

AUG 28 1909
GENERAL LIBRARY

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 9

NEW YORK, AUGUST 28, 1909

5 CENTS A COPY

BOOMING!

ADVERTISING AGENTS PREDICT GREAT WAVE OF PROSPERITY.

Leading Agents Answer the Question, "What is the Outlook in the Advertising Business?"—Extraordinary Cheerfulness Shown in every Answer—Canada is Marching in the Front Rank with Uncle Sam.

At the beginning of this week THE EDITOR AND PUBLISHER sent to each of a number of the leading advertising agencies of the country a communication requesting an answer to the query, "What is the Outlook in the Advertising Business?" The following are excerpts from letters received by early mail:

STANDARD OIL COMPANY ADVERTISING DEPARTMENT.

THE EDITOR AND PUBLISHER: In response to your request of the 20th for expression of opinion from me as to "what is the outlook in the advertising business," I can say that perhaps the best expression would be a composite of the information which has come to me from all parts of the country through the visits here of publishers, editors, special representatives and advertising managers, inclusive of a number of well posted men with offices in this city who happen to have been traveling in various sections of the country within the last three months.

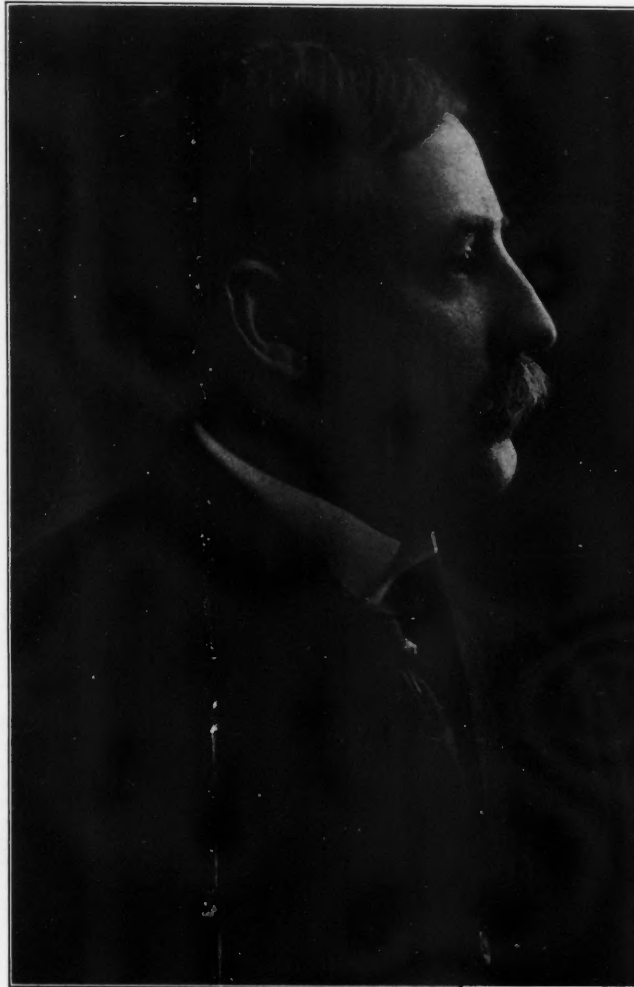
Almost without exception the views of these gentlemen, while necessarily differing in particulars, have been unanimous in the belief that the outlook in the advertising business is most promising and that this rests not on the wish which is father to the thought but rather on those more substantial things which go to make up the minds of conservative, long-headed business and professional men. It does not seem possible that anything short of an earthquake in the physical or financial world immediately affecting the business interests of this country can stop the manifest improvement which is steadily going on, as these gentlemen believe, and I have no little confidence in their views if only for the reason they coincide so clearly and positively with other evidences of coming prosperity seen on every hand. I should add, however, that the more conservative of my visitors seem to feel that the improvement will be steady rather than rapid and therefore healthful rather than forced and unsafe. If these gentlemen are correct, we should be as patient as we are diligent in looking and working for better times.

F. L. PERINE,
Advertising Manager.

FRANK PRESBREY CO., 3 W. TWENTY-NINTH STREET, NEW YORK.

Dear Mr. SHALE: From indications we are going to have a splendid era of development in advertising. I do not look for what has been termed a boom, but I do find that those who have been advertising are taking up the subject this autumn with renewed zest and interest, and, generally, with increased appropriations. Many concerns who have never advertised are giving the subject serious consideration.

(Continued on page 7.)



CURTIS J. MAR

WHO HAS RESIGNED AS PRESIDENT AND GENERAL MANAGER OF THE HEARST NEWS SERVICE TO BECOME THE EXECUTIVE HEAD OF THE NEW PUBLISHERS' PRESS.

A. NEVIN POMEROY,

President of National Association, Names New Committees.

A. Nevin Pomeroy, president of the National Editorial Association, and editor of the Chambersburg (Pa.) Franklin Repository, announces the following appointments:

Committee on postal laws, Colonel B. B. Herbert, Chicago; L. A. Sherman, Port Huron, Mich.; William C. Hammer, Ashboro, N. C.; Henry B. Hale, Hartford, Conn.; Colonel R. B. Herrick, Winchester, Ky.; committee on legislation, G. E. Horner, Denver; F. L. McKenzie, Tallahassee, Ala.; S. M. Wells, Crete, Neb.; W. L. Black, Elgin, Ill.; James A. Metcalf, Glendive, Mont.

May Re-enter Journalism.

It is reported that Colonel W. P. Walton will become the owner and editor of the Lexington (Ky.) Evening Gazette. Colonel Walton recently retired from the editorship of a paper at Frankfort.

IOWA PAPER SOLD.

Mason City Republican Purchased by the Globe-Gazette.

The Mason City (Ia.) Republican has been purchased by the Globe-Gazette, of that city, and the two papers will be consolidated.

The Republican was founded in 1855 by General Datus E. Coon, and is one of the oldest papers in northern Iowa. The sale included the Plymouth Progress, which was the property of the Republican.

Panama Editor Killed.

William Nicholas Chandler, editor of the Panama Press, is dead from a fractured skull, resulting from a blow delivered by General Herbert C. Jeffries, who won prominence during the Panama revolution. Jeffries took exception to an article appearing in the Press and assaulted Chandler in his office. General Jeffries has been placed under arrest and is charged with murder.

CURTIS J. MAR

RESIGNS FROM THE HEARST NEWS SERVICE TO HEAD PUBLISHERS' PRESS.

Parts from Mr. Hearst in Friendly Spirit After an Association of Many Years—Has Remarkable Ability as Organizer and Intimate Knowledge of the Newspaper Business—Will Not Talk About New Organization.

The resignation of C. J. Mar as president and general manager of the Hearst News Service has just been announced.

Mr. Mar's resignation was actually tendered some months ago, but Mr. W. R. Hearst was at the time traveling in Europe, and out of courtesy to him no announcement of the fact was made.

When Mr. Hearst returned on the *Mauretania* a week ago Friday, he was very reluctant to accept the resignation. He urged Mr. Mar to reconsider his determination to leave the News Service he had founded and built up, but without avail, and as soon as the necessary transfer of the work can be made to his successor, Mr. Mar's connection with the Hearst News Service will cease.

A representative of THE EDITOR AND PUBLISHER asked Mr. Mar for the reasons for his resignation.

"They are very simple," he replied, "a business opportunity offered, affording me a wider scope and greater opportunities for effective work which I did not feel justified in refusing. That is all."

"It has been suggested that one of the reasons for your resignation was dissatisfaction on the part of the Independence Party leaders with the course of the Hearst News Service in the support of Mr. Hisgen in the recent presidential campaign."

"I must absolutely decline to discuss any of Mr. Hearst's business in any way, but I will say that there is no truth whatever in that suggestion. In the last presidential campaign the Hearst News Service treated all of the parties on a strictly news basis. Under my management it was at all times thoroughly non-partisan, giving the political as well as other news without fear or favor."

"You parted with Mr. Hearst, then, in a friendly spirit?"

"Perfectly so. My relations with Mr. Hearst have always been pleasant. I not only hold him in great respect, but have a high personal regard for him, and have every reason to believe this feeling is reciprocated. My only reason for leaving his service is, as I have said, the greater opportunity for effective work in my chosen field, which opened up to me."

"It has been said you are to become executive head of the new Publishers' Press."

"That is true."

"Do you care to make any announcement as to your plans in connection with the new organization?"

"Not at present. As soon, however, as I have had a chance to familiarize

myself with the situation I will probably have something interesting to say in connection with the new organization, but just now I am not prepared to talk along that line."

Mr. Mar was the founder of the Hearst News Service and Hearst Syndicate several years ago, and has been its guiding genius ever since. In the face of difficulties which would have discouraged and beaten a less determined man he built up not only a great news gathering agency which covered the country from ocean to ocean and from Canada to Mexico, but also a syndicate business of vast proportions.

He is primarily and essentially a newspaper man, and has an intimate working knowledge of the business from all angles.

Beginning his career twenty-two years ago as a reporter on the old Press, he rapidly worked up through the various steps as copy reader, city editor, until he became the youngest managing editor who ever had charge of a New York newspaper, holding that position on the old Star and its successor, Mr. Munsey's Continent.

He became connected with Mr. Hearst's New York newspapers shortly after that great newspaper man came here from California.

His remarkable ability as an organizer, his intimate knowledge of the newspaper business, and his capacity for doing things sent him quickly to the front.

While engaged in the Herculean task of building up the Hearst News Service, he found time to direct many of the great humanitarian movements in which Mr. Hearst's newspapers were interested. He arranged the symposia on great public questions, which were a feature of the New York American, he directed the collection and distribution of the Christmas funds, which gladdened the hearts of so many of New York's children of poverty. He managed the great Galveston Bazaar, which provided for the children orphaned by the disaster which nearly wiped out the Texas metropolis. In fact, he was called on whenever there was need of prompt, efficient action, and he always made good.

The Publishers' Press is to be congratulated on having secured Mr. Mar as its chief executive. He is a man who does things.

Takes Up Husband's Task.

Mrs. Mary E. Reese-Wheelock, wife of L. E. Wheelock, the young editor of the Hudson (Ia.) Record, who died recently after a short illness of Bright's disease, is displaying the true Spartan spirit in announcing that she will take up the duties laid down by her husband when death claimed him. Besides the wife, a two-year-old son survives. Mr. Wheelock was 31 years old and bought the Record from M. L. Boyd in 1907.

In Philadelphia The Bulletin

goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for July,
242,542

copies a day

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

WILLIAM L. McLEAN, Publisher.

STAR RECEIVERSHIP.

Report of Operations of Indiana Company for July.

George C. Hitt, receiver for the Star Publishing Company, has filed his report of the operations of the company for the month of July.

The gross earnings of the Indianapolis Star were \$52,843.30; operating expenses, \$47,101.22; net earnings, \$5,742.08. The gross earnings of the Muncie Star were \$12,527.15; operating expenses, \$9,653.55; net earnings, \$2,873.60. The gross earnings of the Terre Haute Star were \$13,017.88; operating expenses, \$12,003.88; net earnings, \$1,014.

