Mr. Williams has served on metropolitan dailies and became well known to newspaper men as press agent of the American Institute, Madison Square Garden and Grand Central Palace.

Mr. Hamilton resides in Baltimore, where he removed after retiring from the Barnum & Bailey show shortly before Mr. James A. Bailey's death. When the new enterprise is established he intends to return permanently to New York.

Both Mr. Wodiska and "Tody" are inventors and financially interested in inventions. Their experience and chances for observation have led them to invent an inventors' own paper.

The Nunda (N. Y.) News has been enlarged to a six-column eight-page weekly.

A GOOD ROADS CAMPAIGN.

Columbia (S. C.) Record Advocating Importance of Better Highways.

The Columbia (S. C.) Daily Record is now conducting a "Good Roads Campaign" in that State, advocating improved road-making methods and impressing the importance of better highways. The United States Department of Agriculture has assigned one of its road experts, D. H. Winslow, to the Record's campaign, and the Record is represented by C. W. Moorman, formerly secretary of the Columbia Chamber of Commerce.

The party will visit every county in South Carolina and the weekly and semi-weekly papers are co-operating in arranging mass meetings at every county seat in accordance with the schedule. The Record's party is traveling in an Oakland "40" and a Brush runabout. It will take two months to cover the State.

The Record sent a party of eight ladies to Europe for six weeks on the "President Grant" of the Hamburg-American Line, sailing July 13. Six of the ladies were the lucky contestants in the Daily Record's recent subscription contest, which closed on June 18, after a very successful run of two months. The party was accompanied by Miss Lucy R. Hoyt, sister of the Record's editor and general manager. The contest excited much interest in South Carolina, and the Record is now able to make a very much better circulation statement in consequence.

The Good Roads Advocate is the name of a new monthly

NEWSPAPER BEST MEDIUM.

Excels All Others in Effectiveness, Says Advertiser.

Newspaper advertising excels all other mediums in effectiveness, declared Thomas Martindale, president of the Poor Richard Club of Philadelphia, and himself an extensive advertiser, in an address before the Lebanon (Pa.) Board of Trade recently.

"Make your advertisements truthful and sincere," said Mr. Martindale, "and get a reputation for honest advertising. Don't expect patrons to rush into your store in a mob following one advertisement, but educate them to your methods and systems. You are behind the age if you do not advertise in your home papers. I don't see how any merchant can do a profitable business if he does not advertise in his home paper."

There is only one way to advertise to get sure returns, and that is in the newspaper.

NOT all publishers believe that good rollers have anything to do with the attractive appearance of a sheet

Many Do

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

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

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

FREE PUBLICITY

Difficult to Distinguish Between News and Advertising—Only Point Editor Should Consider Is, "Is It of Interest to the Reader?"—What Is News?

In an address before the Associated Advertising Clubs of America, in session at Omaha this week, Louis Wiley, business manager of the New York Times, discussed news and advertising. He said, in part:

"The most difficult thing for a new editor is to separate the news from advertising. There is so much news in advertising, and frequently so much advertising in news, that great skill and judgment are required to make a successful separation. The constant effort on the part of the advertiser is to use the news columns for his advertising purposes. Many are the ingenious efforts of advertisers to secure free publicity. I think the best rule for an editor to observe is to treat news as news. If a thing has news value, it should be printed whether or not it helps the advertiser, but it should never be printed as news simply because it helps the advertiser and is not really of news interest. The tendency of the editor is to shrink from the publication of news matter if he thinks an advertiser is interested in it. That is the wrong point of view. The mere fact that an advertiser has some connection with the news should not hinder its publication. The only point the editor should consider is, 'Is it of interest to the reader?'"

NEWS FOR SHOPPERS.

"Newspapers cannot live without advertising. It constitutes the principal part of their revenue. If it were not for this fact I would favor the publication of department store offerings as news. I doubt if there is anything in the newspapers that more thoroughly interests the housewife, and for that reason I think a popular column would be one of suggestions for purchases in the stores, with the names of the stores. Because of the news value of dry goods advertisements, most papers charge a lower rate for this class of advertisement. I realize that much controversy would probably result from any serious effort to give a truthful and impartial record of the best offerings of the department stores. I think, however, that such a department would be of as much interest as the theatrical column, the financial column, or the real



LOUIS WILEY,

BUSINESS MANAGER OF THE NEW YORK TIMES, WHOSE ADDRESS BEFORE THE ASSOCIATED ADVERTISING CLUBS AT OMAHA THIS WEEK ATTRACTED MUCH ATTENTION.

estate column. The publication of such a department would greatly popularize the newspaper which printed it.

"Some newspapers have attempted departments of this kind, but not with signal success. If the City of New York contained but one department store, its announcements would doubtless be eagerly printed by the newspapers as news, but the competition and rivalry among the many stores make their announcements a legitimate source of income. Many of the great stores in this country have been built up largely through advertising, and they owe their continued prosperity to this means of enlisting the interest and attention of the public.

WHAT IS NEWS?

"It may be of interest to quote here some correspondence which took place upon the question, 'What is news?'"

"One of the leading and most representative advertising agencies in the country sent the following inquiry to the newspapers:

"What is news? The writer has asked this question of several editors, and if he rightly grasps their definition, it is fair to say that if a man leads a clean life, is a good citizen, helpful to the community in which he lives, and in every way a benefit to his neighbors, nothing that he does is news. If, however, some worthless vagabond does serious damage to this man's property, that

is news, and the vagabond is entitled to large newspaper space.

"If a corporation so conducts its business that it is an honor to the country, a blessing to its people, and an inspiring model of corporate integrity, nothing that concerns the welfare or success of that corporation is news, and all reference to it must be omitted; but if a concern without capital, credit, or honor, starts in the same business, with the avowed purpose of tearing down that which the other has well built, that is news, and under the guise of news the wrecking concern must be advertised without cost to it."

"To this inquiry a newspaper, the identity of which you are at liberty to guess, sent the following reply:

"News is the report of whatever acts or events affect the general welfare or are so characteristic of life as to represent (though extraordinary) the possible experiences of all.

"The common routine of existence, the round of duty, pleasures common to all, do not constitute news—for faithfulness to duty and the general happiness are taken for granted as the normal rule of life. Only exceptional signs of progress or acts of benevolence or contributions to human happiness are worthy of record as news. The fact that a story of crime is news while a fair day is not implies no reflection on the universe.

"All the definitions of news are only approximate. If news be defined as intelligence of anything that is interesting or important, the accuracy of the definition might be more or less successfully attacked in many partic-

ulars. But accepting that definition as a basis for discussion, it cannot, of course, be asserted that only "badness" is news and "goodness" never is. As a matter of fact, "goodness" plays a considerable part in the news of any newspaper, as witnessed by the full reports of public and even private benefactions, achievements in art, literature, science, and the growth of great commercial and financial enterprises, and so on. On the other hand, there is much of "badness" that is not news, and is never presented by the newspapers. Nevertheless, it must be owned that mere goodness is often neither so interesting nor so important as many kinds of badness. That any one should follow the straight and obvious path does not concern us so much as that any one should leave it. The fact that notable examples of such departures never fail to arouse the surprise and interest of men is strong testimony to the general rectitude of the race. Moreover, such departures, with their results, constitute invaluable warnings. It should not be necessary to point out that the publication of news of crime and wrongdoing generally can not possibly do the harm that would be done by ignoring such subjects, thus removing one of the principal checks of wrongdoing; namely, fear of publicity.

"Your arguments seem to lead to the conclusion that your client, who manufactures a household necessity well and successfully, is, therefore, entitled to space descriptive of his virtue and success. Certainly he would not expect the newspapers to record day after day the fact that he is still making good goods honestly, and that people ought to eat his product. News of this kind would certainly become monotonous, and people would soon refuse to read it as news. This is where the distinction between news and advertising rises.

