

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

## EDITORS OF SOUTH

HOLD THEIR ANNUAL CONVENTION IN HISTORIC MOBILE.

Curtis B. Johnson, of Knoxville Sentinel, the New President—Final Session on Board Revenue Cutter Winona—High Tribute Paid to Late Rufus N. Rhodes—Louisville Next Place of Meeting.

(Special to The Editor and Publisher.)

Mobile, Ala., May 12.—The final business session of the Southern Newspaper Publishers' Association, which convened in Mobile Tuesday and Wednesday of this week, was held on board the revenue cutter Winona, which carried the members to and from Fort Morgan, at the entrance to Mobile Bay. Inspection of the fort was permitted by the Secretary of War, and the cutter was placed at the disposal of the association by the courtesy of Secretary MacVeagh, of the Treasury Department.

Louisville was chosen for the next meeting.

Officers were elected as follows: President, Curtis B. Johnson, Sentinel, Knoxville, Tenn.; vice-president, R. W. Brown, Times, Louisville; secretary and treasurer, Victor Hanson, News, Birmingham.

Executive Committee—A. F. Sanford, Journal and Tribune, Knoxville; G. W. Bronson, News and Courier, Charleston, S. C.; W. M. Clemens, News-Scimitar, Memphis; F. Thompson, Mobile Register, Mobile and E. M. Foster, Chronicle, Houston, Tex.

The convention was called to order shortly before noon on Tuesday, with Vice-President Curtis B. Johnson in the chair. Acting President Johnson paid a high tribute to General R. N. Rhodes, the deceased president of the association, a copy of which was ordered sent to the widow of the deceased and also spread on the minutes.

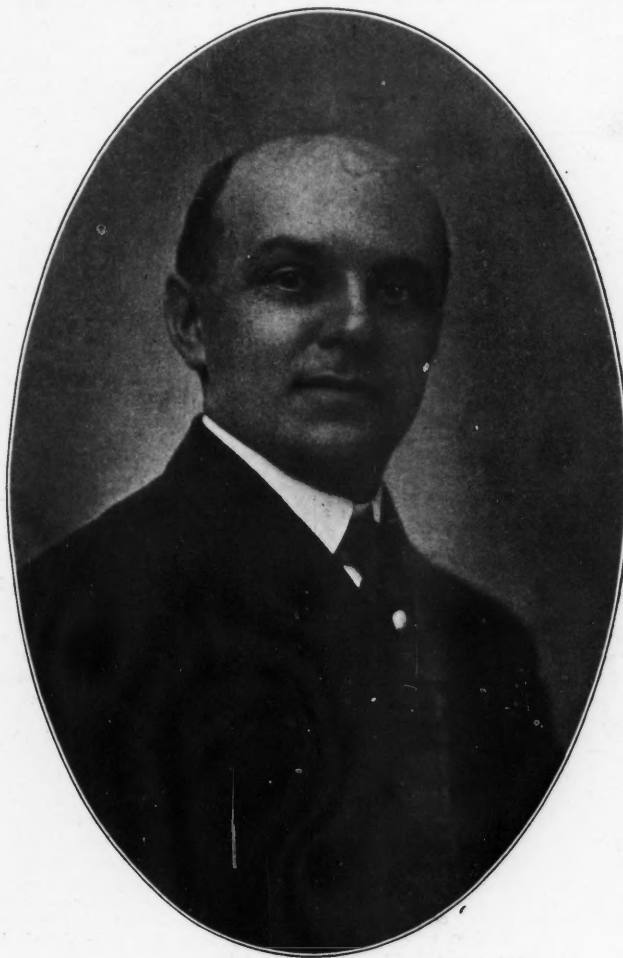
Routine business occupied the remainder of the morning session, and during the afternoon the members of the association were taken in automobiles to surrounding places of interest and later banqueted at the Mobile Yacht Club, ending up the day by attending an entertainment at the Hippodrome Theater in Monroe Park.

Wednesday morning the party boarded the revenue cutter Winona for a ride up the river to view the docks and lumber plants, after which a run was made down Mobile Bay to historic Fort Morgan. The business session was held on board the cutter.

After the return the visitors were entertained at the various theaters of the city.

### Women Edit Newspaper.

Women of social prominence of Salem, Mass., edited and sold the Salem Evening News last Saturday and made a profit of \$2,500, which will be used for the maintenance of a day camp for consumptives. Copies of the paper sold as high as \$25 each.



CURTIS B. JOHNSON.

VICE PRESIDENT AND BUSINESS MANAGER OF THE KNOXVILLE SENTINEL, WHO WAS ELECTED PRESIDENT OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION IN CONVENTION AT MOBILE LAST WEDNESDAY.

## A GEORGIA WOMAN

TELLS HOW SHE RAN DAILY NEWSPAPER IN SOUTHERN CITY.

Alice Louise Lyttle, Associated with Thomas E. Watson in Atlanta, Was the Editor of the Brunswick Journal—How She Covered a Negro Murder—Announcing Taft's Election—She Loves the Work.

Alice Louise Lyttle, a Georgia woman, thirty-six years old, is the assistant business manager of Watson's Magazine, published by Thomas E. Watson in Atlanta, Ga. She conducts a department in the magazine and a page in the Weekly Jeffersonian. She has been a member of the Watson staff since the first of this year.

Mrs. Lyttle is naturally in harmony with the frank philosophy of Mr. Watson. She writes breezily and ingeniously, at the request of THE EDITOR AND PUBLISHER, about herself, answering a series of questions as though in an interview. She was asked for a photograph. She writes:

RUNNING A GEORGIA DAILY.

"I don't indulge in photographs often. When I have a frock 'fitted to be took in,' I haven't the money; and when I have the money, I haven't the frock. Quite like poor little Mr. Wilfer in 'Our Mutual Friend,' who never had a hat, shoes and suit of clothes that were new at the same time.

"My three years on the Brunswick Journal was a period of long, lean, hungry years. I was the only woman turning out alone a daily paper in the State of Georgia.

"I wrote the editorials, covered social news, wrote headlines, read proof, and corrected galleys when we were shy of help (as we 'most ingeniously' were, owing to the uncertainty of the ghost walking). Mr. Watson saw one of my editorials and wrote me a letter; I replied, and the next letter brought me the offer of a place on his staff; and I lost sleep for fear I wouldn't be able to get to Atlanta. And here I am, happy at the chance to work for a man who appreciates a woman's brains and effort.

"If I could write anything that would encourage other women to 'stick,' and do their best while they were 'sticking,' I would.

ONLY DAILY WOMAN EDITOR IN STATE.

"Newspaper work is, to me, the most delightful way to earn a living. I think women peculiarly fitted to cope with a great many phases of it. I didn't enjoy interviewing people in jail, nor jacking up the police when they needed it; neither did I enjoy covering bridge parties, vaudville church weddings and tea-crushes; but by and large, I did it all, and now am on the desk of an established publication, doing work I like and working for a man who is an ideal employer.

"I was the only woman in Georgia turning out a daily paper unaided by

(Continued on page 3)

### FORCED TO EAT EDITORIAL.

Mississippi Editor Aroused Ire of Young People.

A delegation of citizens of Quitman, Miss., called upon R. L. Page, Jr., editor of Quitman Globe, last Monday and forced him to eat an editorial clipped from his own paper.

The editorial in question referred to a dance given by the young folk of the town and was as follows:

"The public hugging held in town Monday night last was a disgrace to virtue and God, and will lead to sorrow, shame, and even to the grave, without witness for the judgment. The demon symmetrical in public will naturally tend to beguile in private. Educated heels rather than hearts cause trips around the world or disgrace and sorrow. Will a virtuous woman indulge in a public hugging? Does society demand it? Is it divine? Does God approve or condemn such? Does society demand it? Is it divine?"

### GERMAN JOURNALISTS.

Silver Jubilee Convention in New York Will Be Big Event.

The National Association of German-American Journalists and Authors, with the German Press Club of New York City, will celebrate its silver jubilee with three events—a reception at the club house, No. 21 City Hall place, on May 19; a festival at the Hotel Plaza on the 20th, and a banquet at the Hotel Astor on May 21.

Delegates from all over the country will be present to attend the national convention, which will be held mornings and afternoons.

Present officers are: President, Franz Richter; vice-president, Franz Fuenkirchen; corresponding and financial secretary, Frank Martini; recording secretary, Karl P. Hangle; treasurer, Theodore F. Cuno; trustees, Ferdinand Seinecke, Arnold Fueredi and Jean Weil.

The Belfort (N. Y.) Bulletin is a new weekly recently established.

**HIGH PAPER PRICES.****Representative Mann Believes Canada's Action Will Injure Manufacturers.**

Concerning the announcement by Canada of increased duties on wood pulp and print paper and the prohibition of the exportation of pulp wood cut from the Crown lands, Representative Mann of Illinois, who led the fight in Congress during the tariff discussion for lower duties, said in an interview last Monday:

"In view of the Canadian situation, we can adopt one of three policies: First, pass an act of Congress taking off the duty on paper coming from any province which permits the free exportation of pulp wood, wood pulp and paper; second, negotiate a reciprocity treaty with Canada to the same end; third, continue the present status and ruin one-half of our paper manufacturers and greatly increase the price of print paper—how much, no one can tell."

In order to meet the conditions imposed by the Province of Quebec, the Treasury Department has decided to remove the countervailing duty of thirty-five cents a ton on print paper made from pulp wood cut from the Crown lands in the province.

The decision of the Treasury Department means in effect that print paper made from pulp wood cut from Crown lands pays a tax of \$3.75 per ton, the regular duty plus the additional duty provided by the tariff bill, bringing the total duty on a ton of print paper from Canada to \$5.75.

Wood pulp and pulp wood cut from private lands can be imported into the United States entirely free from duty, but the tariff on print paper made from pulp wood cut from private lands in Canada remains at the Payne law provision of \$3.75 a ton.

**RUSSIAN PRESS BUREAU.****Established as a Department of the Foreign Office.**

The Russian Government has organized a press bureau as a department of the Foreign Office, with the idea of cultivating closer and more frank relations with the correspondents of foreign newspapers and news agencies stationed in St. Petersburg.

George Nelidoff, son of the Russian Ambassador at Paris, has been placed in charge. Mr. Nelidoff has an extensive knowledge of world affairs, having been in the diplomatic service and having also traveled in Europe and America as a correspondent for Russian newspapers.

**New Mexico Paper Sold.**

Wesen & Wesen have disposed of their interest in the Vaughn (N. M.) News to J. E. Fields.

In  
**Philadelphia**  
it's  
**The Bulletin**

"Covers the Philadelphia field at one cost."

FEBRUARY CIRCULATION:

**287,963 COPIES A DAY**

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher**  
Chicago Office, J. E. Verree, Heyworth Bldg.  
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

**FREE PULP WOOD****Watchword of Canadian Lumbermen in Reciprocity Negotiations.**

"Free paper, free pulp wood" is to be the watchword of the lumbermen of Quebec in the coming reciprocity negotiations with the United States, according to the Montreal Star. In an interview with a representative of that paper, prominent lumbermen of the district of Quebec are quoted as saying:

"If the United States be willing to admit our paper free of duty, we do not think Quebec would stand in the way of an agreement. If we can't compete with them on that basis, we might as well lie down and die at once."

The action of the United States, it was explained, in removing the countervailing duty of thirty-five cents a ton on pulp wood cut from Crown lands in Quebec was inevitable after the change in the policy of the Quebec Government. Quebec and Ontario are now on the same basis as regards the American market.

Print paper from the Crown lands of both provinces now pays \$5.75 a ton in duties. This is composed of the regular duty of \$3.75 plus the additional duty of one-tenth of a cent a pound which the Payne tariff imposes on paper from provinces which prohibit the export of the logs.

An important statement, says the Star, was made by these two lumbermen in reference to the proportion between the pulp wood cut on Crown lands and that which comes from private limits in the province. Both agreed in placing the Crown lands' cut at 140,000 out of a total cut of 1,000,000 cords; or about one-seventh of the total cut.

The importance of this statement lies in the fact that it is only to the Crown lands that the policy of prohibition of export applies. It follows that it is only on paper manufactured from logs cut on Crown lands that the additional duty of one-tenth of a cent a pound, or \$2 a ton, must be paid. The paper made from wood cut on private limits enters the United States at the rate of \$3.75 a ton.

A third statement made by the Star's informants was as to the provision made by the American paper mills to meet the present situation. The policy recently put in force was announced many months ago, and in the meantime the American mills have been making hay. They have done this in two ways.

It is known that the International Paper Company has cut very largely in excess of its immediate needs on its Crown land limits during the past year. These logs, having been cut under the old regulations, can still be exported from the province.

In regard to the other means of protection which the American paper interests have taken, knowledge is less definite, but it rests upon moral certainty. Six-sevenths of the spruce lands of the province being in private hands, representatives of the American mills have been busy among the owners, and it is now supposed that American holdings have been considerably strengthened.

