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FORFEITED

MINNESOTA EDITOR SAYS METROPOLITAN PAPERS HAVE FALLEN.

Charges That Newspapers in Large Cities are Nearly All Instruments of Corporate Power—"It is on the Country Press That the People Must Depend"—Responsibilities of Country Editors Increase.

(Special to THE EDITOR AND PUBLISHER.)

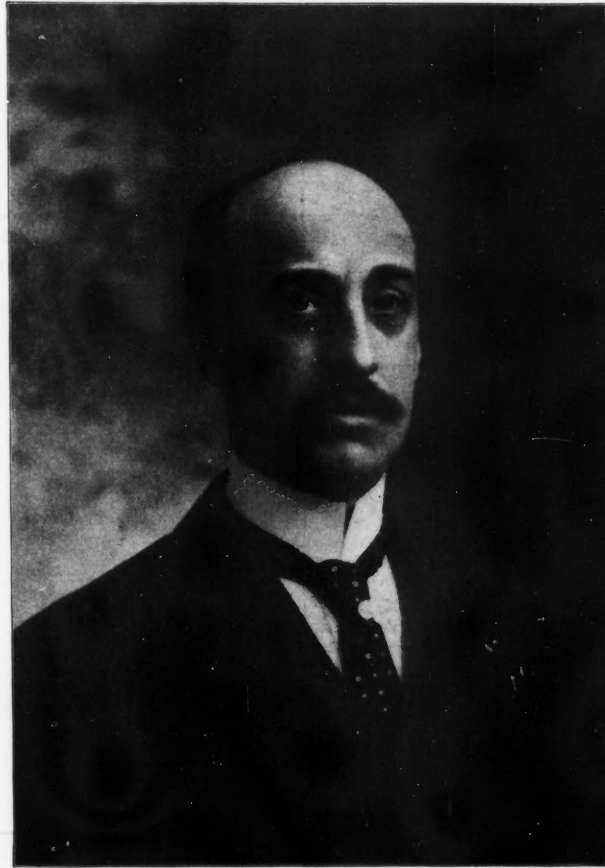
St. PAUL, Minn., Aug. 11.—Joel P. Heatwole, editor of the Northfield (Minn.) News, takes the ground that the metropolitan press has forfeited public confidence through its alleged ownership by corporations, and that, as a logical result, only the country press is now entitled to that confidence. Whether or not Mr. Heatwole's contention is right, it has furnished food for serious reflection in Minnesota, and will no doubt arouse much interest, if it does not insure careful consideration, among the rural newspaper men of the country at large.

Mr. Heatwole is unique among Minnesota journalists. For eight years he, as a Republican, represented the third district in Congress, where he served as chairman of the committee on printing. During all that time he was the party dictator in his district, and even now, years after his entirely voluntary retirement to private life, things don't go so "awful much" against his wishes there. At various times he has been an aspirant, actual or reputed, for United States senator and governor; but now he declares that he has renounced all personal political ambition, and will henceforth confine his energies to the field of absolutely independent journalism.

Having thus cut loose from all desire of political preferment, and emancipated himself from all party obligations, Mr. Heatwole is making the most of his new freedom by mildly but effectually "stirring up the animals" by means of certain frank revelations in his paper every week. If it can be said that any one of the score or more of excellent Minnesota weeklies is the most influential and widely quoted of all, it is the Northfield News. The editor's views, therefore, are freely accorded the weight they really deserve.

In the pleasant, genial tone of a writer whose own nature overflows with these qualities, Mr. Heatwole keeps throwing harpoons into what he regards social, political, industrial and commercial abuses, and animated indeed is the resultant squirming in certain quarters. But not a trace of malice or vindictiveness do his published criticisms and disclosures show. Mr. Heatwole, in letters to his paper under a St. Paul date and over the signature "Tom Noswal," in almost every issue gives St. Paul readers more or less vital news of their own city and the State that they do not get from the St. Paul papers. And the handsome ex-Congressman, who

(Continued on page 3.)



JOHN C. SHAFFER, See page 2.

OWNER OF THE CHICAGO EVENING POST, AND THE STAR LEAGUE OF NEWSPAPERS, WHO HAS PURCHASED A CONTROLLING INTEREST IN THE LOUISVILLE (KY.) HERALD.

EDITOR C. P. TAFT.

Purchases Famous Bortales Rembrandt for \$500,000.

C. P. Taft, owner of the Cincinnati Times Star, has purchased through a New York firm of art brokers the famous Bortales Rembrandt which has hung in the Pourtales Galleries of Paris for more than one hundred years. The price is said to have been \$500,000.

The painting, which is known as "The Young Man Rising from a Chair," will be exhibited in the Cincinnati Art Museum before being placed in the Taft collection.

Held for Assaulting Editor.

General P. P. Johnson, adjutant-general of the Kentucky State Guard, has been held to the grand jury for assaulting Denny B. Goode, editor of a Louisville weekly. General Johnson resented a reference to him as General Peacock P. Johnston.

The Toledo (O.) Blade has been elected to membership in the American Newspaper Publishers' Association.

A new paper will be launched at Hastings, Fla. It is called the Advocate.

VICTOR E. BENDER

Will be Associated with Charles H. May in the Future.

Victor E. Bender, who recently sold the Council Bluffs (Ia.) Daily Nonpareil to its present owners, announces that he has associated himself with Charles H. May in the publication of the Herald-Transcript at Peoria, Ill., and the Even-News of Springfield, Ill.

Mr. May purchased the Peoria paper about five years ago, and acquired a controlling interest in the News about a year ago. Both papers are Republican in politics, the Herald-Transcript being the only morning newspaper in Peoria.

Philadelphia Issues Paper.

The first issue of the municipal newspaper, issued by the city government of Philadelphia, made its appearance last week. It is called Philadelphia and the editor is George W. B. Hicks. Copies of the paper will be mailed to every taxpayer.

Damaged by Fire.

Fire damaged the St. Paul Daily News building last week to the extent of \$5,000.

F. B. Mooers has engaged in the publishing business at Deerwood, Minn.

PUBLISHERS PRESS

NEW TELEGRAPHIC AND SYNDICATE ASSOCIATION OPENS HEADQUARTERS.

Acting Manager Cottrell States New Concern is Nearly Ready to Serve Clients by Wire—Co-operative Feature in Plan of Organization—Names of Permanent Officers to Be Announced Shortly.

Another big telegraphic press association has entered the American field.

The Publishers' Press has opened headquarters offices in the Postal Telegraph Building, 253 Broadway, New York, with their windows looking down on the City Hall and across City Hall Park to the World and the Sun buildings, where the United Press Association and the Laffan Bureau telegraphic instruments are clicking. A little farther over the roofs the newcomers can see the Rhinelander building, where the Hearst Service wires center, and down Broadway four short blocks is the Western Union Telegraph building, headquarters of the Associated Press.

Early in the year the Publishers' Press was incorporated at Albany. E. C. Cottrell, of Washington, D. C., was appointed acting manager, pending the completion of a permanent official organization. It is said that the announcement of the names of officers and permanent manager is expected to be made within a couple of weeks.

THE EDITOR AND PUBLISHER representative called at the offices of the new concern on Wednesday of this week. Acting Manager Cottrell made the following statement:

"The Publishers' Press in a very short time will be ready to start up its wire reports to a clientele much larger than was anticipated when the new organization was projected.

"The response from publishers in every section of the country to the announcement of the plans of the Publishers' Press has not only been most gratifying, but has amply justified the idea upon which it was formed, that there was an absolute need in this country for a first-class, up-to-date news service, free from entangling alliance either business or political with any single publisher or small group of publishers and which would be conducted with the interests of all its clients on a perfect level.

"In order that the needs of the newspapers who depend upon the Publishers' Press for their news reports may be known and properly looked after, provision is made for an advisory board, consisting of publishers from every section of the country, who will keep in close touch with the active management as to the needs of clients on the various wire circuits. In addition to this every client will be urged to help in the perfecting of the service with suggestions and advice, with the assurance that their

ideas will be given prompt and careful consideration.

"The active work of the Publishers' Press will be in charge of a carefully selected staff of the best newspaper and news service men available. The staff has already been organized and consists of men who have already made good in this line of work.

"An alliance has been perfected by the Publishers' Press with one of the largest and best of the European News Services, which insures it a first-class cable report and connections have been made which makes it certain that the domestic news field will be covered thoroughly and promptly.

"Recognizing the importance of syndicate features to the modern newspaper, the Publishers' Press has entered into an arrangement with an up-to-date newspaper syndicate, which will enable it to contract for practically everything in the way of news and feature matter its clients may need; woman's, fashion, home and children's pages, magazine feature pages, fiction, cartoons and special articles.

"In the matter of Sunday comic features it proposes to offer something entirely new and unique, which will prove of great value as a circulation maker.

"The vast number of details which are incident to the inauguration of a news service are being cleared up as rapidly as possible and within a very short time the wires will be carrying the reports of the Publishers' Press to the four corners of the country."

LOUISVILLE HERALD.

John C. Shaffer of Chicago Buys Controlling Interest.

John C. Shaffer, owner of the Chicago Evening Post, has purchased the controlling interest in the Louisville (Ky.) Herald from George A. Newman, Sr., and George A. Newman, Jr. Mr. Shaffer is also the owner of the Indianapolis Star, the Terre Haute Star and the Muncie Star.

In a publisher's announcement Mr. Shaffer states that the Herald will support the administration of President Taft, but will be independent in Louisville affairs. W. K. McKay of Chicago has been made managing editor. James W. Brown will remain as business manager.

Marlin E. Pew a Busy Manager.

Marlin E. Pew, news manager of the Newspaper Enterprise Association, arrived in New York on Monday for a week's stay in the interest of the association. Mr. Pew's headquarters are in Cleveland. There are thirty-two news centers, covering all the country, and he personally visits each at frequent intervals.

In Philadelphia The Bulletin

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

Net Paid Average for July,

242,542

copies a day

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

WILLIAM L. McLEAN, Publisher.

BLAMES THE NEWSPAPERS.

Senator Dixon Declares Press Has Misrepresented Tariff Bill.

In a letter to the various Republican editors throughout his State, Senator Dixon of Montana declares the Metropolitan press has misrepresented the new tariff bill because Congress would not grant the demand for free wood pulp and print paper. He says in his letter:

Of course, all of us always want to do anything here that would help out the newspaper men at home. But in this case I think that they have been misled as to the true situation.

The metropolitan newspapers started out demanding that we apply a different rule as to print paper than we did to every other article used in this country.

The Montana Senators, in common with those from every other Rocky Mountain and Pacific Coast State, felt, as a matter of self-protection, that if we are going to have a protective tariff it should cover all articles produced in this country, and that when you singled out one specific article for slaughter it meant the tumbling down of the whole list.

The great metropolitan papers threatened from the start that if we did not single them out for special favor in this matter that they would misrepresent the Tariff bill to the country, which they have undoubtedly done. Of more than 600 articles on which the tariff has been lowered not a word has been mentioned in the great papers of the country. They have led the people to believe that this tariff has been an increase of the Dingley rates, when, as a matter of cold fact and truth, it has been a lowering of the Dingley rates.

In a letter to the Typographical Union of Billings, he adds:

The great metropolitan daily papers, that is, most of them, joined in the crusade, and much of our present grief over the unpopularity of the Tariff bill has come in consequence of the campaign for free paper. I have talked with half a dozen prominent Washington correspondents within the last week and all of them admit, in private conversation, that the unfriendly stories that have been sent out to the country about the tariff schedules have largely been influenced because of the fact that the newspapers did not get "free paper."

The Butte Miner has challenged Senator Dixon to prove his charges, and offers its columns for the publication of any evidence he may have.

JESSE L. SUTER

Appointed to Confidential Staff of Postmaster-General Hitchcock.

Jesse L. Suter, Washington correspondent of the Nashville Tennessean, has been appointed a member of the confidential staff of Postmaster-General Hitchcock.

Mr. Suter is well known in Washington newspaper circles, and was connected with the publicity bureau of the Republican National Committee during the last national campaign. His home is in Greensburg, Pa.

