

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 42

NEW YORK, APRIL 16, 1910

5 CENTS A COPY

"CADET."

ARMY AND NAVY OFFICERS TO RESCUE THE WORD FROM VILE USE.

Publisher of Army and Navy Journal Asks Newspaper Men to Avoid Use of Word with Criminal Meaning—French Word "Souteneur" Offered as Substitute for Criminal News Reports.

Colonel William Conant Church, publisher of the Army and Navy Journal and also an author and scholar of wide fame, has begun a campaign for the rescue of the word "cadet" from the utterly wrecked place it has latterly been given in newspaper vocabularies of current news terms and in the vernacular of the submerged. Colonel Church's editorials dealing with this matter are printed below in this article.

To a representative of THE EDITOR AND PUBLISHER, Colonel Church said:

NEWSPAPERS STARTED "CADET."

"We hope that the newspaper publishers of the country will forbid the use of the word "cadet" by their writers. It is not true that the word came into filthy use from the slums. We first saw it printed about eight years ago in a newspaper report of a raid by the officers of the law upon one of the vice dens in the lower east side section of the city. The newspapers are almost entirely responsible for its present wide use as a vile term.

KEEP "CADET" OUT OF DICTIONARIES.

"Dictionary makers are constantly revising. I was told that Funk & Wagnall dropped 50,000 obsolete words in their last revision, and introduced many new words which had become current. The newspapers have the greatest influence in making new words for dictionaries. In a few years, if this new use of 'cadet' is not stopped, it will go into the dictionaries and no one can say whether it will ever be dropped.

"As we have said, the French word 'souteneur' expresses what is intended by those who refer to a certain class of criminals as 'cadets.' The newspapers could make "souteneur" an English word."

The Army and Navy Journal of April 2 printed the following editorial:

"We would ask the editors of the newspapers of New York City and the great news associations to discourage the use of the word 'cadet' to designate a class of depraved young men whose object is to lure young girls to their destruction. In the accounts of the recent shocking murder of a girl in New York City by a youth we find a recurrence of this word, and our request that such misuse of the word cease should be followed up by the action of our naval and military societies. To make such a term, associated with the beginnings of careers memorable in the history of the country, synonymous with 'criminal' is to show little respect for the country's national institutions, none of which holds a higher place in the esteem of

(Continued on page 7.)



LAFAYETTE YOUNG, JR.

BUSINESS MANAGER OF THE DES MOINES (IA.) CAPITAL, WHOSE ENGAGEMENT IS ANNOUNCED TO MISS VIRGINIA MCARTHUR, DAUGHTER OF FORMER STATE SENATOR W. C. MCARTHUR.

THE MODERN NEWSPAPER.

Bowdoin Professor Expresses High Opinion of the Press.

Professor Wilmot B. Mitchell, of Bowdoin College, in a talk before the Fortnightly Club of Bath, Me., recently on "The Modern Newspaper," expressed the opinion that at no time in the history of the English language has the average quality of written English been as high as in the American daily newspapers of the present time.

The chief fault Professor Mitchell found with the modern newspaper was the tendency of counting room considerations to dominate editorial policy, but he felt convinced that the development of the finer instincts of mankind which is constantly going on at present furnished a check and would ultimately conquer the commercial influence.

Becomes Sole Owner.

C. L. Dotson has purchased the half interest of W. C. Cook in the Sioux Falls (S. D.) Press and the South Dakota Farmer.

PATTERSON SUED.

Plagiarism Charged in Action Against Author of "The Fourth Estate."

Eugene Quirk, a member of the Chicago Examiner staff, has filed a \$50,000 damage suit against Joseph Medill Patterson, charging plagiarism in connection with the authorship of "The Fourth Estate."

Mr. Quirk alleges that Mr. Patterson used certain materials in his newspaper play that he himself had incorporated in a novel called "Drifting" and written five years earlier. The theme of "Drifting" is idealism versus commercialism in the conduct of a metropolitan daily, and the hero of the novel, like the hero in "The Fourth Estate," was a newspaper man who refused to be intimidated by advertisers or to be bribed.

South Dakota Daily Launched.

The Rapid City (S. D.) Gate City Guide, began the publication of an afternoon daily last week. John Z. Reed is the editor and manager.