The total earnings of the three papers were \$9,629.68, to which is added interest receipts of \$178.79, making total earnings \$9,808.47. Against this amount the following items were charged: Receivership expenses, \$300; interest on bonds and past due coupons, \$2,764.58; interest on demand note, \$1,103.20; total charges, \$4,167.78. The surplus for the month, after making provision for the foregoing charges, was \$5,640.69.

The assets of the company on July 31, 1909, amounted to \$337,457.06; liabilities, \$906,824.21. No account is taken, however, of the franchises and good will under assets, nor of the outstanding capital stock under liabilities.

PAPER RATE REDUCED

On Shipments Between Local Points in Southern Texas.

The Texas State Railroad Commission has issued authority granting a rate of nine cents per hundred pounds on paper in rolls, carload lots, from Texas City, or from Galveston, to Houston, minimum rate, 30,000.

Heretofore the rate has been twelve cents a hundred, and the present reduction of 25 per cent. was requested by one of the railroads.

This reduction in the rate, it is said, will enable some of the newspapers of southern Texas to get their white paper from New York via Texas City at a great saving, as compared with former prices.

The through rate on paper from interior New York to the interior of Texas was advanced a year ago, six cents per hundred pounds, and the through rate still remains at the advance. The present reduction applies only to local shipments between Texas City, Galveston and Houston.

Former Senator Buys Paper.

R. T. Simons, for twenty-two years editor of the Caldwell (Kan.) News, former State Senator and one of the Kansas Commissioners to the St. Louis Exposition, has purchased a half interest in the Medford (Okla.) Patriot. Senator Simons has been in the newspaper business for more than forty years and is well known both in Kansas and Oklahoma.

Outing Plant Sold.

The plant of the Outing Publishing Company, at Deposit, N. Y., was sold last Tuesday by J. E. Conant & Co. The sale was successful, in that more than \$52,000 was realized for the plant, while the offer at private sale was \$25,000. Bidders were on hand from all over the country.

The management of the Montreal (Can.) Daily Star states that the circulation of that paper for the week ending Aug. 21 was 549,002.

SIMPLIFIED SPELLERS

Publish New List Containing More than 3,000 Words.

The Simplified Spelling Board has published a list containing 3,261 words that the board thinks need reforming. The board started its spelling reform three years ago with a list of 300 words. A manual dealing with about 25,000 words is at present being compiled.

The Simplified Spelling Board has agents in all parts of the world where English is spoken. According to Dr. Charles P. G. Scott, secretary of the board, 259 periodicals in forty-one States and Territories have taken up the spelling reform. Included in this list are eighteen dailies, twenty weeklies, and twenty-four monthlies that have adopted the 300-word list. Two dailies, four weeklies and five monthlies have gone considerably farther. In New York City six weeklies and fifteen monthlies are using the list.

The National Association of Education has indorsed simplified spelling, and nearly 7,000 teachers, superintendents and college professors have signed the cards of agreement to use the shorter forms of spelling recommended by the board.

The officers of the Simplified Spelling Board for 1909-1910 are Thomas R. Lounsbury, president; Charles E. Sprague, treasurer; Dr. Charles P. G. Scott, secretary. Executive Committee, Isaak K. Funk, Henry Holt, Brander Matthews, Charles P. G. Scott, Benjamin E. Smith, Charles E. Sprague, Calvin Thomas, William Hayes Ward, and the president, ex-officio.

Among the members of the board are E. Benjamin Andrews, Chancellor of the University of Nebraska, Nebraska; William Archer, author; O. C. Blackmer, publisher; Henry Bradley, associate editor of the Oxford English Dictionary; David J. Brewer, Justice of the Supreme Court of the United States; James W. Bright, professor of English Literature in Johns Hopkins University; Andrew Carnegie, Lord Rector of the University of St. Andrews; Samuel L. Clemens, Lyman J. Gage, ex-President Theodore Roosevelt, Andrew D. White, formerly President of Cornell University, and Robert W. Woodward, President of the Carnegie Institution.

Banquet Canadian Journalist.

A complimentary dinner was tendered Charles Robillard, editor of the Montreal (Can.) La Patrie, last Thursday, the occasion being the twenty-fifth anniversary of his entering journalism. Mr. Robillard began his career as a reporter for Le Canadien, of Quebec.

Becomes a Song Writer.

William L. Larkin, for many years a writer for the Chicago dailies, has ventured into the musical world as the author of light-hearted songs. Two of these compositions on the highway to popularity are known as "Angelena Valentine" and "Sarah Jane."

ADVERTISING CLUBS.

Meet in Annual Convention at Louisville, Ky.

(Special to THE EDITOR AND PUBLISHER.)

Aug. 26.—Higher ideals in advertising generally were advocated at the fifth annual convention of the Associated Advertising Clubs of America, which began a three days' session in Louisville, Ky., last Wednesday.

Frank Van Camp, of Indianapolis, spoke upon the effect of advertising upon the consumer, and Louis H. Scurlock, of Kansas City, considered "Higher Ideals in Advertising." Wednesday noon the delegates were taken for a trolley ride to the Louisville Country Club, where they were the guests of the Courier-Journal and Evening Times.

Among those on the programme for Thursday are James Schermerhorn, publisher of the Detroit Times, who will address the convention on "Up Stairs and Down Stairs," and Hugh Chalmers, president of the Chalmers Detroit Motor Car Company, who will discuss "Salesmanship and Its Relation to Advertising."

SEEK DURABLE PAPER.

Leading Governments Want Better Medium to Preserve Records.

The governments of the world, headed by the United States, are seeking a more durable paper upon which to preserve their records, according to a statement issued by the Department of Agriculture, which was prepared by F. P. Veitch, chief of the leather and paper laboratory, bureau of chemistry, on "The Need of Good Paper."

Alarmed regarding the permanency of their state papers and other valuable documents, several governments have already introduced stringent requirements with which record paper must comply.

JOHN W. BENNETT

Again Identified with the Staff of the St. Paul Dispatch.

John W. Bennett has returned to the staff of the St. Paul Dispatch.

Mr. Bennett is a newspaper man of wide experience, having served on the staffs of various papers in the Northwest, the St. Louis Republic, the Washington Star, and the Baltimore Sun and News, and acted as Washington correspondent for the last named paper for some years. He is also recognized as an expert on municipal affairs.

Jackson S. Elliott Weds.

Jackson S. Elliott, of the Washington staff of the Associated Press, and Miss Daisy Isabel Joyce, a well-known newspaper woman of Washington, were married in Philadelphia last week by the Rev. Father Kavanaugh. Mr. and Mrs. Elliott are spending their honeymoon in the South.

Print paper readily absorbs moisture.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

HARRY B. JOHNSTON, Acting Advertising Manager.

ACTON DAVIES

DRAMATIC CRITIC OF NEW YORK EVENING SUN TALKS TO NEWSPAPER MEN.

He was interviewed for "The Editor and Publisher"—Is the Dean of Dramatic Critics in the Metropolis—You Must Love the Theater and have Technical Knowledge to be a Good Critic.

(Written for THE EDITOR AND PUBLISHER by Philip R. Dillon.)

You get upon a sight-seeing motor bus in New York. They drive you about Manhattan. The "lecturer" with the megaphone makes a feature of rich men's homes and Grant's Tomb. He doesn't point out the bill boards—and they are surely features. Nevertheless you see them. You can't help it. You recall the big poster on half a hundred boards telling about a certain play which "Mr. Frohman presents"? Here is a display line:

ACTON DAVIES SAYS—"A HIT!"

Maybe you go that night to see that play, being impressed by what Acton Davies says.

It may be that you do not know who Acton Davies is. Maybe you will ask a Broadway New Yorker. "Dramatic critic of the New York Evening Sun," says he, but you will feel that you are being eyed curiously. For the uptown Broadway contingent is loath to believe that there are people in the country who do not know that Mr. Davies is the dean of New York dramatic critics—now that William Winter has resigned from the Tribune. And when he writes in the Evening Sun that the play is "a hit," the bill posters get a special job. Wherefore, partly, Mr. Davies is famous.

PERSONALITY OF ACTON DAVIES.

So I went to the Evening Sun office to interview him. Did you ever interview a famous dramatic critic? Did you ever know anyone who did?

It is palpably an extra happening—to interview a dramatic critic, to bite the bitter, as the saying is.

Mr. Davies is not a thin man. I know there are thousands who read his column in the Evening Sun, who, especially the women, picture him in a likeness to Dante, shadowy, spirituelle, grief stricken.

This is the fact. He is big, plump, with the softest, reddest cheeks a man can wear legally. Also he is young. He was born in St. Johns, Quebec, Canada. You would know his English ancestry before you found the

"Acton" is his name. "Acton" is sure enough British.

He began as a reporter on the Evening Sun twenty years ago. He got \$15 a week doing police. In 1893 he was officially made dramatic critic and has been in charge of that department since. He was the Sun special correspondent in Cuba during the Spanish war.

HOW TO BE A DRAMATIC CRITIC.

I said to him, in order to induce him to talk for newspapermen: "Many reporters are ambitious to qualify as dramatic critics. What is the essential thing?"

He declined the honor of being dubbed an authority, yet he spoke quickly, intensely, as one who is vibrant with his subject.

"The critic must be able to gauge the effect of a play on the audience. He must be able to sit in front, as one of the audience and forget himself. His own intellectual or artistic facet must never be allowed to come between the play and the audience.

"If he personally prefers Shakespeare (and few critics do), he must not turn up his nose at musical comedy or rattling farce. In short, the dramatic critic is a student of human nature, and has the human interest temperament. If a man or woman has not the temperament in which love of the theater is very strong, he or she cannot do justice to the play nor to the actors."

THE CRITIC IS A REPORTER.

"Then," said I, "is it to be assumed that the dramatic critic is not primarily a reporter, but something different, something higher?"

"Not at all!"—decisively. "The critic is a reporter. In order to be of any use to the public, he must be able to give the public a correct picture of the play. He reports the play. He may throw in his own side lights, just as the reporters do in other departments, which are recognized as fields for specialists.

"It seems to be admitted that dramatic criticism is filling more space in newspapers all over the land than formerly. That is merely because of the great development of the theater as an intimate part of our daily social life. As to the quality of the criticism, there are many different opinions. Undoubtedly published dramatic criticism is of greater importance now, and this is because the work is more and more entrusted to specialists. The good critic is made by persistent, long, hard work, like the good actor, or the successful man in almost every calling.

GREATER VALUE OF CRITICISM.

"Unquestionably, the honest value of dramatic criticism has grown in every large American city. The newspapers no longer send the office boy or the ship news reporter to review a play. Also the public has been educated. Readers of the paper can now tell quickly whether the review or criticism of the play was written by a competent person. The public will not tolerate stupidity nor palpable lack of technical knowledge in the printed criticism.

"I believe it is more necessary for a critic to have a technical knowledge of the stage than to be a scholar of stage 'literature.' The man who is able to estimate and appreciate the work of a stage manager who has achieved some remarkable setting, has a far better equipment for good dramatic criticism than the man, or woman, who merely knows by heart

all the lines ever written by Sophocles, Moliere, Beaumont and Fletcher and others.

ONLY ONE PERSON'S OPINION.

"I do not think any individual can kill a good play, nor can he boom a bad play, so it will make money. A play is a thing you can't know anything about for sure. I have seen plays that I raved over, and the box office in each case did not make \$2.