**Wisconsin Change.**

Robert E. Truax and Fred O. Barrett have purchased the Osceola (Wis.) Sun from A. E. Roese. The Sun was established by Mr. Roese in 1897.

**WILL EXCHANGE NEWS.****United Press Signs Contract with Big Australian Agency.**

Announcement was made Friday by the United Press of the signing of a contract with the Independent Press Cable Association, Ltd., of Australia, calling for a reciprocal exchange of news between the two concerns.

This latest step in the United Press's news gathering organization means that the association will have an exclusive source of news from Australia and New Zealand. With clients scattered throughout the entire continent of Australia, and with correspondents in every quarter of the Antipodes, the Independent Press Cable Association, Ltd., will furnish to the United Press a comprehensive and thorough service from Australia, where development of political, economic, commercial and sporting nature have recently been claiming much more attention from Americans than heretofore.

The arrangement by which the resources of the Australian agency were secured exclusively by the United Press was concluded by Henry Alexander, of the I. P. C. A., who came to New York especially to effect the alliance.

**THE COLORED SUPPLEMENT****Disgrace to the Home, Says Head of Teachers' Guild.**

A crusade against the colored supplement was launched by the Essex County (N. J.) Teachers' Guild at a meeting held in the Newark Free Public Library last Thursday.

In discussing the colored sheets, Miss Elizabeth M. Stringer, president of the Guild, declared that they were about the most disgracing thing that could be brought in any home, and a concerted movement should be made by all teachers at the meetings of the Parents' Association to try and influence the heads of homes to dispense with such literature.

"The influence of the colored sheet is debasing to the child," said Miss Stringer. "It teaches disrespect of authority and old age and the relations of life in general. It should be barred from every home in the country, and if it can be done we will have accomplished something much worth while."

**BECOMES SEVEN-DAY PAPER.****Boston Journal Establishes Sunday Morning Edition.**

The Boston Journal, published by Frank A. Munsey, became a seven-day newspaper beginning May 8. The Sunday edition is sold at one cent, the regular week-day price.

Previous to the establishment of the new edition, expressions of opinion were requested from Boston people and as a result the office of the Journal was flooded with letters, the majority of which were favorable to the project.

**Bankruptcy Suit.**

A petition in bankruptcy has been filed against the East Publishing Company of New York City, which published the Van Norden Magazine, by Charles D. Ridgway, attorney for a number of creditors. The company was incorporated on January 17, 1906, with a capital stock of \$500, which was afterward increased to \$200,000.

**C. F. KELLY**

Begs to announce that he has severed his connection with Hand, Knox & Company, and has opened offices of his own as

**NEWSPAPER REPRESENTATIVE**

Suite 7073-7075

**Metropolitan Building  
New York City**

Telephone 3176 Gramercy

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list

**NEW HEARST BUILDING.****Chicago Structure Will Be Ten Stories High.**

Construction has been commenced upon the new Hearst building at the corner of Madison and Market streets, Chicago. The site was formerly occupied by the wholesale establishment of Marshall Field & Co., has a frontage of 136.25 feet on Madison street and 189 feet on Market street.

The building will be a monumental structure ten stories high and will cover the entire lot. The exterior will be ornate, the walls being of white glazed terra cotta. The ninth and tenth floors will be occupied by the Chicago Examiner and the Chicago American. The basement will extend a depth of 18 feet below the street level and will be of the most substantial construction to carry the large load of the machinery and equipment used in the manufacture of the two newspapers.

The ground floor will be divided into seven stores and the stories, including and between the second and eighth floors, will be used for offices and space for light manufacturing.

The building is to be completed and ready for occupancy by January 1, 1912.

**New Wisconsin Corporation.**

The Sparta Publishing Company, capitalized at \$5,000, has been organized to take over the plant of the Sparta (Wis.) Advertiser. It is understood the company is to issue a new paper to be named the Monroe County Republican. The incorporators are L. D. Merrill, Fred A. Holden, J. M. Morrison R. E. Nicol and J. H. Johnson.

**Gain of A Quarter of A Million Lines in Four Months**

In the first four months this year, The New York Times carried more than two and a half million lines of advertising, a gain of nearly a quarter of a million lines over the corresponding period of 1909—a greater increase than the combined gains of the three newspapers popularly classed with The Times as to character of circulation.

**The New York Times**

"All the News That's Fit to Print"

**A GEORGIA WOMAN.**

(Continued from page 1.)

reporter, social or editorial writer or proofreader. I wrote the heads, corrected the galleys and gained thereby an absolutely perfect working knowledge of the newspaper game, which I would not part with for any amount.

"With Mr. Watson I expect to do my best work. I will be thirty-seven years old in July next, and feel that I am now at my best to make a success

**A GEORGIA MURDER STORY.**

"I have faced 'strikes,' drunken operators and surly printers, but have never missed a single issue of my paper nor 'fallen down' on what I started to do. Let me tell of an incident of newspaper life in Brunswick, Ga.

"A policeman had brought me word at 9 o'clock one morning that a negro woman had been shot and was probably dead. The city physician had been notified. After clearing up what I had on hand, I decided the doctor had returned to his office, so I phoned him. He replied that he had not gone to the case; then I got busy. Police didn't know the C. P. had not gone; no news from girl; didn't know what was to be done. I ordered a hack and drove out to the place, about two miles from the center of the city. I found the house in a negro settlement. The girl was a mulatto, about nineteen years old, and one of the demimonde. She was lying upon the floor, the bullet hole in her neck below and back of her right ear, and she had bled about a gallon. All the wenches of the neighborhood were sitting around looking at her. The poor thing was spitting blood, and blood was coming out of her eye. I telephoned two hospitals and made arrangements for the doctors to receive her, hailed another hack and got back to the house; more negroes had arrived.

"Got some pillows, bullied two wenches to get into the hack (and I had to swear at them to make them do it), and started the woman off to the hospital. Got back to the office and wrote up the story, shooting it to the machine by pages; held two forms open to the last minute, thinking the woman would die on the operating table. She was too weak for the doctors to probe for the bullet, so I had to get the paper out with a near murder instead of a real one. And at 5 o'clock the policeman came around to tell me he had found out the woman's name!

"Then I wrote an editorial dressing down the police, and the Mayor came around, shook his finger under my nose, and told me he'd sue the paper for libel if I published it. The owner

of the paper was out of town, so I wept and killed my beautiful editorial. But I got even in lots of ways afterward.

"And the wench didn't die, and they never caught the negro who shot her, though he came back into town to collect his wages.

**ANNOUNCING PRESIDENTIAL ELECTION.**

"We were all interested in the Presidential campaign, of course. There is not much of the sensational in Brunswick's make-up, but I knew every one wanted to know the result as soon as possible. The owner had leased wires from the Western Union and hired a telegraph operator, but that wasn't going to tell the people outside the radius of the telephones, so as I failed to subsidize a locomotive (none of the agents of the roads would consent), I borrowed a universal steam whistle from a machine company. Our paper plant was next to a steam laundry, and we mounted the whistle on one of their steam pipes.

"A flier ran across the top of the paper that afternoon: 'LISTEN FOR THE JOURNAL'S WHISTLE. THREE SHORT BLASTS AT 12 O'CLOCK—TAFT. ONE LONG WHISTLE.—BRYAN.' And the thing worked to a charm.

**SHE LOVES NEWSPAPER WORK.**

"The work of a newspaper is, to me, the most fascinating on earth. I have had some bitter and humiliating experiences. There have been times when I felt I would rather be somebody's cook than to work for those who have taken advantage of me and cheated me out of my earnings, and times when I have become heart-sick at what I have had to handle as news, and many times when I have been filled with loathing for humanity at what I dared not make public. And there have been times when I have wondered if there was a God, so horrible are some of the things we learn of at first hand.

"But, in spite of it all, I love it. There is, perhaps, a bigger field, more chance and better opportunity to be of service to one's fellows than any other calling—bar none. And I hope to 'make good.'

"My employer, Thomas E. Watson, is a man whom it is a privilege to work for. Generous, honest and human to his employees, there isn't one working for him who would spare themselves any trouble to 'make good.' And I hope to be one of the successful ones."

**Circulation Men Dine.**

The members of the circulation department of the New York Tribune held their third annual dinner at the Hofbrau Haus in Brooklyn last Tuesday evening. An excellent menu was provided and the program included speeches by the office men and traveling force. William B. Bryant, circulation manager of the Tribune, acted as toastmaster. Conde Hamlin, business manager of the Tribune, was the guest of honor.

**Successful Voting Contest.**

The Martinsburg (W. Va.) Journal recently conducted a very successful voting contest, sending seven girls to Bermuda for one week's stay. The party returned from Bermuda last Monday and report having had a most enjoyable time.

The Malvern (Pa.) Dispatch has discontinued publication.

**PAPER SITUATION.**

**Foreign Mills Offer News Print for Immediate Shipment.**

John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, has issued the following bulletin:

The Minnesota and Ontario Paper Company, of Rainy Lake, Minn., has contracted with the Star League of Indiana for a supply of twenty tons per day. Heretofore the International Paper Company has supplied the three papers of that league.

The International Paper Company claims to be making progress in re-summing production. It claims to be running 55 out of 67 print paper machines.

J. T. Carey, the president of the Paper Makers' Union, says the strike trouble of the I. P. Co. was precipitated by the attempt of the International Paper Company to change the hours of labor at Morrisville, N. Y., from eight hours to twelve hours.

The demand of the International Paper Company customers for emergency supplies seems to have diminished. One customer has over nine weeks' supply on hand, or contracted for. When these deliveries are made there promises to be a glut of paper in the market.

One hundred tons of Norwegian paper have been sold to a Southern paper at a price equivalent to \$2.15 New York Harbor, duty paid.

A Swedish mill offers 500 tons monthly for June, July and August 66½ inches width, at \$2.23 duty paid, New York Harbor. It is possible that the retaliatory duty of ten cents per 100 pounds additional might be applicable to this shipment. A sample shipment of ten tons of 67-inch paper from this mill is on the way.

An English mill offers 200 tons May and June delivery at \$2.47 New York Harbor, duty paid.

A Norwegian mill wants a firm offer for immediate shipment of 1,200 tons from London and 800 tons from Norway, width 69½ inches.

The Jersey City Printing Company of Jersey City, N. J., has 50 tons of 57-inch paper which it offers for immediate delivery.

The United States Treasury Department has issued a circular to collectors of customs on the Canadian border wherein it stops the further imposition of the countervailing duties of 25 cents per ton on ground wood and 35 cents per ton on print paper heretofore levied against products of pulp wood cut from Crown lands.

So long as that Province charged a discriminatory rate on Crown land pulp wood which was exported, the countervailing duties of the new tariff law applied, but the action of the Province in prohibiting all such exportation after May 1, 1910, automatically stopped the further imposition of the countervailing duties on wood pulp, and as a result the duty on print paper from the Province of Quebec is \$3.75 per ton plus the additional or retaliatory duty of \$2 per ton for paper when made from wood cut on Crown lands—a total of \$5.75 per ton as against \$6.10 prior to May 1, 1910.

13,214 tons of news print paper were exported from Canada in the first quarter of 1910. Sixty per cent. of this importation was subject to the retaliatory duty of \$5.75 per ton, because the paper was made from wood cut on Crown lands. In the month of March the importations from Canada averaged 228 tons per day.

**WHAT'S THE MATTER WITH PASTE?—No. 4**

Your mailing room foreman wonders when he finds a whole barrel gone sour. It takes 24 hours or more to get another barrel. Your mail edition waits while he improvises. He misses the trains and you're in a nice fix. But it never need happen again **JEL-LITAC** never turns sour—because it can't. It's physically impossible, whether in dry powder or viscid form. We stick by this declaration with a cash-back guarantee. So tell Miss Stenographer—"Ask for a sample."

**ARTHUR S. HOYT—NEW YORK**  
90-A. West Broadway

**ST. PAUL.**

**Laurence C. Hodgson Will Conduct Funny Column in Dispatch.**

St. Paul, Minn., May 11.—Henry Edward Warner, one of the funniest of funny men in the business, who has for a year or more conducted a daily department in the St. Paul Dispatch under the heading "Half and Half"—a real from-grave-to-gay-and-back-again stunt—has gone to the Baltimore Sun. It is understood that he took his full "kit" of exclamation points with him.

He is succeeded by Laurence Curran Hodgson, who has christened his daily column "Cabbages and Kings." Mr. Hodgson, whose pen name is "Larry Ho," is one of the most brilliant of young Western newspaper men. He is a poet of rare genius, an excellent prose writer and one of the best-informed and most widely-read men in the profession. A more confirmed optimist never lived, and he is greatly beloved by all who know him. "Larry" has for several years been sporting editor of the Dispatch, in which capacity he is succeeded by Frank McNierny, late sporting editor of the St. Paul Daily News.

**Live Stock Record Reorganized.**

A reorganization of the Sioux City (Ia.) Live Stock Record Publishing Company has been made. At a meeting of the stockholders a new board of directors was elected, consisting of H. C. Meyer, J. F. Smalley and Mrs. M. W. Hoyt. At a subsequent meeting of the directors J. F. Smalley was elected president and general manager, H. C. Meyer vice-president and treasurer, and Mrs. M. W. Hoyt secretary.