W. H. F. Beckham Asphyxiated.

W. H. F. Beckham, a member of the reportorial staff of the New York Times, and a cousin of former Governor Beckham of Kentucky, was accidentally asphyxiated at his home, No. 171 West Eighty-first street, last Sunday morning. He was forty-four years old, and had been connected with newspapers in Chicago and Washington prior to coming to New York.

Will Construct New Home.

The Beloit (Wis.) Free Press has let the contract for the construction of a new building.

CARTOONS OF PRESIDENTS.

Chief Justice Mitchell Completes Collection of Newspaper Caricatures.

Hon. James T. Mitchell, chief justice of Pennsylvania, has just completed a collection of newspaper caricatures of the Presidents of the United States, ending with the inauguration of President Taft. Every newspaper and magazine in America that prints pictures is represented, and the finished collection is thought to be the most unique in the world. It is estimated that there are included 70,000 pictures, representing 5,000 publications, and more than 500 caricaturists. Every political party is represented by these cartoons, and the great collection shows the views of the press of America concerning every presidential candidate and his performances.

The assembling of what is now looked upon as a marvelous undertaking, has occupied the leisure time of Justice Mitchell during many years past. His work has been systematic and exhaustive. Under his direction during all these years, the Burrelle Press Clipping Bureau has searched every American publication daily. All cartoons—quaint, forceful, picturesque, thoughtful, and silly, Justice Mitchell insisted on having. His instructions to the Burrelle Bureau made it necessary for them to furnish cartoons of the unknown and insignificant artists of the country newspapers, as well as of the highest priced penmen of the big metropolitan dailies.

The marvelous part of the collection is the indefatigable care with which Justice Mitchell has serapbooked it. As a labor of love he has carried on this enormous task absolutely alone. It was his mental relaxation, as others play solitaire. The pictures, as furnished by the Burrelle Bureau, were mounted on slips, showing the name and date of the publication which printed it. Justice Mitchell removed each picture from its original mount, and remounted them in a great series of leaves for binding. So that now the collection, ending with the inauguration of President Taft, is a pictorial history of presidential campaigns from every political viewpoint. The arrangement of the clippings is by subject, and space is left for personal autograph memoranda as to the special occurrences on which they are founded.

The amount of space occupied by the Roosevelt cartoons exceeds by many times that occupied by any other president; in fact, there is still a large accumulation of Roosevelt material not yet mounted, which decided Justice Mitchell to close his work with the recent campaign.

Cartoonist Assaulted.

R. M. Kanouse, a cartoonist of the Decatur (Ill.) Daily Herald, was severely assaulted last week by Albert Jacobsen, a member of the Decatur baseball team. Jacobsen, it is said, took offense at a sporting note in the Herald.

CHANGES IN INTEREST.

Hon. C. T. Neihart has purchased the Carbondale (Kan.) Post from Isom J. Shepard.

The Clyde (O.) Democrat has been purchased by B. F. Jackson. Mr. Jackson will convert the Democrat into a Republican paper and change the name.

The Beloit (Kan.) Times has been sold to E. W. Swan of the Beloit Gazette. The two papers will be consolidated, and both a weekly and daily edition will be printed.

G. G. Glending has purchased the Haley (S. D.) Herald. He will move the plant to Lundow.

W. G. Anderson, of Iola, Kan., has purchased a half interest in the Kansas Farmer's Weekly Star, published at Wichita.

J. E. Kavanaugh of Spalding, Neb., has purchased the plant of the Alva (Okla.) Pioneer. He will take charge September 1.

Walter E. Roberts and Jacob L. Taylor have disposed of their interests in the Coffeen (Ill.) Democrat.

The Slavic, the oldest Bohemian paper in Wisconsin, has been purchased by Joseph Stehlik, Jr., of Racine.

J. D. Ragland has disposed of his interests in the Handley (Tex.) Enterprise to R. W. Parrent of Fort Worth, who, with J. D. Willard, will conduct the paper in the future.

P. Watson Webb, editor of the Cambridge (Md.) Record, has purchased an interest in the Cambridge Banner.

"OH UGANDA!"

Cartoonist McCutcheon Sailed to Hunt Lions and Others.

Cartoonist John T. McCutcheon of the Chicago Tribune sailed last Saturday in the S. S. Cedric from New York en route to the African jungle, where he will go after the Roosevelt record, with gun and pencil. He was accompanied by C. E. Akeley, faunal naturalist of the Field Museum of Chicago, and Fred Stephenson, "a six-foot-six-inch," so the papers say. Mrs. Atley, wife of the naturalist, also went with the hunting party.

Mr. McCutcheon is taking the trip as a vacation outing, but he will incidentally make some jungle pictures such as Upton Sinclair never saw. A New York newspaper, quoting the great cartoonist, said his last words at the dock were—"I love my Chicago, but Oh Uganda!"

Condition of Emery Improving.

Ernest W. Emery, day manager of the Washington bureau of the Associated Press, who has been seriously ill at a sanitarium in that city, is now reported to be out of danger.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

HARRY B. JOHNSTON, Acting Advertising Manager.

FORFEITED

(Continued from page 1.)

has more friends than he has hairs (and his tonsure shows no signs of baldness, either), privately hints that the richest morsels are yet to come!

It is in an editorial headed "An Independent Press" that Mr. Heatwole announces and expounds his theory of the new claim of country newspapers to the public esteem and confidence, and here it is:

INSTRUMENTS OF CORPORATE POWER.

"It may very well be questioned whether there is any interest which is so menaced by the dangers incident to the modern tendency towards centralization as that of independent journalism. In practically all the large cities of the nation the daily newspapers are the mere instruments of corporate power and are used to serve the purposes of some one or other of the great corporations or of a merger of them all.

"To serve best the purposes of the interests which control them it is essential that to as large a degree as possible the metropolitan press should retain the confidence of the public. Hence the role assumed by them of independence.

"The metropolitan press of to-day denies allegiance to any political party. No longer, it boasts, is it the mouthpiece of a party leader, or the medium through which a Greeley or a Watterson exploits his individual views. It professes to be elevated above party and to treat public questions philosophically with a view solely to the public interest.

INDEPENDENCE UNKNOWN.

"Those who have even slight opportunity to observe how modern metropolitan newspapers are managed know this to be a mere pose. The editor of a modern metropolitan newspaper does not know what it is to have a medium through which he can express his honest opinion. A Greeley would be no longer a Greeley were he bound and gagged.

"Instead of the daily press being more independent than formerly, independence in a modern metropolitan daily newspaper office is unknown. The editor instead of giving expression to his own views must adopt those outlined for him by some corporation or by a syndicate of corporation officials.

"It is true that the metropolitan daily newspaper is no longer the mouthpiece of a political party. It is, however, more of an organ and more subservient to dictation than at any other time in the history of the nation. The allegiance which formerly from principle it loyally gave to a political party has been transferred by the



FRANK T. SEABRIGHT,

OF THE LOS ANGELES RECORD-HERALD, PRESIDENT OF THE AMERICAN ASSOCIATION OF PRESS HUMORISTS THAT MEETS IN BUFFALO, SEPTEMBER 5 TO 11.

power of money to the money power. Those talents which in former days were voluntarily rendered to the service of the nation are now subsidized for the service of mammon.

"The policy advocated by the typical daily newspaper of to-day may sometimes be the best policy for the State or the nation to pursue. It is always the policy which the controlling corporation conceives it to be to its advantage that the government should adopt.

THE DUTY OF THE COUNTRY PRESS.

"In proportion as the independence of the metropolitan press is restricted and in proportion as it becomes the organ of powerful interests seeking to enjoy special privileges at the expense of the public, in that proportion are the duties of the country newspaper enlarged and its responsibilities increased.

"It is on the country press that the people must depend for an honest discussion of public questions. It is to it that the men who seek honestly and unselfishly to represent the people must look for support. It is only through it that the voice of the people can in future be heard. Upon it devolves the duty of advocating those policies which are in the interest of the plain people,

"The country newspaper is close to them. The country editor is in a position to know their needs. His aim should be to-day more than ever to serve them faithfully and unselfishly to the end that government should be responsive to their needs and public policies adopted in their interest.

"In a large measure the people must look in the future to the country press for the retention of those rights which, originally wrested from the hands of aristocracies and kings, the corporations and the money power, with the aid of the metropolitan press, are seeking to usurp."

Offers Automobile Trophy.

The St. Paul Dispatch has offered a trophy to be competed for in the automobile endurance run from St. Paul to Fargo, N. D., and return Aug. 27-31. This contest will be under the auspices of the Minnesota State Automobile Association, and the Dispatch trophy is to be won three years in succession before becoming the final property of the winner.

Talk Publishing Company, Jersey City; printers, publishers, etc. Capital, \$25,000. Incorporators: L. C. Sutton, J. J. Finn, F. L. Bloodgood, Jersey City.

PRESS HUMORISTS

Will Hold Annual Convention in Buffalo Sept. 5 to 11.

The American Association of Press Humorists will hold its annual convention in Buffalo Sept. 5 to 11.

The association numbers about forty members. Frank T. Seabright, of the Los Angeles Record-Herald, is president of the organization; Sam Kiser, of the Chicago Record-Herald, is vice-president, and Judd Mortimer Lewis is treasurer.

The honorary membership of the association includes such names as Mark Twain, James Whitcomb Riley, John D. Rockefeller and Hon. David R. Francis, of St. Louis.

Among the active members are Bob Burdette, John Kendrick Bangs, Newton Newkirk, Edmund Vance Cooke, Charles Battell Loomis, Eugene Zimmerman, Franklin P. Adams, "Bill Barlow," the Sage-brush Philosopher.

Only one day will be devoted to business and the remainder of the time will be spent sight-seeing.

ASSOCIATED PRESS.

Members of Southern Circuit Hold Meeting at Birmingham.

A meeting of the Associated Press members representing the morning papers of the Southern Circuit was held at Birmingham, Ala., last week. Among the subjects discussed was the question of reducing the number of hours of press wire service. It was decided that no change would be made.

Among the newspaper men in attendance were: Frank P. Glass, of the Montgomery Advertiser; H. C. Addler, of the Chattanooga Times; Clark Howell, of the Atlanta Constitution; Dan Moore, of the New Orleans Times-Democrat; C. P. J. Moore, of the Memphis Commercial-Appeal; W. D. Robinson, of the New Orleans Picayune; Paul Cowles, superintendent of the Associated Press, with headquarters at Atlanta; C. M. Stanley, of the Age Herald.

JOHN CAMPBELL WHITE.

Made Purchasing Agent and Auditor of St. Paul Dispatch.

John Campbell White has been made purchasing agent and auditor of the St. Paul Dispatch and the Pioneer Press, which are now under the same management.

Mr. White has been in the accounting department of one of the Minneapolis papers. He is a son of Henry White, American Ambassador to Paris, and is a stockholder in the Dispatch and Pioneer Press.

Boston Market Reporter Publishing Co., Boston; general publishing business. Capital, \$50,000. President, E. Pike, Jr., and treasurer and clerk, L. J. Hewitt, Brighton.

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way —through the publications of the German Gazette Publishing Company:

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- Evening Demokrat**
- Sonnags Gazette**
- Weekly Staats Gazette**

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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., 413 Commerce St.,
 N. Y. Philadelphia

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

"JOURNALISTS"

"The Tired Business Man" Tells "Friend Wife" that After Office Hours You Could Hardly Tell Them from Humans.

One of the most interesting features of the New York Evening Telegram is "The Tired Business Man," of which Walter A. Sinclair is the author. In a recent issue "The Tired Business Man" tells his wife about "journalists."

"I see that John Morley says that journalists in their private lives are sometimes very decent fellows," said Friend Wife. "I hope he doesn't refer to those horrid reporters who are always trying to grab the family album." "Certainly not," said the Tired Business Man. "Reporters are merely persons who gather news. Journalists are exalted personages who write about what they said to other notables. And Lord Morley says that, like the enterprising burglar when he isn't burgling, the enterprising journalist when he isn't ad-journing is a rawther decent sort of chap, don't you know. I am astonished. For why? Because I never knew journalists has private lives. I always supposed they always lived in the public eye, like a cinder; that they never slept and had no homes to go to.