"You may reply that the newspapers do print in their news columns gratuitously facts about various kinds of business that are conducted for profit, and might cite, for example, the publication of news about the sale of large quantities of steel rails. This is an example of the kind of news about business that is of interest and importance to the newspaper reader, apart from any question of the excellence of the product, or the consumption of it, or the promotion of the producer's profit. The sale of large quantities of steel rails conveys the information to the public of the creation of new facilities for the transaction of general business, and enables men to make calculations upon general progress, to which they must adjust their enterprises."

"The modern newspaper serves many useful purposes, but none more useful than that of bringing the buyer and seller together. Nearly every human want can be supplied through the

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 33,500. It reaches every post-office 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. FEELEY, Flatiron Bldg., New York City
JUSTIN E. BROWN, Hartford Bldg., Chicago Ill.

To Keep in Touch with
BRITISH TRADE

Subscribe to and Advertise in

The Stationer
FIFTIETH YEAR OF ISSUE

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

Advertisement Rates and Specimen
Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

advertising columns of the newspapers. Marriages have resulted from advertisements. One can find poverty or wealth through advertising. Some men have found both in that way. We have passed the infancy of advertising and are now enjoying the vigor of its youth. The time is coming when every enterprising business man will recognize the power of publicity. Indeed, there are few now who question its ability to draw prestige and bring popularity, to make prominent that which is obscure, to bring to the attention of mankind many a useful article in a comparatively short time.

ACCURACY OF STATEMENT.

"Unless an advertisement is suited to the newspaper in which it is printed, it cannot be expected to command attention. The tendency to boastfulness and extravagance of statement is to be deprecated. Nothing is more calculated to bring the advertising business into disrepute. Reckless and sensational statements may produce edly bring permanent injury to the business in whose behalf they are attempted. Drum-beating is as undesirable in advertising as in politics or the pulpit. The discriminating advertiser appeals not only to the eye, but to the mind.

"The object of advertisements, as a rule, is the production of sales. The production of sales, however, cannot come without confidence, and this can, of course, be maintained only by accuracy of statement. There is no inflexible rule for the guidance of advertising. The modest, bright announcements of Rogers, Peet & Co., New York, have produced success, while many business houses with large flaring advertisements have failed. This does not, however, prove that large advertisements are not desirable or effective.

"The sincerity of the newspaper which proclaims its devotion to the public welfare in its editorial columns and sells its advertising columns to quacks and frauds is open to question. That newspaper has the greatest value as an advertising medium which declines fraudulent advertisements.

"Many newspapers help advertisers to perpetrate frauds on their readers. They print advertising matter so that it will simulate news, and they thus betray the confidence of their readers. A falling and not a rising circulation generally characterizes this indelible course. A newspaper to deserve respect should be something more than a vehicle for the schemes of tricksters and sharpers. No self-respecting newspaper will knowingly accept a fraudulent advertisement.

"One newspaper has the following index expurgatorius: Attacks or character or credit, offenses to good taste, large guaranteed dividends, offers of something for nothing, offers

of large salaries, guaranteed cures, diseases of men, matrimonial offers, objectionable patent medicine advertising, immoral books, fortune tellers, clairvoyants, palmists, massage, word contests, prize puzzles. This is a good list for every newspaper to follow.

"Every one who utters a fraudulent or dishonest advertisement strikes a blow at the value of all advertising, and every publisher who aids in the printing of such an advertisement impairs not only the value of advertising in general, but the value of advertising in his own publication in particular.

"May I enter a protest against the electric signs which make light of the artistic aspirations of our citizens and destroy every vestige of beauty in our streets? The County Council of old-fashioned London will have none of them. The London newspapers condemned these signs, not because they took money out of their pockets, but because they rendered hideous the skyline of the houses and created inexact impressions.

FUTURE ADVERTISERS.

"To-day, in the largest sense of the term, everybody advertises, from Presidents, Kings and Cabinet Ministers down to the errand boy seeking a larger field for his activities.

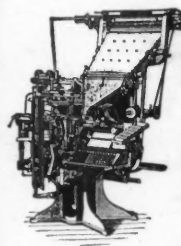
"Most of us here to-day are probably more interested in that particular part of advertising which is paid for by the line, but what the men who make our laws and fight our battles have to say is also worth something. Every man must announce himself—King, President, general, philosopher, musician, painter, shoemaker, dressmaker, actor, tailor, financier. He must use the medium which is ready at hand, which is issued every day as regularly as the sun shines upon the earth. The daily newspaper brings men together—and women, too—and there is scarcely a boy who in these times has not his favorite morning newspaper. The news from all parts of the world is packed together with the news of the store, and he who reads the one cannot escape the other.

"The day is approaching when the newspaper will be employed by certain professions which now pay regard to what is known as etiquette or ethics, which results in a distaste for advertising. It is this feeling which is working much mischief in the prosperity of young physicians, budding lawyers and engineers. Why should these aspirants be debarred from fame and fortune by some illogical prejudice against publicity? The newspapers are open to these young men destined to be of service to their country, but who are prevented from placing a knowledge of their capabilities before a public eager to purchase them. Here is a field comparatively untouched, and I am very much mistaken if it does not prove a fertile soil and productive of good for the rising generation of men—and newspapers."

Missouri Daily Bars Fight Pictures.

The moving pictures of the late Jeffries-Johnson fight have been barred from Hannibal, Mo., as the result of a fight made by the Hannibal Courier-Post, to prevent young boys from seeing them. The Hannibal Courier-Post went after the matter in such a way that a resolution was brought before the City Council by Alderman George W. Dulany, millionaire banker and lumberman, which was passed.

THE SHOW-ME TOWN of the Show-Me State—



supports a **STAR** of the first magnitude in the firmament of newspapers.

W. R. NELSON'S

slogan which made Kansas City famous, "13 papers for 10c a week," proved a winner, and the **STAR** keeps a-twinkling and a-twinkling and a-growing and a-growing, and its

Linotype Battery

grows with it.

It now has 28 Linotypes, the latest installations being 4 Quick Change Model 4's for ad work.

Say, just ask Frank Evans, the wizard of the Star composing room, if ad work on Model 4's pays.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

INCORPORATIONS.

The Louisville Herald Company, Jersey City; print and manage a newspaper or newspapers; capital, \$250,000. Incorporators: H. O. Coughlan, L. H. Gunther, John H. Turner, all of Jersey City.

Inland Advertising Company, Chicago; printing and publishing; capital, \$10,000. Incorporators: A. H. Paterson, C. F. Woods, L. C. Critchell, A. K. Hutchinson, all of Chicago, Ill.

General Publishing Company, Chicago; printing and publishing; capital, \$25,000. Incorporators: W. R. Potter, Geo. H. Davis, Jr., Frank H. T. Potter.

Ellis-Butler Printing Company Buffalo, N. Y.; print and publish newspapers, magazines, etc.; capital, \$10,000. Incorporators: Gorton C. Ellis, Frank B. Butler, Lucy J. Ellis, all of Buffalo, N. Y.

H. W. Rokker Company, Springfield; printing and publishing; capital, \$60,000. Incorporators: James W. Jefferson, Ida L. Jefferson, Roy T. Jefferson.

Pitkin Printing Company, Chicago; printing and publishing; capital, \$10,000. Incorporators: Horace M. Bood, John G. Message, Wm. H. A. Rust.

Peabody Publishing Company, Peabody; general publishing and printing; capital, \$10,000. Incorporators: President, James R. Bolton, New Haven; treasurer, George B. Armstrong, Swampscott; clerk, Ester E. Jones; attorney, F. E. Fernham, both of Peabody.

NASHVILLE.

Beard Succeeds Clark as News Editor of the Banner—Other Changes.

William E. Beard, for the past ten years connected with the Nashville American as city editor, succeeds James B. Clark as news editor of the Nashville Banner.

Mr. Clark, who has been identified with the Banner for the past twenty-eight years, and who enjoys an enviable record as a newspaper man, leaves that paper to become managing editor of the Chattanooga News.