**W. R. Hearst Gone Abroad.**

William R. Hearst sailed for Europe in the steamship Mauretania from New York on Wednesday of this week.

**IF YOU MAINTAIN**



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

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

Allied with  
**BINGHAM & RUNGE, CLEVELAND**

**1909**  
**BIG YEAR OF THE**  
**Big German Daily**  
**PHILADELPHIA**  
**German Daily Gazette**

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

**MORNING GAZETTE** } WRITE  
**EVENING DEMOKRAT** } FOR  
**SUNDAY GAZETTE** } RATES

## THE FRONT PAGE.

Should It Be Kept Free from Advertising or Not?—Question One of Keen Interest to Weekly Publications—Reading Matter Carries the Advertising.

Whether the use of advertising on the front page is permissible or whether it should be devoted entirely to news matter, has long been a subject of debate, particularly among weekly publishers, and strong arguments have been presented in favor of both sides of the case.

In the April number of the Printer and Publisher (Canada), A. W. Roubuck, editor of the Cobalt News, declares that personal pride is a large factor in deciding the front page question. He says, among other things:

"At the risk of appearing reactionary, I would suggest to the publisher who is considering the exclusion of advertising from his front page, that he bear firmly in mind that he is making a concession to the reader at the expense of the advertiser. He should be convinced first that the concession to the reader is necessary and advisable, and he should judge carefully as to the probable cost of sacrificing the advertiser.

"One must remember that the country weekly is not sold by its headlines, but by the actual local news which it contains. As a rule, its street sales are exceedingly small. It is taken right into the home, where the moment spent in turning the pages is not of outstanding importance, and where, if it is uniformly interesting, it is read from cover to cover. It is bought and read primarily for the local news it contains, not for its looks at first glance, or, in fact, for its general typographical appearance.

"In this it is entirely different from the city papers, where a startling headline, or a dash of red, will attract a buyer, who grabs the best-looking sheet from the newsboy's bundle for the sake of a momentary glance. There is beyond all doubt an advantage in an attractive and up-to-date front page, but in attempting to emulate the big fellows, the little man should not overestimate its importance.

### THE ADVERTISING STANDPOINT.

"From the advertising standpoint, on the other hand, it is obvious that the exclusion of advertising on the front page reduces very markedly the

amount of advertising space available in a small paper. The double rates which may be charged for this lost space are as clearly foregone, but, to my mind, this is not the most serious loss to the advertising department.

"The fundamental idea in newspaper advertising is that the reading matter carries the advertising. That is, the interest of the reader in the news or views set forth will induce him incidentally to peruse the announcements also. If this theory be correct—and who can doubt it?—is not the sorting-out of the very best and most interesting items and deliberately separating them from the advertising a serious loss?

"The reader knows before he has even glanced at the advertising pages that he has already read the best that the editor has to offer. Very frequently he goes no farther. Where typesetting facilities are limited, as they always are on the country weekly, the loss to the advertising interests of the six or seven columns of the best is, to say the least, considerable.

"Were the reader given to understand, however, that the various pages are fairly evenly balanced in the quality and quantity of the reading matter presented, he feels that he has not read the paper until he has turned it with equal attention from cover to cover.

"It is a matter of sizing up the situation. If it is necessary to hold or increase your subscription list, and if your equipment is sufficiently strong and the returns from your business sufficiently great, to afford a front page of reading matter only, and yet maintain the quality and quantity of the reading in the inside pages, it may be then good business to put on a citified front, but if the carrying away of the six or seven columns of reading matter for the front page robs the inside pages, then, in my opinion, it is certainly not good business.

"You note in your request for my views that I do not run advertisements on the front page of the Temiskaming Herald, and there you introduce the personal element as a factor in the equation. Like many another publishing house, this outfit has a certain questionable vanity. Pride costs money, and we are satisfied, apparently, to pay the price."

### American Newspaper in Mexico.

Consul Albert W. Brickwood furnishes a report concerning the need of an American newspaper in Tapichula, Mexican State of Chiapas, and the opportunities which that town affords for such an enterprise. After reciting the influence of such a newspaper in promoting the trade interests of the two republics, the consul says that the safe establishment of such an enterprise would require a man of experience in the business in Spanish America and with enough of capital to carry it through the incipient stage to a paying basis.

### Editors Engage in Fight.

Carl W. Riddick, editor of the Winamac (Ind.) Republican, and J. J. Conell, editor of the Winamac Democrat, engaged in a fistic encounter on the streets of that city last week as the result of an editorial which was printed in the Democrat. Ill-feeling is said to have existed between the two for several years.

## THE TELEPOST.

Publishers Much Interested in New Method of Wire Transmission.

Much space has been given by the newspapers of the country during the last few weeks to commenting on the great strides that have been made in commercial telegraphy since Professor Morse inaugurated service over the experimental line built for him by the government, between Washington and Baltimore.

It was sixty-five years ago (April 1st, 1845) that this line was put in operation under the direction of the Postmaster General. In commemoration of the anniversary, on April 1st last, the Telepost, which is operating the Delany automatic system commercially in New England and in the Middle West, called the attention of the newspapers of the country to the great evolution that has been made in the industry since Morse's time, as represented by their own achievement of doing over one wire the same volume of business transmitted over sixty-five wires operated by the hand method of transmission.

President Taft, as part of the ceremonies which marked the commemorative exercises, authorized the Telepost to send over its wires to the Governors of the various States of the Union, the following sentiment from him on this occasion:

"I gladly take this opportunity of communicating to every Governor of every State the importance that I attach to the movement in favor of the uniformity of laws on subjects of general national concern, in respect to which the Federal Constitution does not confer power on the central government.

(Signed) WM. H. TAFT.

On its own part the company flashed over the country to newspapers and prominent officials, the famous quotation, transmitted by Morse as his first public message over a telegraph wire in this country: "What Hath God Wrought."

The Telepost Company claims the credit for being the first to establish the letter telegram service in the United States and demonstrating its popularity.

It is said that the first letter telegram sent over a wire in this country passed over the Telepost lines between Mayor Hibbard of Boston and Mayor Leighton of Portland, Me., on October 15, 1908, the original being afterwards presented to Col. Roosevelt, when he was the occupant of the White House.

Long before the American companies recognized the great popularity of the letter telegram, France adopted it as a feature of its night service over the government lines. Now England has fallen in line and Germany is debating whether it shall do likewise.

The letter telegram, it is said, was an original idea of Patrick B. Delany, the inventor of the Telepost system. The compound "Tele-post" was devised by him to express its two-fold function of telegraphing a message and delivering it by post instead of by messenger.

The Telepost has a uniform press rate of one-quarter of a cent per word, regardless of distance.

### Suffers Fire Loss.

The building of the Havre de Grace (Md.) Republican was seriously damaged by fire last week. The loss is estimated at \$5,000.

## UNITED PRESS BULLETINS

Quite a storm was raised from coast to coast last week by the United Press scoop on the population estimates by the Census Bureau. Papers not receiving the United Press were naturally glad to give wide publicity to the denials of the U. P. story sent out by opposition services, but when, on the second day, Director Durand, in charge of the census, gave out a statement declaring that the United Press figures had been obtained in his office and with his consent, there was no further comment by the opposition.

The United Press had a beat of a minute and a half in New York on the flash on King Edward's death, over its nearest competitor. This margin was much greater on the Pacific Coast, where United Press papers were first on the street all along the line. At Vancouver, B. C., the United Press paper had 'phoned its bulletin to the ball park, the game had been called, and the crowds were leaving when the first opposition news reached the grounds.

Fred Vincent, of the San Francisco office, has been made manager of the Portland bureau of the United Press, succeeding E. O. Tomlinson, who returns to Portland.

W. E. Moss, of San Diego, has succeeded L. Price as cashier of the United Press, Miss Price having resigned to take up charitable work in Cleveland.

### PANAMA CASE DOCKETED.

Government Suit Against New York World Before Supreme Court.

The case of the United States against the Press Publishing Company, alleging libel of Theodore Roosevelt, President Taft and others in connection with the purchase of the Panama Canal by the Government, was docketed in the United States Supreme Court last Monday.

The case goes to the Supreme Court on a writ of error issued by Judge Hough of the Circuit Court of New York, who dismissed the complaint because of lack of jurisdiction.

The Government asked to have the case advanced for hearing at an early day of the fall meeting of the court.

### Will Raise Rates.

The Springfield (Ill.) State Register will raise its advertising rates beginning July 1.

To Keep in Touch with  
**BRITISH TRADE**  
Subscribe to and Advertise in

**The Stationer**  
FIFTIETH YEAR OF ISSUE

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

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

## In Kansas

The ONE daily paper with a State-wide circulation (33,500 guaranteed) is the

**Topeka Daily Capital**

It is supreme not only in Topeka but also in the State. It is the only Topeka daily from which you can get a definite, exact circulation statement

*Arthur Capper*  
Publisher

**EDITORIAL COLUMN.**

**Properly Conducted, Adds Character to the Paper and Tone to the Profession—Help Along Every Project That Merits Public Support — Avoid Abuse of Rival Publications.**

The degree of attention or inattention paid to the editorial column furnishes an almost unerring clew to the character of a newspaper, declared W. T. Krebs, of the Lake Charles American Press, in an address before the convention of the Louisiana Press Association at Opelousas last week.

"The theory of the editorial talkfest is that each shall stand up and tell his assembled brothers what he has learned of value in the every-day conduct of his journal, just as Edward W. Bok each month tells the lady patrons of the Home Journal how to manufacture mission furniture from discarded packing cases and how to use the Greek hexameter to make the teething baby forget his painful gums.

"Unfortunately, the theory does not always hold good, but there is one notable exception. The reformer, many of whom I have heard in my time, who advises one to abolish the editorial entirely and fill one's paper with local news usually takes his own advice as far as the editorial column is concerned, but follows it to an extreme by leaving out the news also. The outcry against the editorial column, which we hear so often voiced at our own meetings, no doubt originated from the delinquency of the old-timer in furnishing little else to the public save his own opinions, but deference to it has led many to the other extreme.

**TOO MUCH ROUTINE.**

"Many Louisiana papers have the bad habit of giving the post of honor to the proceedings of the police jury, forgetting that the article of the most importance to the paper is not always of the most importance to the public. Some reprobrates buy their editorial paragraphs at fifty cents a week from a budding Hawkeye genius, and some reprint long editorials from the newspapers of larger circulation, but thank fortune there are a number of faithful Louisiana workers who maintain the department in the way that it should be maintained. They may not have the gift of expression that their city brethren acquire, their infinitives may be split and their sentences sometimes unwieldy, but the honest work and honest thought eclipse all literary deficiencies and invariably they will be found among the leaders in their respective localities.

"The editorial column, properly conducted, adds character to the paper and tone to the profession. I often think that newspaper men belittle their occupation, instead of being insistent that its dignity be recognized. And there is no surer method of lowering the dignity and standing and influence of a newspaper than by neglecting one of its most important functions. If an opinion is honest opinion, if the advice offered is honestly meant, it will always have an influence upon the public, even if it does not coincide with the opinion of the majority.

**TAKE UP LOCAL PROJECTS.**

"But it may be urged that the necessity of taking a stand upon a public question does not arise every week or every month. Fortunately for all of

**Statement of Paid Circulation**  
**The Duluth Evening Herald**

**25,958 DAILY AVERAGE**

**JANUARY, 1910**

**Statement of Advertising**

**Carried by Leading Minnesota Dailies in January, 1910**

	COLUMNS
Minneapolis Journal . . .	1698
<b>DULUTH HERALD</b>	<b>1558</b>
St. Paul Dispatch . . .	1368
Minneapolis Tribune . . .	1306
Duluth News Tribune . . .	889
St. Paul Pioneer Press . . .	689

**A. C. WEISS, Publisher**  
**W. F. HENRY - Business and Advertising Manager**

**LACOSTE & MAXWELL, Special Representatives**  
**46 West 34th Street, NEW YORK      Marquette Building, CHICAGO**

us, this is true, but every community of sufficient importance to sustain a paper has its aspirations, its improvements and its moments of peril.

A newspaper cannot better justify its existence or more easily command the support required for its preservation than by using its editorial columns to help along every project that merits public support. There is always a public building to erect, a school tax to levy, a new railroad to capture, or even a public road to improve. Get the habit of using your editorial column for the purpose of forwarding all of those public improvements which everybody favors, but no one takes especially in advance.

"Another thought I would impress with regard to your editorial column; do not cheapen it by indorsing everything and everybody whose indorsement is proposed to you. I would make it a rule never to pass judgment editorially upon a matter in which your community has no concern, and if it is a matter which interests your community, look at all sides of the question before pronouncing judgment. People are fond of saying that newspapers have little or no influence.

"It may be thought that careful, conscientious editorial work takes more time than the average country editor can spare or demands higher mental training than he is usually endowed with, but such is not the case. I know all the activities of the editor of the weekly paper. I, too, have discharged his duties, as varied and multifarious as those of the one-man band in a vaudeville show.