"I'll admit I have gleaned my knowledge of journalists from the thrilling stories of their doings as printed in the fiction magazines. By close observation I find they are divided into two classes—star reporters with a propensity for looking upon the table d'hoté red ink when it is violent and cubs. Apparently there is no other class, if we are to trust the magazine romancers.

"The star reporter is always introduced to the reader on the day when, under the awful influence, he has failed to come to the bat at the proper time, being engaged at the moment in the occupation referred to as 'going on a bat.'

"He insists on wiping his muddy shoes on the city editor's Persian rug, and a gentle interchange of repartee is always recorded. I have it direct from a newspaper friend that city editors never indulge in repartee—except for a 'chaser.' This proves a chaser for the star, who impersonates a meteor, disappearing from the sanctum in a burst of pyrotechnics.

"Passing his familiar coaling station, his keen nose for news tells him there is something doing inside; so he goes in and orders something. While figuring what excuse he will use to 'stand up' the cashier he invariably hears two trust owners rehearsing in a loud voice a plot to jimmy their way into the United States Treasury. Hastily taking out a little red notebook he makes a few notes. Falling against the nearest trust owner he expertly picks his pockets of the papers, rambles back to his old office, and the next day the country is eating it up.

The Persian rug is made city editor, and the city editor changes places, while the star has full permission to wipe his feet thereon. That's one kind of story.

"The other is about the cub. He is invariably the object of scorn by the beefy city editor. I never knew of but one beefy city editor, and he was made managing editor to spite the magazine writers. The cub is sent out to find news. Romancers seem to think news gatherers go out with a fly net and pursue stories. He is in despair when an untamed automobile attempts to run down a millionaire's golden haired child. He nobly kicks over the automobile and saves her, and as his reward the millionaire tells him of a stock market job about to be precipitated which will stand the financial world on its ear.

The cub either gets in on the market or exposes the scheme, or both, and graduates to become a star with all the opportunities of a spectacular discharge enjoyed by those luminaries. It is a gay life, that, and you never hear of them having private lives."

"Have they?" asked Friend Wife. "After office hours," said the Tired Business Man, "you could hardly tell them from humans."

MENACE IN MAGAZINES.

Editor Thinks Careless Reading of Them is Harmful.

In an address at Chautauqua, N. Y., Frank Chapin Bray, editor of The Chautauqua Magazine, said:

"There is a menace in the magazines. The magazine habit may become as bad as the morphine habit. Mere desultory reading of magazines may result in a loss of the power to select good reading and to think about it intelligently.

"Carolyn Wells has aptly defined a magazine as a small body of literature entirely surrounded by advertisements. Some magazines are playing the advertising game to such an extent that their productions seem to be made up of anything that will hold the advertising and support a picture of a vaudeville actress on the cover. There are notable exceptions, however. In many cases one magazine one month is so like another magazine for another month that they are practically indistinguishable.

"Careless reading of the magazines will make us as a nation more hysterical than ever before, and worse than the French in not having a background of steadiness and a sense of proportion. We shall lose our power of thinking."

W. W. CHAPIN

Buys Interest in the Seattle (Wash.) Post-Intelligencer.

W. W. Chapin, formerly of Sacramento, Cal., has acquired an interest in the Seattle Post-Intelligencer, heretofore owned by E. C. Huges and Maurice McMitchell.

Mr. Chapin will be associated with his father-in-law, former United States Senator Wilson, who is the president and chief owner of the Post-Intelligencer Company.

Gary, Ind., is to have a Democratic newspaper. It will be known as the Lake County Democrat, and will be issued about August 20. Alfred Jones of Gary will be the editor.

J. W. Hallack, published at Thompsonville, Mich., has leased his plant to J. W. Saunders.

AFRICAN GRIDIRON.

British Wits of Nairobi Good Naturedly Roasted Roosevelt.

Nairobi, until this summer, was not well known to the people of the United States. It is a small town, not much bigger than a place called Esopus, which became famous in the year 1904.

Colonel Roosevelt went to Nairobi, in British East Africa, and at that town, junction, or seat of government was established a news headquarters, and so Nairobi is famous.

It seems that Nairobi, even when unknown, was a rendezvous for younger sons of Britain who had the University education, lust for adventure, and no cash assets that you could notice. With the coming of Colonel Roosevelt the university men brightened up. A club was organized, somewhat like the Gridiron Club.

In May Mr. Roosevelt and Kermit were entertained in "Government House" by the "Nairobi Follies," which is the club name of the organized cut-ups of that section. Acting Governor F. J. Jackson was the host.

The mail from Nairobi brought several newspapers with detailed accounts of the entertainment. Topical songs, reciting the adventures of Mr. Roosevelt in the jungle, were a feature, and they were all classy. The following song shows the East African viewpoint:

B. E. A.

(With apologies to Kipling.)

At the port of Kilindini,
Looking eastward 'cross the main;
We welcomed Teddy Roosevelt,
As we hope to do again,
And the rain it fell in torrents,
And the world seemed far from gay;
But we did our best to greet him in
OUR way in B. E. A.

He traveled up the railway,
And he said the sights were GRAND.
And he also said "THAT'S BULLY."

As we well can understand;
For the game is here in thousands,
And it's here we'd have him stay,
Just to see giraffes and rhinos

Near the rail in B. E. A.
We heard of hand-fed lions,
And of rhinos on the chain;

How he bravely faced all dangers,
And deadly beasts has slain,
Still, we've nothing heard BUT rumors,
That's a truth we must confess;

We have no truthful story, for
He shut out all the press.

Yes, he shut out all the press,
And he left them there to guess;
They raved, and growled, and grumbled,
They were left in such a mess.

But that's all passed and done with,
For they were not far away;

And their news is scattered broadcast
Over all the world to-day.

Still, he sent in news one Tuesday,
It is nice to be polite,

But the New York papers had it
On the previous Sunday night.

Oh! it really was a frost,
And one finds it to his cost,

If he tries to balk the press men,
He is very often lost.

Closed Successful Voting Contest.

The Winnipeg Tribune recently brought to a close one of the most successful voting contests ever conducted by a newspaper in Canada. Over \$10,000 in prizes were distributed. The contest was managed by Frank S. Adams.

Seward A. Jones has sold his interest in the Concordia (Kan.) Daily Blade to L. W. Bloom, formerly of the State Journal.

The Sporting Sun Publishing Co., of St. Louis, has been incorporated with a capital stock of \$25,000.

FRIENDS OF OURS.

Lexington, N. C., Aug. 3, 1909.
EDITOR AND PUBLISHER,
New York City.

Gentlemen:
Enclosed find my check for \$1 to pay for my subscription from April 25, 1909, to April 25, 1910.

I consider your paper worth twenty-five times what it costs to any live, wide-awake publisher. Personally, I would not think of doing without it. I frequently make good money by watching your page "Tips for Business Managers." I don't understand what a newspaper means who does not take THE EDITOR AND PUBLISHER, as well as the several other trade papers that are published in the interest of newspaper-makers.

With best wishes, I am,

Very truly yours,

H. B. WARNER,
Lexington (N. C.) Dispatch.

Greensburg, Pa., Aug. 1, 1909.

EDITOR AND PUBLISHER,
New York.

Gentlemen:
It gives me great pleasure to note that THE EDITOR AND PUBLISHER is steadily improving. What struck me most in recent issues is the almost contemporaneousness of your news, your publications chronicling some things seemingly almost to the hour of going to press. As secretary of the Westmoreland Good Roads Association, as well as editor of the Tribune and Press, I wish to congratulate you on your unerring news nose in the matter of good roads. You are in right and early, too.

CROMBIE ALLEN,
The Tribune Press Publishing Co.

Indianapolis, Ind., Aug. 4, 1909.

THE EDITOR AND PUBLISHER,
New York City.
Gentlemen:
I am pleased to hand you herewith postoffice order for two dollars (\$2.00), payment in full for subscription for THE EDITOR AND PUBLISHER to January 9, 1910.

THE EDITOR AND PUBLISHER is always a welcome visitor, because it keeps me so thoroughly in touch with newspaper conditions all over the country, a subject in which I am very much interested, on account of my long association in that line of business.

With best wishes for your success, I beg to remain,
Yours sincerely

LEE T. WATERMAN.

(The Barnes Waterman Co.)

Appointed Advertising Manager.

Frank C. Drewry has been appointed advertising manager of the Louisville (Ky.) Herald. Mr. Drewry has been identified with the advertising department of the Herald for some time.

The St. Joseph (Mo.) Commercial Journal has just been launched.

The daily circulation of The New York Times exceeds 175,000 copies. Its city sale is greater than the combined city sales of the three other morning newspapers popularly classed with The Times as to character of circulation. Quality combined with quantity of circulation is the acme of advertising value.

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 3,500,000.

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. BROOKS, HORACE M. FORD,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.

CHINESE JOSS PAPER.**Interesting Story of Its Manufacture Furnished by U. S. Consul.**

Vice-Consul James L. A. Burrell, of Magdeburg, Germany, sends the following translation of an article on "Chinese Joss Paper," which appeared in The German Papier-Zeitung:

"Joss paper" is a product of bamboo which is used by Chinese for smoke sacrifices at religious and family celebrations, "joss" being in "pidgin-English," the language of the Chinese seaports, the term for God. The rough paper weighs about 21 grams (0.74 ounce) the square meter (1.196 square yards).

It is covered on one side with tin, and then weighs about 40 grams (1.29 ounces) the square meter. The sheets, which are 13 by 16 centimeters (5.12 by 6.30 inches) or 16½ by 26 centimeters (6.50 by 10.24 inches), are folded into the shape of little boats, placed upon the altar, and ignited. Rapid burning and white ashes are invariably demanded.

The attempts at imitation on the part of European manufacturers have usually failed on account of the second requirement. Efforts have been made in England, France, and Germany to imitate joss paper, but up to the present the product has been unable to compete with the Chinese original either in quality or in price.

From the following figures may be seen what an imitation joss paper which could compete with the Chinese article would mean to the inventor: In the Saoshing district alone \$1,309,000 (gold) worth of joss paper is manufactured annually, in Shanghai \$654,000 worth is sold annually, and in the Yangtze Valley the sales are said to amount to \$3,927,000 per year.

The principal districts in which the manufacture of joss paper is carried on, Saoshing, Ningpo, Hangtschau, and Futschau, lie to the south of Shanghai. Young bamboo trunks are placed in ditches in layers with a covering of lime between them. The ditches are sometimes as large as 30 feet wide and 90 feet long. Water is poured over the mass and the contents allowed to remain until the trunks have rotted, which sometimes takes as long as 3 months.

After the lime water has been drawn off the mass is placed in a ditch provided with stirrers, where it is washed. The reduction to fibers takes place in mills drawn by buffaloes. After a second washing the material is ready for the mold of the paper maker. In China, as well as in Japan, the mold consists of fine bamboo sticks; for this reason the paper is always ribbed.

The product is squeezed in wedge presses, dried on a board, and then covered with tin. The pulverized metal strewn over the sheets and hammered between the fibers with hammers of soft wood. The chief difficulty lies in this hammering, and, in spite of the thinness of the paper, the Chinese attain a

shining surface of tin. The paper is packed in bales of 3,000 or 3,200 sheets of the size mentioned.

The prices fluctuate, according to the quality, between 20 and 35 cents (gold) per kilo (2.20 pounds). A European imitation could be sold for 6 shillings (\$1.36) c. i. f. Shanghai per ream of 500 sheets, 20 by 30 English inches, 40 grams (1.29 ounces) the square meter for goods covered with tin, which is about 19 cents per kilo.

Besides this, all imitations left a black ash and gave off a thick, ill-smelling smoke. They were, therefore, "joss pidgin," as the Chinese say, i. e., not suitable for sacrificial purposes.

HOE PRESSES.**Many Papers Installing New Mechanical Equipment.**

The St. Paul Despatch is installing three of the latest R. Hoe & Co.'s improved fast-speed X pattern sextuple presses, with new lightning folders, improved paper roll feed devices, and patented tubular cylinders. Also color attachments.