"Criticism is, after all, just opinion—one person's opinion. In this, it does not differ from the criticism of Queen Elizabeth's time. One person's opinion is better than another's, for the public, only when that one person has worked long and shown a high average of correct judgments. So the critic is like the weather prophet. You believe him or not, according as you have watched his work."

"But how about the theatrical managers?—are they not claiming that the newspaper dramatic critic is a menace to their business?"

Very shortly and judiciously Mr. Davies replied:

"From the rabid way we have been fought, it is probable we have had some effect."

EDITORS TO GREET TAFT.

One Hundred Fifty Will Welcome President at Des Moines.

Newspaper men to the number of one hundred and fifty and representing every county in the State of Iowa, have been asked to serve as vice-presidents and occupy the platform on the State House lawn at Des Moines, from which President Taft will speak on the morning of Sept. 20. Among those invited to attend the meeting are:

Paul E. Stillman, Jefferson; G. A. Nichols, Estherville; H. V. Hoyer, Oelwein; Walter H. Beall, West Union; C. W. Rhinesmith, Charles City; Mr. Purcell, Hampton; C. L. Stewart, Sidney; P. A. Smith, Scranton; Hon. John F. Lacey, Oskaloosa; C. S. Walling, Oskaloosa; J. W. Miller, Winterset; Ed. M. Smith, Winterset; W. Gaylord Smith, Rock Rapids; Samuel Greene, Chariton; W. E. Whetstone, Columbus Junction; A. M. Faulks, Cedar Rapids; H. W. Rathbun, Marion; Cyrenus Cole, Cedar Rapids; William Logan, Keokuk; W. P. Laidley, Bancroft; Milton Starr, Algona; Sherman Needham, Sigourney; T. E. Booth, Anamosa; David Brant, Iowa City; C. M. Junkin, Fairfield; A. H. Sniff, Missouri Valley; O. E. Smith, Grundy Center; C. J. Adams, Reinbeck; S. B. Stonerook, Iowa Falls; Joel D. Baily, Britt; W. F. Hunter, Webster City; J. E. Thode, Stuart; Alexander Grisell, Guthrie Center; O. J. Smith, Eldora; O. E. Winter, Ackley; J. M. Beck, Centerville; Samuel G. Goldthwait, Boone; Robert A. Santee, Cedar Falls; Will Parrott, Waterloo; Bernard Murphy, Vinton; A. C. Ross, Audubon; Walter A. Noel, Rockwell City; Charles H. J. Mitchell, Storm Lake; J. D. Farwell, Independence; W. H. Tyrrell, Waverly; C. T. Williams, Ogden; G. W. Laflar, Manning; S. D. Henry, Coon Rapids; J. B. Hungerford, Carroll; T. B. Hotchkiss, Lake City; Thomas D. Long, Manson; R. H. Fairbairn, New Hampton; Thomas McCulla, Cherokee; William Gray, Clear Lake; Ed. Cornell, Mason City; E. L. Anderson, Atlantic; F. W. Myers, Denison; H. E. Oates, Clinton; Randall McKee, Spencer; J. L. Long, Osceola; H. C. Goss, Manchester; W. F. Lindsey,

Leon; P. T. Grimes, Bloomfield; A. C. Hotchkiss, Adel; Hon. Abe Funk, Spirit Lake; Joseph F. Morgan, Dubuque; J. H. Wolf, Primghar; L. P. Loomis, Muscatine; B. C. Hullinger, Villisca; Thomas D. Murphy, Red Oak; A. L. Anderson, Albia; H. V. Chapin, Mapleton; T. L. Gossard, Onawa; Thomas M. Atherton, Osage; D. W. Norris, Marshalltown; Dr. B. F. Keables, Pella; M. L. Curtiss, Knoxville; L. F. Boydon, Newton; L. P. Barth, Cresco; Frank P. Porter, Mount Pleasant; Albert J. Enbody, Dunlap; Ham Robinson, Colfax; J. P. Grewell, Maquoketa; T. C. Mott, Marengo; Frank Clarkson, Ida Grove; Henry C. Marmon, Gilmore; Al Adams, Humboldt; W. A. Quigley, Hawarden; George E. Bowers, Orange City; P. B. Brown, Harlan; E. P. Adler; Davenport; W. E. Hamilton, Odebolt; F. E. Stouter, Sac City; W. E. Burleigh, Tingley; H. E. Greeley, Shannon City; J. H. Tedford, Mount Ayr; C. E. Stallock, Brooklyn; A. L. Frisbie, Grinnell; W. C. Ray, Grinnell; L. C. Chandler, Fonda; D. O. Blake, Pocahontas; James C. Gillespie, Le Mars; J. H. Lighter, Rolfe; Louis H. Maine, Emmetsburg; John P. Kenea, Clarinda; G. N. Marvin, Shenandoah; W. W. Overholser, Sibley; R. B. Piper, Sheldon; W. O. Payne, Nevada; Freeman Conaway, Ames; Lon G. Hardin, Ames; F. W. Colvin, Correctionville; John D. Springer, Eagle Grove; Frank Scammon, Northwood; Burt Harwood, Clarion; Hon. George D. Perkins, Sioux City; Harry J. Green, Decorah; J. W. Skinner, Forest City; E. A. Rolfe, Dayton; C. A. Roberts, Fort Dodge; C. F. Le Compte, Corydon; C. H. Needham, Washington; E. B. Dowell, Indianola; T. T. Anderson, Indianola; J. K. Daugherty, Ottumwa; John W. Landes, Keosauqua; Paul S. Junkin, Creston; John J. Clark, Bedford; Elmer E. Taylor, Traer; C. J. Wonsler, Tama; Roy A. Stacey, Adair; J. H. Lynch, Greenfield; P. I. Junkin, Corning; A. P. Bock, Waukon; Scott Snyder, Perry.

CHANGES IN INTEREST.

H. H. Hallett, who recently secured control of the Thornton (Ia.) Enterprise, has purchased the Meserve (Ia.) Messenger.

Worth S. Ray has purchased the Sanger (Tex.) Courier from Ernest Legsden.

David Larin, of Maysville, N. D., has purchased the Eveleth (Minn.) News, a semi-weekly. Mr. Larin was formerly the owner of the Maysville Tribune, and was postmaster of that city for more than eleven years.

The Rock County Advance, published in Beloit, Wis., under the editorship of W. C. Dean, has taken over the subscription list and good will of the Good Citizen, a weekly published by L. B. King at Neilsville, Wis.

IF YOU MAINTAIN



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

BINGHAM BROTHERS CO.
ROLIFR MAKERS (Established 1849)
406 Pearl St., 413 Commerce St.,
N. Y., Philadelphia

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

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

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

MORGEN GAZETTE
EVENING DEMOKRAT
SONNTAGS GAZETTE
STAATS GAZETTE (weekly)
Examined by the Association of American Advertisers.

UP STAIRS AND DOWN

Interesting Talk on Subject of Pertinent Interest to the Newspaper Profession, by James Schermerhorn, Publisher of the Detroit Times.

In an address on "Up Stairs and Down Stairs," before the convention of Associated Advertising Clubs of America, in session at Louisville this week, James Schermerhorn, publisher of the Detroit News, said in part:

"In the beginning unity and poverty prevailed in American newspaper-making. It was the era of concord and cordwood. It was the meal of herbs where harmony was.

"Upstairs was solitary and supreme in that distant colonial cycle of a free and faithful press.

"It began high and kept the loftier view. The early journalist, along with all the early forefathers, looked up to the hills whence came their help.

"The Franklins of journalism's formative period in the new world, cried for liberty or death; later the Garrisons acclaimed abolition or blood. But nobody thought of asking for advertising.

"Liberty first, and abolition later, were purchased with a great price. But you couldn't get a one-thousand-inch contract by sword or supplication, for the time was not yet when commerce asserted itself in ten hundred inches of display.

"There were meager undisputed announcements of goods and wares just imported from England. The 'for sale' notices were too limited to classify. They comprised tea, coffee, books, medicine and slaves. The appropriation for advertising runaway slaves and servants and lost cattle appeared to be quickly exhausted, also.

"It was the shot that was heard around the world—not a breakfast food—that went out of the gun where the embattled farmers stood at Lexington.

"The Boston tea party did not compete for an American cup to advertise their particular brand. The overtaxed goods spoke for themselves and were disposed of without a dollar for publicity.

"The underfed Continentals at Valley Forge did not have to be told that they needed a biscuit; and the millions of freemen who have come after them have never doubted that the patriotism that endured that winter of privations was 'absolutely pure.'

"Up stairs was conducted upon a very little capital and a heap of conviction.

"The man who ran a newspaper about the time his fellow-citizens were trying to run an independent government, didn't have much but a message and a hand press.

REVENUE FROM ONE SOURCE.

"Revenue could only come from one source—the subscriber. Upon the constant reader rested the burden of paying for the meager domestic news, the political essays, the belated foreign intelligence and the fugitive poem.

"The successful publications of the first half of the nineteenth century were political and religious. They were strictly up stairs products.

"For that matter, the entire nation was living up stairs, the steps whereof were piety, patriotism, frugality, moderate desires, simple living. The individual tradesman or craftsman had not yet become a firm, the firm a corporation, the corporation a combination, and the combination a combination of combinations.

"But I tell you that from the colonial period to the civil war was the time of up stairs paradise in newspaper-making. It was the serene, untroubled editorial Eden, the perfection of which was proclaimed by Jefferson when he said he would rather have newspapers without government than government without newspapers.

"It was the age of editorial concentration, of undivided devotion to principle, of internal harmony.

"Up stairs was the region celestial in the sense that three can keep a secret if two are dead and up stairs and down stairs can keep the peace if there is no down stairs.

"Then came the serpent in the form of the inevitable business expansion of the eager, glorious, young nation. The alluring red apple of advertising, plucked from the tree of knowledge, caused the expulsion of the newspaper publisher from his editorial paradise.

"By Adam all have fallen, to be sure. But what a fall was that of the 'fourth estate,' my countrymen—all the way from up stairs to down stairs. If we let down stairs defend itself—for down stairs has a defense—we shall hear it say that journalism, like the young man who lodged on the top floor, would never have been heard from if it hadn't fallen down stairs.

"If there was an editorial paradise lost, there was a commercial paradise regained.

"The war decided that there was to be henceforth 'no North and South'—just a North for a while, from the industrial standpoint.

ADVENT OF DOWNSTAIRS.

"And advertising, handmaid of expanding commercialism, decreed that there should be no up stairs and down stairs in our profession—just a down stairs, for the time being, at least.

"The four decades following the peace at Appomatox were down stairs decades—the decades when journalism got in on the ground floor and flourished like trees planted by rivers of water.

"From 200 newspapers in the up stairs period the press of the United States leaped to a total of 21,000 at the close of the down stairs period, which was the end of the last century.

"The circulation of a single metropolitan daily of the down stairs era exceeded the total output of the 200 journals of the colonial period, when advertising was an inappreciable factor in newspaper support.

"The editorial page has proclaimed with admirable national pride and elegance of diction the variety and greatness of our material achievements, but the page advertising daily appearing for the same concern, offers the more vividly convincing evidence of

national recuperation and progress since the war.