"But when one has once formed the habit of preparing some thought of his own, some contribution, aside from

the hum-drum chronicle of daily events, that will make his readers either chuckle with delight or swear mildly, he will find the work a delight, even when it encroaches on his so-called hours of leisure. Probably the majority of the readers pay little attention to the editorial, but in writing it one writes for the intelligent and appreciative minority, whose opinions sway the whole community. Even those who do not care for the editorial matter think more favorably of the paper.

"The chief objection commonly made and frequently reiterated to the printing of editorial matter in a country newspaper, is that the country editor should not attempt to run the affairs of government. As the government is composed largely of individuals with no more brains and probably a smaller amount of public spirit and honesty of purpose than the average editor, the objection from that view point has no weight. After all, the editorial column may contain opinions on anything of human interest, provided they are opinions and not echoes, except abuse of rival publications and criticism of private individuals, both of which should be avoided like the plague; the first as a matter of self-respect and the second as a matter of self-preservation.

"Let your opinion be like Audrey, a poor thing, but mine own."

**South Dakota Paper Sold.**

H. M. Keene has sold the Arlington (S. D.) Sun to B. E. Lloyd, a former well-known Iowa newspaper man. Mr. Keene, who has conducted the Sun successfully for the past ten years, will locate in Spokane, Wash.

**MISPLACING THE ADVERB.**

**Grammar Sharp Criticises a Habit of News Writers.**

James B. Peterson, of New York, has written to the New York Evening Post, calling attention to what he considers a vicious use of language in the New York papers. He says:

I want to call attention to an odious corruption of the English language which has become prevalent in the New York newspapers. I refer to the misplacement of the adverb with compound tenses, and sometimes with simple tenses. The following sentence, which appeared in the report of President Taft's speech at Rochester, will serve as an example: "Mr. Taft constantly was interrupted by applause."

You cannot find such a sentence as that in any standard English prose. It has always been the rule in such cases to put the adverb after the auxiliary verb, as in the sentence which I am now writing. It is never placed elsewhere, except to emphasize some word or for some other special purpose. In all ordinary cases the adverb follows the auxiliary: "Mr. Taft was constantly interrupted." And that is the proper place for it, for when it is put there the mind takes the meaning of the verb and the adverb at the same time, which is what the writer or speaker intends. But New York newspapers frequently, if not usually, put the adverb before the auxiliary, contrary to the usage of English speakers and writers ever since the language has existed.

Nor is that the only impropriety of language which the newspapers are guilty of. The use of "will" for "shall" is much too common in them, especially in reports of what some speaker has said; there are some examples in the report of Mr. Taft's speech above mentioned. Other faults are the use of "around" for "about," "drive" for "ride," "directly" for "as soon as," and "ill" for "sick." The last is the worst, for "ill" is a general term meaning the same as "bad," while "sick" is a specific term meaning bad in health.

But the worst offense of all is the misplacement of the adverb, because it is done intentionally and with malice aforethought. Nobody misplaces the adverb in conversation, and no good English writer is guilty of it. The practice seems to have originated with the New York newspapers, but is now spreading elsewhere, and to lovers of good English it is really insulting.

I am aware that the English language in New York has been sadly corrupted by barbarians, and I fear that some of their corruptions, especially their "will" for "shall," may become permanently grafted on the American brand of the language, but that is no excuse for false English in the newspaper, which ought to set a good example to the people.

**Will Market the Kohler System.**

The Cutler-Hammer Manufacturing Company of Milwaukee, makers of electric controlling devices, and Kohler Brothers of Chicago, contracting electrical engineers and owners of the patents covering "The Kohler System" automatic push-button control for printing presses, have entered into an agreement whereby the Cutler-Hammer Manufacturing Company will hereafter manufacture and market for Kohler Brothers, in the United States and Canada, the various types of push-button operated controllers comprised in "The Kohler System" of control.

**Seattle Publicity Club.**

The Seattle (Wash.) Publicity Club entertained at luncheon recently. C. W. Hess of the Quaker Oats Company addressed the members present on the subject, "Advertising as a Creative Force in Business." Mr. Hess made many friends while in the West.

## THE NEWSPAPERS.

**Have Acquired Habits Which No Sensible Man Would Attempt to Defend—Get the Worst of Them from Their Readers—No Newspaper Can Be Permanently Successful Without High Percentage of Honesty.**

In the current number of the Atlantic Monthly, William Peter Hamilton, editor of the Wall Street Journal, well-known writer and former war correspondent, presents "The Case for the Newspapers." In the March number of the Atlantic Professor Ross charged the press of the country with suppressing important news. Mr. Hamilton says, in part:

Nobody knows better than the practical and experienced newspaper man that there is a sordid side to his work. A newspaper, after all, is put together by a number of fallible human beings made up of littlenesses and spite as well as of the more sterling qualities. News will appear, or will be ignored, for reasons which the outsider would call totally inadequate.

The time for choice is appallingly limited. The decision on the relative importance of the news, on the degree of truth attaching to the report, on the advisability of suppression in the public interest, on the law of libel, possible injury to inoffensive persons, the innocent circulation of something which may have to be taken back on better and fuller information—all these things, and many more have to be weighed, and the decision upon them has to be instantaneous.

The editor will make plenty of mistakes, but, with a full appreciation of the justice of some complaints, they will be for the most part honest mistakes. An experience of many years has taught me that the standard of honesty, in the editorial department of newspapers at any rate, will compare favorably with that in any profession in the world.

### SUBJECTS FOR PUBLICITY.

What looks to the layman like a suitable subject for wide publicity will not have the same appearance to the experienced newspaper man. At a time of crisis in Wall Street, when an important firm had already suspended, I was strongly pressed by sincere and responsible people to deal editorially with other private institutions doing a class of business which in this case had proved dangerous.

I was reproached for lacking courage, and even accused of considering the advertising of the banking houses concerned. Had any such discussion been published at that time, there need be no hesitation in saying that the result would have been several important failures of entirely solvent houses within twenty-four hours, and of such magnitude as quite possibly to have caused serious financial embarrassment.

No doubt some readers would have liked to know all about the private busi-

ness of these concerns. It takes courage to tell the reader that plenty of things happen every day which are none of his business.

There is a wide field for reform in the newspaper press, but the charge that, taken as a whole, it does not give the news, is untenable. There is not a working journalist of any experience at all, who cannot tell stories by the score of attempts to suppress news by the offer of bribes and by the exercise of personal influence, all of which have resulted merely in securing a greater publicity.

Before we pass to the consideration of the ownership of newspapers, let us make one point clear—if only for the sake of those who quote Greeley and the other great editors of the past so glibly

### THE EDITORS DUTY.

An editor's duty consists in something more than writing editorials. Every item in a newspaper has to be edited, and the honesty of the paper will show just as much in the news columns as it will on the editorial page.

Plenty of instances could be offered of a poor distribution of strength in that respect—where the presentation of news is well done in spite of a weak editorial policy, or where the editorial page is clean and convincing, with the rest of the paper open to grave criticism.

It is on this line that newspaper men with a proper respect for their own honor and the dignity of their calling will make their reforms. Certainly the reforms will have to be made from the inside, if they are to be of any use at all.

These are times when everybody is reforming everybody else; but a newspaper reformed by its readers or by a self-elected committee of college professors, is something which my imagination fails to grasp.

Somebody must own the newspaper, and it requires relatively large capital to run it, although in this connection also there is a good deal of exaggeration.

### GIVE EDITORS FREE HAND.

The usual form of ownership is by a corporation dominated by an individual. If that individual has any sense at all he will let his editors alone, after indicating in general outline what he thinks the policy of the paper should be. If he is himself an experienced newspaper man, so much the better.

He will know that the men who are worth their salt have always been encouraged to work with a free hand, and having indicated the results he wants, he will leave them to obtain them in their own way. This is the custom on any good newspaper, and the policy is abandoned only at the expense of serious changes in the editorial staff.

There is no workman in the world more independent than the newspaper man who really knows his business. Ever if he were disposed to do dirty work for his proprietors, he would be ineffective, for the reason that he could not get good men to work under him.

### THE BUSINESS DEPARTMENT.

It is not strictly true that the business department of a newspaper is less honest than the news department, even though a great many newspaper men do say so. There is always a certain amount of jealousy between the two departments, not because one department is less honest than the other, but because their points of view are different.

The business manager knows well enough that the salaries must be paid, to say nothing of the mere cost of paper and the other expenses, and it would be hard to convince him of the policy of estranging advertisers from sheer altruism.

His idea is really to treat the advertiser decently without compromising the paper. He is certainly the weakest point in the position, for the reason that he has not that specially developed con-

science which is essential to successful editorial work.

It must be remembered that a newspaper is not a public institution, but a private enterprise: its proprietor has no right to publish what is not so, or to ask anything of the same kind from his staff. He is entitled to say what shall not appear in his own paper. It is a matter between himself and the public. He has no monopoly of news, and if the reader does not like it, he is at liberty to buy some other paper.

### SMALL OPPORTUNITIES FOR DISHONESTY.

Taking up in greater detail the actual operation of a newspaper, it may be said at once that no reporter could use his office for his own pocket and hold his position long enough to make it worth while.

The result in America is a not overpaid class which will compare favorably with the corresponding grades in the newspaper business of any part of the world. Higher up is the editorial staff, and if news is to be garbled for the purpose of deception, or suppressed in public or private interest, it is here that the operation must be done.

The news editors cannot for any appreciable length of time print what is not true, or suppress what is, without the knowledge of the directing editorial mind, to say nothing of the proprietor.

A dishonest city editor without a dishonest managing editor is unthinkable to anybody who knows the working of a newspaper. Everything that is being done is done in black and white, and the responsibility for every line in the paper can be instantly placed.

Even the editor-in-chief has small opportunities for dishonesty, and could not for any length of time deceive his proprietors; while he would in the mean time earn the contempt of his subordinates; and this, to any newspaper man with his profession sincerely at heart, is a fearful price to pay for a mere pecuniary advantage.

### PERSONALITY CONTROLS THE NEWSPAPER.

Demonstrating that personality still controls the newspaper, I have no hesitation in saying that the endowed newspaper is an impossibility. An editor generally responsible to an individual private control may have his troubles.

Responsibility to a philanthropic public committee of amateurs would be a condition so intolerable that it is difficult to imagine any competent editor accepting it. Interested interference can be bad enough; well-meant but ill-informed meddling would render a consistent editorial policy an impossibility.

By the time the amateur committee had succeeded in securing consideration for all its fads and fancies, one thing would most certainly have happened: the public would have ceased to buy the paper. You may lead the reader gently along to your fount of knowledge by judicious handling, but you cannot make him drink if he does not choose to do so.

This is where the endowed newspaper would go to pieces. Competent editorial work requires experience, knowledge, education, independence, memory, technical ability, critical taste, the literary facility born of years of arduous training, and a capacity for instant judgment to an extent not exceeded in any other profession.

Successful management of a newspaper without these qualities in some degree, is as impossible as the navigation of a ship by somebody ignorant of trigonometry and seamanship.

### PRESS A POTENT FORCE.

There is nothing like publicity to keep the body politic clean. It is not public opinion, but the ceaseless industry of the newspapers, which has forced upon public-service corporations of all sorts that publicity which is doing so much to extinguish graft and inefficiency.

The railroad report of fifteen years ago was an insult to public intelligence compared with the figures and facts which the railroad must give to-day.

It was the newspaper instinct for news which brought this condition about. It would have been a long time before the public could have so protected itself without the assistance of the ubiquitous reporter. Doubtless there is plenty of corruption in corporate and political life now, but the press has done more to suppress it by dragging it out into the light of day than has any other single agency in the country.

It was not the magazines which compelled the politicians at Albany to clean house. No considerations of valuable financial advertising prevented the freest publication of the facts about the life-insurance companies; and, indeed, there is good reason to say that it was largely newspaper investigation which enabled counsel to bring many of those facts to light.

Public taste has been educated (by the newspapers) to demand a better quality both in editorial comment and in news-matter. It is a mistake to suppose that people no longer read editorials. They read them gladly if they are attractively written. There is not the least need for shallow sensationalism. There is plenty of demand for the intelligent discussion of current events in their relation to the unchanging principles of public and private morals.

The efficient newspaper man commands his price as readily as any other worker in the market. There come occasions when his honor requires that he shall sacrifice position and pay. He retains the respect of his fellows, and he has a calling at his fingers' ends which will keep him.

There is at least no class that has been less tainted by the modern haste to get rich. Newspaper salaries are not large, and the prizes are few; but the honesty of the newspaper-writer, thank God! is still not measurable in terms of dollars and cents.