PULP WOOD.

EXPORTATION OF STOCK CUT ON CROWN LANDS TO BE PROHIBITED.

Announcement Made in Legislature by Premier Gouin Causes Serious Situation in Paper Trade—Many Paper Mills May Be Embarrassed. Act May Go Into Effect Immediately.

According to an announcement made in the Legislature last Tuesday by Premier Gouin, the Province of Quebec will probably prohibit the exportation to the United States of pulp wood cut on Crown lands of the province. The situation was discussed at great length by the Premier, who stated that earlier discussion had been avoided because of the tariff war prospects in the first part of the session. He said in part:

"Mr. Tellier has criticised me for speaking on the question of the exportation of pulp wood at a banquet in Montreal shortly after the close of the last session. I did this because I wanted to let the public know of our stand before submitting the matter to the House, in order that the views of all interested parties might be heard before the matter was finally settled.

"We have not spoken on this question during the earlier part of the session because when the session opened a tariff war was threatened between Canada and the United States. We were not directly interested in the negotiations then in progress, but, being a part of the Dominion, we were indirectly interested, and it was impossible for us to announce our policy before the negotiations of the Federal government were completed.

"We have the right to prohibit the exportation of pulp wood by order in council. Within a few days an order will therefore be passed.

"The increase in timber dues and ground rents of limits cannot be inaugurated until Sept. 1, but the Premier stated that the prohibition of exportation would be passed in a few days and would go into effect immediately."

Commenting on the situation in Quebec, John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, said:

"The announcement by the Quebec Premier causes a serious situation in the paper trade, and tends to embarrass many paper mills which have supplies of pulp wood cut but not yet delivered to the United States. The understanding was that the act of prohibition by the Quebec authorities would not take effect until Sept. 1, 1910, but it is evident that some developments on the American side have provoked the provincial authorities to immediate prohibition. It was understood that some negotiations between Canada and the United States would take place as soon as the Dominion Parliament adjourned, probably in May, when Mr. Fielding would be free to take up the matter with the American authorities."

GETTING A START.

Straight from Shoulder Talk to Advertising Students by William C. Freeman, of New York Evening Mail—Profession Demands Young Men with Red Blood in Their Veins.

The advertising class of the Twenty-third Street Branch of the New York Y. M. C. A., which is conducted under the direction of Frank L. Blanchard, held its annual dinner last Wednesday evening.

The speakers included W. C. Freeman, advertising manager of the New York Evening Mail, and George F. Baught, advertising manager of the Prudential Insurance Company.

Mr. Freeman's topic was "Getting Started in Advertising." He said, among other things:

Before any young man thinks of taking up the advertising business, he wants to analyze himself very thoroughly, and I would advise that he ask himself some questions like the following:

Do I like to play baseball or see a baseball game?

Do I like to go fishing, and have I got the patience to fish until I catch some fish?

Do I like to play football, or see a football game?

Do I get enthusiastic about all outdoor sports?

Do I get up in the morning with a smile or do I get up with a frown?

Am I courteous to my mother and father and kind to my sisters and brothers?

Am I able to see the sunshine even though the sun is obscured by clouds?

Am I really an optimist?

If you can answer these questions satisfactorily to yourself, then you are human, and that is the first qualification for getting into the advertising business. Remember that you have got to be a real, genuine human being.

Any young man who is really and genuinely human is generally extremely enthusiastic, and is, nine times out of ten, very straightforward, very honest, and the sort of a chap that would not misrepresent anything for any amount of money.

If a young man possesses the qualifications of broad-minded human feeling for the whole world, then he is ready to approach the advertising business with some reasonable expectancy of succeeding. If he doesn't possess this qualification, then he might as well be a hewer of wood and a carrier of water—he would make more money by following a job like that.

THE BEST TRAINING.

The best training that a young man can get, when he decides to go into the advertising business, is to get a job on some newspaper whose classified advertising manager is also a human being, who is familiar with the needs of the great mass of the people, who will give a young man a chance to get out and tip his hat to servant girls and get

an advertisement from them for his paper, or a chance to solicit small ads for the For Sale columns or Business Opportunity columns or the Real Estate columns.