"The daily newspaper came down stairs at the dawning of the era of big business, and likewise big advertising, and it has been admirably located for taking unto itself its share of the material increase.

"It is estimated that the annual outlay for advertising reached the half-billion mark in 1900, three-fourths of the expenditure going to newspapers and periodicals.

"This was four times as much as the national debt in 1816, and a little more than one-half of the outlay for running the entire machinery of this government in 1899.

"A dollar for advertising for every two dollars for administration.

"Down stairs has needed it in the process of developing the complex and costly organization and facilities that are required to produce the modern many-paged daily of frequent editions.

"Down stairs dominated, but it had work to do to keep abreast with the demands of a rushing civilization. It was a game of great hazards, keenest business rivalry and staggering failures and losses.

"We sustained with shot and shell the maxim that a nation cannot exist half slave and half free. Then we turned about and showed that it was the inalienable privilege of all of us to slave all the time in the pursuit of riches.

POSSESSED MONEY MADNESS.

"And down stairs, possessed of the money madness of the age, sometimes fell into the current practice of getting it untaintedly, if possible, but getting it!

"With down stairs the conclusion of the whole matter, was too often paid matter.

"And the voice of the large advertiser touching temporal things, was becoming, all too frequently, to be the voice of God.

"Contrary to its generally honestly-pursued mission of serving the public, and at variance with its editorial insistence upon a square deal, down stairs was at times found in a confederacy with rogues and charlatans in their schemes of plundering the people.

"And, more shocking still, the columns of daily newspapers of the first class have been discovered to be a part of the devices of the depraved and licentious scoundrels who traffic in human souls and lay snares for the innocent and unsuspecting.

"Surely it was time to challenge the supremacy of down stairs when it became necessary for the Federal and State authorities to outlaw the wretches of the lottery, matrimonial bureau, investment fraud and private medical ilk, whose copy was regularly received over the counters of hundreds of daily newspapers.

"Everybody seemed to live down stairs. The revelation of iniquities in other realms of business, resulting in public reprobation, the blasting of reputations, and, in some instances, imprisonment or suicide, conveyed its warning to the newspapers themselves.

"Daily chronicling the tragic consequences of the get-rich-quick craze, they came through introspection to see they were not unspotted themselves from the guilt which they imputed to corruptionists in politics and business.

"Down stairs discovered when threatened with expulsion from the mails for carrying frauds and filth in its advertising columns, and when leg-

islatures placed the ban on the noisome copy of private medical impostors, that its own business policy was at variance with its pretensions as a public educator.

"Its plight was that of Shakespeare's wretched king, to whose troubled conscience prayer brought no relief:

"My words go up,
My thoughts below;
Words without thoughts
Never to heaven go."

"To righteous words on the editorial page, down stairs added thoughts of its own inconsistency and its duty to the cause of general business regeneration.

EXPRESSIONS FROM LEADING PAPERS.

"I wrote to a hundred of the leading newspapers of the country to see what they thought of the new ethical era in advertising, the period of correlation and co-operation of up stairs and down stairs.

"Half of the number replied. The symposium was interesting and reassuring. Only one wrote a thunderous 'No' to the question of responsibility for the character of advertisements. He stands with the landlord who explained to the aggrieved guest that he owned the hotel but didn't eat there. The other responses were affirmative, the great majority of them emphatically so. A few were qualified by such statements as 'generally speaking,' 'to a great extent' or 'in the main.'

"The policy of these newspapers with reference to the mere vicious personals, matrimonial, massage parlors, etc., was equally positive and uniform. Only four reported that they accept them; three of these only upon investigation and after careful editing.

"Patent medicines, particularly alleged cures for cancer and consumption are rejected by a dozen newspapers. Nine others take them subject to investigation. The rest look upon them as legitimate.

"Twelve absolutely refuse to cooperate with Thomas W. Lawson in his periodic intercessions for the people as against the system. Seven take mining and other investment advertisements subject to investigation. It is clear sailing in the other thirty papers.

"Two only turn down liquor advertisements. Five reject political notices altogether; four refuse to run them unless they bear a conspicuous advertising mark. The great majority still welcome the brewers and the candidates at the advertising window.

"Public service corporations can present their cause in all but two of these fifty leading journals, and trust-made goods have access to all but one.

"Thirty-one publishers reported a friction-proof policy respecting advertising, namely, the fixing of a definite rule by the owner or general manager, resulting in absolute independence

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,
225 Fifth Ave., Marquette Bldg.,
New York. Chicago.

Superiority Acknowledged

From January to June, 1909, the gain in advertising space in the New York Times was one hundred thousand lines more than that of any other New York newspaper, morning or evening; the total increase compared with the corresponding period last year was 649,402. Such is the evidence of the acknowledgment by high-class advertisers of the value of 'The New York Times as an advertising medium.

THE NEW YORK TIMES.

"All the news that's fit to print."

of the two departments, or harmonious co-operation and complete understanding between up stairs and down stairs managers. Seventeen enjoy the first happy condition; fourteen conform to the latter.

"Under this co-ordination of vital newspaper forces advertising plays the same part as the mortar did in the first brick building the newly-adopted citizen investigated. Pat asked what the mortar was for and Mike informed him it was to keep the brick together. 'Faith, I thought it was kapin' thim apart,' rejoined Pat.

"Advertising that conforms to an established standard of integrity and consistency holds down stairs and up stairs together through the production of untainted revenue, and it also keeps them apart when it becomes the function of the up stairs to pass upon the legitimacy of an investment proposition, the morality of a play or the question of public duty involved in the request of a large advertiser for the suppression of news.

"Five still stick to the idea of up stairs ascendancy. Says one, defiantly, 'down stairs cannot pull the up stairs down.'

"Two make bold to assert the supremacy of down stairs. When it comes to a clash between up stairs and down stairs, they would compromise on down stairs. They believe with Brother Bill, of the wool firm, who was urged by Brother Jim to join him at the mercy seat. 'Religion's all right, Jim, but one of us has got to weigh the wool.'

"One newspaper reported a father and two sons in control. 'There are no changed relations,' the chief reported, 'we are a family newspaper.' Undoubtedly a happy family newspaper.

A HIGHER ADVERTISING STANDARD.

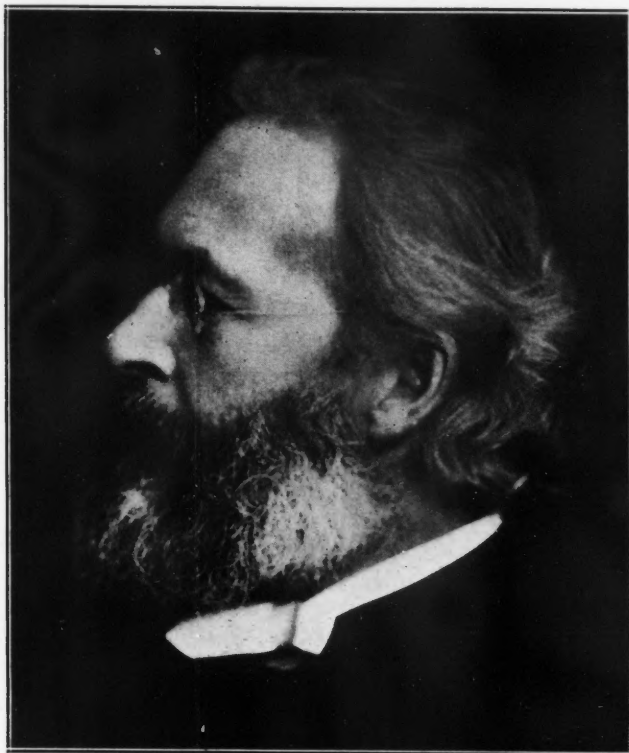
"This exhibit of a generally prevailing higher advertising standard is more significant as a tendency than as a permanent moral triumph.

"But perfection is not gained at a bound. A few brave pioneers have reached the heights—finding the magazine publishers there before them. But a goodly number are on the way, as this symposium shows.

"Let us rejoice and take hope that so many American newspapers have made a start. It adds to their dignity and to the growing dignity of advertising.

"If I ever had misgivings I have cast them off. The sightless sufferer who was miraculously healed said, 'One thing I know, that whereas I was blind, now I see.' This one thing I know and declare unto you, that whereas the press of my home city was once blind to its moral responsibility in the matter of offensive advertising, now it sees!

"Detroit hasn't a daily paper now whose columns do not comport with the purity of her sapphire straits or



DR. CHARLES HENRY PARKHURST.
FAMOUS NEW YORK CLERGYMAN, WHO IS WRITING FOR THE NEW YORK EVENING JOURNAL.

the unflinched serenity of her August skies. "It's progress, beloved, when you don't know whether you are looking into the unsullied book of nature, or at the last edition of a Detroit newspaper.

"So, bringing you these tidings of great joy from the press of Detroit and from the newspapers of the nation, all hail the era of up stairs and down stairs, and let us look forward confidently to the time when the editor of advertising will sit in the journalistic circle!

"For if advertising has reached that degree of indispensability that we cannot elect a President without it, there should be an editorial authority to insist upon a guarantee of good faith when the double page of national committee copy promises tariff revision downward to a trustful and responsive public."

RALEIGH EVENING TIMES.

Offers Medal to College Boy Writing Best Article.

In order to interest the young men of the State in newspaper work, the Raleigh (N. C.) Evening Times will give a gold medal on the first of July each year to the college boy who writes the best article that is accepted and printed by a daily newspaper in the State during the year.

The medal will be known as "The Evening Times Medal for Practical Journalism."

The contestants must attend some school in North Carolina and the article must be on some live topic or be a plain news item such as will be accepted by a daily paper.

The Springfield (Mass.) Daily News has just installed a Goss quadruple press in order to take care of increasing circulation.

"DR. PARKHURST'S ARTICLE."

The Famous Preacher Is Writing for New York Journal.

Dr. Charles Henry Parkhurst, the famous New York clergyman, pastor of the Madison Avenue Presbyterian Church, who has been for fifteen years a leader in every movement for the reform of New York's local government, is contributing a series of economic and sociological essays to the New York Evening Journal. They are printed in the last two columns of the editorial page, in big type. The first two columns are given to Arthur Brisbane's editorials.

Dr. Parkhurst's articles are "hits." They cover the big problems of daily life in a simple, kindly, yet keen and convincing style which has attracted extraordinary attention.

Hitherto, the Doctor has been noted for his rough, sledge-hammer style of opposing Tammany Hall government. The Journal articles show him a master of fine writing and modern philosophy carried with a charm which seems to have astonished the New York public.

Dr. Parkhurst was born in Framingham, Mass., in 1842. He has been pastor of the Madison avenue church during the past thirty years.

Celebrates Birthday.

The Salem (Tenn.) Banner recently celebrated its twenty-seventh birthday. The owners are constructing a new stone office building.

Resigns to Go in Business.

J. Everett Ewing, for the past two years city editor of the Olean (N. Y.) Evening Herald, has resigned to go in business for himself. Mr. Ewing has purchased a controlling interest in the Almond (N. Y.) Gleaner.

INTERESTING LEGAL POINT.

Is a Writer Liable for Change of Editorial Policy.