Before his departure from Nashville Mr. Clark was presented with a handsome gold watch by his associates on the paper. The presentation speech was made by Managing Editor M. B. Morton in the presence of a gathering from every department of the paper.

James E. Chappel, who has been City Hall reporter, Capitol reporter and dramatic editor of the American successively, has been promoted to the city desk.

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building

25 East 26th Street NEW YORK

The Evening Wisconsin.

Milwaukee's Leading Home Paper.

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

Its average daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPBIE, Business Manager.

THE EVENING WISCONSIN

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

COMMERCIALIZATION.

Modern Press Played by Wisconsin Editor—Discerns Reckless Spirit of Irresponsibility and Lack of Ideals—Publisher of To-day Circulation Crazy.

In an address before the Wisconsin Editorial Association recently, W. H. Bridgman of the Stanley Republican took occasion to denounce commercialized journalism. He said, in part:

"The press is suffering a loss of prestige with the people. In other days the people approach the editorial page as the fount of wisdom and direction. To-day factory made editorials have been delegated by the people to the same category with ready-made clothes. They are framed up to further a plan which exists in the minds of the stockholders. This purpose may or may not be to increase the popularity of the paper and earn dividends, but the editorial policy is too likely to be in conformity with a purpose entirely unrelated to the building up of a successful publication, and the earnings are a matter of secondary consideration.

"This invasion, I need not warn you, will not cease with the limitations placed upon it by the field of the metropolitan daily. It has already extended to the field of the country daily, and will, eventually, invade the field of the country weekly. It is deserving of our consideration because of the handicap which it imposes upon legitimate journalism. Legitimate publishers cannot meet such competition. The reasons why we cannot meet it are many, but chief among them are two. First, the absolutely reckless spirit of irresponsibility and lack of ideals which pervades the field of commercialized journalism.

PROFESSIONAL PRIDE LACKING.

"The feeling of professional pride which permeates the work of the true editor and publisher is lacking in the commercialized journal. Your true editor acknowledges his responsibility to God and his duty to his fellow man. Your \$50 per week editor acknowledges allegiance only to his employer, who may not be able to write his own name. Then away with the refined ideals of high-browed journalism. Your great paper of to-day plays to the galleries. You and I know that there are a lot of things published on the first pages and the second pages and the third pages of the big newspapers which ought never to be published at all. A lot of things are so published which are not true, which you and I know are not true the moment we see them, and which the editor who allowed them to be published knew were not true when he allowed them to be published. But the purpose is to appeal to the interest of the peo-

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

Publishers Circulation Service Co.

Marbridge Building
Herald Square
NEW YORK CITY



ple, too often it is an appeal to the ignorance, the morbid curiosity and the baser passions and the prejudices of the people.

CIRCULATION CRAZY.

"The publisher of to-day is circulation crazy. He wants readers and will have them at any cost. He often gets the circulation by paying for it with cold, hard cash, and without expectation of seeing his money again.

"Incidental to these recent developments is the practice of converting the news pages into editorial pages, the coloring of news matter to conform to the purposes and desires of the publishers. This is a practice which was comparatively unknown till in recent years. It has become especially true in political contests. The news columns of many of the great dailies are absolutely unreliable in that their writers have orders to write only news which favors a certain side of a question. And if its news columns do not misstate facts, they are barren of all information which might prove detrimental to that side of the contest in which the publisher and owner of the paper is interested. This practice does not commend itself to what remains of the legitimate editorial profession.

EARLY EDITORIALS CARRIED MESSAGE.

"I have recently studied the files of leading New York papers, during the period leading up to the Civil War, and I find that the editors of those days believed that the people were entitled to the news, pure and undefiled, as it came from the agencies which gathered it, regardless of its complexion. But the editorial pages of those papers teem with the fire of great personalities, and they must have carried conviction to the hearts of men, for they spake as men who had a message from on high. They sought not to pervert the ideas of men by inflaming their prejudices against a real or imaginary enemy, but the influence of their logic led men to greater heights of thinking and acting.

"The second reason why this sort of competition is unfair to the legitimate profession is that it places its product upon the market at a price which is not measured by the cost of production, as must be the product of the legitimate publisher. Of this we would have less reason to complain if the product were of benefit to mankind, but when we can demonstrate that its effect is to lower the standard of public morality, we have cause for complaint. A feature of this business policy is to make the advertising patronage pay the cost of circulation, and it is a policy which, in my opinion, cannot be too strongly condemned.

SHOULD DIVIDE COST.

"I believe that the two classes of patronage should each be required to bear its own share of the cost of production. It is this reprehensible practice which has heclouded the moral sense of the editorial departments of some of our great papers.

"I believe a question that we will have, eventually, to consider, will be that of separating legitimate journalism from commercial advertising. Dearly as we love the liberal advertiser in our respective bailiwicks, a higher appreciation of our duties to the public will one day bring us to a careful analysis of our true relations to the advertising patron.

RESPONSIBLE TO PEOPLE.

"I am still so old fogyish and sentimental as to believe that my duties

as an editor in my community clothe me with some responsibilities greater than those which rest upon any other man of the community, with the possible exception of the clergyman. I am frank to say that my conscience has not yet permitted me to publish the gruesome details of murders and murder trials, and accounts of other crimes in a minute detail, so repulsive as to cause shudders to chase themselves up and down the spine of a normal adult. I say I deem it my duty to suppress such things in the interest of the youth in the homes where my paper is read by each member of the family old enough to read. Such matter is not news. And, however much of the populace may crave that sensationalism, I can justify my action as a newspaper editor in denying them the privilege of reading matter in my paper which I know they ought not to read. 'I am my brother's keeper' to a certain degree in the editorial profession more than in any other."

NEGRO PRESS

Is Great Factor in Development of Race, Says Colored Editor.

At the annual meeting of the Hampton Negro conference at Hampton, Va., last Saturday, Olea Taylor, editor of the Washington American, said concerning negro press:

"Negro papers keep alive the spirit of loyalty and union among the colored people themselves, emphasize the progress and achievements of the race and promote the work of religious and fraternal organizations."

ELECTION ADVERTISING.

New York's Mayor Orders Reduction in Amount Given Press.

Mayor Gaynor of New York has ordered extensive reductions in the election newspaper advertising in newspapers this year.

The mayor states that in the past these advertisements had been "padded with descriptions of the boundaries of districts, Congressional, Senatorial and otherwise." He declares this is not required by the law, and says it has made election advertisements in Manhattan and the Bronx more than ten times the necessary length.

Successful Carrier Boy Contest.

The Winston-Salem (N. C.) Daily Sentinel closed last week a very successful contest for the most popular carrier or sales boy. The capital prize was a Shetland pony turnout. Sixty other prizes were awarded, and more than two hundred boys entered. The contest was conducted by the paper's own circulation force under the direction of Circulation Manager Bradley Welfare, who originated the plan and formulated the details. The contest covered a period of five weeks, bringing in \$3,500, and booking 995 cash-in-advance subscribers.

Suspends After Forty-four Years.

The Mulford Square (Pa.) Familien Freund, published by D. W. George has suspended publication owing to lack of subscribers. The paper was founded forty-four years ago and wielded much influence.

Prize for Advertising.

The Philadelphia Press offers \$3 as a prize to the person securing the quickest results from a Situation Wanted Ad appearing in the Press columns between the dates of July 18 and 30.

E. A. FORDTRAN RETIRES

As Business Manager and Treasurer of Galveston Tribune.

E. A. Fordtran, secretary, treasurer and business manager of the Galveston (Tex.) Tribune, and one of the best-known newspaper men in the South, has severed his connection with that paper, and after a brief stay in New Orleans, will spend several months in the mountain resorts and traveling.

Mr. Fordtran has been connected with the Tribune for at least thirteen years and is favorably known to all the agencies and leading general advertisers. After his well earned rest it is his intention to purchase a controlling interest in one of the larger dailies of the South.