If he can take a job like that and keep up his enthusiasm and say it is great; if he can tramp the streets ten hours a day and be satisfied to get interviews with small people, even if the interviews don't result in getting business; if he can get the people to talk to him frankly about the little things that they must advertise in the newspapers—he will get a greater idea of the value of human nature in advertising than he can by any other form of solicitation.

You know we sometimes form the impression that in going into the advertising business all we have got to do is to look pleasant, dress well, approach a man and say, "I represent the Bungtown Blatter, a newspaper that has 335 circulation, which is the best newspaper in the community, and I am surprised that, when you started to advertise, Mr. Jones, you did not give your first copy to the Bungtown Blatter instead of to the Bungtown Screamer. The Screamer has only 314 circulation against our 335, and our publication is infinitely better than the other." Then he coaxes and begs Mr. Jones to give him copy—and Mr. Jones, if he is wise, won't give it—after such a solicitation.

If this is his idea of soliciting an advertisement, I earnestly recommend that he go and see some section foreman who is in charge of the streets of the town in which he lives, and get a job to dig in the trenches. That is about what he is fitted for.

IMPORTANT QUALIFICATIONS.

The qualities that are most important in qualifying for the advertising business are: thoroughness—constantly studying the subject—appreciating what it means to be absolutely reliable—to be constantly digging and creating.

The solicitor who calls on a man about advertising, who goes in to see him with some definite object, who is able to give him a suggestion, is the solicitor who will make good. The suggestion may not be worth a rap, but it shows the possible advertiser that you have given some consideration to him and his business—that you are not merely a copy chaser going to him and saying:

"Please, Mr. Smith, let me have some copy for my newspaper."

There are many solicitors of that type in the newspaper business. There are fewer of them in the magazine field than in the newspaper field, but that is because magazine publishers appreciate to a greater degree the value of having very able men represent them in the general field—they have got to be creators to hold down their jobs on the magazines.

Newspapers, on the other hand, have an idea that they are so strong that all they need to do is to send young men out to say to merchants: "You know my paper is great. You must advertise in it if you want to do business."

Merchants do not like that method of solicitation.

Don Seitz, of the World, said recently that the columns of advertising printed in New York newspapers represented about thirty business houses only—that these thirty houses did over 70 per cent. of all of the advertising done in New York—exclusive, of course, of classified advertising. Mr. Seitz is right.

As a matter of fact, there are less than 400 advertisers in New York city, with a population of four and one-half millions, and there should be at least 4,000.

SEASON ADVERTISERS.

Now, of these four hundred advertisers, two-thirds of them are what we call "season" advertisers—such people announce, once in the spring and once in the fall, that "Mme. Blank offers today an exhibition of Parisian hats." That is about the extent of the advertising done by the season advertiser.

There is room in the advertising field in New York city—not for copy chasers

—not for indifferent solicitors—but for men who have brains, who can go out and take a man who has never advertised and develop him into an advertiser by showing him where advertising will benefit him.

The most expensive men in any business are those who receive small salaries. The men who are worth while in any business are those who command big salaries. Why? Is it not because they do things? Is it not because they are creators? Is it not because they plan out big things that are really of benefit, not only to the client, but to the business house which they represent?

I have been in the advertising business now nearly 25 years. I think, however, I was interested in advertising from the time I was a baby. My thoughts from the time I was able to talk have run in that channel. I liked to fish, to hunt, to play baseball and I have always been boosting, booming things—individuals and businesses. You have got to have that spirit in you if you are to make a successful advertising man.

As long as I have been in the business, and with all the experience I have had with its many angles, I am today less confident of my ability to get business than I was the first year I started; and that is as it should be, because as soon as a man reaches the point where he thinks his views about advertising must prevail as against the views of any other man, then he is no good as an advertising man. The man who refuses to learn never gets anywhere.

REQUIRES MUCH ENERGY.

There is no business in the world that takes so much of the energy of both the brain and the body as the advertising business. If you are not equipped with a good constitution and rugged physique you cannot stand it to walk ten to twelve miles a day—you won't be able to stand it to get up at six o'clock in the morning and work until seven o'clock at night, and then, after your dinner at night, as men often do, sit down in your home and draw out on paper something that looks like a good ad for Mr. Smith on 125th street or Mr. Jones, who is down at the Battery, or Mr. Higgins on the West Side, or Mr. Hughes, who is on the East Side. If you are not interested sufficiently in your business to scribble on a pad in your home something that would make a good ad for Smith or Jones or Higgins or Hughes, then don't go into the advertising business.