This was an action (in re Lodian vs. Stickle), in which the above question was propounded.

Plaintiff is a much-traveled specialist and technical writer, resident in Manhattan. Defendant publishes a monthly magazine in Manhattan called the Craftsman. Some time last year, defendant's agent, editor of the magazine, requested of the plaintiff the submittal, on approval, of an article on little-known fibers of the globe. This was furnished, together with various specimens of the actual fibers, crude and woven, for photographing. The title of the article was "The Fiber Beautiful." Months passed; plaintiff called at different times for a proof; and was finally informed in writing that the matter—which "it had been hoped to use"—could not appear, owing to a change of editorial policy, "although the publisher still felt a very great interest in it."

Suit for fifty dollars, and to settle a vexed question, was begun, in an amicable spirit, in the Second District Court, Manhattan, last April. Plaintiff conducted his own case. There were six adjournments, and finally the case went over to Sept. 23. Meantime defendant's attorney initiated steps for a settlement of the question out of court, conceding plaintiff's point by paying over a solatium, the expenses of both sides, and releasing and restoring plaintiff's article and exhibits. The case is now marked "settled" on the calendar.—*The Publisher and Retailer.*

WHO IS WHO.

Controversy as to Agency Handling American Tobacco Account.

Speculation is rife in advertising circles as to who will handle the business of the American Tobacco Company, New York. It has been reported during the past year that several agencies had secured this account.

The bulk of this business has been placed by Biggs, Young, Shone & Co., while some orders have been placed through Lord & Thomas and the J. Walter Thompson Company.

It was reported this week that the Frank Seaman Agency would handle the entire appropriation. It is also stated on good authority that Mr. Seaman would handle part of the account.

In answer to an inquiry, the advertising department of the American Tobacco Company stated to a representative of THE EDITOR AND PUBLISHER, that it would be premature at the present time to publish a statement that any one general agent has this account.

BARNARD & BRANHAM

**Publishers
Representative**

NEW YORK **CHICAGO**
Brunswick Bldg. **Boyce Bldg.**



122 East 25th St., New York
Expert operators of Popularity Contests
to increase newspaper circulation on the
CASH PAID IN ADVANCE BASIS.
Results Count—Write for Reference.

All the News Without Fear or Favor

One secret of the growth of THE HEARST NEWS SERVICE is that its managers and editors are never satisfied with "well enough."

Continued growth and prosperity has not led to editorial laxness. THE HEARST NEWS SERVICE reports are carefully watched and every chance offered for improvement is seized upon.

Every week new correspondents are appointed in new places or more efficient men placed where the service has fallen short of the high standard set by THE HEARST NEWS SERVICE. We have the best editors and reporters that money will procure. The watchword of all our correspondents is "GET THE FACTS."

We are prepared to furnish a full leased wire or pony report, also special reports. We guarantee our reports to be AUTHENTIC, CRISP, and handled with the greatest possible dispatch.

For full particulars address

THE HEARST NEWS SERVICE

200 William Street
NEW YORK

BOOMING

(Continued from page 4.)

I, therefore, look for a better and stronger advertising sentiment in 1910.
FRANK PRESBYREY.

THE MUMM-ROMER COMPANY, COLUMBIA, O.

THE EDITOR & PUBLISHER: In reply to your request as to the outlook in advertising, I wish to state it is my belief that we are facing the biggest year in the business. I gather this from the apparent improvement in general conditions which always influence advertising; from talks with our various clients; and from reports and statements of newspaper and magazine representatives who have lately come through here with an almost uniform report of large contracts, both new and renewals. I believe the settlement of the tariff, while it may not have been satisfactory all around, has put manufacturers in a position to know what is ahead of them and to shift their plans to meet the condition; besides, it is usual for the pendulum to swing as far forward as it does backward and we have doubtless reached the extreme of the backward movement. W. M. MUMM, President.

THE HOMER W. HEDGE CO., 366 FIFTH AVENUE, NEW YORK.

Dear Mr. SHALE: Your letter of recent date was received and the question "What is the Outlook in the Advertising Business" may be answered as follows:

The prospects are consistent with the prosperity boom. There is no doubt in my mind that business in every line has outgrown the panic of 1907 and that we are on the eve of a tremendous boom. This should begin, according to our advances and orders, by October first.

Handling as we do, all sorts of mediums and customers, this can be taken as a reasonably good "foresight" for the future.
Yours very truly,
HOMER W. HEDGE.

THE C. IRONMONGER AGENCY, 20 VESEY STREET, NEW YORK.

My Dear Mr. SHALE: Being an optimist of the most pronounced character, with an overwhelming faith in the soundness of American commercial enterprises and business institutions, I fear that as a judge I would be unduly prejudiced and incapable of accorded full consideration to the unfortunate conditions which certainly have retarded our mercantile advancement during the past two years. Personally, I have felt no evidence of the "panic" or "business depression," for I have run almost to my capacity and am still doing so. In common with all good citizens, I see nothing but prosperity and commercial activity ahead of us. C. IRONMONGER.

LORD ADVERTISING AGENCY, 333 FOURTH AVENUE, NEW YORK.

GENTLEMEN: Replying to your inquiry as to my opinion of the outlook in the advertising business, I am pleased to state it is excellent.

I believed the business depression only served to strengthen the faith of manufacturers and merchants in the selling power of advertising when other means fail to produce.

Business men generally have been

through a house-cleaning, and careful investigation of the relative values of different methods of sales promotion has convinced the majority of progressive concerns that advertising is the most economical and enduring.

Merchants and manufacturers have all chafed under the restraint of the last two years, and now that prosperity is rapidly increasing, they are eager to make up for lost time.

When results from advertising are not easily secured, the advertising invariably improves. Sensational, wasteful, foolish, or sentimental advertising is cut out, and advertiser, agent, and publisher get right down to brass tacks. Hence the new advertising begun this fall is by far the best written, most carefully placed, and most economical that has thus far appeared.

The new era of prosperity on which we have entered will go down in History as the one in which advertising became a science. And it will witness the universal adoption of all staples, as well as novelties and luxuries.

GEORGE FRANK LORD, President.

WYLIE B. JONES ADVERTISING AGENCY, BINGHAMTON, N. Y.

Dear Mr. SHALE: The period of prosperity in the advertising business is already starting with a rush and the next five or six years will be a time of unparalleled success. My customers, with hardly an exception, are planning for double or treble the advertising this fall and winter that they had last season, and even now the sales that they are getting from their first try-outs are remarkable. In a letter received this morning from one concern, the manager writes: "We feel very much elated over present business and future prospects." This is merely a sample of many similar expressions that I have heard in the last two or three weeks. Anyone who has a good advertising proposition will find better results, I believe, this fall than they have ever had before and now is the time to play the blue chips.

WYLIE B. JONES.

SHERMAN & BRYAN,

79 FIFTH AVENUE, NEW YORK.

THE EDITOR & PUBLISHER: Answering your letter of the 20th, would say if business conditions with us can be considered as a guide to the general business conditions, there are not enough advertising agents in the country to take care of the business that will develop during the year.

G. C. SHERMAN.

THE DESBARATS ADVERTISING AGENCY, LTD., 42 VICTORIA SQUARE, MONTREAL, CAN.

GENTLEMEN: I have yours of the 23d on the subject of prosperity, and with many thousands of immigrants coming into Canada at the present time, bringing considerable money with them, with our imports showing an increase over last year of over \$8,000,000 to date, bringing them practically to the record figures of the year before, and our bank clearings exceeding all previous records, with millions of dollars being spent in railway construction not only in our western provinces, but in our central and eastern ones also, I cannot understand how business should be anything but most prosperous in Canada for several years to come.

If you add to this the excellent conditions of the crops (an item of which is one hundred and fifty million bushels of wheat in Saskatchewan alone), it is impossible to predict anything but good times.

Advertising in Canada is already feeling the coming boom and both agencies and publishers have something more than hopes on hand to justify their belief in good business. E. DESBARATS.

BEN LEVEN-NICHOLS ADVERTISING COMPANY, CHICAGO AND NEW YORK.

Editor of THE EDITOR AND PUBLISHER: Everywhere comes the same expression of business optimism. The great bumper crops of the farms, the increase

in the cattle, sheep and hog markets, the opening up of virgin lands and the removal of a vast army of the unemployed from our crowded cities to the farms have been a few of the reasons for the general feeling of the future success of this country. The tariff has done nothing more than to release the money that is now needed for the expansion of business. Almost every line of business is growing, and growing very fast. Show me the business that is standing still and I will point to some competitor of that business that is taking its commerce from it. In my opinion, the reason for this condition of prosperity is the advertising value behind each and every line of commerce.

The great States of the West and the railroads that enter these States, the United States Government and the great private land interests have been spreading broadcast the advantages of their sections. The new lines and schools of agriculture have been exhaustively advertised and these lines and schools have taught the farmer things he never knew before. Of a consequence, he is making, today, a profit where but a year or so ago he was losing money.

This money is now coming to the cities in search of merchandise. The movement of this money is the primary cause of the success of present advertising, for the reason that within the past few years the National Government has restored by its postal and pure food regulations the confidence of the people in all forms of advertising; and more than this, the advertising agencies and the many publications have used their best efforts to suppress larcenous advertisers from using the advertising world as a means toward their nefarious ends.

The outlook for the years 1909 and 1910 is the brightest for the advertising world that we have had in the past half dozen years. BEN LEVIN, President, 83 Dearborn street, Chicago.

ARTHUR CAPPER

Shows Children of Topeka Good Time at Vinewood Park.

Arthur Capper, publisher of the Topeka Capital, gave a picnic for the Children of Topeka last week which was the biggest thing in Kansas this year. The picnic was held at Vinewood, the largest park in the city, and over 12,000 boys and girls were guests of the Daily Capital.

All the concessions of the park were free to the children, and, besides, there was an interesting special programme of games and athletic contests, with many prizes for the boys and girls. They were also invited to write letters to the Capital about the picnic, and prizes were given for the best letters.

The next day a large delegation of boys and girls called at the Daily Capital office to thank Mr. Capper for the fine entertainment he had given them. They were loud in their praises of the Capital, and the chief spokesman of the party declared they were for Mr. Capper for President of the United States.

INCORPORATION.

The Times Publishing Co. of Oxford, Oxford, Chenango county, N. Y. Newspaper and printing; capital, \$16,000. Incorporators: Wm. D. Willoughby, C. Edward Snell and Samuel E. Jones, all of Oxford, N. Y.

Sam Lloyd Publishing Co., Spring Valley. Publishers, printers, bookbinders, etc. Capital, \$7,500. Incorporators: John D. Dunlop, Proctor W. Hans, both of Spring Valley, N. Y.; William H. Hoople, No. 1417 Dean street, Brooklyn; George M. Brooks, No. 37 Wall street, New York.

OBITUARY.

Freemont Young, editor of the Faulkton (S. D.) Advocate and former postmaster of that city, died of heart disease. He was forty-eight years old, and was born in Clearfield, Pa. He leaves a wife and two daughters.

M. H. Clark, veteran newspaper man and founder of the Grand Rapids (Mich.) Daily News in 1865, then known as Daily Democrat, died at the Union Printers' Home in Colorado Springs, where he had lived for the past ten years. He was ninety years old.