### FEDERAL AGENCY

**Creates Engineering Staff Headed by W. H. Taylor.**

Showing the trend of specialists in other fields into the profession of advertising, comes the announcement that William H. Taylor, for twenty-three years a mechanical engineer, has joined the Federal Advertising Agency. Mr. Taylor leaves his position as consulting engineer with the Tabor Manufacturing Company, of Philadelphia, to create an engineering staff to handle both electrical and mechanical engineering advertising. Associated with him at present is W. W. Newcomb, Jr., late of the Railway Age Gazette, and a graduate of Sheffield Scientific School of Yale University.

The Federal Agency has established Western headquarters in Chicago, with Floyd T. Short heading the staff. F. A. Dennison, of the Crowell Publishing Company, will work with Mr. Short, as well as a corps of other trained advertising men.

P. E. Dowling, publisher of the Gilbert (Minn.) Herald, has sold his interests to David M. Mouser.

## The Evening Wisconsin.

Milwaukee's Leading Home Paper  
SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average, daily circulation is over 40,000 copies.  
It regularly carries the advertisements of every leading Milwaukee merchant—they have proved its value.

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

JOHN W. CAMPSIE, Business Manager.  
**THE EVENING WISCONSIN**  
CHAS. H. EDDY, Foreign Representative.  
NEW YORK—6015 Metropolitan Bldg.  
CHICAGO—408 Marquette Bldg.

## 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.

**"THE MARK TWAIN."****Meaning of the Marine Phrase Used in Heaving the Lead.**

(From the Quincy (Ill.) Whig.)

Captain Medford yesterday afternoon handed the following clipping from one of the marine journals to the Whig, having had it in his possession for twenty years:

The following explanation of the calls of the man who throws the lead is from the Louisville Post. It will be interesting to all rivermen and to many landmen: The customary weight of a "lead" is five pounds, and the measurement of the line begins where it is fixed to the lead; then it runs in feet—for instance, 3 feet, 4 feet, and so on until the 10-foot notch is reached. After that the words "quarter less twain" ring out, which indicate 10½ feet. Then "mark twain" means means 12 feet, "quarter twain" indicates 13½ feet, "half twain" 15 feet, then comes "quarter less three," 21 feet; "quarter less four," 22½ feet; "mark four," 24 feet, and the next call is "no bottom," for that is enough water to float any kind of river craft. The six and ten-foot marks on the line are indicated by bits of red flannel and all other marks by leather pieces cut in various shapes that are understood by the man "heaving" the lead. On towboats the "lead line" is carried on the boat or barge in front of the tow and the man that operates it calls out to another man some fifty feet nearer the steamer, and this man repeats it to another, and so on it travels until it reaches the pilot's ear, and he handles his charge to suit the necessities of the situation.

**BOSTON****Press Club Plans Anniversary Dinner Last of Month.**

By vote of the directors, a committee was authorized to make plans for what is expected to be the biggest "newspaper dinner" ever held in Boston, in observance of the twenty-fourth anniversary of the Boston Press Club. President Hooley this week named the dinner committee as John J. Flinn, chairman; M. W. Ahern, Edwin Reynolds, James Sweeney and H. T. Claus. It has been decided to hold the dinner Saturday, May 28.

**Will Branch Out.**

American Fruits, published at Rochester, N. Y., for the last eleven years, will branch out with the June number. Text matter of general interest to the farmer and the person who is interested in "anything that grows" will now occupy space in the publication. Ralph T. Olcott, the founder, will be in charge.

**CHRISTIAN NATION**

Oldest and now the only weekly in the Reformed Presbyterian (Covenanter) Church in America.

**26th Year Under Same Management**

Officially endorsed by the denomination; the only religious weekly of national importance covering in itself alone an entire denomination—that wealthy, cultured, sterling people, the Scotch and Scotch-Irish Presbyterians in America.

Circulation Not Duplicated by Any Other Denominational Paper

Rate 10c. Business accepted direct or through any authorized and reliable agency.

Tribune Building • New York

**THE BEST DAILY****In the United States from an Advertising Standpoint.**

How many of our advertisers, advertising agents and publishers can answer this question?

The size of the city in which a paper is published to a large extent governs its strength, therefore we will only consider the largest city in a State, said city to have a population of 200,000 or more. Taking the above as a basis to figure on, what one paper most completely covers its field from a standpoint of circulation, quantity and quality considered, political power and prestige?

Surely every advertising space buyer is interested and undoubtedly believes he can answer this question correctly. But if one will take time to look into the matter carefully, visit the different cities, study the local conditions, examine the circulation statements and find out from personal observation, as I have done, you will say it is the Seattle (Wash.) Times.

Of course you ask, Why? The following figures answer that question: Seattle, Wash. Population, 300,000. The Times, proved circulation, daily, 65,400; Sunday, 84,250.

The total sworn circulation of all other English dailies: Daily, 58,970; Sunday, 48,000.

From the above one may see week days the Times circulation exceeds the combined circulation of all other English papers over 6,000 and on Sunday of over 36,000.

The Times is an evening paper daily, a home paper, and has the Gold Marks for quality. The city circulation of the Times is over 45,000 daily. The combined city circulation of all other English papers is estimated less than 28,000. The Seattle Times was the second paper last year in the United States in volume of advertising carried, so one can see quite a number of advertisers agree with me.

In talking over this question with one of the best space buyers in the West he asked, How about Indianapolis and Detroit? The following figures will show they are second and third:

Indianapolis, 225,000. News, daily, 91,747. Total all other English dailies, 101,000. Circulation of News over 9,000 less than other dailies combined.

Detroit, Mich., 400,000. News, daily, 122,714. Total all other English dailies, 145,713. Circulation of News over 22,000 less than other dailies combined.

If I have made a mistake and overlooked a paper that can show better than any of the three I mention, I would like to know it, for surely this is an important question to all advertisers. We are all trying to secure the greatest results for the least expense, and certainly the more "one paper" cities we have the smaller our necessary advertising appropriation for that territory and also a saving in clerical force for checking, filing, etc., and electrotypes.

Who can answer this same question, taking as before the leading city in a State only with population of over 200,000? "Enoc." \*

**Will Represent Waterloo Reporter.**

F. W. Henkel, People's Gas Building, 150 Michigan avenue, Chicago, has been appointed representative of the Waterloo (Ia.) Reporter in the Western field.

**CLUBS AND ASSOCIATIONS.**

Sixteen newspapers were represented at the second meeting of the Vermont Weekly Newspaper Association held last week. The constitution and by-laws were adopted and the officers elected at the first meeting, held in Montpelier last February, were re-elected. The officers are as follows: President, L. P. Thayer, of Vermont; vice-president, F. N. Whitney, of Northfield; secretary and treasurer, M. C. Reynolds, of Burlington. The executive committee consists of L. B. Johnson, of Randolph; E. H. Crane, of Brattleboro, and W. J. Bigelow, of St. Johnsbury.

Earl W. Hodges, secretary of the Arkansas Press Association, announces that the annual meeting of the association will be held in Morrilton May 24 and 26 inclusive.

The Upper Des Moines (Ia.) Editorial Association will meet in Iowa City July 7 and 8. The program will include many special and enjoyable features.

The New Jersey Editorial Association will hold its annual meeting and outing in the Berkshire Hills, Mass., June 24-27. The headquarters of the association will be at the Maplewood Inn, Pittsfield. Trolley trips have been planned to Lenox, Lee, Stockbridge, Great Barrington and Williamstown.

The executive committee of the Missouri Press Association, consisting of C. M. Harrison, of Gallatin; J. R. Lowell, of Moberly; Ovid Bell, of Fulton; E. L. Purcell, of Fredericktown; J. K. Pool, of Centralia; J. P. Campbell, of Doniphan, and H. A. Gass, of Jefferson City, met in St. Louis last week to arrange a program for the summer meeting of the association at Cape Girardeau, June 15. The editors will make the trip from St. Louis by boat as guests of the Cape Girardeau Commercial Club.

The annual meeting of the North Carolina Press Association, which will be held at Wrightsville, June 8, 9 and 10, promises to be one of unusual interest. Among the numbers on the program are the following: "Harmony in the Sanctum," Col. Wade Harris, of the Evening Chronicle; "The Business Side of the Newspaper," O. F. Crowson, of the Burlington News; "The Best Arrangement of Newspaper Offices," John D. Gold, of the Wilson Daily Times; "How May the Press Help in the Good Roads Movement in North Carolina and Why?" H. B. Varner, of the Lexington Dispatch; "A Square Deal Between the Federal Government and the Printer," open discussion led by J. J. Farriss, of the High Point Enterprise; "The Newspaper and the Uplift of Country Life," R. M. Phillips, of the Greensboro News; "Journalism and Religion," the Rev. C. Moore, of the Biblical Recorder; "Personality in Journalism," Josephus Daniels, of the News and Observer.

The fifty-second annual convention of the Canadian Press Association will convene in Toronto Tuesday, May 17.

The New York Press Association will hold its annual convention at Saratoga Springs July 7 and 8. The headquarters of the association will be the Grand Union Hotel, where the association has been delightfully entertained before. The exercises will include, besides reports from officers

of the association and delegates to National Editorial Convention, an address by a man of national reputation; an authoritative explanation of the postal rulings in relation to newspapers by a Washington official of the Postoffice Department, with opportunities for questions, and other attractive features. Elaborate afternoon and evening entertainments will include a variety of excursions, dancing parties and a concluding banquet with toasts and speeches. The New York Associated Dailies and the Select County Weeklies will join in the convention of the New York Press Association, the Associated Dailies holding a separate meeting Wednesday, the 6th.

The thirty-first annual meeting of the Louisiana Press Association, held at Opelousas last week, was characterized by the largest attendance in the history of the association. Conrad J. Lecoq of Point Coupee is the new president of the association. Other officers are: First vice-president, Robert Roberts, Jr., of Minden; second vice-president, Miss Florence Dymond of New Orleans; secretary, L. E. Bentley of New Orleans; treasurer, Elric Robinson of St. Francisville. New members were elected as follows: Eugene Dumez, Meschacebe, Edgar, La.; G. A. Bailey, Evangeline Banner, Eunice, La.; Clyde S. Holland, St. Helena Echo, Greensburg, La.; G. Vol Brock, Washington Era Leader, Franklinton, La.; D. Hulse, Guardian-Journal, Homer, La.; Leo Vandegaer, Sabine Banner, Many, La.; H. M. Huie, Town Talk, Alexandria, La.; William Pfaff, Vindicator, New Orleans, La.; Arthur B. Tebbets, Southern Scribe, New Orleans, La.; Raymond Breaux, St. Landry Clarion, Opelousas, La.; John Marshall, New Orleans Daily States, Lake Charles, La.; T. E. Price, Courier, Opelousas, La.; R. V. Price, Courier, Opelousas, La.; Miss Loula Latiolais, Courier, Opelousas, La.; Aaron Jacobs, St. Landry Clarion, Opelousas, La.; Jos. E. Gil, Eunice Gall, Eunice, La.

At the first annual meeting of the Cass County (Neb.) Editors' Association, held at Plattsmouth recently, the former officers were elected for the coming year, as follows: P. A. Barrows, Plattsmouth, president; Harry Graves, Union, vice-president; L. J. Mayfield, Louisville, secretary; George Olive, Weeping Water, treasurer.

The annual outing of the North Central Minnesota Editorial Association will be held at Glengary Springs, on Leech Lake, near Walker.

The Southern Illinois Editorial Association will meet at Chester, May 20 and 21.

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

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

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

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GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, MAY 14, 1910.

### INSURGENCY IN CANADA.

The normal optimist is glad of that word "insurgent," just now leading the race for the euphemistic prize. The optimist sees that the genius of languages brings forth a word when the nation or the world needs it, just as revolutions come among men when needed.

A very old word is "insurgent," coming to us from the Latin through the French. It carries a tremendous idea, and this idea seems to have taken hold of the whole world at this time.

An insurgent is primarily a rebel. When he wins he becomes a regular, and further on he may sink to Philistinism, whereupon a fresh division of insurgents may arise to upset him. But all philosophy and history points to the eternal need of insurgency.

Consider, in this relation, the condition of the people of Canada, dependent for their daily news of the outside world upon the monopoly known as the Central Pacific Railroad Company, which owns a large part of the telegraph systems of Canada and operates a telegraphic news service for newspapers.

In the beginning this service was a boon to the newspapers and to the people of Canada, but, by reason of the monopoly and the inevitable lessening of patriotic and right moral motive, the service sank to Philistinism, or worse.

Last year the insurgents began in a small way in Western Canada, thus showing analogy with American insurgency. Publishers organized the Western Associated Press with headquarters at Winnipeg.

Of course, they were scorned and anathematized by the Central Pacific Railroad organization, as rebels in all time have been scorned.

It seems the Canadian insurgents had a cause which has finally impressed the whole of Canada. Like most insurgents, they had livelier fighting blood than their reactionary opponents and their enthusiasm carried conviction. They made a slogan for "Free and uncensored news!"

Now it seems they have aroused the best progressive and patriotic sentiment of Canada. The British and Colonial Press Service has been organized and will contest the entire Canadian field with the C. P. B.

Again it is shown that no organization in North America will be permitted to monopolize the distribution of news for any long continued period of time. It is well for publishers and people that it is so.