In this advertising business, for the reason that it draws upon the energy of the brain and the body, a man must be mighty careful as to his habits.

I never knew a good advertising solicitor in my life who could stay out late at night for many nights in succession. Of course, a man doesn't have to give up all the pleasures of life to be an advertising solicitor, but he has got to give up about 90 per cent. of the pleasures that young men seem to think are essential to their happiness.

LITTLE TIME FOR PLAY.

The clerk who works in the dry goods store and arrives at eight and quits at six o'clock, who works by the hours of the clock, hasn't a single ambition in life except to get through the day as well as he can. Of course, there are exceptions, because some clerks, by attending to business, sometime or other become proprietors of big businesses, but, you know, that in congested centers of population, like New York or Philadelphia or Boston, or any other big city, the average young man thinks a lot more of having a good time than he does about attending to business. He just gets some sort of a job that will provide him with enough money to pay for his pleasures, clothing and board, if he has an indulgent father and mother, but, if he gets into the advertising business, he has to cut all of that out.

I do not mean that the men in the advertising business are any more moral or better than other men, but the nature of the work is such that they have

to give all of their time to it, if they expect to succeed.

It is a great business—greater now than it ever was. There are greater possibilities for young men who have brains and energy and character in the advertising business than in almost any business, but it is a hard business.

However, there is nothing in this world worth while accomplishing that does not exact of men every ounce of ability and every ounce of energy.

QUESTION OF REMUNERATION.

The business is remunerative, too, for the right sort of men who have ideas. I suppose you know that in New York city, where the earning ability of people is greater than it is in any other section of the United States, the average income of 90 per cent. of the people is less than \$2,000 a year. There are only 10 per cent. that make more than that. That is a big percentage, too.

When you look around New York at the beautiful homes that cost so much money to maintain, see the thousands of automobiles that travel up and down the streets, you will form the impression that everybody in New York has money.

The men in the advertising business are in the 10 per cent. class. Those who earn less than \$2,000 a year are just beginning to make an impression in the business, and as soon as they demonstrate their ability, they will get all they are entitled to—which is considerably more than \$2,000 a year.

But it means work day and night; it means hard study; it means good health; it means honest practice; it means winning the confidence of the men who give you business.

LAFE YOUNG, JR., TO WED.

Engagement to Miss Virginia McArthur Announced.

Announcement has been made of the engagement of Lafayette Young, Jr., business manager of the Des Moines (Ia.) Capital, to Miss Virginia McArthur, of Des Moines.

Mr. Young is one of the best-known newspaper men in the country and his legion of friends extend to him their heartiest congratulations.

Miss McArthur, who is prominent in Des Moines social circles, is the daughter of former State Senator W. C. McArthur.

Magazine for Deaf Changes Name.

The Association Review of the Teaching of Speech to the Deaf has been changed to the Volta Review, and will appear monthly instead of bi-monthly. Heretofore it has been a highly technical scientific organ; but will now touch on the whole field of popular science, though maintaining its departments on the teaching of the deaf, etc. F. K. Noyes, late of the New York Sun, is the editor of the Review, and Sinclair Lewis, formerly of Transatlantic Tales and the Associated Press San Francisco office, managing editor.

IN
Philadelphia
it's
The Bulletin
"Covers the Philadelphia field at one cost."
FEBRUARY CIRCULATION:
287,963 COPIES A DAY
A copy for nearly every Philadelphia home.
"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

Quality
Of the 663,022 lines of advertising carried by
THE NEW YORK TIMES
in March, only 770 lines were medical announcements. These announcements were meritorious and trustworthy because The Times excludes the other kind. Two other New York newspapers carried 64,661 lines of medical advertisements.
THE NEW YORK TIMES
"All the News That's Fit to Print"

CORRESPONDENTS' DINNER.

Governor Hughes Displeased at Printed Summary of Address.

Governor Hughes, United States Senator Depew and scores of men prominent in public life attended the dinner of the Legislative Correspondents' Association at Albany last week.