Judson C. Martin, editor and proprietor of the Corinth (Miss.) Daily Corinthian, died at his home in that city after an illness of nearly a year. He was forty-five years old, and established the Corinthian in 1897.

Samuel H. Clarke, formerly editor of the Portland Oregonian, and for many years librarian in the General Land Office and Department of the Interior at Washington, died at Salem, Ore. He was eighty-two years old.

Miss Maria Parloa, the well-known writer, died suddenly last Saturday at her home in Bethel, Conn., following an operation for gall stones. She was sixty-six years old.

Major Samuel Kellar, correspondent of the St. Louis Globe-Democrat at Jefferson City, Mo., died at his home last Monday evening. He was born in New York, where he leaves a brother. He was a Taft presidential elector.

William Michael Johnson, until recently news editor of the Wheeling (W. Va.) Intelligencer, died at his home in Meadowville of consumption. For the past few months he had lived in a tent near his home.

Charles Alfred Byrne, well known newspaper man, died last Monday in St. Francis' Hospital in Jersey City as the result of an operation for appendicitis. He founded Truth in 1879. He was born in London, and was educated in Brussels and Paris.

William McQuillen, for the past eleven years connected with the staff of the New York Evening World, died last Tuesday at his home in Brooklyn of consumption of the throat. He was born in Brooklyn forty-five years ago. He worked on the New York Herald and Evening Telegram, for seven years served the Associated Press, and then joined the Evening World staff. He leaves a widow.

Weekly Changed to a Daily.

The DeQueen (Tenn.) Bee, a weekly established twelve years ago, has been changed to a daily.

Double the Number of Your Paper's Ad. Readers—and Double Your Advertising Rates!

To actually help managers of newspapers to double the value of their advertising space—to help make a market for all of that space by making it fully worth to advertisers all that it costs, and more—THAT IS A BIG WORK! It seems to me, in my biased view of it, that it is a work of undeniable usefulness that I am doing for newspapers in the Showalter Service. And I am trying to do it so well that it will only be on rare occasions that I hear anything at all about the "competition" that I have, or may come to have, in this line.

W. D. SHOWALTER,
150 Nassau Street, New York.

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

Always on time

Deep Etched Cuts on Zinc or Copper

BEST WORK AT LOWEST PRICE

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

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

I. B. SHALE, President and Editor.
G. P. LEFFLER, Treasurer.

T. J. KEENAN, Secretary
R. M. BONIFIELD, Associate Editor.

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, AUGUST 28, 1909.

HALF BAKED THEORIES AND TEACHING OF JOURNALISM.

Robert W. Neal, A. M., assistant professor at Massachusetts Agricultural College, sends us a "form" letter "concerning an attempt to give a course in newspaper and magazine writing in college." We reprint the two first paragraphs of the "form" letter:

MASSACHUSETTS AGRICULTURAL COLLEGE,
AMHERST, MASS., Aug. 7.

DEAR SIR: In September I begin teaching in the Massachusetts Agricultural College courses in newspaper and magazine writing—the only course in any New England college or university that directly treats of newspaper and magazine making. I do not think that such courses can put students through a practical apprenticeship; but they can give men some idea of what "news" means, and can make them realize some of the aims and some of the limitations of journalism.

The courses are meant to be practical. I have had some newspaper and magazine experience myself, but I want suggestions from more experienced men—from workers in the business. If you, or others on the staff—your managing or city or news or night editor, or one or more of your department editors, or of your reporters—can spare time to give even a few words of suggestion, those few words are likely to add materially to the practical usefulness of the undertaking. I particularly want concrete suggestions—pointers—things that will show green men what their work will be and how they can best do it. The hit-or-miss list of topics accompanying this letter shows some of the things I expect to put before the classes. Anything that will add to this list, and anything that will enable me to give these topics a more concrete and helpful explanation, will be of value. Among the things I am interested in are the instructions issued to reporters and correspondents; if you can send me a copy of those used in your office, I shall be glad.

The list of "topics," also in the "form" letter, includes about all the subjects discussed by all the State press associations in the country during the past year.

The editors and reporters who are daily and nightly turning out copy all over the country will see at a glance why we give some space to Professor Neal's letter. It is needless to say that we are not wrought up over the palpable and proximate danger of newspaper reversal and petering out, caused by the admitted lack of knowledge in the Massachusetts Agricultural College. If editors and reporters are too busy with the serious things to give heed to the Macedonian cry from Massachusetts, the cradle of American journalism must, of sad

necessity, be kept rocking by such diminishing force as can be assembled and harnessed in the old newspaper offices of Boston and other towns, unaided by the proposed reinforcement from the Agricultural College.

It must not be inferred that we object to the teaching of journalism, or whatever you call it, in his college. Probably some of his students would get positions in newspaper offices, where they might learn real newspaper work and perhaps become stars. The value of the teaching in the college will be, of course, proportionate to the accuracy of the teacher's knowledge of essential things.

The professor admits he is not a master of the business.

We are minded of a new departure in Sunday school teaching in New Jersey. Complaint was made that students had lost interest in the old fashioned round of Scripture tales and phrases and parables, etc., which the teachers knew well by rote. It was said that something had to be done to get the Sunday Schools filled up.

So the progressive church authorities introduced a modern leaven in the Sunday school food. The teachers were ordered to split the time of school, giving half to the discussion of modern economics and the other half to Scripture.

We have not yet got a report on the first year's schooling.

Several cautious editors suggested that it might not be wise to have Sunday School teachers discourse and doctrinate on things they didn't know anything about. The Bible was safe. They had but to commit the text. But what Sunday School teacher could teach modern "economics," including philosophy?

It seems to us that it is as useless to spend time and money for half baked teaching of journalism as for half baked teaching of modern philosophy, albeit the inexperienced teacher of journalism is somewhat less harmful than the other.

Mrs. Ella Flagg Young has been appointed superintendent of schools in Chicago and will receive a salary of \$10,000 a year. It is not inconceivable that some time a woman shall be the managing editor of a great Chicago daily newspaper.

George F. Gray has resigned as manager and editor of the El Cajon Valley (Cal.) News.

STARTING A DAILY

Address Delivered by Miss Goldie Perry, of the Winchester (Ky.) Sun-Sentinel, Before the National Editorial Association.

Since the subject, "Starting a Daily Paper" has been assigned to me, it is a fair presumption that the topic should be confined within the limits of my experience; therefore, I take the privilege of amending by adding, "in a Country Town." Then, too, "Launching a Daily" would have been a better expression, as "launching" implies a possible swamping.

The small city daily "evolves"—that may not be the word, but it certainly is a fact—from a local weekly. The principal advantage of the change is that the "goods box wag" can't say that it is "very local and extremely weekly."

The average subscriber not only asks to be given his daily bread, but also his daily paper; like salvation, without money and without price. He or she (if there be any she's who subscribe) have been reared on a paper at one dollar in produce—when they produced, which was at infrequent and irregular intervals.

The editor, immediately upon the change from weekly to daily, is expected to look, act and write in a more dignified manner, while self-conscious that he is delivering in installments, six days in the week, that which he formerly gave in one issue. You will figure that one-sixth of one idea would make mighty thin reading.

As a rule, the transposition from weekly to daily does not cause the editor to eradicate all of his previous habits, and he still has trouble with his "midst." People move in "our midst" and out of "our midst"; things occur in "our midst," and sometimes, for lack of other news items, he will publish: "There is nothing doing in 'our midst.'"

In salutatory, he claims that this paper will not be like the subsidized city dailies—and in many respects, it is not.

It is a good idea, when you have finished your salutatory, to write your valedictory, as paper, pens and ink will probably be more obtainable at that time than later.

There are greater difficulties to be overcome, and more difficulties to be "fit out" or compromised, by the editor of a country daily than a city daily. In a city, the work is subdivided. In a country town, the editor is manager, solicitor, collector, headliner, proof-reader, and, in Kentucky, scrapper.

The editor of a country daily is more likely to recall the passage, "Sufficient unto the day is the evil thereof" than any or all others, and is inclined to paraphrase and say: "Sufficient for several days are the annoyance of one."

The first time he realizes that the paper is to be issued between two hours instead of two days, he is "sorry he jined." He is informed of a death, and has to write an obituary fifteen minutes before the paper is issued. Writing obituaries had heretofore been one of his long suits, but was the joint effort of him and his parson, who spent whole Sunday afternoons on this line of work. And in one respect was a gem, as it was a mighty "sorry" article. It invariably began: "An all-wise Providence has seen fit to call from 'our midst'—whether the man was hung by a mob or shot himself.

But to return to the subject: "Launching a Daily Paper in a Country Town." DON'T. But, in case in a moment of weakness you permit yourself to be over-persuaded by over-zealous townspeople, who are willing to assume the benefits without incurring any of the risk, you have only yourself to blame.

There is or ought to be a logical sequence to every subject, but a daily paper is not subject to logical sequences. It is the unexpected thing, that you did not expect to happen, that always happens to happen, and it happens to happen to you, instead of happening to the other fellow.

Running a daily in a country town is an illustration of the saying: "Faith without works will not work, but faithful work will always work."

You will have no lack of encouragement at the start. Nearly every citizen will tell you that a daily is a "long felt want." And unless you are careful, it will not be long until you feel want yourself.

You must claim and guarantee a subscription list, before there's a name on your books, that will mislead patient medicine manufacturers and advance agents of circuses. You must publish pictures of individuals that have been cured of something, after the doctors had collected all they were able to pay, and an imaginary lion, in the menagerie line, with a little skillful lyin' by the manager.

Most of the business is done on credit, and the bookkeeper is constantly humming—"A charge to keep I have."

Subscribers are secured by persuasion, but are lost in various ways. Our facetious collector entered the office of a delinquent, who asked if he wished to see him individually. "No," replied the long-suffering newspaper man, "I wish to see you 'collectively.'" So one account was collected, and one subscriber lost.

A country daily, with its limited patronage, must be independent in politics, which, if it means anything, means a lack of independence, because the average individual understands independent to mean neutral. Part of a small community never supported a daily. And the whole of it, seldom.

It is imperative that an independent paper take the stand that one party is as bad as another, if not worse. If it prints a true account of the wrongdoings of one party, it must, in the same issue, publish an act equally as disreputable committed, or said to have been committed, by the other party, or it will be regarded as partisan. Consequently, the affairs of both the great political parties are handled with an impartial imperfection.

Having already exhausted the time allotted to me, I must now conclude—and, for the further reason, that I have been advised by a friend that the way to make a finished speech was to close when I had finished.

Changes to Semi-Weekly.

The Madison (N. J.) Eagle, recently announced the change from a weekly publication to a semi-weekly. An eight-page paper will be issued on Tuesdays, and the present twelve-page paper continued on Fridays.

New Maryland Weekly.

The first issue of the Arlington (Md.) County Observer has made its appearance. George Sims and Vincent Maggio are the publishers. G. E. Stansbury is the editor.

PERSONAL

Aaron Rachofsky, manager of the New York Jewish Daily News, and Israel Friedkin, manager of the Jewish Morning Journal, left the city this week on an extended vacation. They will be away until after Labor Day.

C. P. Browne, publisher of the Anderson (S. C.) Daily Mail, is in New York this week on business connected with his paper.