Mr. Fordtran is succeeded by F. J. Stuart, a well-known Texas newspaper man, for the last four or five years business manager of the San Antonio Gazette and advertising manager of the Fort Worth Record. Mr. Stuart was advertising manager of the Milwaukee Journal for two years, has been with the New York Times, was assistant manager of the Worcester Gazette for three years and has had experience in the foreign field.

CHARGED WITH FRAUD.

Members of Premium Company Arrested in Easton, Pa.

Alexander Simon, Simon Corner, Alexander Palmer, R. K. Curtis and Benjamin E. Corner were committed to jail in Easton, Pa., Tuesday, charged with fraudulent use of hte mails.

The accused are said to have made a handsome thing out of a premium scheme they worked in a variety of ways. According to the Federal officers the firm started to do business as the Globe Weekly Journal Publishing Company of Portland, Me., and later was known as the New York Premium Company of New York city.

It is said to have been under the latter name that the firm did business in this locality. The trouble the men are now in arises from the complaint of patrons of their publication subscription plans that they could never get the premiums offered.

A Georgia Change.

A. J. Majors & Sons, editors and publishers of the Douglasville (Ga.) Argus, have sold their plant to a stock company at Cairo, Ga.

Headquarters for
TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

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

The S. T. Smith Company
11 Barclay St. New York City
Tel. 5922 Barclay

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

Increase Your Want Ads
Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, Etc.

THE ADAMS NEWSPAPER SERVICE
George Matthew Adams
2013 Peoples Gas Building, CHICAGO

ADVERTISING CLUBS

(Continued from page 1.)

is not always free from taint, inasmuch as the columns of some newspapers are sometimes made subservient to political or financial influences and the spirit of demagoguery too often dominates them. But with all, they are performing a great service and are helping to build the greatest nation on earth, a nation of reading and thinking people.

NO LONGER A LUXURY.

"Not many years ago a daily newspaper was an almost unthought of luxury. The purchase of a prominent weekly for the average family was an extravagance and magazines were published only for the wealthy. But that has all changed and you advertising men are responsible in a very large measure for the evolution. Through the avenue of advertising space the daily penny papers have been made possible. There is scarcely a family that cannot and does not afford a daily paper. Likewise the popularity of the ten and fifteen-cent magazines has been brought about by the tremendous amount of advertising placed in them. In other words here are three great educational institutions that are receiving a perpetual endowment from the advertisers of America.

"I grant you that these advertisers are not necessarily philanthropists; nevertheless they are doing a philanthropic service whether they will or not.

"This tremendous influence of publicity carries with it a corresponding responsibility.

ADVERTISING STAPLE.

"No longer is advertising looked upon as the haphazard end of a business. In the majority of instances the ablest man in a corporation is the man who directs its publicity, and, wherever this is not the case, it should be.

"There is no door shut in the face of the advertiser. He enters with equal facility the cottages of the poor and the palaces of the rich. He virtually directs what the nation shall eat, drink and wear, how it shall live, and, in some instances, how it shall be buried.

Appreciating this tremendous responsibility to the American nation, this great army of advertising men and women some years ago began to realize, with its growth, the necessity and importance of the study of advertising as well as the elevation of publicity from a plane smacking of quackery and fake methods to the plane of science.

"Today, gathered here in this lovely city of Omaha, the gateway to the great West, we have the greatest meeting of advertising men, embracing



MILTON B. OCHS,

PUBLISHER OF THE NASHVILLE (TENN.) AMERICAN, WHO WAS CONGRATULATED BY THE BUSINESS MEN OF THAT CITY UPON THE FINE SHOWING MADE BY THE NINETY-EIGHTH ANNIVERSARY EDITION OF THE AMERICAN.

ing every legitimate line of publicity that the world has ever known, and the eyes of the business universe—especially the portion we term Our Country—have focused themselves on you and will read with interest the result of your deliberations.

NATIONAL IN SCOPE.

"For the first time in the history of this organization, it is today absolutely national in scope as well as in spirit. Today we welcome delegates from the splendid clubs of New England. New York city has sent able representatives to assist in our work. The clubs of the Pacific coast, which are represented here, will tell you of the work they are trying to do, and will carry back with them inspirations that will mean much for advertising in that glorious region of the Far West.

"You cannot begin to measure the zone of your influence.

"A few days ago I received a letter from far-off India, from an advertising man who had read one of my speeches. He asked me to put him on my mailing list and send to him whatever I could in the way of advertising literature concerning our national organization.

"Last week a letter came to me from Samoa. This man had, at so late a date as only a few weeks before, received and read some publication containing the speech I made at the

close of the Louisville convention a year ago.

"A few days before I left home, a letter along similar lines came to me from Odessa, Russia.

"It is certain that this gathering here will materially affect for good the advertising methods of the whole world. Here on this floor will appear the buyer to discuss advertising from his point of view. On the program we have some of our greatest editors, who will give us their viewpoint of advertising. The man engaged in the field of outdoor advertising, the novelty man and the man who neither buys nor sells advertising, but who reads it, will each have his say on this platform.

"As stated to you on a number of occasions during the past ten months, it is my ambition that this convention be a great educational institute, that there may be more advertising and that we may have better advertising.

My hope is that the advertisements, whether they be on the billboard, the painted wall or the printed page, may always be clean, truthful and honest. While I have little expectation of seeing the millennium, yet the wonderful advance along such lines, as shown in the past few years, leads me to believe that the greater proportion of advertising will soon be absolutely truthful and clean. Why shouldn't it be? It is the only kind that really pays in the end, and we advertising men are advertisers for profit."

TRIBUTE TO OCHS.

Nashville Business Men Tendered Luncheon to Publisher.

Milton B. Ochs, publisher of the Nashville American, was the guest of honor at a luncheon given last week by a number of business men of Nashville. Mr. Ochs was the recipient of many congratulations on the fine showing made by the ninety-eighth anniversary edition of the American.

T. W. Wrenne acted as toastmaster. He said in part:

"A most auspicious feature of this festal occasion is to see before us all the varied and valued interests of Nashville united here to pay a just and deserving tribute to the man whose genius conceived, and whose courage and progressive ability won for him and through him for Nashville and Tennessee the proud distinction of having published the best special newspaper edition that has ever been issued from the printing press.

"The man who accomplished that worthy and wonderful feat is of that material of heart, mind and body capable of doing even greater things for the welfare, happiness and prosperity of the people of this, his home city, and of his state. I but speak the voice of all here today when I say that our distinguished fellow-citizen and honored guest, the publisher of the Nashville American and of its celebrated ninety-eighth anniversary edition, will always maintain as one of Tennessee's most respected and talented men, the confidence and just esteem of his fellow-citizens."

San Antonio Press Club.

The San Antonio (Tex.) Press Club has formed a permanent organization with the following officers: President, J. Hampton Sullivan; vice-presidents, J. Emerson Smith and Charles G. Norton; secretary, Charles Schreiner; treasurer, John B. Carrington. The active membership is limited to men working in the editorial departments of newspapers or duly accredited staff correspondents. The organization began with a membership of thirty-five.

Moore Succeeds Baker.

The stockholders of the New Orleans Times-Democrat held a meeting last week and unanimously elected D. D. Moore manager, to fill the vacancy caused by the death of Page M. Baker. Mr. Moore is well known in the Southern field and thoroughly experienced in newspaper affairs.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 23 Years

AMERICAN INK CO., 12 Duane Street, New York City

Name or Number of Newspaper Publishers' Inks	at	4c.
Guaranteed News	5c.
" (less than bbls.)	25c.
Firecracker Red,* lots of 25 lbs. and over	18c.
No. 4 Yellow,*	18c.
No. 9 Blue	12c.
Half-Tone Magazine Black †	30c.
Flat Bed Black, ‡ lots of 100 lbs. and over	

* For Comic and Magazine Supplements, also "Red Lines" and "Fudges."
 † For Sunday Magazine Supplement (Cylinder Press).
 ‡ For Flat Bed Illustrated Supplements, printed on Superfine Paper.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, JULY 23, 1910.

NEWSPAPER OPPOSITION TO RENO FIGHT MOVING PICTURES.