These three machines will have a combined capacity of 240,000 12-page papers per hour, and will each turn out complete products of any number of pages up to 48 at a proportionate rate.

New Hoe stereotyping machinery, including an automatic plate finishing and cooling machine, and a double pump metal furnace with a capacity of 10,000 pounds of metal are also being installed.

The San Francisco Evening Post has also ordered a new Hoe fast-speed sextuple press of latest design, with color cylinder attachment, and other up-to-date improvements. The machine will print any number of pages up to 32 and has a capacity of 80,000 papers per hour.

The Daily Northwestern of Oshkosh, Wis., is getting a new Hoe straight-line quadruple color web perfecting press, with a capacity of 50,000 8-page papers an hour and the ability to print in colors when desired. It will turn out any number of pages up to 32 and is arranged to print 4, 6 or 8-page comic magazine in four colors.

With it the Northwestern is getting a complete new outfit of the latest improved Hoe stereotyping machinery.

R. Hoe & Co. are also building for the Macon News a 24-page stereotype web perfecting press, which will have a capacity of 25,000 papers per hour and give a variety of product of from 4 to 24 pages.

Will Issue English Edition.

The Metal Industry, a well-known Journal devoted to non-ferrous metals, will issue an English edition beginning with the August number. The English Metal Industry, it is said, will be the first and only paper published in Great Britain in the interest of the non-ferrous metal trades.

New York Review Publishing Co., Millbrook; print and publish magazines, newspapers, etc., stationery, bookselling, etc., news agency, advertising, etc. Capital, \$50,000. Incorporators: B. F. Russell, G. A. N. Sutton, J. S. Stubbs, New York City.

ADVERTISING MEN**Of Birmingham, Ala., Organize Club with Twenty-five Members.**

The Advertising Club of Birmingham, Ala., was organized last week with a charter membership of twenty-five.

The following officers were elected: President, W. B. Reynolds; vice-president, W. H. Jeffries; secretary and treasurer, W. F. Fry. Executive committee, W. M. Brock, Robert E. Murphy and Frank Bell. The executive committee was instructed to draw up by-laws for the organization.

The charter members of the organization include the following: W. B. Reynolds, W. H. Jeffries, W. F. Fry, Robert E. Murphy, W. M. Brock, Frank Bell, Victor H. Hanson, A. O. Lindsay, O. S. Finch, Robert Campbell, E. N. Judd, Gus Douglas, Albert Hanson, J. W. Anderson, Sig Margon, S. S. Griffin, J. S. Vance, W. B. Brittain, W. W. Park, J. Eaton, Al Watkins, John L. McRae, B. Weiness, representing the Barnes-Crosby Company, and W. J. Reiss, representing the Mason-Mann Company.

LIKE FATHER.**Son of Samuel G. Blythe Proves Chip of Old Block.**

Samuel G. Blythe has been poking fun at his friends through the paragraphs he writes, and now they have a chance to get back at him. Mr. Blythe has a son who was growing up very fast in the way that boys have. Like all other newspaper men, he was anxious to have his son steer clear of journalism, and decided to make a scientific farmer of him. He sent the boy all the way from Washington to a college in Madison, Wis., so that he would not come into contact with the newspaper crowd.

At the end of the son's first year at college, the authorities wrote his father that they wished to congratulate him on the progress the boy was making in his studies. The added that he would probably be proud to learn that the boy had been elected class reporter by his classmates. At the end of the term that has just closed Mr. Blythe heard from the college again. The young man was doing good work, and they were pleased to be able to inform the family that he had been elected editor of the college paper for the next year.—*New York Press.*

Will Move to California.

J. K. Huston, formerly one of the publishers of the Centerville (Ia.) Daily Citizen, who recently returned from an extended California trip, has accepted a position as advertising manager of the Pasadena Daily News and will move to Pasadena. Mr. Huston has been with the Citizen for twelve years until this spring, when he disposed of his interests and went West for the benefit of his family's health. Otis C. Needels, son of George W. Needels, now sole publisher of the Citizen, has taken the place of managing editor.

An Editor for Fifty Years.

Colonel Joseph Eiboek, editor of the Des Moines (Ia.) Staats Anzieger, celebrates his fiftieth anniversary as an Iowa editor, Saturday, August 14. Friends of Colonel Eiboek from all over the State are planning a reception in his honor.

A weekly will be started at Live Oak, Cal., in the near future.

WITHOUT PAPERS.**Only Bulletins Issued in Stockholm on Account of Strike.**

Owing to the great strike in Sweden the newspapers of Stockholm have practically suspended publication. Some of them have managed to issue small bulletins set up by cut printers not belonging to the union.

It is believed that the suspension of the newspapers by the strikers will do more than anything else to force an arbitration of the differences between employers and employees.

PUBLISHER OFFERS TROPHY.**Frank S. Doubleday Will Give Valuable Aeronautic Cup.**

To encourage American aeronauts and inventors to greater efforts in the development of human flight, Mr. Frank S. Doubleday, president of the Doubleday-Page Publishing Company, has decided to offer a valuable trophy, to be competed for in this country within the next year.

It was understood that the trophy will cost \$1,000 or more, and that it is the purpose of the donor to make the competition such as will be best calculated to bring out those qualities in the contesting machines which tend toward practical utility.

The trophy will be offered only for motor driven airships and flying machines, and it is understood that it will be for a seven days' competition, the winner being the pilot who has shown the best records during that period.

Mr. Doubleday decided to offer the trophy after talking with Mr. Glenn H. Curtiss and seeing one of his best flights at Mineola. The contest will take place this autumn or early next spring.

PANAMA LIBEL.**Attorneys Finish Taking Testimony of Frenchmen in Paris.**

The attorneys who went to Paris to take testimony in the Panama libel cases have completed their labors with the witnesses who answered the summonses voluntarily.

Among those who thus appeared were M. Beaux, president of the new Panama company at the time of the sale; M. Lampre, secretary of the company; Maitre Barboux and Maurice Hutin, a former president of the company.

The French government did not interfere with the proceedings.

Damp Rollers That Do Not Take Ink.

When the rollers are damp and do not take heavy inks, balsam copaiba is recommended as an excellent remedy. A very small quantity should be used—four to eight drops usually being sufficient for an ordinary jobber.—*The Buckeye Informer.*

BARNARD & BRANHAM**Publishers
Representative****NEW YORK CHICAGO
Brunswick Bldg. Boyce Bldg.**

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

CHINESE PRESS

Newspapers of That Country Are Rapidly Becoming "Live"—Great Factors in Spreading a Knowledge of the Possibilities of Their Own Country.

Nowadays a country is judged by its newspapers, and the newspapers of China have only recently become what we may term "live," i. e., reflecting the opinions of the people and at the same time giving them material out of which those opinions may be formed, says the Literary Digest.

The new press of China are "rousing the masses of the population from their attitude of indifference to political questions," declares the Chinese editor, Cimon T. Z. Tyau, in The International (London). It is wonderful to see how these organs of popular opinion "freely criticize the abuses and arbitrary conduct of the officials" while "spreading a knowledge of European institutions and the possibilities of their own country." That this was not always the spirit of the press in China we learn from the fact that the early representatives of the modern newspaper circulated only among officials and literary men and were unread by the people. Thus we are informed:

"It was a long while ago that the modern newspaper made its first appearance. It was in the days of the Ming dynasty (1368-1644) that the first newspaper was published in China. It was called the Kung Mun Chan, or The Imperial Court Gazette of Peking, and contained only imperial decrees, reports of high officials, and petitions and memorials presented to the throne. It was published daily, but numbered among its subscribers only officials and literati.

"Then came the Yuen Mun Chan, or The Provincial Yamen Gazette, containing the proceedings of that particular Yamen, the lists of names of officials visiting that Yamen, proclamations and, to a certain extent, local news. The subscribers to these official gazettes were likewise limited to officials and literati.

"It was only since the nineteenth century and the intrusion of European learning that the number of newspapers multiplied, and now they exist in all the large cities of the Empire, in Peking itself and in Tientsin, Shanghai, Canton, and other places.

"Up to the present the development of newspapers has been most remarkable in Shanghai, for the simple reason that nowhere else is European influence stronger; and in Shanghai, with its flourishing foreign trade, its large foreign settlement, and its municipal administration controlled by European hands, Chinese and Western habits have been able in the course of years to be thoroughly interwoven, and institutions existing among Europeans could and must of necessity find a readier entrance among their Chinese business friends residing in the same city."

Of these Shanghai newspapers some are official and conservative, others radical and boldly advocate reform, and the rights of the people. On this point we read:

"The oldest of the Shanghai newspapers is Shen Pao, or the Shanghai Chronicle, founded forty years ago, and still keeping the leading position in spite of the establishment of so many other daily newspapers in the same city. It is principally devoted to commercial matters, read by merchants and trades people, and regarded

as the best advertising medium. Moreover, on account of its conservative character, it is heartily supported by the Chinese officials, and the authorities of many inland towns subscribe to it.

"Shortly after the foundation of Shen Pao, another newspaper, Su Pao, or The Reform Chronicle, sprang into existence, but after some time was suppressed by the government ostensibly on account of its revolutionary tendency. Other papers took its place, and at the present time progressive opinions are strongly represented among the Shanghai newspapers. Shih Pao, or The Eastern Times, and Chung Wai Jih Pao, or The Universal Gazette, address themselves chiefly to the educated progressive classes, and freely criticize the arbitrary actions of officials, which down to recent times have proved so oppressive to China.

"Their fearfulness in the detection of abuses, the lucidity and convincing nature of their utterances, their strong and illuminating language, the courage with which they upheld the rights of the people and the rights of the Chinese in face of the aggression of European Powers, have given these newspapers an unusually commanding position."

China is also developing weeklies and monthlies of a more or less literary character. The Chung Wai Jih Pao, or Universal Gazette, makes satire its most characteristic feature, while Sian Ling Pao, or Humorous Daily, is a comic paper of which Mr. Tyau proudly remarks that this paper "is characteristic of the Chinese nature, with its preference for jest and ironical expression."

THE LIBERIAN PRESS.

Newspapers Do Not Thrive in the African Republic.

Writing in the New York Post on Liberian Politics, Edgar Allen Forbes says in regard to the newspapers of that country:

It is one of the inalienable rights conferred by the Constitution of Liberia that "every citizen may freely speak, write, and print on any subject, being responsible for the abuse of that liberty." The exercise of that liberty is mainly confined to speech at the present time, for newspapers do not thrive in Liberia:

There is a small but excellent paper (the Liberian Register), published fortnightly in Monrovia, its support being derived mainly from the government, whose organ it is. This has been in existence but a few months, however, and may at any time be discontinued or swung into partisan channels.

There are two other newspapers—both of the "yellow" type—one published in Monrovia and the other at Grand Bassa; the columns of these are usually filled with articles "cussing" the administration with the most reckless disregard of language and often of fact.

The missions newspapers of the republic, however excellent in other respects, cannot be considered as factors in Liberian politics.

Governor Names Editor.

Walter S. Chambers, editor of the Newcastle (Ind.) Democrat, has been appointed trustee of the Central Hospital for the Insane by Governor Marshall.

The Lewiston (Ill.) Record will construct a new two-story building.

WAR AGAINST PRESS AGENTS.

Publishers Are Going to Have Their Troubles, Says Western Paper.

The American Newspaper Publishers' Association has declared war on the press agent, and is going to see if some successful means of checking the publicity hunter cannot be carried out.

It requires no seer's vision for one to be convinced that the publishers are going to have their troubles, says the Denver (Col.) Republican. The press agent has grown beyond the individual stage and is now an institution. He has the experience of ages of successful press agency back of him. Homer was the most successful press agent for the manufacturers of implements of warfare the world has ever known. His stories of heroic combats have sold millions and millions of dollars' worth of helmets, spears, war chariots, rapiers, muskets, rifles, machine guns, Drednoughts and flying machines. Horace sang the praise of the grape, and manufacturers of intoxicating beverages are sighing in vain to-day for another such press agent. The musicians of old had passionate press agents. The veil of mystery and awe that surrounds Paganini is due to most artistic press agency. Caruso's press agents have done nothing to match it.