General Rufus N. Rhodes, editor of the Birmingham News, and a director of the Associated Press, is enjoying a vacation in the Adirondack mountains. Colonel Rhodes expects to remain a couple of months, and before his return will attend the fall meeting of the Associated Press in New York.

W. A. Moffit, editor, proprietor and general manager of the Drew County Advance of Monticello, Ark., was married to Miss Myrtle Wells of that city.

Mrs. Evelyn S. Barnett, literary editor of the Louisville Courier-Journal, is spending the summer at Chautauqua, N. Y. Her first novel, entitled "The Dragnet," will be published this fall.

Samuel P. Hall, Jr., and Miss Ethel Rae, of Chicago, were married at Benton Harbor, Mich. Mr. Hall is sporting editor of the Chicago Examiner.

Ernest W. Emery, day manager of the Washington office of the Associated Press, is rapidly recovering from his recent illness. He is at present staying at Wildwood, N. J., where he will remain until fully recuperated.

Ira M. Bond, the well-known Washington correspondent, has been appointed a delegate to the annual convention of the Association of National and State Dairy and Food Products, by Governor Curry of New Mexico.

Sterling Galt, editor and owner of the Emmitsburg (Md.) Weekly Chronicle, is the recipient of a handsome silver loving cup, presented to him by the citizens of that place, in recognition of his efforts to make the recent celebration of Old Home Week a success.

G. H. Rhodes, editor and proprietor of the Somerville (Tenn.) Index, has been appointed private secretary to General George W. Gordon, Congressman from the Memphis district. Mr. Rhodes is twenty-four years old, and established the Index only recently.

A. M. Manigault, publisher of the Charleston (S. C.) Post, and George B. Kohn, of the same paper, are in New York this week on a business trip.

WOMEN'S PRESS CLUB.

The Des Moines Women's Press and Authors' Club has outlined an interesting programme for the coming year, which will open in October at Rosedale farm. Here the members will gather from different parts of the State to give their "vacation experiences" and enjoy a luncheon at this popular country resort. The November meeting will be at night, and will perpetuate an annual custom of presenting Iowa authors, who read from their own works.

CLUBS AND ASSOCIATIONS.

Editors of Once A Year, the annual publication of the Milwaukee Press Club, have been appointed for 1909, the issue to appear in November. George F. Lounsbury is appointed editor; Walter Haight, associate editor. The Press Club plans to issue an unusually elaborate edition.

The Chicago Press Club has arranged with the Central Trust Company for a loan of \$30,000 for five years. The money is to be used in remodeling and beautifying the club quarters in the building at 116-118 Dearborn street.

The rainstorm could not dampen the ardor of the 100 members of the Chicago German Press Club and their families that were entertained at Milwaukee Aug. 15, by the local German club. President Koenig delivered the address of welcome, to which Paul P. Mueller, president of the Chicago club, responded. Leopold Neumann, Chicago, made a short address presenting the Milwaukee club with a big beer stein, with a capacity of three gallons.

Opie Read, author and lecturer, is now a member of the Des Moines Press Club. Mr. Read gave his membership while in Des Moines. He said he would rather be a member of a press club than any other organization. Soon he is to return to Des Moines to address the club. Billiard and pool tables have been installed in the club room, and a public reception is to be given soon.

At the quarterly meeting of the San Francisco Press Club, officers and directors were nominated for the yearly term beginning September 1. W. H. Woodhead, business manager of the Sunset magazine, was renominated for the presidency by acclaim. George A. Van Smith was named for vice-president, Harry P. Quinn for secretary, John Burroughs for treasurer, and W. J. Weymouth for librarian.

Among the nominations for the board of directors, of which six are to be elected, were the following: J. H. Crothers, business manager of the Bulletin; Charles de Young, publisher of the Chronicle; C. Fred Royce, news editor of the Examiner; M. French, news editor of the Call, and S. Fred Hogue, president and general manager of The Evening Post. Other nominations for directors were: W. Norton, J. Wishner, W. Ahearn, Will G. Taffinder, J. Ridpath and G. Gibbs.

Thirty members of the Weekly Editors' Association of Los Angeles County, Cal., were the guests of the Redondo Beach Chamber of Commerce last week, the occasion being the annual outing of the association. The visitors were given the run of the city and free access to the amusements of the beach. In the aquatic events President B. F. Arnold, editor of the Whittier Register, carried away a number of first prizes, as did C. E. Jones of the Lancaster Ledger. Mr. Jones is president of the California association.

Will Go On the Stage.

Diana Huneker, who was well known as "Diana," editor of the woman's page of the Philadelphia Enquirer, will play one of the leading characters in "The Traveling Salesman" the coming season. Miss Huneker is a brother of James Huneker, the critic and author.

NEW YORK CITY.

George H. Rowe, former president of the New York Press Club, and ex-Deputy Comptroller of Brooklyn, has been named by Mayor McClellan as a member of the Hudson-Fulton Celebration Commission.

Frederick F. Schrader, formerly dramatic editor of the New York Globe, will have charge of the publicity bureau of the Hudson-Fulton celebration.

Frank Hicks is conducting a circulation contest for the Columbus (O.) News.

EVENING, MIDDLE WEST DAILY

One competitor. Annual business of over \$10,000.00. Plant worth \$10,000.00; includes 2 linotypes. Fast developing agricultural community. A business susceptible of rapid increase. Owner having principal interests in another State will sell for about \$11,000.00. First payment as low as \$2,500.00 might be accepted from individuals whose experience and references promised that they would succeed and an interest would be sold to capable man willing to assume full management. City of 10,000. Proposition No. 509.

C. M. PALMER
Newspaper Broker
277 Broadway, N. Y.

An Opening in the South

Capable managing editor or business manager, who can put up \$3,000 to \$6,000 stock, can obtain interest in paying daily and semi-weekly. Location in the best part of the Piedmont South, city of 20,000 rapidly growing.

To a man with a record of success good salary will be paid, besides share of profits. Address with references, "OPPORTUNITY," care Editor and Publisher.

Daily Illustrated News Service

Photos and Text, Anticipating and Covering Current News
GEORGE GRANTHAM BAIN,
32 Union Square East, NEW YORK
See the Cincinnati Times-Star, Detroit Free Press, St. Louis Globe-Democrat, Portland Oregonian, Cleveland Plain Dealer, Boston Traveler, Pittsburg Chronicle-Telegraph, Washington Times, Indianapolis News, Chicago Record-Herald, etc.

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Address
Herald Square, New York City
Canadian Branch
Desbarats Building, Montreal

THE INTERNATIONAL SYNDICATE

Established 1899.
Features of Newspapers
BALTIMORE, MD.

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS
and Manufacturers of Electrotyping Machinery
444-446 Pearl Street NEW YORK

LET ME REPRESENT YOU

"THERE'S A REASON"
F. P. ALCORN, Newspaper Representative
FLATIRON BUILDING, NEW YORK.

MISCELLANEOUS.

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

UNITED PRESS BULLETINS

Mr. Ed. L. Keen, manager of the Washington bureau, is again at his desk, after a two weeks' vacation.

Samuel M. Evans, of the New York bureau of the United Press, and W. W. Hawkins, manager of the Pacific Coast division, are covering the Conservation Congress at Seattle this week for the United Press. *

HELP WANTED

TRADE JOURNALIST WANTED.

Excellent opportunity for a young man with hustling qualities. Must have had some experience in securing advertising contracts and in writing news articles. No commission. Write, stating references, experience and salary as a starter. Trade Publisher, care THE EDITOR AND PUBLISHER, 17 Park Row, New York.

FOR SALE

FOR SALE—AFTERNOON

Sunday morning and Weekly in one of the best 30,000 Southern cities. Large circulation—making money. Three linotypes, Duplex press, and otherwise well equipped plant. Investment about \$25,000.00. Owner has other interests. Part cash and terms. X. E., THE EDITOR AND PUBLISHER.

FOR SALE—AFTERNOON

and Weekly in best 10,000 city in South. Well equipped newspaper and job plant, including two linotype machines—investment about \$12,000. Cash receipts about \$1,500 per month. Part cash and terms. Other and greater interests in another State. D. W., THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

WANTED TO PURCHASE

After fifteen years as a school principal I desire to get into daily newspaper work. Can pay \$5,000 cash. Prefer an active working interest in a profitable daily. "PRINCIPAL," care EDITOR AND PUBLISHER, Park Row Building, New York.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WISCONSIN

The Evening Wisconsin.

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

WASHINGTON.

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 FOR BUSINESS MANAGERS

J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing 5,000 lines, to be used within two months, for the advertising of the Nuggett Stove Polish.

It is said that the advertising campaign of the National Phonograph Company, Orange, N. J., will be one of the largest in the coming year in the general field. This business will be placed through Calkins & Holden, 250 Fifth avenue, New York.

The Michigan Gas Mantel Company, Detroit, Mich., is placing two inches, e. o. d. for six months in daily papers.

The Cincinnati Securities Company is placing forty-three lines two times in the larger daily papers through the Metropolitan Advertising Company, 6 Wall street, New York.

The C. H. Williams Agency, 253 Broadway, New York, is asking for rates generally on classified advertising.

The Blackman-Ross, 10 East Thirty-third street, New York, are sending out orders and copy for eighteen inches, twenty-one times, for Lewis A. Crossett, Inc., Crossett Shoe, North Avington, Mass.

N. W. Ayer & Son, Philadelphia, are making new contracts for 484 inches for the advertising of the National Biscuit Company.

The Boston News Bureau, Boston, Mass., is sending out orders for 1,000 lines, two times, in Southern papers for the Alvarado Consolidated Mine.

The Lee Advertising Agency, Chicago, is placing forty lines, thirteen times, in Southwestern and Pacific Coast weeklies for the Home Extract Company, Chicago.

The Bartlett Service, Rochester, N. Y., is placing 7,000 lines in Southwestern papers for Askin & Marine.

Lord & Thomas, Chicago, are placing 1,000 inches in Southern papers for the Oliver-Finnie Company, Memphis, Tenn.

The Frank Seamon Agency, West Thirty-third street, New York, is placing 1,000-inch contracts in Pacific Coast papers for the Studebaker Bros. Manufacturing Company, Studebaker Vehicles, South Bend, Ind.

J. W. Barber, Boston, is placing two one-half inches, twenty-six times, in Southwestern papers for the A. J. Tower Company, Tower Brand Slickers, Boston.

The Charles H. Fuller Agency, Chicago, is placing new contracts in Pacific Coast papers for 10,000 lines for F. J. Kellogg, Battle Creek, Mich. This

agency is also making new contracts for 10,000 lines for the Knowlton Danderine Company, Chicago.

It is said that the Anglo-American Drug Company, 217 Fulton street, New York, is making up the list for the advertising of Mrs. Winslow's Soothing Syrup.

The George Batten Company, 11 East Twenty-fourth street, New York, is placing six lines, nineteen times, in mail-order papers generally for Dr. R. G. Contrell, 400 West Twenty-third street, New York.

Ernest Edwards, 429 Sixth avenue, New York, is placing orders in New York and Philadelphia papers for the advertising of Therese Hynds, 11 East Forty-second street, New York.