We, in America, can afford to congratulate the newspaper insurgents of Canada.

The John Wanamaker style of department store advertising, inaugurated in New York last fall, has been complimented by one of his business rivals in that sincerest of all ways—imitation. The R. H. Macy Company one of the largest concerns in the country, has adopted the Wanamaker idea and developed it. The Macy advertisements now look like news pages. Each separate announcement of goods for sale has a head, built up like a news head, and so closely following the form of printed news that the newspapers are printing the word "advertisement" at the top of column to distinguish the matter. It looks as if the Wanamaker idea is in a fair way to revolutionize the form of newspaper advertising.

### There's a Reason.

Railfence—"The Turkey Trot Tribune user be such a mild, conservative sort of paper, but I notice lately that the editor takes the ground that the United States can lick Germany, Japan and England, combined, and just dares 'em ter sail in."

Backlots—"Yes, Turkey Trot's been dry for years, but just voted wet a couple of months ago. I tell ye, the press is a party reliable mirror of public opinion."—Puck.

### Recrudescence.

"This anecdote you have printed is rather old."  
"But the Congressman I hitched it to is comparatively new. Just serving his first term."—Louisville Courier-Journal.

### Posthumous Fame.

"Scribbles has been writing diligently for years and has never had a line of his stuff published."

"It's a wonder he doesn't become discouraged."  
"He would if it were not for the fact that he dreams of post-humous fame."—Birmingham Age-Herald.

## BOOKS.

Bishop Potter, the People's Friend. By Harriette A. Keyser. New York: Thomas Whittaker, Inc., Publisher, 1910. Price, \$1.00. Pp. iv., 196.

To the outside world, in non-ecclesiastical circles, and not least to the press, of which he was throughout life the champion, and to which he was so constant and so able a contributor as to be looked upon as a member of the journalistic family, Bishop Henry Codman Potter, of the Episcopal Diocese of New York, was a conspicuous figure, as well known for his culture and scholarship as for his fearless independence as a reformer and the champion of all that was best for humanity. In every sense of the word he was a many-sided man, as will doubtless appear when his biography is published, as it will be one of these days. Meanwhile Miss Harriette A. Keyser, herself favorably known by her contributions to literature and her efforts to better the condition of the sweatshop worker and the tenement house dweller, has brought out this monograph, which deals with Bishop Potter as "the People's Friend," the "people" in this case comprising all sorts and conditions of men, but especially the wage-earner and the submerged classes of humanity—a class to which Bishop Potter, not only as head of the Diocese of New York, but as president of the Church Association for the Advancement of the Interests of Labor (C. A. I. L.), gave particular attention, and in which he was so interested that, in order to make himself more intimate with their needs, both spiritual and temporal, for several weeks in the height of summer, he lived and worked among them in a humble dwelling on Stanton street, a very squalid section of the East Side, situated in the very heart of the "Red Light" district. His experiences there are told by Miss Keyser, and those who knew Bishop Potter only as the courteous, not to say courtly, prelate, see another phase of his character in the vigorous protest he penned to Mayor Van Wyck as to the encouragement the runners of the dens of iniquity in that neighborhood received from the "men higher up" in the city's administration—for a liberal consideration, of course. A more scathing letter, which Miss Keyser gives in full, was probably never penned. The Mayor winced under the scourging thus administered by Bishop Potter, and so moved to indignation were the voters of the city that at the next election there was a complete but not a lasting change in the municipal government.

In simple, unaffected style Miss Keyser tells the tale of what took place at that time, and throughout the two hundred pages of her book shows the human side of Bishop Potter, giving only occasional glimpses of his other characteristics. Viewed merely as a contribution to the history of this city and one of its most illustrious citizens during that period, the book is most valuable. As a piece of writing and a character sketch of a great man, it is something that cannot fail to attract the attention of the reader at once and hold it to the end. And it may be noted that what stamps Miss Keyser's work with the impress of truth are the letters of Bishop Potter himself addressed to her as secretary of the Church Association for the Advancement of the Interests of Labor. As such she enjoyed to a large degree

the confidence of Bishop Potter. Hence the value and importance of her story are greatly enhanced. Those editors, especially of papers dealing with social and moral questions, who wish to be well informed as to the peculiar conditions that ruled in New York in these days, and who might desire at some time to quote Bishop Potter's opinions on these subjects, would do well to read Miss Keyser's monograph. ED. RANSFORD.

## FROM THE FAMILY.

Troy, N. Y., May 2, 1910.  
THE EDITOR AND PUBLISHER CO.,  
New York City.

Gentlemen: I take pleasure in inclosing check for \$1 in payment of subscription from April 24, 1910, to April 24, 1911.

I congratulate you upon the successful manner in which you are presenting THE EDITOR AND PUBLISHER AND JOURNALIST. I read it with a great deal of pleasure every week.

Yours respectfully,

ARTHUR MAC ARTHUR,  
Publisher Troy Northern Budget.

THE UNITED STATES REALTY COMPANY,  
Of Washington, D. C., Inc.  
Washington, D. C., May 2, 1910.

J. B. Shale, Pres. THE EDITOR AND PUBLISHER, New York City.

Dear Mr. Shale: I desire to extend congratulations on your attractive issue of April 30, 1910. Editorially, pictorially and typographically it shows up a splendid issue from cover to cover. Any newspaper or advertising man failing to get a copy misses a rare treat.

Yours sincerely,  
BYRON W. ORR.

Brooklyn, N. Y., May 2, 1910.  
THE EDITOR AND PUBLISHER,  
21 Park Row, New York, N. Y.

Dear Sir: I wish to say that as a reader of the best that is edited, irrespective of any publication, yours does more good to bring a certain brotherhood together than any publication I have in mind. And I desire to be taken "seriously" when I say that all who read your writings treat them "seriously."

Very respectfully,  
WALTER BEVERLY CRANE.

Waco, Tex., May 4, 1910.  
THE EDITOR AND PUBLISHER,  
New York.

Gentlemen: We are inclosing herewith our check on Citizens' National Bank for \$2.00, which you will please apply as follows: Credit subscription of A. R. McCollum, 1012 Austin avenue, Waco, Tex., and J. M. Pittillo, care Waco Tribune, Waco, Tex., for one year's continued subscription. We wish to express to you our appreciation of THE EDITOR AND PUBLISHER as a journal for all who are in the newspaper business. It is indeed highly valuable to us, and we should regret to have to be without it. With best wishes for your continued success, we remain,

Yours truly,  
THE TRIBUNE COMPANY.  
A. R. McCollum,  
J. M. Pittillo,  
Waco Semi-Weekly Tribune.

The Grenada (Miss.) Optimist is the name of a new weekly recently established by J. K. Morrison.

The Pelahatchie Democrat has been launched by George R. Owen and J. C. Davis.



**PERSONAL**

J. E. Jenkins, editor of the Muskogee (Okla.) Phoenix, has filed an application for a place on the primary election ballot as a candidate for the Republican nomination for Congress.

Melville E. Stone, general manager of the Associated Press, entertained Prince Tokugawa Iyesato of Japan at uncheon at the Lawyers' Club last Tuesday.

William Bruce Reid, for the past three years a member of the editorial staff of the Utica (N. Y.) Herald-Dispatch and identified for many years with other Utica newspapers, has resigned his position owing to ill-health and will engage in light farming near Portland, Ore.

Edward A. Penniman, for forty years editor and one of the proprietors of the Honesdale (Pa.) Citizen, celebrated his golden wedding last Tuesday. The Citizen was founded by Mr. Penniman's father in 1844. Control of the paper passed to a corporation two years ago.

George Barr Blake, associate editor of Everybody's Magazine, and Mrs. W. P. Fuller, a member of one of San Francisco's leading families, were married at Belle Haven, Conn., Tuesday.

Jacob Nathan, for many years connected with Detroit newspapers, has joined the staff of the Detroit Saturday Night, where he will have charge of the financial and trade news.

Michael A. Lock, editor and owner of the Columbus (Ind.) Herald, was married recently to Miss Bessie Rush. The courtship of the couple extended over a period of fifteen years, during which time the bride was her husband's bookkeeper.

Arthur Brisbane, editor of the New York Evening Journal, has purchased a tract of thirteen acres in Hempstead, L. I. The property is located near the famous Meadow Brook Club.

Chris Pearson, for twenty-five years owner and editor of the Middletown (Mo.) Chips, has retired, turning his paper over to his son, Chris, Jr. Mr. Pearson will act as secretary to the St. Louis, St. Charles and Northern Traction Company.

Arthur C. Tobey, editor and owner of the Poughkeepsie (N. Y.) Sunday Courier, recently celebrated his sixtieth birthday.

George Batten and F. M. Lawrence, of the George Batten Company, advertising agents, Fourth Avenue Building, New York, left last Monday on a fishing trip to Maine.

Bruce Kennedy, night editor of the Montgomery (Ala.) Advertiser, has resigned his position to become general secretary of the Montgomery Business Men's League. Mr. Kennedy is well known in the Southern field and is vice-president of the Alabama Press Association.

Col. Henry Watterson, editor of the Louisville Courier-Journal, has been invited to address the Canadian Press Association at the annual convention May 17.

Captain C. W. Whistler, until recently editor of the Mercer (Pa.)

Western Press, will go abroad early this month. While in London he will by invitation visit Whitelaw Reid, the American Ambassador to the Court of St. James. Captain Whistler and Mr. Reid many years ago, in company with Artemas Ward, worked in a country printing office in an Ohio town. The friendship formed at that time has been kept alive all these years.

Dr. Adam Doboszinsky, editor of one of the leading newspapers of Austria-Hungary and a member of the Austrian Parliament, was a visitor in New York this week. He represented Austrian Poland at the unveiling of the monument to Pulaski and Kosciusko in Washington on Wednesday.

**OBITUARY.**

Charles L. Alger, at one time editor of the Lincoln (Neb.) State Journal and later a member of a New York firm of brokers, died at the home of his sister in East Orange, N. J., last Saturday. He was fifty-seven years old.

Eugene T. Curtis, president of the Rochester (N. Y.) Union and Advertiser Company, died at his home in that city last Saturday. He was sixty-six years old. He was a veteran of the Civil War, and prominent as a manufacturer, banker, philanthropist and publisher. He was also an active Democratic leader.

George Brumder, publisher of a number of German newspapers in Milwaukee, Wis., died suddenly last Monday from apoplexy. He was seventy-one years old. He was publisher of the Milwaukee Germania Abendpost, Milwaukee Sontagspost, Weekly Germania and several other German periodicals.

Charles H. Mathewson, for the past four years advertising manager of the Providence (R. I.) Journal and Evening Bulletin and connected with the Journal Publishing Company since 1879, died at the Rhode Island Hospital in that city last week, following an operation. He was forty-seven years old.

Edward J. B. Pense, owner of the Kingston (Ont.) Whig, died suddenly last Saturday of apoplexy. He was sixty-two years old. He was Mayor of the city for several terms. He once was president and a member of the Ontario Legislature of the Canadian Press Association.

Charles Loveland Deyo, a member of the editorial staff of the St. Louis (Mo.) Post-Dispatch for more than eighteen years, died last week of tuberculosis. He was fifty-two years old.

C. O. Stevens, for forty years connected with the Boston Herald as reporter and librarian of the reference department, died from paralysis at the home of his home in Somerville, Mass., last week. He was eighty-one years old.

George Whitney Cobb, who established the Kings County Journal, a weekly newspaper, in 1855, and continued it until 1867, died at his home in Yonkers, N. Y., last Monday. He was seventy-six years old.

Seth Hastings Grant, editor of Norton Library Gazette and Publishers' Circular and associate editor of the

American Publishers' Circular, died last Monday at his home in New York City. He was eighty-two years old.

**Buys Arkansas Paper.**

R. W. Roberts has purchased the Booneville (Ark.) Democrat and is now in charge.

**ADVERTISING MANAGERS OF NEWSPAPERS**

Often you can land a good contract and get a non-advertiser in line by studying his business and presenting a few well illustrated ads, specially designed for his specific need.

Such illustrations are a large part of our work. Given a little data on any subject, we prepare strong, practical drawings to fit and thus stimulate an advertiser or non-advertiser to use space.

We make advertising illustrations of all kinds.

**The Ethridge Company**

Madison Square Building, New York City  
DAY AND NIGHT STAFFS

**\$4,301.09 CASH**

was the return to owner for personal work on and investment in county seat, middle west, Republican, weekly newspaper property in the 19 months ending April 30, 1910. Town of approximately 2,500 population. Original net cost of equipment, \$4,715.00. Owner desiring to get into a larger business, will sell for \$5,500.00 cash. Price includes subscription accounts but not advertising and job accounts. Proposition No. 623.