Some men are great enough to be their own press agents. Wagner, Bernard Shaw, and a celebrated hunter now in the heart of Africa, have never needed any hired men "on the job." A stressful life brings publicity just as a driving steamer brings white foam in its wake.

In fact there are more kinds of press agency than anything else in this world. When press agents were manufactured, the Heinz limit of 57 varieties was not heeded. New press agents are being born every minute. You can hear forty of them howling or laughing in every city block.

To declare war against the press agent is to declare war against individualism, against progress. Check the false alarms who are trailing along behind the real press agents, and who are mere nuisances, but do not attempt to check press agency itself. Had there been no press agents, the only skyscraper in America would be the Mammoth Cave.

DAVID J. ROBERTS

Appointed Foreman of G. P. O. Branch in Agricultural Department.

Public Printer Donnelly has announced that he has assigned David J. Roberts as foreman of the branch office at the Department of Agriculture, vice George L. Sherman.

Mr. Roberts is a native of England, but came to this country while a child. He learned the trade on the New York Independent. Mr. Roberts was also editor and publisher of the Osage City (Kan.) Free Press for ten years.

Albany Editor Resigns.

William Leon Halstead, formerly managing editor of the Albany (N. Y.) Evening Journal, has resigned and will accept a position with the James S. Barcus Publishing Co., of Washington, D. C.

Machines for vending newspapers are being installed in the street cars of Louisville, Ky., by the Louisville Automatic News Vending Co. The machine was invented by John A. Rule, of that city, who has spent fourteen years perfecting it.

UNITED PRESS BULLETINS

Samuel M. Evans, of the Washington office, is covering the Irrigation Congress being held this week at Spokane.

C. E. Hogue, formerly of the San Francisco office, who on last Monday took charge of the United Press Bureau at Omaha, has been succeeded in Frisco by Joseph W. Partridge, formerly manager of the Pittsburg bureau. Fred S. Ferguson, formerly of the Chicago office, succeeded Partridge at Pittsburg.

Ed L. Keen, manager of the Washington bureau, is now on his vacation, Jacob Waldeck having charge of the office in his absence.

Fred L. Boldt, formerly of the Cleveland office, has been added to the London staff of the United Press.

Ed T. Conkle, manager of the New York office, returns next week from a two-weeks' holiday.

Charles P. Stewart, European manager of the United Press, has just returned to London, after visiting all the centers of trouble in the recent Spanish disorder.

Robert H. Hazard is representing the United Press at Beverly, Mass., the new summer capital.

G. A. Byers, formerly manager of the Los Angeles bureau, has been transferred to Portland, Ore., being relieved by Lawrence Earnst. *

TULSA (OKLA.) WORLD.

Warns Publishers Regarding Man Conducting Voting Contest.

THE EDITOR AND PUBLISHER is in receipt of the following letter from the World Publishing Co., of Tulsa, Okla.:

"We feel that it is our duty as a newspaper publisher to give our fellow publishers notice regarding one C. G. Prothro, Indiana, Indiana County, Pa., and Rockford, Ill.

"This party entered into contract with the Tulsa Daily World on the 18th of June, 1909, to conduct a subscription voting contest, which was opened on the 4th day of July, and on the night of the 27th of July, the said Prothro, accompanied by his wife, left for parts unknown without any notice whatever being served on us.

"We feel that the publishers should be warned against such parties and I take this liberty of forwarding same to you. If you see fit to make mention of same it will no doubt save some brother publisher from being caught in the same trap that we were.

"Yours very truly,
WORLD PUBLISHING COMPANY."

The management of the Rochester (N. Y.) Union and Advertiser state that the daily average circulation of that paper for the first six months of 1909 was 26,726.

The Showalter Service is GROWING!

SOME OF THE NEW CLIENTS OF THE SHOWALTER ADVERTISING PROMOTION SERVICE:

Minneapolis Tribune, Columbia State, City of Mexico, Daily Record, Columbus News, Kalamazoo Telegraph, Albuquerque Tribune, Meriden Record, La Porte Argus-Bulletin, Moline Mail and Journal, Molesto News, Utica Press, Concord Monitor.

Recruits such as these—papers that buy nothing unless they really want it—make it seem greatly worth while to do better and still better work.

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

SELFRIDGE'S

The Notable Series of Department Store Cartoons that Appeared in the London Dailies—Drawn by the Most Distinguished Artists, They Made London Sit Up and Take Notice.

Writing in The Printing Art, Charles E. Dawson tells how the "Mr. Selfridge," by his cartoons and their suggestive force, created for his store in one week a prestige and esteem equal to that which it took his rivals generations to build up. He says in part:

"When Mr. Selfridge came to London from Chicago, he brought with him not merely brains and capital, but enterprise and that far rarer quality—imagination. And as a result, for the first time in our history a retail store became the topic of the hour. Home politics, the German menace, the Stage, the weather—our usual mainstays—gave place to the discussion of the all-prevailing House of Selfridge.

LONDON CONSERVATIVE.

"The concrete mind of London is perhaps the slowest and most conservative of any live city in the world. Normally, there is only one occasion in the year when our traditional reserve permits one to engage a stranger in conversation without being previously introduced. And that is the great national event of the year—Derby Day. Then any mother's son may, without fear of being considered an 'outsider,' exchange with his fellows the latest news of the horses and their owners "without let or hindrance," as the lawyers say. The only Briton on record to show indifference to the 'Sport of Kings' was Carlyle, and he was a Scotsman! When questioned as to his favorite for the Derby, he replied with deliberation: 'It is already known to me that one horse can run faster than another!' Now this unique Derby Day spirit of common interest had its only counterpart when Selfridge opened his cartoon campaign, and it lasted for a week.

"Some weeks ago, those of us in London concerned with the art and craft of advertising, heard rumors that a man from the States had come to show us 'how to do things'; but few were prepared for the magnificent display that one bright Monday morning made the old city rub its eyes, sit up, and take notice. Mr. Selfridge has broken all records by the magnitude and good taste of his announcements—a series of original cartoons by the most representative and distinguished black and white artists, occupying full pages in the leading morning and evening journals.

ENGLISH NEWSPAPER-RIDDEN.

"We English are a newspaper-ridden nation; the papers dictate our politics, make our war scares, and sometimes our actresses, and as London intensifies our

national aberrations, it will be realized that we are rather overdone in the matter of the press. The average citizen buys two or three newspapers and glances at three or four more each day, and with one exception, every London daily and evening paper for a week printed various of the cartoons, so that anyone of the Carlylean contempt for the mood of the moment could hardly paraphrase the sage of Chelsea and express indifference to the Selfridge advent by saying: 'It is already known to me that one advertiser can use more whole-page drawings than another,' because no advertiser had ever before published whole-page designs of artistic merit.

"There are about a dozen morning and half a dozen evening papers of importance in London, and the more alert city men, whose business interests prompt them to read them all, were confronted by four or five notable cartoons spread over some sixteen whole pages every day for a week.

"I've no conception how, such a broadcast campaign would affect New York, but in London it is now regarded as an historic event, although there are always those who would rather blame than praise; and a few disgruntled, old-style, advertising experts criticised the drawings for not conforming to their home-made theories of "selling force." They did not realize that advertising is no set, rule-of-the-thumb matter, but something to be adapted to conditions, and that the 'announcing force' of these cartoons was the logical prelude to the 'selling force' of the subsequent department-store advertisements which now emanate from Selfridge's. The latter are in themselves novel enough in London, but familiarized to Americans by concerns like Wanamaker's of New York and others.

AVERAGE MAN IMPRESSED.

"The plain average man, whose taste in art scarcely rises above the level of the colored photograph, was impressed because he at least knew that space in London dailies has to be bought in hard cash, and varies, according to the paper, from \$500 to \$2,000 a page. And here were large whole pages, with drawings by famous and expensive artists, many of them known to be shy of advertisers, appearing day after day for a week—ninety-seven of them, to be accurate. The average man, on figuring out the proposition, found that Mr. Selfridge had expended some \$50,000 on the week's newspaper publicity, apart from the considerable billboard display that accompanied it. 'All heads turn at the sound of falling money,' says the wise Arab, and the head of the plain average man was soon turned towards Selfridge's, and prepared to take it seriously. Even the average man can't help feeling, if unconsciously, the air of goodness—the tone, as it were—of a dignified decorative design, as distinct from the bargain-counter clamor of the ordinary advertisement.

"But the men and women really interested in the arts, besides those who can tell one drawing from another, bulk considerably among our middle and upper classes. In London society some artistic discrimination and sympathy is a *sine qua non*, and therefore, what is termed 'our best families,' the aristocracy of wealth and intellect, were lured by these cartoons into a lively interest in a commercial establishment they might otherwise have ignored. Mr. Selfridge thus captured not only the people of culture and refinement by the intrinsic merits of his cartoons, but the commercial men by their magnitude and the middle classes by both the above-mentioned qualities, coupled with the frank,

outspoken, and reasonable style of their letterpress.

THE GRAND MANNER.

"There are many fine old crusted firms in London which, sometimes under the control of the same family for several generations, have by sheer antiquity and fair dealing accumulated a time-worn but invaluable prestige, and with it an air, not to say 'grand manner.' Mr. Selfridge, with quick perception, soon realized the value of the grand manner in merchandising, and he has, by his cartoons and their suggestive force, created for his store in one week a prestige and esteem equal to that which it took his rivals generations to build up.

"It is quite contrary to British ideas of advertising to devote costly space to creating a 'tone' and an ethical atmosphere by symbolizing the commercial virtues. Never before has anyone given up whole pages to advertise themes such as 'Courtesy,' 'Energy,' 'Integrity,' 'Sincerity,' 'Liberality,' 'Labor Omnia Vincit.'"

Day after day during that memorable week the cartoons were unrolled before the wondering gaze of England. For newspaper purposes England is only Greater London, as the London papers are read in every city and town in the United Kingdom. The designs appeared in an intelligently prearranged sequence, and only towards the end of the week were direct references to the merchandise unobtrusively introduced into the letterpress.

Will Cover Advertisers' Convention.

Louisville, Ky., will soon have another newspaper. It will be called the Signs of the Times, and its career will be brief. It will be published during the convention of the Associated Advertising Clubs, which will be held in Louisville Aug. 25 to 27, and will cover the convention and report its proceedings in full.

Will Have New Home.

The Towanda Printing Company, publishers of the Towanda (Pa.) Daily Review and The Weekly Reporter-Journal, have purchased the Ontario block, in the business district of Towanda, and will make extensive alterations.

Will Issue Anniversary Number.

The Baltimore Star will issue a monster anniversary number Aug. 17. The publishers state that it will be one of the most interesting and unique publications that Baltimore has ever known.

INCORPORATIONS.

North American Wine & Spirit Journal, Inc., Boston, Mass.; general printing and publishing. Capital, \$10,000. Incorporators: Fred. D. Hough, president, No. 323 Geneva avenue, Dorchester; John J. Dowling, treasurer; Katherine B. Dawling, clerk, No. 778 Broadway, Boston.

Hansonian Publishing Company of Hugo, Tex. Capital, \$10,000. Incorporators: W. J. Baldwin, R. G. Hardy, T. E. Sanguine, A. A. McDonald, and I. L. Strange.

The Hampton Printing & Publishing Co., Ltd., Bridgehampton, N. Y.; printing and publishing. Capital, \$6,000. Incorporators: Burton D. Corwin, Sag Harbor, N. Y.; Ralph C. Hallock, Bridgehampton, N. Y.; William C. Greene, Sag Harbor, N. Y.

The Lake County Democratic Publishing Company, Gary, Ind.; newspaper publishers. Capital, \$10,000. Incorporators: G. W. Jones, F. S. Carter, J. F. Dorman, G. F. Keiser, Bruno Schreiber, Edward Simon, Philip McCaffrey and H. E. Keilman.

United American Publishing Company, New York; printers, publishers, stationers, etc. Capital, \$20,000. Incorporators: Joseph Roberts, Wm. Smith, Wm. J. Coen, all of New York.