There are publishers who continue to wrongly estimate the intelligence of the public, notwithstanding all that has been lately written and spoken to show that the public has become keenly critical of newspapers.

The agitation against the motion pictures of the Jeffries-Johnson fight includes also a considerable distaste for the man in which newspapers, as a whole, handled the news of the fight, beginning with the fake "bidding" of the promoters a year ago and running into the present aftermath. True, the public wanted the news, but the public has a right to be inconsistent. The public can afford to be inconsistent. A newspaper cannot.

Many newspapers that ran the fight news for months are now joining and even leading the opposition to the moving pictures, printing editorials which condemn the pictures as immoral, or near-immoral. We know for a fact that many newspaper readers, of average intelligence and therefore indicative of public opinion, are showing impatience at this exhibition of editorial morality.

It requires no vision of genius to see that the public is not now so likely as it formerly was to separate a newspaper into two persons, like Jekyll and Hyde, one of which boosts the prize fight on the sporting page and the other is shocked on the editorial page, at the immorality of the pictures, after the climactic photos of the fighters in action have been printed in the newspapers.

A newspaper which has catered, or even pandered to the public desire for the fight news, may properly object to all demoralizing and vicious moving pictures—and there are tons of such picture reels that are worse than prize fight pictures. Also a sportsmanlike newspaper might logically object to the Reno picture on the ground, so alleged, that such pictures were "framed" and therefore inimical to lawful sport.

We believe the time has come when publishers must gravely consider whether the editorial page may be conducted as the ethical antithesis of the sporting page or any other page.

THE WORD "NEWSSTAND."

A correspondent writes us in part thus:

"I notice that New York newspapers print the word 'newsstand' as one word. Is this correct?"

F. Horace Teall, in "English Compound Words and Phrases," a book of high authority, makes it a compound word, as "news-stand"; also he gives "news-agent," "news-ink," "news-vender," "news-yacht" and "news-writer."

But "newsboy," "newsman," "news-monger" and "newsroom" are not compounded. From this it might follow that "newspaper man" should be printed as one word, yet good custom makes it two single words. It is not in Mr. Teall's list.

Airships and Airmen.

As the new science of aviation develops out of experiment and mere reckless pleasuring toward practical use it is noteworthy that its descriptive terms are changing from classical form and derivation to Anglo-Saxon synonyms. Instead of "aeroplanist" and "aeronaut," we are beginning to say "airman," and doubtless we shall soon have the pleasing alliteration of "able airman," the two corresponding, respectively, to seaman and able seaman. One of the magazines advertises in big letters an article for its next issue on the "present status of the science of airshipping." The word requires less tongue-twisting for its pronunciation than "aeronautics," which so many, even of the fairly literate, can only manage by transposing the "r" before the "e," and it conveys just as clear an idea. The American does not like words that it is bothersome to speak, and so he is likely to make short work, of one sort or another, of the present cumbersome terms of the new science, as soon as it becomes a practical adjunct of his daily life and business.—*New York Times*.

Knew a Good Thing.

FIRST EDITOR—What's your idea of a good joke?
SECOND EDITOR—The one I'm telling.—*Sunday Magazine*.

Non-Pardonable Poet.

"Is he a great poet?"
"I'm no judge, but I don't think any one would ask to get him pardoned if he were in prison."—*Detroit Free Press*.

PULP WOOD.

Large Raft from Canada Towed Across Lake Superior.

The first raft of pulp wood to be towed from a Canadian port across Lake Superior reached Ashland, Wis., Tuesday. It comprised about 3,000 cords of spruce.

American capital is behind the move. There is no duty on pulp wood. The value of the raft was about \$20,000 in Canada and the raft reached Ashland with less than 25 per cent. loss.

D'ARCY O'CONNOR,

Made Special Advertising Representative of New York Globe.

D'Arcy O'Connor well known in both the newspaper and advertising fields, has been made special advertising representative of the New York Globe.

In the course of a successful career covering many years, Mr. O'Connor has been identified with the New York Evening World, Boston American, Pittsburg Gazette-Times and other well-known papers.

Cut Out the "Out."

Without being so vain as to pretend that our own columns are invariably impeccable in this respect, we cannot avoid wondering how much longer that exceedingly useful and versatile little word "out" is to be overworked and when it will be discarded for some new victim of the phrase-smith. It is a long, long time now since anybody ever tried anything, or won or lost. One always tries out, or wins out, or loses out. Of course, somebody is likely to pop up with a reminder that that use of the word was familiar in Shakespeare's time, but what of that? If we are such economists of pen and ink that we must drop letters from our words until they look like phonetic pi, why on earth must we stick in a whole and wholly superfluous word? Why not just try winning without winning out and see if it doesn't come to exactly the same thing? And why not try that without trying it out as though it were lard or whale oil!—*New York Tribune*.

The Newspaper Man.

By MARIE HEMSTREET.

He seldom is handsome or batty,
And has none of the charms of the dude;
Is more often abstracted than chatty,
And sometimes unbearably rude.
He courts us, then slights us and grieves us,
As much as he possibly can;
He kisses us, loves us and leaves us,
This perfidious newspaper man.

Our mothers won't have him come calling,
He's no earthly good as a "catch";
His morals (they say) are appalling;
His finances usually match.
He's rollicking, reckless, uncaring,
Living hut for the hour, the day;
He's dangerous, dubious, daring,
Not fit for a husband, they say.

But somehow we girls are forgiving,
Perhaps he but needs us the more
Because he goes wrong in the living
And knows the old world to its core,
So we pass by the dude and the schemer,
Who lead in society's van;
And cherish the thinker and dreamer
Enshrined in the *Newsman* Man.
—*Philadelphia Record*.

[The writer of the above is a member of the staff of the Outlook, New York. She is the wife of Charles Hemstreet, the author, who is manager of Burrelle's Clipping Bureau.—Ed.]

Financial Papers Consolidate.

The Texas Bankers' Journal of Houston has absorbed the Texas Banker, published heretofore at Dallas by J. W. Bender.

THE PAPER INDUSTRY

Represents Invested Capital of Nearly Three Hundred Millions.

In the United States today the manufacture of paper ranks third in magnitude among the great industries. In 1905, 43 per cent. of all the water power developed in the United States was used by pulp and paper mills.

The latest trade directories show 733 firms operating 756 paper and 240 pulp mills, representing an invested capital of over \$278,000,000, and employing directly upward of 100,000 laborers, producing approximately a product of 4,000,000 tons annually.

Besides this annual product, says Advance New England, the mills furnish freight in the way of raw materials, supplies, etc., to the common carriers of the country to an amount roughly estimated at four tons for every ton of product.

New England, in which almost a third of the country's paper mills are located, has played an important part in this wonderful development. While the first paper mill in America was established at Germantown, Pa., in 1690, the early settlers of New England soon recognized the advantages which their location offered for the manufacture of paper, and as early as 1730, Daniel Henchman, a Boston stationer, had erected a small paper mill at Milton. At this time paper was made entirely of rags.

When the revolution broke out paper was still very scarce, and in 1776 the House of Representatives resolved that the committee of correspondence, inspection and safety in the several towns be required to appoint some suitable person in each town to receive rags for the paper mills, and the inhabitants were directed to be very careful in saving even the smallest quantity of rags suitable for making paper.

Up to this time, and even as late as the early part of last century, the process of manufacturing paper was carried on entirely by hand. In the earliest stages, after the pulp from which the sheets of paper was to be made had been reduced to the proper consistency in a tub or vat, it was dipped out in molds made of rushes confined in a frame, and in this frame the pulp was shaken out into a thin layer, the water filtering through the rushes, leaving a well-formed sheet of paper thereon.

These separate sheets were afterward taken from the mold and pressed out and dried. Great dexterity and practice were needed by the papermakers in order to produce a sheet of paper of uniform thickness and texture, the result being accomplished by imparting a shaking motion to the frame containing the pulp.