Albert Frank & Co., 25 Broad street, New York, is making up the list of publications for the advertising of the Southern Pacific Company, 366 Broadway, New York.

The W. S. Hill Company, Pittsburg, is placing orders in Pennsylvania papers for the Idan B. Nordham Company, same city.

Lord & Thomas, Chicago, is placing orders for 2,500 lines in Central West papers for Peabody, Houghteling Company, Chicago.

The Morse Agency, 19 West Thirty-fourth street, New York, is placing orders for the Rumford Chemical Works, Rumford Baking Powder, Providence, R. I.

J. Walter Thompson Company, Chicago office, is placing twenty-eight lines, thirteen times, in Northwestern dailies for the Judson Company, same city.

Lord & Thomas, Chicago, are making new contracts for 5,000 lines in Western papers for the Chalmers Detroit Motor Car Company.

The C. E. Sherin Agency, 452 Fifth avenue, New York, will place the advertising of the United Cigar Stores Company.

An Instruction Book Worth While.

The book of instructions for erecting and adjusting the Brower Drum Cylinder Printing Press is probably the most complete book of its kind ever issued by a manufacturer. Its purpose is to enable any printer competent to run a Washington hand press to erect, adjust, put a job on, and run a Brower without mishap, and to turn out as fine, clean and sharp work as an expert pressman could. Among other things the book contains a large outline cut, showing nearly one hundred different parts of the press, and these, with their respective names, numbers and locations are all given in a list below the cut. The "map method" of finding each part on the cut is something new as applied to machinery, and cannot fail to result in notable convenience and saving of time to those who have occasion to use it. The book is printed by the American Type Founders Co.

Boston Journal Entertained Newsies.

Hundreds of newsboys were the guests of the Boston Journal last week, at Tremont Temple, and made a tour of the world with Lyman H. Howe. The boys thoroughly enjoyed the pictures and were loud in their praise of the Journal.

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.		TENNESSEE.	
ADVERTISER	Montgomery	NEWS-SCIMITAR	Memphis
ITEM	Mobile	BANNER	Nashville
ARKANSAS.		TEXAS.	
SOUTHWEST AMERICAN	Fort Smith	CHRONICLE	Houston
CALIFORNIA.		RECORD	Fort Worth
BULLETIN	San Francisco	SEMI-WEEKLY TRIBUNE	Waco
CALL	San Francisco	TIMES-HERALD	Waco
EXAMINER	San Francisco	WASHINGTON.	
FLORIDA.		TIMES	Seattle
METROPOLIS	Jacksonville	WEST VIRGINIA.	
GEORGIA.		GAZETTE	Charleston
CHRONICLE	Augusta	WISCONSIN.	
LEDGER	Columbus	EVENING WISCONSIN	Milwaukee
ILLINOIS.		INCORPORATIONS.	
HERALD	Joliet	National Syndicate Press, Chicago; printing and publishing. Capital, \$5,000. Warren Pease, 120 East Randolph street, Chicago.	
JOURNAL	Peoria	Registry Publishing Company of Harrisburg, Harrisburg, Pa.; printing and publishing. Capital, \$8,000. Register Publishing Company, Harrisburg.	
IOWA.		Evening Times Company of the City of Elizabeth, Elizabeth, N. J.; printers, publishers, etc. Capital, \$60,000. Incorporators: L. T. Russell, J. J. McGowan, C. K. Langham, Elizabeth.	
CAPITAL	Des Moines	The Allegan Press Co., of Allegan, Mich., has been incorporated. Capital stock, \$10,000.	
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
PARIS MODES	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TIMES	Chester		
DAILY DEMOCRAT	Johnstown		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		

**The
New Orleans
Item**

**Largest Total Circulation by
Thousands
Greater City Circulation Than Any
Two Combined**

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES
Ramswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

Anderson (S. C.) Mail

You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Alcorn Special Agency
Tribune Building, N. Y.
Title & Trust Building, Chicago

THE NORWALK HOUR
NORWALK, CT.

Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

THE ASBURY PARK PRESS

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453

Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.

HENRY RIDDER, Publisher.
27 Spruce Street, New York.

THE BOSTON TRAVELER

Employed Balloon to Report War Maneuvers on Cape Cod.

The Boston Traveler scored a great hit in reporting the war maneuvers on Cape Cod last week, by employing a large balloon for the purpose of taking observations of the movements of the troops. So far as known, this is the first time any newspaper in the world has utilized this method of covering warfare, either real or experimental.

The Traveler secured the airship from the Aero Club, with headquarters at Pittsfield, and it was placed in charge of Pilot William Van Sleet, who has superintended all the impor-

distance pictures, and Sergeant Shannon went along as the operator.

On Wednesday, Aug. 18, the first day the balloon was used, it was kept at anchor, and dispatches were sent continually to Boston without difficulty. It was raining hard most of the day, and there was also a thick fog, but, notwithstanding, at times the men in the balloon were able to make good observations and several excellent pictures.

The second day, Thursday, the 19th, the work was even more successful. Early in the morning, when the day's fighting began, the balloon was kept at anchor and observations made. Later the telegraph was disconnected with the basket, the anchor cut off and the wind being favorable, the airship

in Europe. Telegraphic communications can also be maintained with safety in balloon while at anchor.

The balloon, however, could not safely be cut loose for the purpose of crossing the lines to make observations unless there was a favorable wind, and then the occupants of the basket could be shot at and the balloon probably destroyed. If anchored at a safe distance from the zone of fire, the airship would not be so much exposed, and it could readily be sent up high enough so that observations could be taken for a very great distance.

The expense of using the balloon for such purposes as this is very large and it is not, therefore, likely that newspapers generally will in the near future add a balloon to their equipment for the publishing of the daily papers.



THE BOSTON TRAVELER'S WAR BALLOON.

tant ascensions, that have been made by the various members of the Aero Club in New England, from Pittsfield, North Adams, and Rutland, Vt.

The balloon was taken to Taunton, at the edge of the fighting zone, where it was inflated from special gas pipes laid by the Taunton Gas Company. An arrangement was also made with the Western Union Telegraph Company by which instruments were connected from the basket of the balloon to a field station on the ground, and from this another line was set up to the editorial rooms of the Traveler.

The telegraphic arrangements were handled by Sergeant James H. Shannon and William J. Ryan, of the Western Union staff. Part of the time the balloon was anchored, after making an ascent of from 500 to 1,000 feet, according to the conditions, and the telegraphic line to the earth was in continued operation. Pilot Van Sleet was accompanied in the basket by A. B. Read, photographer from the Traveler art department, who carried cameras equipped with telescope lenses for the purpose of taking long

passed completely across the battlefield and sailed off toward New Bedford. The balloon was in the air 2 hours and 18 minutes, and finally landed at East Frecham, near New Bedford. It was pulled down to the earth by some farmers and blocked the track of the N. Y., N. H. & H. tracks, and held up the New Bedford express. John J. Kenney, of the Traveler staff, who made the trip, was able to get to the telegraph promptly and send in a complete story of the operations of the armies as observed from the balloon. Many excellent photographs were taken. The balloon was then promptly taken back to Brockton for use in the next day's operations.

The experiments made by the Traveler clearly show that without doubt it will be possible for newspapers to utilize balloons in reporting warfare in the future, provided the weather conditions are favorable. A balloon can be anchored and sent up some distance from the enemy, and there used for observation purposes, as has been frequently done in the war maneuvers

STAFF NEWS AND CHANGES.

Gray B. N. Keith has resigned from the staff of the St. John (N. B.) Telegraph.

Henry C. Field, formerly editor of the Sharon (Pa.) Telegraph, has accepted a position on the staff of the Ashtabula (O.) Beacon-Herald.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

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

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

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shnidendew & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—Millian Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
"American firms contemplating opening up foreign trade should place their announcements in this paper."
Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.
Send for sample copy.

WILL REDUCE METAL BILL.

Process Perfected by Brooklyn Firm Means Saving for Publishers.

After twenty years of study, the Publishers' Metal Company of Brooklyn have perfected a system by which newspaper publishers may save at least 20 per cent. on autotype, lino-type and stereotype metals.

"Metals have to be made up to suit the conditions of the stereotype room, just the same as ink has to be made up to suit the press room. These conditions must be studied by an expert in the metal business," said George M. Bennett, president of the company. In speaking of the new process.

"Two of the leading metropolitan dailies who adopted this system over a year ago have made a saving of over 20 per cent., and the results have been much more satisfactory than with the metals used by these papers previous to its adoption.

The Publishers' Metal Company opened its factory last May, but they were not ready to push the business until they were absolutely certain after a year's experience that they could make a large saving for any publisher who adopted its system.

Successful Voting Contest.

The Manchester (N. H.) Mirror and American recently concluded a very successful voting contest. The prizes, four in number, included a fortnight's trip to New York, Atlantic City, Philadelphia, Washington, Gettysburg, Mauch Chunk, Buffalo, Niagara Falls, Toronto, the Thousand Islands, Montreal, Portland and Boston. Nearly a million votes were cast. The classes were three, clerk, fraternity and railway, and factory. The individual who polled the highest number of votes had the privilege of inviting a friend.

New Daily for Little Rock.

A company is being formed to publish another daily newspaper at Little Rock, Ark. George H. Adams, publisher of the Helena World, the Pine Bluff Graphic, and the Hot Springs Bulletin, is said to be behind the venture.

The American Printer

The American Printer is a leading example of the splendid achievements of American industry in the realm of Printing, Bookmaking, Illustrating and Advertising. In its pages you are brought face to face with the machinery and methods, principles and processes that have given America its pre-eminent position in the intelligent and effective handling of paper and ink. THE AMERICAN PRINTER occupies a field all its own—in its pages appear cover every subject directly related to printing, the message of the text being reinforced by lavish reproductions in line, halftone, lithography, photogravure and color process of the finest work of American printers and engravers.

Subscription rates: Single copy 10c; 3 months \$2.50; 6 months \$4.50; 1 year \$8.00. Advance payment required.

Advertisement rates: 10c per line per week for 4 weeks; 15c per line per week for 8 weeks; 20c per line per week for 12 weeks; 25c per line per week for 16 weeks; 30c per line per week for 20 weeks; 35c per line per week for 24 weeks; 40c per line per week for 28 weeks; 45c per line per week for 32 weeks; 50c per line per week for 36 weeks; 55c per line per week for 40 weeks; 60c per line per week for 44 weeks; 65c per line per week for 48 weeks; 70c per line per week for 52 weeks.

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

MON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau ST. N.Y. Tel. 4890-4 Bookman

Send Today for the List of Users of

"THE KOHLER SYSTEM"

We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

Kohler Brothers, 277 Dearborn St., CHICAGO

LONDON: 56 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.

NO NEWSPAPER OFFICE

Having two or more presses is modernly equipped unless it is upon an AUTOPLATE BASIS.

In casting its plates by hand such an office is mercilessly handicapped. It is wasting money in unnecessary wages and useless expense; is losing time in getting to press and in delivering its papers and is turning out a product of inferior quality.

A report from us upon the savings to be made by the use of a JUNIOR AUTOPLATE will cost a publisher nothing; but his failure to obtain it may cost him, as it has others, a great deal of money.

He may defer investigation, but he cannot escape the costs of his delay—they are cumulative.

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, *President*