Times-Herald Corporation, Newport News, Va. Capital, maximum, \$25,000; minimum, \$10,000. Incorporators: W. S. Copeland, president; J. A. Buxton, vice-president; Victor Lattanner, secretary and treasurer, all of Newport News. Object: Publish a newspaper.

Helen TenBroeck Company, New York; printing and publishing; publish weekly paper. Capital, \$30,000. Incorporators: Mark J. Katz, Joseph L. Epstein, and Joseph G. Switzer, all of No. 22 William street, New York.

Marine News Association, No. 15 Exchange Place, Jersey City. Collection and distribution of marine news, publication of papers for such purposes; capital \$10,000. Incorporators: Albert Stevens Crockett, Graham Brush, James B. Mackie and John R. Turner, all as above.

Motor Record Publishing Co., No. 64 Park Place, Newark, N. J. Printers, publishers, etc.; capital \$10,000. Incorporators: Wm. S. Thomas, Alois F. Thomas, No. 702 Hunterdon street; Carl L. Schweitzer, No. 64 Park Place, both of Newark, N. J.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:
 Newspaper. Date. Article.
ENGLISH MERCURIS. July 23, 1588. Defeat of the Spanish Armada.
WEEKLY NEWS. January 31, 1606. Execution of Guy Fawkes and Followers.
INTELLIGENCER. January 29, 1648. Execution of Charles and Speech on Scaffold.
THE GAZETTE. Sept. 9, 1658. Death of Oliver Cromwell.
THE NEWS. July 6, 1665. The Great Plague.
THE LONDON GAZETTE. Sept. 10, 1666. The Great London Fire.
 " " July 4, 1770. Transfer of the 13 States.
THE TIMES. January 26, 1793. Execution of Louis XVI. and Will.
 " " July 3, 1797. Execution of Richard Parker for Mutiny.
 " " Oct. 3, 1798. Nelson's Victory over French Fleet near Rosetta.
 " " Sept. 28, 1798. Rebellion in Ireland.
 " " Nov. 7, 1805. Account of the Battle of Trafalgar.
 " " January 10, 1806. Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.
 " " June 22, 1815. Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.
 Price, \$30,000. Address, Valuable, c/o THE EDITOR AND PUBLISHER CO.

Botfield Engraving Co.
 29 S. 7th Street, Philadelphia, Pa.
Always on time
Deep Etched Cuts on Zinc or Copper
BEST WORK AT LOWEST PRICE
 Let us estimate on your next order. Once a customer always a customer.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, AUGUST 14, 1909.

THE VICE OF TOO MUCH MAGAZINE READING.

The editor of the Chautauqua Magazine spoke some timely things about the vice of magazine reading in an address at Chautauqua last week. He asserted that "the magazine habit may become as bad as the morphine habit."

Obviously he was talking about that large class of periodicals which prints mostly fiction that goes in one eye and out the other. The habit of reading this stuff is properly called a vice.

Magazine writers are prone to sarcasm about the "vice of newspaper reading," and serious-minded folk, especially literary people, have no patience with the men and women who devour many newspapers each day.

We think it may be admitted by newspaper publishers that a man can dull himself by swallowing too much newspaper print.

However, the vice of too much newspaper reading is very venial compared with the sin of stupefying the brain by gulping down the average magazine fiction.

It is well to watch the woman who devours magazines. She reads her one newspaper in a jiffy.

Compare her with the woman or the man who has the "newspaper vice." At very least, the latter in a pinch is well posted in matters of current public interest. He or she may even be well-poised critics, having cultivated the faculty of selecting the items having verisimilitude and doubting others. To arrive at culture of this kind is to show some intellectual development. A woman of this class may be able to tell you when the new tariff bill was signed, and she may even know approximately how it will affect the prices of stockings and gloves.

Is she who has the magazine vice a good citizen in these wide-awake times?

WHO AND WHAT IS "A BRIGHT GIRL"?

Guizot, a French historian, wrote—"Common sense makes the ordinary significance of words, and common sense is the genius of mankind."

Nevertheless, Mrs. T. Vernet Morse, of Chicago, who has established a school of deportment for young women in offices, shops and factories, has exploded a bomb

among the colloquial linguists who write advertisements like the following:

"WANTED—A bright girl for office work."

Mrs. Morse is not content to wait any longer for the genius of mankind to define a "bright girl" for the readers of want ads. She is quoted by Chicago papers in this meaning paragraph:

"As for the oft-used term 'bright girl,' I don't know what it means. More than once I have seen advertisements for 'bright young girls.' Do they mean bright mentally, mathematically or in personal appearance? I have asked many persons who used the term and I have yet to receive a clear definition of a 'bright girl.'"

The Standard Dictionary gives twenty synonyms for the adjective "bright," and eight different definitions of the word. The following definitions are selected as being related to the idea in the want ad:

2. Possessing or showing quick intelligence or sparkling wit; as, a bright author; a bright book.
5. Of brilliant color; as, bright flowers.
7. Resplendent with excellence or beauty; as, a bright angel; a bright reputation.

If these arbitrary significations are incomplete and fail to surround and corral the subtle and elusive idea of a "bright girl," it devolves on the editors to help out the advertising department. In the event that editors and lexicographers fail to exactly classify the "bright girl," the old reliable genius of mankind will have to be given an extension of time.

In the meantime, since Mrs. Morse has beaten the University of Chicago departments of Psychology and Economics in getting to this subject, it is suggested that the professors start in on that ancient subject—The Office Boy.

The New York Evening Sun, commenting on Alfred Austin's latest indorsement of optimism as a good dogma for British kings and the good old Conservative party, prints this apostrophe—presumably to Mr. Austin:

"The poet, a sweet child wandering in wicked world, an anachronism in an age of triumphant democracy, materialism, high finance and aerial warships."

Sure of Acceptance.

"At last," said an ambitious but unsuccessful writer, "I have written something that I know will be accepted by the only magazine it is sent to." "Really! What is it?" his friend asked. "A check for a year's subscription!"—*Philadelphia Inquirer*.

"IF I WERE EDITOR"

The News of the Locality Should Have First Consideration—The Construction of a New Bridge Should Transcend in Importance the Discussion of a Tariff Bill in Congress.

At a recent meeting of the Kentucky Press Association, held at Estell Springs, E. Polk Johnson, who was for many years managing editor of the Louisville Courier-Journal, declared that a country newspaper should first of all be a local paper. He said in part:

"If I were the editor of a country newspaper my greatest effort would lie in the direction of all the proper news of my vicinity all the time. I would be more profoundly interested in the building of a new church or schoolhouse than in the fact that 'Miss Eliza Perkins visited Miss Jenkins this week.' The news of the construction of a new bridge or a good road in the country would transcend in importance the discussion of a tariff bill in Congress or the solving of the problem, 'Can a Prohibitionist be a Democrat?'"

"I would constantly din into the ears of my correspondents the fact that there was a continuous and increasing demand for news in the office and a corresponding lack of desire for their opinions on any subject under the sun. The editor alone should serve opinions to his readers, and even he should do this with many mental reservations. A short, pointed editorial on good roads, better schools and a strict observance and enforcement of the law is worth more to a country newspaper and its readers than a dozen editorial columns on national politics colored by the partisan bias of the writer.

"This is not to say that the country newspaper editor is not to have political opinions and on occasion fearlessly express them. To hold otherwise is to make the editor a nonentity, which no one knowing the splendid individuality of the Kentucky Press Association would dare to imagine. What is meant is that efforts for the material advancement of a newspaper's immediate constituency are of greater value than attempts to dictate the policy of any political party, whether referring to State or national affairs, but particularly to the latter.

"There is none among you so young as not to have seen our national government directed by a president representing each of the great parties, and, despite the dire prophecies of ruin which preceded the election of a Democrat or a Republican, each of us devoutly recognizes that 'God reigns and the government at Washington still lives,' as it will continue to live until time shall be no more, however much we shall from time to time find ourselves out of or in accord with the party in power.

"Recognizing this fact, if I were the editor of a country newspaper, as I profoundly wish I were, I would leave to our hired men at Washington the important duty of running the government, while it would be my endeavor to run the best country newspaper in the State. I am not sure that my task would not be the harder of the two.

"All that I have been trying to say may be stated in a paragraph, for it all means that I would publish a local newspaper—a newspaper for the people about me who read it, a newspaper that contained first the news of the county and the nearby adjacent counties, next that of the State, and then if there were any un-

filled space, it would be filled with the condensed news of the outside world. This is a general statement. Of course there are times when world-wide interest centers in some great event, and no newspaper man worthy of the name would overlook its importance or fail to give its details to his readers, no matter where the event occurred.

"If I were an editor it would be constantly in my thoughts as I wrought my daily task that it was not for myself that the words to be printed came from my pen. I would know that they were to go out into the world to be seen of men and women and that as I thought and wrote and published honestly and truthfully so would the import, the lesson, be to my readers.

"I once edited a paper at Frankfort which some of you may remember. There came into my office one day a minister, the pastor of one of the churches in that city, a good man who has long since gone to his reward in heaven. He said to me: 'I came here to tell you how your paper is appreciated by me. I read every issue and want to thank you for a cleanly paper. I have never seen in it a word or line which I could not read aloud to my wife and children.' That was very high praise, and it was appreciated as such.

"If I were an editor, please God, that is the kind of newspaper I would still publish."

NEW PUBLICATIONS.

A new weekly Republican paper will be launched at Middlebourne, W. Va. I. M. Underwood is the publisher.

C. E. McKee will start a new paper at Pittsville, Wis. It will be independent in politics.

A company has been organized to publish the Ridgeway (S. C.) Recorder. H. D. Rantin will be the editor.

The Osceola County Herald succeeds the Osceola County Democrat, published at Reed City, Mich. George S. Ganard is the managing editor.

The Hilbert Favorite is the name of a new weekly launched at Hilbert Junction, Wis.

Paul M. Ware will begin the publication of a weekly at Trezerant, Tenn.

A Simple Creed.

(By James Pooton, founder of the New York Press Club.)

Not bribe of "Heaven," nor fear of "Hell,"

Gives merit to your doing well.
Let Love for all be your life guide,
Have Duty conquer when you're tried;

And, if you practice well this "Creed,"
There's little else in life you'll need.

Near the Vanishing Point.

The Hutchinson Gazette is the only paper in Kansas west of the ninety-eighth meridian that gives space to New York theatrical gossip.—*Kansas Notes in Kansas City Star*.

Geographical note: The ninety-eighth meridian cuts Kansas pretty nearly in half. It slices through the western outskirts of Hutchinson, Reno County.—Ed.

J. T. Gleason, of the Harmsworth Publications, 150 Nassau street, New York, is asking for rates from newspapers in communities where there are a number of British residents.

PERSONAL

F. M. Johnson, editor of the Lowell (Mich.) Ledger, is enjoying a visit in the East.

D. H. Pitts, formerly editor and business manager of the Grandville (Mich.) News, is seriously ill with tuberculosis.

George Brumder, president of the Germania Publishing Company of Des Moines, Ia., has returned home from a four months' trip abroad.

James W. Foley of the Bismarck (N. D.) Tribune is rapidly recovering from a recent surgical operation.

E. V. Gorsuch, publisher of the Richmond (Mich.) Review, is hopelessly ill with necrosis of the jaw bones.

George N. Hall, editorial writer for the New York Commercial, is traveling in Oklahoma gathering materials for a series of articles on that State.

Alvin Durning, a member of the staff of the Louisville (Ky.) Times, is spending some time in the Southwest in hopes that his health may be benefited. While on an assignment a month ago, Durning suffered a hard fall, which resulted in the rupture of a pulmonary blood vessel.

H. H. Knickerbocker, business manager of the Middletown (N. Y.) Times-Press, left last Saturday for a two weeks' vacation at Cobalt, Ontario.

Circulation Manager Rich of the Watertown (N. Y.) Standard, has accepted the appointment as business manager of the Hudson (N. Y.) Republican.

Odran Knox, of Hand, Knox & Co., special agent, sailed last week for a trip abroad.

STAFF NEWS AND CHANGES.