Holyoke, Mass., manufactures more paper than any other city in the world. Lawrence is another great paper town. It was here that the problem of educating newspaper publishers to the use of paper made of mechanically ground wood pulp was successfully worked out. There are about 150 mills abroad which still make paper by hand, but the process has practically been abandoned in this country.

Kentucky Tri-Weekly Becomes Daily.

The Danville Kentucky Daily Advocate became a daily last week. It has been issued tri-weekly heretofore. The paper will continue to be edited by W. O. McIntyre, W. V. Richardson and G. W. Donegy.

PERSONAL.

C. W. Ufford, formerly business manager of the Birmingham News, has decided to settle permanently in Oregon.

San Miguel, editor of La Lucha of Havana and member of the Cuban Congress, arrived in New York Wednesday en route for Europe.

Richard L. Metcalfe, editor of William Jennings Bryan's newspaper, the Commoner, will be a candidate for United States senator against Congressman Hitchcock.

James C. Kelly, a well-known Indianapolis newspaper man, has been employed as private secretary to State Senator S. B. Fleming.

Mr. Jewett McGown, well known in Ohio newspaper circles, has been elected secretary of the Youngstown Chamber of Commerce.

Frederic H. Britton, until recently editorial writer on the Detroit Free Press and now on the staff of the St. Louis Republic, is the author of a very interesting little book called "Teddie."

Dennis F. Howe, for some time connected with the Utica (N. Y.) Saturday Globe, has been elected secretary of the Utica Chamber of Commerce.

Roy Eaton Decker, for many year editor and proprietor of the Pottor (Pa.) Courier, is again at the helm of the Courier, which he sold some time ago to J. C. Miller.

J. L. Boeshans, known as "Jake" among circulation and advertising men, has resigned his position as circulation manager of the Augusta (Ga.) Chronicle, to become secretary and treasurer of the E. T. Miller Printing Company and circulation and advertising manager of the National Guards Magazine, Columbus, Ohio.

James Waldron, for the past twenty years managing editor of the Dramatic Mirror and well known to newspaper men, has written a play entitled "Cupid & Co."

Announcement has been made of the engagement of Louis F. May, assistant city editor of the Denver Times, to Miss Inez Allan, formerly of the Colorado Springs Gazette staff, and until recently connected with the staff of the Times.

Walter A. Tice, vice-president of the William J. Morton Special Agency, is spending a portion of his vacation in Canada. He is accompanied by Mrs. Tice, and they will visit Montreal, Quebec and the Saguenay River country. They will later go to Lake Champlain and spend ten days at their summer camp at Thompson's Point, Vermont.

W. A. Hendrick, business manager of the New Haven Times-Leader, was in New York this week on business connected with that paper.

K. A. Engle, assistant business manager of the New Orleans (La.) Item and Polk Flower, circulation manager of that paper, are making a tour of the Eastern cities in the interest of that paper.

H. R. Cook, advertising manager of the Richmond (Va.) Journal, was in New York calling on general advertisers.

OBITUARY.

Henry O'Rielly Tucker, owner and publisher of the Troy (N. Y.) Daily Press, died suddenly at Compton, L. I., last Saturday. He was born at Palmyra, Aug. 12, 1839, and when a boy started in the newspaper business in the office of the Wayne Sentinel, of which his father, Pomeroy Tucker, was the editor and publisher. He came to this city and soon acquired a half interest in the Troy Daily Times. In 1882 he retired from the newspaper business, and after a year in the West engaged in the manufacturing of clothing at Utica for five years. Then he returned to this city and bought the Press.

John A. Gross, one of the oldest employees in point of length of service in the Washington bureau of the Associated Press, died at his home in that city Tuesday. Few Washington newspaper men had so wide an acquaintance as Mr. Gross among public men, including foreign diplomats. He was first employed as messenger by the New York Associated Press in 1881, and his service has been continuous. He was born in Washington in 1863. He was married, and his wife survives him.

Raffaele Veneruso, editor of the Italian weekly, Il Pungolo, died of hemorrhage of the brain last Tuesday. He leaves a wife and a child. Mr. Veneruso was born in Naples twenty-eight years ago, and came to New York five years ago, when he started the paper, which he conducted until the time of his death.

Fred Pierce Bacon, editor of the Boston Courier, died at his home in Roxbury, Mass., last Saturday, following a brief illness. He was sixty-eight years old and came from an old Boston family. He graduated from the Brimmer School, was attracted to journalism and became one of the first employees of the Globe. He then went to the Herald, where he remained for twenty years, sixteen of which he was music editor. About a year ago Mr. Bacon became editor and part owner of the Courier.

Adam Lieberknecht, publisher of the Genesee (Ill.) Republic since 1860, died last Sunday. He recently completed twelve years' service as United States consul at Zurich and served in a like position at Tampico, Mexico under Harrison. He was seventy-five years old.

Douglas Glessner, editor of the Griffin (Ga.) Daily News and Sun died recently in his apartments in the News and Sun building. He was fifty-five years old and was born in Ohio. He moved to Georgia thirty years ago.

Frank W. Cloud, for a number of years engaged in newspaper work in Indianapolis and other Indiana cities died last week at his home in Cherry Grove following an illness of more than a year. He was forty years old and was born in Cincinnati.

W. D. Meek, editor of the Lewiston (Ill.) News, died last week of heart trouble. He was fifty years old and had been ill for several months.

CLUBS AND ASSOCIATIONS.

The summer meeting of the Southern Iowa Editorial Association will be held at the Savery Hotel, Des Moines, Thursday and Friday, July

21-22. A fine program of talks and entertainment has been arranged, and the indications are that it will be the most successful summer meeting ever held. On Thursday night the editors will be guests of the Press Club of Des Moines at an informal reception and smoker at the press club. On Friday afternoon they will be entertained as guests of the Commercial Club. R. C. Weisell, editor of the Corning Free Press, is president; H. W. Gittinger, editor of the Chariton Leader, is vice-president, and O. E. Hull, editor of the Leon Reporter, is secretary and treasurer.

The annual summer outing of the Connecticut Editorial Association will be held Monday, July 25, at Woodbury and Lake Quassapaug.

Winfield (Kan.) Paper Changes Hands.

Ralph Tenal, formerly of the Sabetha (Kan.) Herald, has taken charge of the Winfield Free Press as manager. Mr. Tenal has an option to purchase the plant later if satisfied with the property. His wife, who is an experienced newspaper woman, will assist him in the editorial management.

\$5,000.00 CASH

and \$10,000.00 deferred to suit purchaser, buys only daily newspaper property in growing county seat. Circulation 1,500 copies daily. 1909 receipts over \$16,000.00. Equipment includes new No. 5 Linotype, 6 quarto Cranston, folder, electric motor and every convenience. Owner's 1909 return for personal effort and investment, \$4,988.22. Offer good only until August 31, 1910.

Proposition No. 25

C. M. PALMER
Newspaper Broker

277 BROADWAY - NEW YORK

BAIN NEWS SERVICE

sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.

GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

"GOTHAM GOSSIP"

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

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

WHO IS

FARMER SMITH?

NEW YORK HERALD SYNDICATE
Cable and Feature Service

Herald Square New York City Canadian Branch Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested.

Features for Newspapers. Baltimore

HAND, KNOX & CO.
PUBLISHERS' REPRESENTATIVES
Brunswick Building, New York City.

WESTERN OFFICES: Boyce Building, Chicago. Victoria Building, St. Louis. Journal Building, Kansas City.

WILBERDING

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED—POSITION

as Stereotyper or Pressman. Stereotyper on good daily. Best of reference. Address GOOD, care THE EDITOR AND PUBLISHER.

SITUATION WANTED

Open for engagement Sept. 1st. General manager of daily newspaper. Twenty years experience. Age 37. Gilt-edge references. Expert systematizer. Practical knowledge of every department. New York, New Jersey, Connecticut or Massachusetts preferred. Address **MANAGER**, care THE EDITOR AND PUBLISHER.