**C. M. PALMER**  
NEWSPAPER BROKER  
277 Broadway - New York

**NEW YORK HERALD SYNDICATE**

Special Services of all kinds for Newspapers  
Address  
Herald Square Canadian Branch  
New York City Desbarats Bldg., Montreal

**THE INTERNATIONAL SYNDICATE**

FEATURES FOR NEWSPAPERS  
Established 1899  
Baltimore Maryland

**WILBERDING**

**ADVERTISING MEDIA**

**CONNECTICUT.**

**Meriden Morning Record**

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

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**ELDERLY MAN**

wants editorial work on periodical or weekly, or on daily in small city. Original and vigorous writer, neat and polished style. Can also write good specials, edit copy, report meetings, etc., if required. J. T. MUNSON, 467 W. 23rd St., New York.

**NEWSPAPER PRESSMAN.**

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

**FOR SALE**

**AN OPPORTUNITY**

to buy all or part interest in well established class magazine. This publication has an excellent field, catering to the large business men of the country. My reason for selling all or part interest is due to the fact that other interests require my attention, and I have been unable to secure a man who, not having a financial interest, will give the magazine the requisite amount of attention. A bright opening for an up-to-date business manager. Address, Owner, CARE THE EDITOR AND PUBLISHER.

**BARGAIN—GOSS ROTARY**

press; prints 4 or 8 pages; fine order; need room at once for larger press. Low price. Address Bargain, care THE EDITOR AND PUBLISHER.

**AT A BARGAIN—ROTARY**

offset printing-press, with automatic feeder and motor. HENRY C. ISAACS, 10 Bleecker St., New York.

**MISCELLANEOUS**

**RESULTS GUARANTEED**

Do business with a reliable concern. THE UNITED CONTEXT COMPANY, Incorporated, Cleveland, Ohio. Circulation and Advertising Promoters.

**DAILY NEWS**

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

**NOTICE TO STOCKHOLDERS.**

The Annual Meeting of the stockholders of THE EDITOR AND PUBLISHER Co. will be held at the office of the Company, 13-21 Park Row, New York City, on Wednesday, May 18, 1910, at 11 o'clock for the election of one director to serve for three years, one director to serve for two years, and two inspectors of election to serve for one year, and such other business as may properly come before the meeting.  
J. B. Shale, President.  
T. J. Keenan, Secretary.

**NEWSPAPERS FOR SALE**

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

**BUS. OPPORTUNITIES**

**\$54,486.04 PROFIT**

During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

**BAIN NEWS SERVICE**

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

**GEORGE GRANTHAM BAIN**  
33 UNION SQUARE EAST, NEW YORK

**HAND, KNOX & CO.**

PUBLISHERS' REPRESENTATIVES  
Brunswick Building, New York City.  
WESTERN { Boyce Building, Chicago.  
Victoria Building, St. Louis.  
OFFICES: { Journal Building, Kansas City.

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

W. S. Eakin, the genial agent of the Swift Specific Company, Atlanta, Ga., who was in New York for the past three weeks making contracts with the different special agents for this advertising, left to-day for Atlanta. Mr. Eakin will be at the home office for three weeks, when he will leave for a trip through New York State and Pennsylvania, where he will study the newspaper conditions and make contracts with the different papers.

Coupe & Wilcox, 261 Broadway, New York, are placing some large advertising for the Onoto Pen Company, same address, in cities where they are having demonstrations.

The George Batten Company, Fourth Avenue Building, New York, is making contracts for the Ajax Fire Engine Works, New York.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is sending out orders for 250 and 500 inches for the Michelin Tire Company, Milltown, N. J.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing orders on an exchange basis for the Congress Hall Hotel, Saratoga Springs, N. Y.

The Hancock Liquid Sulphur Company, Baltimore, is placing two and one-half inches e. o. d. in Eastern and Southern papers direct.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing orders for sixteen inches six times in daily papers for the White Cross Toilet Powder Company, 204 East Twenty-seventh street, New York.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing 1,000-line contracts in Southern papers for the advertising of Sargol.

H. H. Levey, Marbridge Building, New York, is placing in daily papers orders for the Hotel Chamberlain, Old Point Comfort, Va., and Hotel Manhasset, Shelter Island, N. Y.

E. T. Howard, Tribune Building, New York, is placing orders in Southern papers for L. E. Waterman Company, Waterman's Ideal Fountain Pen, 173 Broadway, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing four inches twelve times in Southwestern papers for the C. J. Moffett Chemical Company.

Proctor & Collier, Cincinnati, are placing twenty-four inches fifteen

times in Southern papers for the H. A. Scinsheimer Company, same city.

The Johnson-Dallas Company, Atlanta, Ga., is placing 5,000-line contracts in Southern papers for the Southern Cotton Oil Company, 24 Broad street, New York.

L. Roy Curtis, Kansas City, Mo., is placing 1,400 lines in Southwestern papers for the advertising of Francis Wilcox.

The Kaufman-Handy Agency, Chicago, is placing 5,000-line contracts in Western papers for the Pau Cola Company, Chicago.

Nelson Chesman & Co., Chattanooga, Tenn., are placing 2,000-line orders for the advertising of the Tate Springs Company, Tate Springs, Tenn.

The Morse Agency, Detroit, Mich., is making new contracts for 350 inches for the Herpicide Company, same city.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, is sending out orders for Richardson & Boynton, Boilers and Heaters, 31 West Thirty-first street, New York.

The Penn Forest Coal Company, 820 Hancock street, Philadelphia, is placing financial advertising in Pennsylvania papers.

N. W. Ayer & Son, Philadelphia, are placing orders in Western Pennsylvania and Ohio for the Hazel-Atlas Glass Company, E-Z Seal Jar, Wheeling, W. Va.

The E. P. Remington Agency, Pittsburg, is placing the advertising of the Cape May Hotel, Cape May, N. J., on a cash basis.

Henry E. Wilkins, Munsey Building, Washington, D. C., is asking for rates on display and classified advertising.

H. H. Voskamp's Sons, Penn avenue, Pittsburg, are placing small ads in Western Pennsylvania to advertise a tea.

The J. W. Barber Advertising Agency, 24 Milk street, Boston, Mass., is placing orders for Gilman Brothers, Arnold's Balsam, Boston.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing orders in Western papers for the International Ribbon Works, 123 Prince street, New York.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders in the larger city dailies for the Griswold Hotel, New London, Conn.

Nelson Chesman & Co., 225 Fifth avenue, New York, are placing orders generally for Abby Beatrice Knowles, 250 St. Nicholas avenue, New York.

Louis O. Eddy, Chicago, is placing orders in Western dailies for C. Wakefield & Co., Wakefield's Blackberry Balsam, Bloomington, Ill.

Lord & Thomas, Chicago, are making contracts with the larger city dailies for the Block Light Company, Block Innerlin Lines Mantels, Youngstown, O. This agency is also placing orders for McCrum-Howell & Co., Richmond Suction Cleaner, 103 Park avenue, New York, from its New York office.

# 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:

<b>ALABAMA.</b>		<b>NORTH CAROLINA.</b>	
ITEM .....	Mohile	NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte
<b>ARIZONA.</b>		<b>OHIO.</b>	
GAZETTE .....	Phoenix	PLAIN DEALER .....	Cleveland
<b>ARKANSAS.</b>		(April, D. 89,285—S. 112,442.)	
SOUTHWEST AMERICAN.....	Fort Smith	VINDICATOR .....	Youngstown
<b>CALIFORNIA.</b>		<b>OKLAHOMA.</b>	
BULLETIN .....	San Francisco	OKLAHOMAN .....	Oklahoma City
CALL .....	San Francisco	<b>PENNSYLVANIA.</b>	
EXAMINER .....	San Francisco	TIMES .....	Chester
<b>FLORIDA.</b>		DAILY DEMOCRAT.....	Johnstown
METROPOLIS .....	Jacksonville	JOURNAL .....	Johnstown
<b>GEORGIA.</b>		BULLETIN .....	Philadelphia
THE ATLANTA JOURNAL (Cir. 53,163) ..	Atlanta	DISPATCH .....	Pittsburg
CHRONICLE .....	Augusta	GERMAN GAZETTE.....	Philadelphia
ENQUIRER-SUN .....	Columbus	PRESS .....	Pittsburg
LEDGER .....	Columbus	TIMES-LEADER.....	Wilkes-Barrs
<b>ILLINOIS.</b>		DISPATCH AND DAILY.....	York
SKANDINAVEN .....	Chicago	<b>TENNESSEE.</b>	
HERALD .....	Joliet	NEWS-SCIMITAR .....	Memphis
HERALD-TRANSCRIPT .....	Peoria	BANNER .....	Nashville
JOURNAL .....	Peoria	<b>TEXAS.</b>	
<b>INDIANA.</b>		RECORD .....	Fort Worth
JOURNAL-GAZETTE .....	Ft. Wayne	CHRONICLE .....	Houston
NEWS-TRIBUNE .....	Marion	SEMI-WEEKLY TRIBUNE.....	Waco
TRIBUNE .....	Terre Haute	TIMES-HERALD .....	Waco
THE AVE MARIA .....	Notre Dame	<b>WASHINGTON.</b>	
<b>IOWA.</b>		MORNING TRIBUNE.....	Everett
EVENING GAZETTE.....	Burlington	TIMES .....	Seattle
CAPITAL .....	Des Moines	<b>WISCONSIN.</b>	
REGISTER AND LEADER.....	Des Moines	EVENING WISCONSIN.....	Milwaukee
THE TIMES-JOURNAL .....	Duquaque	<b>CANADA.</b>	
<b>KANSAS.</b>		<b>ALBERTA.</b>	
GLOBE .....	Atchison	HERALD .....	Calgary
GAZETTE .....	Hutchinson	<b>BRITISH COLUMBIA.</b>	
CAPITAL .....	Topeka	WORLD .....	Vancouver
<b>KENTUCKY.</b>		TIMES .....	Victoria
COURIER-JOURNAL .....	Louisville	<b>ONTARIO.</b>	
TIMES .....	Louisville	EXAMINER .....	Peterborough
<b>LOUISIANA.</b>		FREE PRESS .....	London
ITEM .....	New Orleans	<b>QUEBEC.</b>	
STATES .....	New Orleans	LA PATRIE.....	Montreal
TIMES DEMOCRAT.....	New Orleans	LA PRESSE.....	Montreal
<b>MAINE.</b>		<b>JOURNAL DO COMMERCIO</b>	
JOURNAL .....	Lewiston	<b>OF RIO DE JANEIRO, BRAZIL</b>	
<b>MICHIGAN.</b>		A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
PATRIOT—(Mar. D 10,957—S 11,908)—	Jackson	VASCO ABRFU, Representative	
<b>MINNESOTA.</b>		Tribune Building - New York	
TRIBUNE (Morning and Evening) ..	Minneapolis	<b>NEW BEDFORD TIMES</b>	
<b>MISSOURI.</b>		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
DAILY AND SUNDAY GLOBE.....	Joplin	Average to May 1, 1910	
<b>MONTANA.</b>		Evening, 7,803 Sunday, 13,950	
MINER .....	Butte	ALFRED B. LUKENS Tribune Bldg.	
<b>NEBRASKA.</b>		New York Representative New York	
FREE PRESSE (aver. circ. 142,440) ..	Lincoln	FRANK W. HENKELL Tribune Bldg.	
<b>NEW JERSEY.</b>		Western Representative Chicago	
PRESS .....	Asbury Park	<b>Anderson (S.C.) Mail</b>	
JOURNAL .....	Elizabeth	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.	
TIMES .....	Elizabeth	MacQuoid-Alcorn Special Agency	
COURIER-NEWS .....	Plainfield	Tribune Building, N. Y.	
<b>NEW MEXICO.</b>		Boice Building, Chicago	
MORNING JOURNAL .....	Albuquerque		
<b>NEW YORK.</b>			
BUFFALO EVENING NEWS.....	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
PARIS MODES.....	New York		
RECORD .....	Troy		

**THE**  
**New Orleans**  
**Item**

**Largest Total Circulation**  
**by Thousands**

**Greater CITY Circulation Than**  
**Any Two COMBINED**

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

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- BALLARD & ALVORD**  
1326 Broadway, New York  
Tel. 38th 2246
- CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800
- CONE, ANDREW**  
Tribune Building, New York  
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**  
45 West 34th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Bryant 4770
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Cortlandt 1834
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

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

**MEXICO**

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

**American Home Monthly**  
A Household Magazine

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

NO ADVERTISER can overlook the clientele of **"THE PANHELLENIC"**  
New York's Daily Greek Newspaper, for there is no other way that you can reach the 500,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc, address **"THE PANHELLENIC"**  
50 Church Street, New York, N. Y.  
Phone 7623 Cortlandt

Most everybody that's anybody in Augusta (Ga.) and territory reads **The Augusta Chronicle**  
"The South's Oldest Newspaper"  
Leads in volume of paid advertising—gaining every month—both local and foreign. Take a month's file and prove this.  
Send for free copy "Chronicle Chroniclings"  
C. B. HANSON, Adv. Mgr. Augusta, Ga.  
**S. C. BECKWITH SPECIAL AGENCY**  
New York Chicago Kansas City

The **GARWOOD ELECTRIC SYSTEM** at the **PHILADELPHIA PUBLIC LEDGER** prints more papers per kilowatt of current consumed than any other system on the market.  
**GARWOOD ELECTRIC COMPANY** New York, Philadelphia Boston, Chicago, St. Louis  
AGENCIES IN ALL PRINCIPAL CITIES

**Publishers' Representatives**

- KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746
- FRANK R. NORTHRUP**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- SMITH & BUDD**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- THE FISHER AGENCY**  
118 East 28th St., New York  
Tel. 6556 Madison Square
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**ADDITIONAL AD TIPS.**

George K. Clark, 925 Chestnut street, Philadelphia, is placing orders in Pennsylvania papers for Maurer & Son, Maurer's Rat and Roach Paste, same city.  
The Homer W. Hedge Company, 366 Fifth avenue, New York, is placing orders in New York State papers for the American Company, R. S. Peale, 225 Fifth avenue, New York.