The occasion was the annual roast of the correspondents, and no one was overlooked in the process of grilling. There was something doing every minute. The bribery trial and the insurance investigation now under way presented opportunities too good to be overlooked.

The chief speaker of the evening was Governor Hughes, whose address was so remarkable in character that what purported to be a summary of it afterwards found its way into the daily press. As a result the Governor became displeased and on last Wednesday issued the following statement repudiating the speech:

"Governor Hughes' attention was called to-day to newspaper publications purporting to give verbatim extracts of his speech before the Legislative Correspondents' Association last Thursday night. The versions published have been incomplete, inaccurate and unauthorized. For instance, this morning he finds the following words attributed to him: 'From Samuel J. Tilden to Frank W. Higgins the government has been disreputable and indecent.' Governor Hughes did not use this language.

"The Governor would have had no objection to the publication of the speech as he made it if an accurate report of the whole speech were available, so that it could be received and understood by the public exactly as it was received and understood by those who heard it. But relying upon the conditions Governor Hughes omitted the usual precaution of having his speech taken by stenographers, and a complete and accurate reproduction is now impossible. The Governor therefore regrets that attempts should be made to quote from his speech as though it had been so taken and disclaims the alleged verbatim extracts which have appeared."

North Carolina Consolidation.

John B. Sherril, editor of the Concord (N. C.) Times and secretary and treasurer of the North Carolina Press Association, has purchased the Concord Daily Tribune and the Semi-Weekly. Mr. Sherril will continue the Tribune and will consolidate the Semi-Weekly with the Times. The Tribune was established nine years ago by James F. Hurley, who continued the paper until three years ago, when it was taken over by a stock company.

IF YOU MAINTAIN



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

BINGHAM BROTHERS CO.
 ROLLER MAKERS (Established 1849)
 406 Pearl St., 413 Commerce St.,
 N. Y. Philadelphia
 Allied with
BINGHAM & RUNGE, CLEVELAND

Largest Evening Paper in New York

The Evening Telegram announces that a greater amount of advertising appears in its columns than in those of any of its evening contemporaries in the New York City field.

Advertisers and agencies can secure the figures on application. Also the reasons for the Telegram's large and growing patronage.

A NEWSPAPER EXHIBIT.

Booth of Portland (Me.) Press Attracted Attention at Fair.

The Portland (Me.) Press exhibit at the Portland Food Fair Exposition attracted a great deal of attention from the throngs of people visiting the exposition.

The establishment was brightly illuminated by a large electric sign and by numerous lamps, showing off the various features to good advantage. The center of public interest was the Associated Press wire, connected direct with Boston, over which the day operator received the news from the Press. This practical demonstration of the way telegraphic news reaches the office of a newspaper attracted much attention.

A demonstration was also made of the different processes through which a half-tone plate goes while it is being prepared for producing a newspaper illustration. A page from the paper, locked in a chase, was shown, and standing near was a casting of a page of the Press with an illustration inserted.

The Press exhibit was in charge of C. D. Lyw, of the circulation department, who obligingly explained the various processes of making a newspaper as represented by the different features.

Mayor Reyburn Dinner Postponed.

William J. Morgan, automobile editor of the New York Globe, had planned a dinner at the Press Club to Mayor Reyburn of Philadelphia and automobile writers of Philadelphia for Wednesday evening, April 13. The dinner was postponed because of the illness of Mayor Reyburn, who was unable to visit New York on that date.

PRESS COMMENDED.

Reform Is Possible Only Through Newspapers Declares Father Burke.

In an address on "Publicity as an Agent in Social Reform," at the Cathedral College, New York, last week, Rev. John J. Burke, editor of the Catholic World, declared that the present insurance investigation was a direct result of publicity, and that the newspaper reports of the investigation would make it a success.

Discussing corporate abuses, he said that the people would never know how to correct these abuses unless the facts were made known to them by the newspapers and the magazines.

"The publicity given to the hook-worm disease in the South has resulted in the medical campaign against it. This will mean the emancipation of thousands from its bondage. The educational crusade against tuberculosis is being made effective by publicity. Thousands of lives are thus saved by the dissemination of knowledge that prevents the spread and retards the progress of the great white plague," said Father Burke.