YOUNG MAN

Twenty-one years old, having three years advertising experience with a newspaper representative, wants position with a representative or general agency. Has soliciting experience, high school education, is of good appearance and wide awake. Opportunity wanted more than salary. Address **WIDE AWAKE**, care THE EDITOR AND PUBLISHER.

HELP WANTED

HELP WANTED MALE

LINOTYPE instruction; nine weeks thorough operator-machinist course, \$80. Operators earn \$1,200 yearly. Great demand. **EMPIRE MERGENTHALER LINOTYPE SCHOOL**, 419 First Avenue, New York City.

FOR SALE

NEWSPAPER

and Job Plant, 5 miles from Atlantic City; in town of 4,500; no competition; doing over \$15,000 business annually. Will sell at inventory. **G. W. M. BRAUN**, Pleasantville, New Jersey.

BUS. OPPORTUNITIES

RESULTS GUARANTEED

Publishers for whom we have operated agree that we can follow others in the contest business, and PRODUCE DOUBLE THE AMOUNT OF BUSINESS.

Because we have THE BEST SYSTEM and use ONLY TRAINED MEN all of whom are stockholders of this company.

On the Tribune at Greensburg, Pa., last year another company "lead" with \$5,600, while we "followed" this year with a total of \$3,744 notwithstanding the fact that another paper was running a contest at the same time and there being 10,000 miners on strike. Ask **H. L. ALLEN**, Manager of The Tribune.

OTHER REFERENCES

W. M. Hardy, Tribune, Rome, Ga.,
F. L. Weede, Herald, Erie, Pa.,
C. C. Hollenback, Gen. Mgr. American Pub Co., Columbus, O.

WE FINANCE YOUR CONTEST

We will furnish all of the prizes and assume all of the "RISK" for substantial daily newspapers.

We will further guarantee to make the ACTUAL NEW business pay all of the cost.

We operate "Tour of Europe" Bermuda Trip and Automobile, Piano and Diamond Ring Contests. Write us for terms.

THE UNITED CONTEST COMPANY, Incorporated Cleveland, Ohio.

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.

MISCELLANEOUS

DAILY NEWS

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

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

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

WASHINGTON.

THE SEATTLE TIMES

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

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

Louis V. Urmy, 41 Park Row, New York, is placing orders for the Ed. Pinaud's Importation office, 84 Fifth avenue, New York, in the larger city dailies.

The Richmond Advertising Agency, Richmond, Va., is placing orders for the C. & O. Railway.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders in Texas papers for the American Tobacco Company, Cremo cigar, 111 Fifth avenue, New York.

Scott & Bowne, Bloomfield, N. J., are making new contracts for 5,000 lines for the Scott's Emulsion advertising in practically the same list of papers that were used last year.

The Collin Armstrong Advertising Company, Broad Exchange Building, New York, is placing the classified advertising for the United States Navy.

J. G. Hamm, 77 Murray street, New York, is placing thirty inches ten times extra copy for the Centaur Company, Castoria, same address.

The Wyckoff Advertising Agency, Buffalo, is placing 5,000-inch contracts to be used within the year for Williams, Clark & Co., La France Shoe, Lynn, Mass.

The E. P. Remington Agency, Pittsburg, is placing orders for five inches two times a week in western Pennsylvania papers for the Pittsburg Exposition.

The Keystone Drug Company, 145 North Eighth street, Philadelphia, is asking for rates.

Fred N. Sommer, Newark, N. J., is asking for rates and information in Pennsylvania papers.

The Board of Trade, Winston-Salem, N. C., is asking for rates in weekly papers in the Middle West.

The Gibson-Bradley Company, Buffalo, are asking for rates.

James T. Weatherald, 221 Columbus avenue, Boston, is making new contracts for the Lydia E. Pinkham Medicine Company, Boston, and Chester Kent & Co., Vinol, same city.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is making new contracts for thirty inches nineteen times in Pacific Coast papers for the Pabst Brewing Company, Milwaukee, Wis.

Sherman & Bryan, 79 Fifth avenue, New York, are making 3,000-line contracts in Southern papers for Alfred Benjamin & Co., clothing, New York.

The George Batten Company, Fourth Avenue Building, New York, is placing twenty-three-time orders for the Gold Coin Stove Company, Troy, N. Y.

E. G. Conde, of the W. T. Hanson Company, Dr. Williams Pink Pills, Schenectady, N. Y., is making 1,000-inch contracts in Pacific Coast papers.

Lord & Thomas, are making 4,000-inch contracts in Texas papers for the Pennsylvania lines.

The E. H. Clarke Agency, Chicago, is making 14,000-line contracts for the Val Blatz Brewing Company, Milwaukee.

Nelson Chesmon & Co., St. Louis are placing two inches 156 times for the Capudine Chemical Company, Raleigh, N. C.

Lord & Thomas, Chicago, are placing 4,000-inch contracts in Southern papers for the Chicago, Milwaukee & St. Paul Railway, same city.

The F. P. Shumway Agency, Boston, is placing orders for George T. Alexander, Portland, Me.

The Southern Advertising Agency, Atlanta, Ga., is placing one inch fifty-two times in Southern weeklies for Dr. B. M. Wooley.

Robert Buggeln, Marbridge Building, New York, is placing 10,000-line contracts in Middle West papers for the Woodbury Company.

The Massengale Agency, Atlanta, Ga., is placing two inches twenty-four times in Southern papers for the Washington Seminary.

F. L. Perrine, 26 Broadway, New York, is placing new contracts for twelve inches seventy-eight times in Western papers for the Standard Oil Company, 26 Broadway, New York.

The Gardner Advertising Agency, St. Louis, is placing 5,000-line contracts in Southern papers for the 'Frisco lines.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is making 2,000-inch contracts to be used within one year for the New York & Kentucky Company, same address.

N. W. Ayer & Son, New York, are placing fifteen inches six times in weeklies for the Western Electric Company, New York. This agency is also placing orders from the Philadelphia office in Western and Southern papers for the Pikesville Dairy Company, Fer-mil-lac Milk, Baltimore, Md.

George H. Clark, 927 Chestnut street, Philadelphia, is sending out continuation orders for Maurer & Co., Maurer's Roach and Rat Paste, same city.

The D'Arcy Agency, St. Louis, is placing orders in Pacific Coast papers for the E. W. Ross Medicine Company, Zemo, same city.

Charles L. Doughty, Cincinnati, is placing orders in Western weeklies for the Cliff View Sanatorium, Kansas City, Mo.