The Ireland Advertising Agency, Philadelphia, is placing orders in New Jersey papers for the Beechnut Packing Company, Beechnut Hams and Bacon, Canajoharie, N. Y.

The C. Ironmonger Agency, 20 Vesey street, New York, will shortly place orders in Eastern papers for the Eagle Laboratories, Zelmos Products, Marbridge Building, New York.

The Mitchell Advertising Agency, St. Paul, is placing orders in Pacific Coast papers for the Northwestern Line, same city.

The Namrod Advertising Agency, 29 Broadway, New York, is placing orders in Southwestern papers for Woodward & Ace Company, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders in the larger city dailies for the Canadian Northern Steamships, Ltd., Montreal and Toronto, Can., also orders for Clark's Tours, Times Building, New York, and for the Zeno Manufacturing Company, Zenobirch Pepsin Gum, Chicago.

Elected to Membership in A. N. P. A.  
The following newspapers have been elected to membership in the American Newspaper Publishers' Association: Sandusky (O.) Register, Dallas (Tex.) Times-Herald, Peoria (Ill.) Journal, San Francisco (Cal.) L'Italia, Victoria (B. C.) Times.

Ursel Finch has purchased the Watika (Okla.) Herald.

**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.

**INCORPORATIONS.**

The Davis Magazine Company, Canton, O. Capital, \$10,000. Incorporators: D. B. Davis, Urban A. Wernel, H. L. Raley, H. W. Honler.

Randolph Publishing Company, Delaware. Capital Trust Company of Delaware. Capital, \$25,000. Incorporators: W. F. F. Lofland, W. I. N. Lofland, John S. Collins, Jr., all of Dover, Del.

Fabrics and Fashions Company, Rutherford, N. J.; printers, publishers, etc. Print and publish a trade journal known as Fabrics and Fashions, Capital, \$30,000. Incorporators: Guy L. Fake, Stanton T. Lawrence, Elmer Fake, all of Rutherford, N. J.

Hall Publishing Company, Boston; general publishing and printing. Capital, \$50,000. Incorporators: President, W. V. Taylor; treasurer, E. J. Hall, Boston.

The Progressive Thinker; general publishing and advertising. Capital, \$25,000. Incorporators: Rupert D. Donovan, J. Sidney Condit, Arthur C. Marriott.

**Ohio State Printer Sentenced.**  
Mark Slater, formerly State Printer of Ohio, was sentenced to four years in the Ohio Penitentiary by Judge Dillon at Columbus last Monday. Slater was convicted on the charge of certifying to vouchers amounting to \$5,001 knowing them to be false. It was alleged that he received about \$26,000 "graft" while State Printer. The case will be appealed to the Circuit Court. Fifteen other indictments are pending against him.

The Williamsburg (Pa.) Record has been enlarged to eight pages.

**Botfield Engraving Co.**

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

**DEEP ETCHED CUTS ON ZINC OR COPPER**

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

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

**THE PUBLISHERS METAL CO.**

**134 Metropolitan Ave., Brooklyn**

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

**FACTORY, 134 METROPOLITAN AVE., BROOKLYN**  
Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals



Send To-day for the List of Users of **"The Kohler System"**  
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.  
**KOHLER BROS., 277 Dearborn Street, CHICAGO**  
LONDON: NEW YORK:  
56 Ludgate Hill, E.C. No. 1 Madison Avenue

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

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

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, 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 Shmidenwend & Co., Chicago.  
"Very popular publication."—Challenge Machinery Company, Chicago.  
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.  
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.  
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.  
American firms contemplating opening up foreign trade should place their announcements in this paper.  
Rates on application to **ALBERT O-DONOGHUE, 534 W. 125th St., New York.**  
Send for sample copy.

**PROFIT IN EVERY PAGE**  
There's profit in every page of THE AMERICAN PRINTER. It is a treasury of information, inspiration and education in typography, presswork, designing, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.  
Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.  
The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive.  
Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power. Manufacturers and distributors of printers' supplies find in advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.  
Send 20 cents today for sample copy. Price per year \$2.00.  
**OSWALD PUBLISHING COMPANY, 21 CITY HALL PLACE, NEW YORK.**

TAKE IT TO  
**POWERS**  
**OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH**  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4200-4 Beekman

Send To-day for the List of Users of **"The Kohler System"**  
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.  
**KOHLER BROS., 277 Dearborn Street, CHICAGO**  
LONDON: NEW YORK:  
56 Ludgate Hill, E.C. No. 1 Madison Avenue

**THE SOLICITOR.**

**Never Argue with the Advertiser—Be Versatile and Always Have New Line of Reasoning—Cut Out Small Talk and Get to Business, Not Your Business but the Other Fellow's.**

Speaking before the advertising staff of the New York Times last week on the qualifications necessary to make a good solicitor, H. D. Wilson, advertising manager of the Cosmopolitan Magazine, said, among other things:

"A good solicitor never asks a man for his copy because it is in the columns of his competitor; he asks for it for his columns because he can prove his are columns that have especial advantages for carrying it; and this he must be competent to prove, or he is not on the job.

"A good solicitor never argues with an advertiser; he may discuss, he may reason, he may become eloquent—yes, forceful—but he never gets into an argument, and he must never depart, if he does not get the order, without creating a situation that calls for his return. In other words, he never burns his bridges.

"I always make it a point to see every solicitor once. If he impresses me or even interests me I'll see him twice, but never a third time, if his second call follows the line of his first. Therefore a solicitor should be versatile, never calling on an advertiser except he has a new point of view—a new line of reasoning, a new series of helpful talks and ideas for his prospective customer—cut out small talk as much as possible, get to business, not your business, but the other fellow's—he'll always listen if you talk about him or his; you'll bore him if you talk about you or yours. After you have interested him in himself, he'll probably get interested in you.

"A good story, well told, goes a long way with some men, but it's a dangerous experiment.

"A good solicitor is always tactful; it wins over almost every other qualification he may or may not possess.

"A good solicitor must be sympathetic.

"In fact, there is not a single qualification in the whole gamut of the human emotions that the good solicitor must not be master of, and if he cannot have the Ten Commandments written across his countenance let him have as many of them as he can.

"He should be a student—a close reasoner. A clear thinker—quick to see and seize opportunities—posted on all things, and, above all, a good listener.

"Never call on a man without first knowing everything possible about the situation.

"Occasionally a newspaper solicitor calls on me with a reasonable story, but not often. When he does, however, he stands a good chance to get my business—if not then, in the future.

"All I want, and I'm an advertiser, is a good reason for using any man's columns—all I want is a chance to get into the front office and put forward

a good scrap to get more money. If I am convinced it's going to pay me, and if I am a solicitor on a publication that does not have the necessary qualities for me to put forth this argument, I want a new job.

"Never knock—it'll come back with bells on.

"Never get sore at a man because he does not give you his business—get sore on yourself, though, because you lack the convincing and compelling force to convince him.

"Never call on a man until you are ready—I mean prepared. Many a good bit of copy is lost to a paper because the solicitor has to cover it before 11 o'clock.

"If a man must drink, put it off until after working hours. I rapidly lose respect for a man who calls on me smelling of booze, although I can take a drink, but only in drinking hours. Lack of humor, or lack of an appreciation of humor in a solicitor is an almost fatal drawback.

"An advertising man and an advertising solicitor are two entirely different creations. An advertising man is first cousin to a promoter, while an advertising solicitor is half-brother to a high-class salesman. He must first sell himself—he must be a confidence man—because after he sells himself, or impresses himself so on the advertiser that he has gained his confidence, then he is in a position to sell his wares. If a man sells shoes, he is selling them to a shoe dealer who has confidence in his own judgment of values, but the man who sells advertising must generally gain the confidence of the buyer by first selling him confidence in him, the solicitor; which all goes to show how much of a figure the element of personality cuts in our business.

"For twenty years I preached the doctrine of advertising solicitors selling 'blue sky.'

"Then I put on the brakes, holding that the man who never changes his mind is a dead one.

"I change my mind almost daily; my religious belief yearly; my political opinion every 'once in a while.'

"I find that these changes keep me up to the minute.

"I started gunning for ducks with my grandfather's flintlock. I followed that with a percussion cap single barrel, then a double barrel, then a breech loader; now I use a repeater."

**CHARLES MEADE DEAD.**

**Former City Editor of New York Tribune Succumbs After Long Illness.**

Charles W. Meade, until recently connected with the editorial staff of the New York American and for some time city editor of the New York Tribune, died at his home in Yonkers Wednesday following an illness of several months.

Mr. Meade was born in Atchison, Kan., in 1872, where his father, the Rev. Philip Nelson Meade, had a parish. He graduated from Lehigh University in 1892 and began his newspaper career on the Oswego Palladium, later becoming telegraph editor of the Syracuse Standard. From 1895 to 1907 he was a member of the Tribune staff, and for three years and a half its city editor.

**New Kentucky Weekly.**

The Free Press is the name of a new weekly that will be launched at Murray, Ky., about June 1. It will be published by the Melone Brothers' Publishing Company.

**THE BOSTON GLOBE**

The Newspaper "Mammoth"

of

New England

ORDERS 7 MORE

Quick Change Linotypes

of **53 LINOTYPES, 22**

are devoted to Department Store Ad Work, and 20 of these are equipped with our Ad Figure Attachment.

The Globe will also equip two Model 2's with our

30 point Gothic Condensed No. 2  
24 point Gothic Condensed No. 2  
18 point Condensed Antique  
14 point Condensed Antique

**HEADS**

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

**REACHING THE FARMER.**

No Method Quite So Effective as Through the Local Newspaper.

"I believe one of the greatest factors in the improvement of country life will be the country newspapers," said Clarence H. Poe, editor of the Progressive Farmer, of Raleigh, N. C., in a recent address before the Hoard Press Club of the College of Agriculture of the University of Wisconsin. In discussing the influence which the graduate of an agricultural college can exert in his community, and in outlining the field of agricultural journalism, Mr. Poe pointed out the great need for farmers in the various counties who would write regularly for their local papers, or perhaps become editors of local papers interested in rural improvement.

"There is no method of reaching the farmer that is quite so effective as through his local newspaper," said Mr. Poe. "Many of these have not yet been awakened to the possibilities of live agricultural columns." He believes that the successful farmer of the future will be the leader in his community affairs and must aid his fellow farmers by writing. While the general agricultural paper has a place and a mission, the local newspaper has a great advantage, due to its strong hold upon the farmers' interest."

**Brady ((Tex.) Papers Consolidate.**

Following the purchase of the McCulloch County Star by the Brady ((Tex.) Enterprise comes the announcement of the consolidation of the Enterprise and the Standard. This cuts down the newspapers of Brady from four to two.

**WITNESSES FOR THE SHOWALTER SERVICE**

Number Fourteen  
WM. FINDLAY, Business Manager,  
THE FREE PRESS, OTTAWA, CAN.:  
"We must attribute to the application of your ideas a considerable amount of our success in building up THE FREE PRESS during the last few years. Three years ago this paper carried considerably less local business than any other paper in Ottawa. To-day it carries by a wide margin the greatest amount of local business and, indeed, the greatest amount of display and reading matter advertising of all descriptions in its field. The idea that we value most in your service is the arguments which you continuously present as to the value of reading advertising."  
W. D. SHOWALTER - 150 Nassau Street, New York.

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

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

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

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

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

The Jackson (Tenn.) Daily Whig has purchased the Jackson Daily Democrat and consolidated the two papers.

Our guaranteed News at 4c. pound New York City, has the largest circulation of one quality Black News Ink among publishers who want a real Black Ink

AMERICAN INK CO. - 12 DUANE STREET

**★ Use Adams "Star" Features ★**  
Adams Small Features create and hold circulation. Ask for samples and quotations on "Uncle Walt," "Chit-Chat," "The Tickle-mouse," "Zimble," "Snake Culture," "Little Red-Time Tales," "The Appleton Family," "Greater America," "Mother's Corner," "Abe Martin," "Fano" and "Fance" Sporting Service, and also the most complete "Want-Ad" Services. Everything sold on the Adams well-known "Make-Good" Plan. Write us to-day.  
**THE ADAMS NEWSPAPER SERVICE**  
2018 Peoples Gas Building. CHICAGO