In conclusion, he declared that "the public press is the custodian of American liberty, and despite some attending evils, it is, on the whole, a power for good in the land."

Editor Kills Physician.

C. B. Hay, editor of the Morehouse (Mo.) Hustler, shot and instantly killed Dr. L. W. Hart, a well-known physician and Mayor of Morehouse, last Tuesday. The shooting was the outcome of a quarrel.

SPHINX CLUB.

Philadelphia Ad. Men's Guests at Last Dinner of Season.

The last meeting for the season of the Sphinx Club of New York was held at the Waldorf-Astoria last Tuesday evening. It was termed Philadelphia night, and more than forty members of the Philadelphia Poor Richard Club were guests at the banquet held in the Astor gallery.

Joseph H. Appel, of the John Wanamaker Store, Philadelphia, and Thomas A. Daly, editor of the Catholic Standard and Times, were the principal speakers.

Each of the speakers lauded Philadelphia, and Mr. Appel showed by a recital of facts that the Quaker City has been first in a great many projects. He said in part:

"The first brick house built in America was built in Philadelphia, also the first pleasure grounds, paper mill, botanical gardens, the first American type foundry, American volunteer fire company, the first hospital in America, the first lightning rod in America, the first fire insurance company, the first expedition for Arctic exploration, the first American theater, the first American piano was made there, the first bank in America was founded there, the first daily newspaper in the United States was printed there, the first steam propelled vessel was built there, the first federal capital was established there, the first law school, the first university, the first carpet factory, the first United States mint, the first water works, the first United States navy yard, the first penny newspaper, the first public school, the first world's fair in America; the first and only bourse in the United States was also established in Philadelphia."

Mr. Daly said among other things that Benjamin Franklin appreciated its virtues when he departed from Boston, passed through New York and made his home in the Quaker City.

Philip A. Conne, of Saks & Co., the retiring president of the club, presided. The officers elected for the year were: William R. Hotchkiss, president; George P. Van Cleve, vice-president; R. F. R. Huntsman, treasurer; William Lornenser, secretary, and James O'Flaherty, Samuel Brill, Philip A. Conne, Preston P. Lyman, George Ethridge, Gay Bradt and William C. Freeman, executive committee.

A traveling bag was presented to W. W. Helleck, retiring treasurer.

May Become Morning Daily.

H. A. Cook, for the past eight years head of the Post Publishing Company, of Fort Dodge, Ia., has disposed of his newspaper holdings and will move to the State of Washington. It is reported that the Post, now a weekly publication, will be taken over by a stock company and become a morning daily.

Theodore Freer has purchased the Kilbourn (Wis.) Minor-Gazette.

1909
BIG YEAR OF THE
Big German Daily
PHILADELPHIA
German Daily Gazette
 gained over 700,000 lines of local advertising, 200,000 lines of general advertising, 350,000 Germans in Philadelphia can be covered thoroughly by using the
MORNING GAZETTE } WRITE FOR RATES
EVENING DEMOKRAT }
SUNDAY GAZETTE }

SIX POINT LEAGUE.

Luncheon to General Advertising Agents Big Success.

The luncheon given at Cafe Martin, Fifth avenue and Twenty-sixth street, last Tuesday by the Six Point League to the general advertising agents was one of the most successful ever held by the League.

There were more than eighty general advertising agents present, representing over half of the general advertising placed in the United States and Canada.

Herman Ridder, president of the American Newspaper Publishers' Association, who was to have been the chief speaker, was called out of town, and Herbert Gunnison, business manager of the Brooklyn Eagle, took Mr. Ridder's place. F. St. John Richards, of the St. Louis Globe-Democrat, president of the Six Point League, presided.

Mr. Gunnison in his talk complimented the Six Point League on the good work that they are doing. He also told the general agents how the American Newspaper Publishers' Association was working in the interests of the legitimate advertising agents by turning down applications for recognition from the mushroom agents that were springing up from time to time. He also advised the general agents to organize an association.

J. Cyde Oswald, of the American Printer, also made a short talk.

It is said that there were more general advertising agents present at the luncheon than have been gathered together at one meeting in years.

The League is doing a great educational work through a series of ads that they are now running in the different newspapers throughout the country.