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.	NORTH DAKOTA.
ITEM Mobile	NEWS Fargo
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALER Cleveland (June. D. 88,239—S. 113,132.)
ARKANSAS.	VINDICATOR Youngstown
SOUTHWEST AMERICAN Fort Smith	OKLAHOMA.
CALIFORNIA.	OKLAHOMAN Oklahoma City
INDEPENDENT Santa Barbara	PENNSYLVANIA.
BULLETIN San Francisco	TIMES Chester
CALL San Francisco	DAILY DEMOCRAT Johnstown
EXAMINER San Francisco	JOURNAL Johnstown
FLORIDA.	DISPATCH Pittsburg
METROPOLIS Jacksonville	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	TIMES-LEADER Wilkes-Barre
CHRONICLE Augusta	DISPATCH AND DAILY York
HERALD Augusta	SOUTH CAROLINA.
ENQUIRER-SUN Columbus	DAILY MAIL Anderson
LEDGER Columbus	DAILY RECORD Columbia
ILLINOIS.	THE STATE (Cir. D. 14,047—S. 14,163) Columbia
POLISH DAILY ZGODA Chicago	DAILY PIEDMONT Greenville
SKANDINAVEN Chicago	TENNESSEE.
HERALD Joliet	NEWS-SCIMITAR Memphis
HERALD-TRANSCRIPT Peoria	BANNER Nashville
JOURNAL Peoria	TEXAS.
INDIANA.	RECORD Fort Worth
JOURNAL-GAZETTE Ft. Wayne	CHRONICLE Houston
NEWS-TRIBUNE Marion	SEMI-WEEKLY TRIBUNE Waco
TRIBUNE Terre Haute	TIMES-HERALD Waco
THE AVE MARIA Notre Dame	WASHINGTON.
IOWA.	MORNING TRIBUNE Everett
EVENING GAZETTE Burlington	WISCONSIN.
CAPITAL Des Moines	EVENING WISCONSIN Milwaukee
REGISTER AND LEADER Des Moines	CANADA.
THE TIMES-JOURNAL Dubuque	ALBERTA.
KANSAS.	HERALD Calgary
GAZETTE Hutchinson	BRITISH COLUMBIA.
CAPITAL Topeka	WORLD Vancouver
KENTUCKY.	TIMES Victoria
COURIER-JOURNAL Louisville	ONTARIO.
TIMES Louisville	EXAMINER Peterborough
LOUISIANA.	FREE PRESS London
ITEM New Orleans	QUEBEC.
STATES New Orleans	LA PATRIE Montreal
TIMES DEMOCRAT New Orleans	LA PRESSE Montreal
MAINE.	GET THE BEST ALWAYS!
JOURNAL Lewiston	The Pittsburg Dispatch
MICHIGAN.	Greater Pittsburg's Greatest Newspaper
PATRIOT (June. D. 10,851—S. 11,877) Jackson	WALLACE G. BROOKE Brunswick Bldg. New York
MINNESOTA.	HORACE M. FORD Peoples Gas Bldg. Chicago
TRIBUNE (Morning and Evening) Minneapolis	NEW BEDFORD TIMES
MISSOURI.	The paper that has made New Bedford, Mass., the fastest growing city in the world.
DAILY AND SUNDAY GLOBE Joplin	Average to July 1, 1910
MONTANA.	Evening, 7,840 Sunday, 13,756
MINER Butte	ALFRED B. LUKENS Tribune Bldg. New York Representative New York
NEBRASKA.	FRANK W. HENRELL 150 Michigan Ave. Western Representative Chicago
FREE PRESSE (aver. circ. 142,440) Lincoln	Anderson (S.C.) Mail
NEW JERSEY.	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
PRESS Asbury Park	MacQuoid-Alcorn Special Agency
JOURNAL Elizabeth	Tribune Building, N. Y. Boice Building, Chicago
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) 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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3133
AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7093
ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148
BALLARD & ALVORD
1328 Broadway, New York
Tel. 38th 2246
CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800
CONE, ANDREW
Tribune Bldg., New York
Tel. Beekman 2792
DEBEVOISE, FOSTER CO.
45 West 34th St., New York
Tel. Murray Hill, 5235
FEDERAL ADVERTISING AG'CY
231 West 30th St., New York
Tel. Bryant 4770
FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3745
GUENTHER, RUDOLPH
115 Broadway, New York
Tel. Broad 1420
HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4398
KIERNAN, FRANK, & CO.
136 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

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

MEXICO

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

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

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

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

Publishers' Representatives

- ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 6666
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.
223 Fifth Ave., New York
Tel. Madison Sq. 2042
PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
PUTNAM, C. I.
30 W. 33d St., New York
Tel. Madison Sq. 3613
SMITH & BUDD
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

ADDITIONAL AD TIPS.

The Charles H. Fuller Agency, Chi-
cago, is placing orders in Southwest-
ern papers for the J. M. Pease Manu-
facturing Company, same city.
W. W. Sharpe & Co., 99 Nassau
street, New York, are placing addi-
tional orders for the Anchor Line
Steamship Company, 19 Broadway,
New York.

E. E. Smith, Mutual Life Building,
Philadelphia, is placing orders in
Pennsylvania papers for the Read
Drug & Chemical Company, Gypsy
Rheumatism Cure, Baltimore, Md.

The Snitzer Agency, Chicago, is
placing orders in Pacific Coast papers
for the Lexoid Company, same city.

The J. Walter Thompson Company,
44 East Twenty-third street, New
York, is placing orders in the larger
city dailies for the Aural Remedies
Company, London, Eng. This agency
is also placing a few orders for the
Circle Publishing Company, 50 Mad-
ison avenue, New York.

New Daily for Indianapolis.

It is reported that a number of
prominent Democrats of Indiana are
planning to start a daily newspaper
in Indianapolis. The first issue is
scheduled to appear August 1.

The Asbury Park Press

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

ADVERTISING NOTES.

William H. Smith, of C. F. Kelly &
Co., special agents, New York, has
returned home after a very successful
trip in northern New York.

William H. McLaughlin, advertising
manager of Walter Baker & Co., Bos-
ton, is on a vacation and will not re-
turn to his office until August 1.

John B. Woodward, Eastern repre-
sentative of the Chicago Daily News,
returned to New York this week after
a business trip through New England.

William D. Ward, special agent,
Tribune Building, New York, has been
appointed Eastern representative of
the Winnipeg (Can.) Newspaper
Union List. This list comprises 190
country weeklies.

Smith & Budd, special representa-
tives, New York and Chicago, have
been appointed foreign advertising
representatives of the Denver (Col.)
Times.

Vasco Abreu, the genial representa-
tive in the United States of the Jor-
nol do Commercio, Rio Janeiro, Bra-
zil, with his family is spending the
week-end at Delaware Water Gap, Pa.

A. E. Clayden, special representa-
tive, Brunswick Building, New York,
left Thursday for a trip to Wheeling,
W. Va. Mr. Clayden represents the
Wheeling News and Intelligencer in
the foreign field and is making the
trip to study conditions in the news-
paper field in Wheeling.

I. N. Putnam, special agent, New
York, is on a Western trip visiting the
publishers that he represents in the
foreign field.

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON
ZINC OR COPPER

Best Work at Lowest Price
Let us estimate on your next order.
Once a customer always a customer.

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

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

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

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

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



Send To-day for the List of Users of
"The Kohler System"

We have put in one million five hundred thousand
dollars worth of machinery for the electrical con-
trol of printing presses.

KÖHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: NEW YORK:
56 Ludgate Hill, E.C. No. 1 Madison Avenue

THE BRITISH AND COLONIAL PRINTER
AND STATIONER

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

A WEEKLY JOURNAL of Home, Colonial
and Foreign Printing, Stationery and
Bookmaking Trades' Intelligence, Me-
chanical and other Inventions Illustrated,
Novelities in Stationery, Books and Book
Manufacturer Patents, Gazette and Finan-
cial Trade News.

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

SOME TRADE OPINIONS.

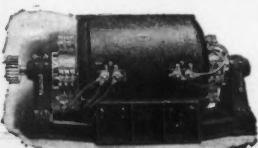
"A representative printers' paper."—In-
land Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S.
is a good printers' journal wherein to ad-
vertise our machinery."—Paul Shulden-
wender & Co., Chicago.
"Very popular publication."—Challenge
Machinery Company, Chicago.
"The leading journal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

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

THE AMERICAN
PRINTER

Advertisement for Uncle Sam's Experts, featuring an illustration of Uncle Sam and a typewriter. Text includes: 'The brightest printing men in America contribute to the columns of The American Printer'.

Advertisement for POWERS PHOTO ENGRAVING CO., featuring a decorative border and text: 'TAKE IT TO POWERS THE FASTEST 24 HOURS ENGRAVERS OUT OF 24 ON EARTH'.



The Garwood Electric System

Permits the press to be run constantly and economically at
any point in the speed range. These are only a few reasons
why the GARWOOD ELECTRIC SYSTEM leads all others.

Garwood Electric Company
New York, Philadelphia, Chicago, St. Louis, Pittsburg

NOTICE

IF you contemplate modernizing your Stereotyping Department during the coming winter we suggest that you take up the matter now, as our facilities are being pushed to the utmost to cope with the AUTOPLATE business in hand.

*Orders booked this month
are accepted for
January, 1911, delivery*

The Campbell Company

HENRY A. WISE WOOD, President

One Madison Avenue

New York City