Robert McMaster, night editor of Creston (Ia.) Morning American for more than ten years, has resigned and will leave for Colorado, where he will continue in the journalistic work.

Frank A. Zenders, managing editor of the Lansing (Mich.) Daily Tribune since the death of O. T. Allen, has resigned. He is succeeded by Weld T. Burdick, a well known member of the staff.

George West, political writer on the Des Moines (Ia.) Register, and Leader for the last six months, goes to Santa Barbara, Cal., to accept a position on an evening daily, the Santa Barbara Independent.

Tom J. Geraghty, editor of the Rushville (Ind.) Republican, has resigned to accept a place on the staff of the New York Herald.

Miss Lucy Price, for the past two years city editor of the Fremont (O.) Daily Messenger, has resigned. She will accept a position in Cleveland.

W. G. Sherwood of Virginia has been appointed editor of the Gilbert (Minn.) Booster, succeeding John Leary, who becomes associate editor of the Eveleth (Minn.) Star.

Claude Simpson, former assistant State editor of the Indianapolis News, succeeds Tom J. Geraghty as editor of the Rushville (Ind.) Republican.

Walter F. Cushing has been made managing editor of the Fargo (N. D.) News.

CLUBS AND ASSOCIATIONS.

Plans have been completed for entertaining the German Press Association of Wisconsin, which meets in Oshkosh August 27-29. The chamber of commerce has agreed to co-operate with the members of the local German press. A committee of the chamber of commerce will furnish automobiles to give the guests an automobile ride about the city Saturday, August 28. A banquet will be given Saturday evening at the Oshkosh Yacht Club. The guests will arrive Friday evening, August 27, and a smoker will be held that evening at the Sons of Herman Hall. Saturday morning will be devoted to business sessions, and the automobile ride will be given in the afternoon. Saturday evening a banquet will be held. Sunday morning the German newspaper men will go aboard gasoline boats for a trip to the Oshkosh Power Boat Club, located near the village of Buttes de Mortes.

The editors of the Upper Iowa and Eastern Iowa Editorial Association gathered at Mason City August 5 and 6 for a two days' outing. Only shop in the lighter vein was talked, and Clear Lake vied with Mason City in giving the editors a good time. Mason City tendered them a banquet.

The annual clambake of the New Jersey Editorial Association will be held at Pleasure Bay, August 30. A business meeting will be held prior to the bake, with President G. C. Gunn in the chair. The committee in charge of the bake, besides President Gunn, includes ex-President Charles L. Edwards, of Long Branch; Vice-President J. Lyle Kinmonth, of Asbury Park, and Treasurer W. B. Mason, of Bound Brook.

The Ohio Associated Dailies closed their summer meeting at Cedar Point last week, with the election of officers for the ensuing year. All of the old officials were re-elected, as follows: John T. Mack, Sandusky, president; G. W. C. Perry, Chillicothe, vice-president; L. H. Brush, East Liverpool, secretary; J. P. Chew, Xenia, treasurer; J. R. Alexander, Zanesville, Frank Harper, Mt. Vernon, and F. M. Ritzel, Warren, executive committee.

A Stride in Advance.

All of the 30- and 36-point heads in the New York World are now being set on their Linotypes direct from the keyboard of the machine. Other newspapers, the Mergenthaler Linotype Company states, are ordering this equipment and are being supplied as rapidly as the company can complete the necessary molds. The company recently put on their machines an equipment for the setting of 18- and 24-point advertising figures, by means of which all the prices in department store advertising could be composed in solid slugs. They now have in process of manufacture, it is said, a number of new combinations of advertising faces in the larger sizes, and it is not unreasonable to presume that before very long practically all of the advertising pages, as well as the news, in the leading papers will be composed wholly on Linotypes.

John G. Ham, advertising manager of the Centaur Company, Castoria, Murray street, New York, left for a trip of inspection in the West. While en route Mr. Ham will spend a week at his old home in Buchanan, Mich.

OBITUARY.

Hon. Stephen Y. Thornton, the veteran editor of Canton (Ill.) Fulton County Ledger, died at his home from heart and lung trouble. He was seventy-one years old.

Henry Feldmann, editor of the California Zeitung, published at Oakland, died at the German Hospital in San Francisco after a week's illness, due to bronchitis.

James J. Walsh, a member of the staff of the Pittston (Pa.) Gazette, died at the home of his mother in that city last week, after a long illness. He was twenty-six years old.

Mrs. Sadie E. Martin, a well-known newspaper writer of Stockton, Cal., died at her home in that city. She was at one time a member of the editorial staff of the Chicago Tribune.

Chicago Jewish Press Club.

A Jewish press club has been organized at the Chicago Hebrew Institute, 485 West Taylor street. It is made up of editors and writers for the local Yiddish papers. Dr. David Braustein, superintendent of the institute, is president, and James Loebner, city editor of the Jewish Daily Courier, is secretary.

R. R. Russell has purchased the Butler (S. D.) Herald, from C. E. Sykes. Mr. Russell has been identified with the Herald for the past two years.

\$10,000.00 CASH

in hand for first payment on controlling interest of Illinois, Ohio or Indiana Republican daily. Exceptionally attractive offerings outside these States will be considered. Proposition 506.

C. M. PALMER

Newspaper Broker
277 Broadway, N. Y.

Daily Illustrated News Service

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

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service
Address
Herald Square, New York City
Canadian Branch
Desbarats Building, Montreal

THE INTERNATIONAL SYNDICATE

Established 1899.
FIVE WEEKLY PAGES
Baltimore, Md.

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

THE LOVEJOY CO., Established 1853.

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

LET ME REPRESENT YOU

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS MANAGER.

Competent Business and Advertising Manager open for immediate engagement. Have built up several newspaper properties, can show results anywhere under fair conditions and if given an opportunity. Now well located, but good reason for seeking change. Can handle both advertising and circulation, understand the newspaper business thoroughly. Well known in foreign field with a strong record of production. If you want more business this fall and want a conscientious worker, address "Producer," care of THE EDITOR AND PUBLISHER.

A CAPABLE BUSINESS

woman and writer wishes position as editor of a department in daily, weekly or monthly publication; experienced in double entry book-keeping; can take entire charge of correspondence and office. References. Address Y., care of THE EDITOR AND PUBLISHER.

HELP WANTED

PRESSMAN WANTED.

ON LARGE MAGAZINE ROTARY.—A first-class man for a two-deck press equipped with color composites, cover feeding and wire stitching attachments. Must have good technical ability, and be able to get high-class results. Good position in modern plant for non-union man. Application must be accompanied by references giving experience, full detail of qualifications to take charge and stating salary expected. Address the Homestead Company, Des Moines, Iowa.

FOR SALE

A DEMOCRATIC DAILY

and weekly in one of the most prosperous cities of the Middle West. Next census will show 30,000 population. County seat, only two papers. County generally Democratic. A big opportunity for two newspapermen with at least \$25,000. Address B. A., care of THE EDITOR AND PUBLISHER.

ESTABLISHED REPUBLICAN

daily and weekly, largest circulation, a clean lead in both local and foreign advertising over only competitor in wealthy Ohio city of 20,000. Made good dividends last year. Fine new equipment, no indebtedness. Majority of stock or whole plant for sale. A fine salary and good interest on your investment assured. For additional information address R. H., care of THE EDITOR AND PUBLISHER.

MISCELLANEOUS.

LEAGUE BALL RESULTS FOR

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

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WISCONSIN

The Evening Wisconsin.

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

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—90% ahead of its nearest home competitor.
A masterpiece record—an unbeatable newspaper.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The George Batten Company, East Twenty-fourth street, New York, is placing orders for the advertising of the Peerless Motor Car Company, Cleveland, O.

The Courtney Shoe Company, St. Louis, is placing 5,000 lines in Southern and Pacific Coast papers, through the D'Arcy Agency, same city.

Lord & Thomas, Chicago, is placing 10,000-line contracts in Western papers for the advertising of the Sterling Remedy Company, Cascarets, Kramer, Ind.

The Chillicothe Normal School, Chillicothe, O., is placing fifteen lines, two times, in Western papers through the Gardner Agency, St. Louis.

The Dorland Agency, Atlantic City, is placing three lines, thirty times in Southern papers, for the Central Information Bureau, Atlantic City. This agency is also placing ten lines, fourteen times, for the advertising of Ostend Hotel, same city.

J. C. Ayer, Lowell, Mass., is placing new contracts for two inches, 312 times, in Western papers.

Albert, Frank & Co., Broad Exchange Building, New York, is placing fourteen lines, e. o. d. for three months, in Southern papers, for the advertising of the White Star Line, New York.

The Del Prado Hotel, Chicago, is placing 400 lines, two times, in Southern papers direct.

H. W. Kastor & Sons, St. Louis, is placing 10,000-line contracts in Western papers for the advertising of the Coast Products Company, San Francisco.

George Savage, advertising agent, Detroit, Mich., is placing 28 lines, eight times, in Southern papers to advertise Mount Clemens, Mich.

The A. R. Elliott Agency, 62 West Broadway, New York, is placing new contracts for four inches, twenty-four times, in Southern papers, for Borden's Condensed Milk Company, 108 Hudson street, New York.

The Morse International Agency, 19 West Thirty-fourth street, New York, is placing new contracts for 624 inches, to be used within one year, for the Beechman's Pills Advertising.

John F. Dobbs, 43 West Twenty-first street, New York, is placing two inches, seven times, in Western papers, direct.

The L. Roy Curtis Advertising Agency, Kansas City, is placing con-

tracts for 5,000 lines in Western papers for the advertising of the United States & Mexican Trust Company.

The Westminster College, Fulton, Mo., is placing one inch, twenty times, in Western papers, direct.

Lord & Thomas, Chicago, is placing 100 lines, five times, for the Chicago Musical College.

The Nelson Chesman Company, St. Louis, is placing 1,000 lines in weekly papers in the Southwest, for the Wrang Tang Liniment Company, same city. This agency is also placing 1,000 lines, in the Southwest for the advertising of the Stolz Electrophone Company.

Charles H. Fuller Company, 112 Dearborn street, Chicago, is placing 14,000 lines, to be used within sixteen months in Pacific Coast papers for F. J. Kellogg, Obesity Food, Battle Creek, Mich.

J. McCormack & Company, Paducah, Ky., is placing four inches, double column, 2 t. a. w. for two months.

W. R. Webster, Cairo, Ill., is placing eight inches twenty-four times, in Southern papers direct.

H. Weil's Sons, Paducah, Ky., is placing eleven inches, 2 t. a. w., t. f., in Southern papers, direct.

R. L. Peacher, Paducah, Ky., is placing eight inches, eight times, in Southern papers, direct.

Russell M. Seeds, Indianapolis, is placing fourteen lines, fifty-two times, for the Pinex Company, Pinex, Fort Wayne, Ind.

The George Batten Company, 11 East Twenty-fourth street, New York, is placing 7,500-line contracts in Southern papers for the National Lead Company, 111 Broadway, New York.

Benson & Easton, Chicago, are placing orders in Illinois papers for the Northern Trust Company, same city.

Nelson, Chesman & Co., Chattanooga office, is placing 2,000-line contracts in Southwestern papers for Dr. L. F. Boone, same city.

It is stated that after September 1 Albert Frank & Co., Broad Exchange Building, New York, will place the advertising of the Royal Mail Steam Packet Company, 22 State street, New York.

The Charles H. Fuller Company, Chicago, is placing seventy lines, six times, for Dr. W. S. Rice, Adams, N. Y.

P. F. O'Keefe, advertising agent, Boston, is placing new contracts for six inches, twenty-six times, in Southern papers, for the Winchester Repeating Arms Company, New Haven, Conn.

The United Drug Company, Rexall Remedies, Boston, is placing 400-inch contracts in Southern papers.

The Spafford Agency, Boston, is placing forty lines, two times, in Western papers, for H. A. Orem, same city.

ROLL OF HONOR

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

ALABAMA.	
ADVERTISER	Montgomery
ITEM	Mobile
ARKANSAS.	
SOUTHWEST AMERICAN	Fort Smith
CALIFORNIA.	
BULLETIN	San Francisco
CALL	San Francisco
EXAMINER	San Francisco
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
CHRONICLE	Augusta
LEDGER	Columbus
ILLINOIS.	
HERALD	Joliet
JOURNAL	Peoria
IOWA.	
CAPITAL	Des Moines
THE TIMES-JOURNAL	Des Moines
KANSAS.	
GLOBE	Topeka
CAPITAL	Topeka
GAZETTE	Hutchinson
EAGLE	Wichita
KENTUCKY.	
COURIER-JOURNAL	Louisville
TIMES	Louisville
LOUISIANA.	
ITEM	New Orleans
TIMES DEMOCRAT	New Orleans
STATES	New Orleans
MASSACHUSETTS.	
LYNN EVENING NEWS	Lynn
MISSOURI.	
DAILY AND SUNDAY GLOBE	Joplin
NEW JERSEY.	
PRESS	Asbury Park
JOURNAL	Elizabeth
TIMES	Elizabeth
COURIER-NEWS	Plainfield
NEW YORK.	
TIMES-UNION	Albany
BUFFALO EVENING NEWS	Buffalo
NEWBURGH DAILY NEWS	Newburgh
LESLIE'S WEEKLY (Cir. 115,000)	New York
RECORD	Troy
OKLAHOMA.	
OKLAHOMAN	Oklahoma City
PENNSYLVANIA.	
TIMES	Chester
HERALD	New Castle
BULLETIN	Philadelphia
GERMAN GAZETTE	Philadelphia
DISPATCH	Pittsburg
PRESS	Pittsburg
TIMES-LEADER	Wilkes-Barre

TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
CHRONICLE	Houston
RECORD	Fort Worth
SEMI-WEEKLY TRIBUNE	Worcester
WASHINGTON.	
TIMES	Seattle
WEST VIRGINIA.	
GAZETTE	Charleston
WISCONSIN.	
EVENING WISCONSIN	Milwaukee

ADVERTISING NOTES.

W. A. Woodward, chief of the copy department of the J. Walter Thompson Company, East Twenty-third street, New York, has returned from a vacation spent at Martha's Vineyard, New York.

A. E. Clayden, special agent, Brunswick Building, New York, has added the Columbus (S. C.) Daily Record to his list of papers. James A. Hoyt is the manager of this paper.

W. M. Callendar, Jr., of the foreign advertising department of the Hearst evening papers has returned home from a two weeks' vacation, spent at Oregon, L. I.

W. H. Lawrence, of the firm of Williams & Lawrence, special agents, New York, is on his vacation to Bellgrade Lake.

David J. Randall, manager of the Eastern office of the Scripps-McRae League, accompanied by his family, is spending his vacation at Chatham, Mass.

THE NORWALK HOUR

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

THE ASBURY PARK PRESS

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

Statement of FEBRUARY CIRCULATION

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

American Home Monthly

A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.
HENRY RIDDER, Publisher.
27 Spruce Street, New York.

**The
New Orleans
Item**

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

SMITH & BUDD
FOREIGN ADVERTISING REPRESENTIVES
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

ADVERTISING.

Its Power Not Readily Conceded by Banks and Railroads.

Advertising is so vitally essential to modern business scarcely a day passes without demonstrating in some unexpected manner the truth of this assertion, says the Wall Street Summary.

In the ordinary channels of trade the power of an advertisement is readily conceded, but in banking and transportation circles printers' ink is not so freely invoked.

Why this should be the case is difficult to explain, but for some reason or other a conservatism prevails among bankers and railroad officials against advertising to any great extent.

Progressive bankers and alert railroad men, however, there are who realize the great advantages that come from judicious advertising; but their number is not conspicuously large.

In the case of the railroad this is somewhat puzzling; for, perhaps, no modern agency of commerce or industry stands in greater need of publicity than our commerce carriers. From the attacks against them by demagogues and notoriety-seekers, one should imagine that they would promptly seize upon newspaper space for public enlightenment.

But they do not, as a rule, and much that appears in print and works to their disadvantage could be prevented if the carriers turned to the press to right their wrongs. The average newspaper will publish just as readily the railroad's side as it will its opponent's, and if the railroad be in the right the press, on the whole, will support it.

As a matter of policy, however, it might be serviceable for railroads to spend more money in advertising. There are scores of misconceptions in the popular mind about railroad franchises, operation and management, which could be removed if an advised attempt were made to do so, and this the railroads should do by buying newspaper space for that purpose. To correct mistaken popular opinion in this way is the railroad's special mission.

It is a matter of personal concern to the carrier to obtain patronage and good will for its service just as it is to the trader or merchant; and the channels employed by the latter are open to the railroad.

The sphere of the newspaper is to disseminate news and to mould correct public opinion. In doing so, however, it cannot be expected to single out particular enterprises, and, under cover of "news" or "editorial" treatment, to exploit them. To do so would be to advertise the enterprises so favored, for which a special department of journalism is reserved, and besides being a violation of a reader's rights, such a course would contravene the ethics of the newspaper profession.

The success achieved by banking institutions which advertise on a large scale is at once a fact and an omen. Organized primarily to make profits for their stockholders, there is no reason why public attention should not be more studiously cultivated.

The facilities for conducting business, the duration of the bank's business experience, the conservatism of the officers and directors, the surplus of the institution, the conveniences afforded patrons, the central location of the bank and its modern appointments, the excellence of the service and general satisfaction of its patrons, coupled with an invitation to prospective depositors to visit the institution, profitably might be made the subject of several advertisements.

O'REILLY ON THE WAY.

Texas Editor Making Good Progress on 2,000-Mile Trip.

E. S. O'Reilly, courier for the San Antonio Light and Gazette, is riding 2,200 miles on horseback to present an invitation from the people of Texas to the President to visit San Antonio in October.

Mr. O'Reilly left San Antonio at 4 o'clock on the afternoon of July 31, and expects to make an average of thirty-five miles a day throughout the entire trip. Upon his arrival at Cincinnati he will be tendered a reception by Charles P. Taft, brother of the President. The courier has with him a beautifully engrossed invitation to the President, signed by many thousands of Texas citizens, including the governor and the mayors of all the cities of southwest Texas.

Mr. O'Reilly is riding the famous cow horse Aransas, which was raised on the Taft ranch at Gregory, Tex. Aransas on the first day out distinguished himself by killing a huge dog which ran out and attacked him as horse and rider were passing close to New Braunfels, Tex. As soon as Aransas felt the dog at his heels he stopped short and drove both hind feet at the dog's head, killing him instantly. Although a small horse, he is tough and wiry, and it is believed that he will easily make the entire trip of 2,200 miles, as he will receive the best of care en route.

To ride to Washington and present an invitation to President Taft was an idea that impressed Mr. O'Reilly favorably as soon as it was conceived. That the task might prove too much for him or his steed troubled him little. If Mr. O'Reilly has to make forty miles a day for the entire trip he will make them.

There is one factor in the undertaking that would discourage the average man, but which to Mr. O'Reilly will only mean employing a little more grit. He has to reach Washington not later than the middle of September in order to catch Mr. Taft at the capital. Were it not that he is riding a cow pony of the best Texas stock, an animal of great stamina, endurance and tenacity, his chances of reaching Washington would be slim indeed. But Aransas, a mare bred on Mr. Taft's brother's ranch on the Gulf, will prove more than equal to the occasion. Hers is that steady, swinging stride which only generations of hard work in the chaparral rounding up cattle could have given her and her ancestors. Change of feed and water means little to the Texas pony, because selection and elimination on the home plains are strong factors and have weeded out all that is unfit.

The successful completion of the trip would put all previous long distance rides in the shade. Since the days of the pony express nothing like it has been attempted. Even the ride between Fort Leavenworth, Kan., and Santa Fe, N. M., less than one-half the distance Mr. O'Reilly purposes to cover, was considered a remarkable performance.

Southern Paper Will Be Revived.

The Camden (S. C.) People, which suspended publication several months ago, has been purchased by J. W. Hamel, publisher of the Kershaw (S. C.) Era, who will revive it. The name will be changed to the News.

H. A. Way has purchased the Dodge Center (Minn.) Record.

BUSINESS OFFICE NOTES

The management of the Birmingham (Ala.) News states that the paper gained 44 per cent. in advertising in July over the same month a year ago. The total amount of business for the month of July is stated as 454,202 agate lines, as against 315,994 lines in July, 1908.

In a sworn statement the publisher of the Topeka Capital states that the net daily average circulation of the Capital for the month of July was 33,024. The total number of papers sold for the month was 1,023,756.

The Duluth (Minn.) News-Tribune states that the circulation of that paper for the week ending Aug. 7 totaled 114,288.

The publishers of the Boston Traveler state that the sworn average circulation of that paper for the month of July was 100,312.

In a sworn statement the management of the St. Louis Post-Dispatch states that the daily average circulation of that paper for the first four months of 1909 was 167,541.

CALKINS SYNDICATE.

Referee Cuts Up Assets and Orders Sale of Stock.

The referee in the Calkins Newspaper Syndicate bankruptcy proceedings has ordered that 2,500 shares of the stock of The Sacramento Publishing Company be advertised for sale, bids to be received up to August 13 and return for confirmation of sale to the referee be made at 10 o'clock, August 14.

Also that sale of 175,000 shares of the common stock of the Sacramento Publishing Company and 115,000 shares of the preferred stock of the Sacramento Publishing Company be had at the same time, notice of sale to be given by posting at the Post Office Building and Board of Trade, San Francisco, and Post Office Building and Court House, Sacramento, also by publication in the San Francisco Chronicle, Los Angeles Times and Sacramento Union and Sacramento Bee.

Proceeds of the sale of 1,251 shares of the Sacramento Publishing Company and 150,121 shares of the common stock of the Sacramento Publishing Company to be paid to the Union Trust Company of San Francisco, to be applied on the payment or redemption of its claim, in event the orders of the referee establishing the liens are sustained.

If the orders are reversed, or either of them is reversed, the Trust Company is to repay to the trustee the amount of money received by it as the purchase price of said shares of stock, or either of them. This on account of two liens of the Trust Company having been established by order of the referee, one a legal one, the other equitable.

Proceeds of the sale of 100,000 shares of the preferred stock of the Sacramento Publishing Company are to be paid to the London-Paris National Bank in payment of its claim, but not exceeding its claim. Proceeds of the sale of 24,880 shares of the common stock and 15,000 shares of the pre-

ferred stock of the Sacramento Publishing Company and also 1,249 shares of the Sacramento Publishing Company to be retained by the trustee. Any surplus arising from the sale of the stock held by the London-Paris National Bank or by the Union Trust Company to be paid to the trustee.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 55 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 that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shniedenwend & Co., Chicago.

"A very popular publication."—Challenger Machinery Company, Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—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.

The American Printer

The American Printer occupies a special place in the printer's world. It is a living example of the splendid achievements of American industry in the realm of Printing, Bookmaking, Illustrating and Advertising. In its pages you are brought face to face with the machinery and methods, principles and processes that have given America its pre-eminence in the intelligent and effective handling of paper and ink. THE AMERICAN PRINTER occupies a special place in the printer's world. It is a living example of the splendid achievements of American industry in the realm of Printing, Bookmaking, Illustrating and Advertising. In its pages you are brought face to face with the machinery and methods, principles and processes that have given America its pre-eminence in the intelligent and effective handling of paper and ink. THE AMERICAN PRINTER occupies a special place in the printer's world. It is a living example of the splendid achievements of American industry in the realm of Printing, Bookmaking, Illustrating and Advertising. In its pages you are brought face to face with the machinery and methods, principles and processes that have given America its pre-eminence in the intelligent and effective handling of paper and ink.

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. 4200-6

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 Brothers, 277 Dearborn St., CHICAGO

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

THE HEARST NEWS SERVICE

FIRST IN PROMPTNESS
IN ACCURACY
IN READABILITY

All the News Without Fear or Favor

This accounts for the healthy growth of the Service, which has been so rapid that its own friends hardly realize
HOW EXTENSIVE IT IS

We are prepared to furnish this splendid service at a very moderate cost

HEARST NEWS SERVICE

200 WILLIAM ST.

NEW YORK