Among the general agents at the meeting were:

Frank Seaman, H. Henry Douglas, Henry S. Howland, George Hilderbrecht, Fred G. Russell, Collin Armstrong, L. J. Finch, G. Howard Harmon, Benjamin R. Western, William P. Scott, Jr.; Frank J. Fellows, O. H. Blackman, E. N. Erickson, C. William Wurster, Max Gramsche, Bert M. Moses, T. F. Sykes, Charles L. Young, Frederick H. Siegfried, George B. Van Cleve, Converse D. Marsh, H. A. Biggs, Frank Presbrey, James A. S. Carpenter, H. H. Charles, George W. Best, C. E. Philips.

J. W. Morgan, H. Sumner Sternberg, Russell A. Field, W. M. Pearsall, W. R. Hine, W. P. Colton, Samuel Knopf, Ernest Elmo Calkins, Charles D. Levin, P. B. Bromfield, Albert V. Hibson, A. R. Elliott, W. F. Hamblin, H. H. Levey, E. E. Vreeland, Ingalls Kimball, J. W. Morton, Jr.; Fredrick W. Dauchy, Edwin H. Haven, G. E. Harris, M. P. Gould, Louis V. Urmy, R. Guenther, J. M. Eppstein, A. W. Erickson, W. W. Douglass, George Batten.

G. E. Barton, W. H. Blaker, Irving M. Dewey, Alfred Meyer, M. Plattner, G. O. Draper, Frank J. Coupe, C. S. Reuter, James Rascovar, Joseph E.

Baer, Channing Rudd, F. B. Washburn, Herbert S. Blake, H. W. Fairfax, Frank Finney, Philip Ritter, K. E. Bunnell, R. A. Craig, C. Ironmonger, H. E. Lesan, Ralph Holden, H. W. Doremus, J. A. Richards, Oliver A. Marsh, J. J. W. Earnshaw.

Among the special agents and others attending the luncheon were:

J. Frank Hackstaff, Publishers' Commercial Union; L. B. Palmer, manager of the American Newspaper Publishers' Association; J. George Freedrick, Printer's Ink; George P. Leffler, THE EDITOR AND PUBLISHER; A. F. Smith, Charles H. Eddy, T. F. Flynn, Fred P. Motz, Robert Tomes, R. R. Mulligan, H. D. Lacoste, Louis Klebahn, Samuel G. Lindenstein, H. F. Lewis, Sam Du Bois, J. Frank Duffy, W. L. Houghton, Frank T. Carroll, J. C. Feeley, John T. Fitzgerald, Harry M. Krugler, C. L. Searey, William E. Heim.

Alfred B. Lukens, Irving J. Benjamin, William D. Nugent, Wallace G. Brooke, James F. Antisdal, A. M. Knox, G. R. Katz, F. M. Krugler, John Budd, S. C. Williams, James Tedford, C. J. Brooks, H. A. Keeler, Louis Gilman, E. A. Berdan, H. D. Reynolds, A. S. Holbrook, C. E. Newell, C. I. Putnam, Charles Seested.

R. J. Shannon, R. H. McKinney, F. St. John Richards, I. A. Klein, H. E. Crall, W. J. Morton, Frank R. Northrup, W. H. Lawrence, F. A. Kimball, George B. David, Dan A. Carroll, H. J. Halstead, M. N. Long, W. A. Tice, R. J. Kenworthy, T. E. Crossman, Charles T. Logan, Neil Regan, Nathan R. Maas, Stacey Bender.

William Simpson, of the Philadelphia Evening Bulletin; Hugh A. O'Donnell, of the Philadelphia Press, and L. M. Burr, of the New York Evening Post.

FRAZZLE BASEBALL IDIOMS.

New York Humorist Suggests New Stuff for Sporting Writers.

Franklin P. Adams of the New York Evening Mail writes his annual spring advice to local sporting reporters and editors in three stanzas, thus:

TO THE PRESS BOX.

Aulicks, Fullertons and Drydens,
Bulgers, Mercers and Van Loans,
There are phrases fit for Leydens—
Candidates for Davy Jones.

Baseball Scribes' Association,
If you must circumlocute,
Cut "He got free transportation";
Can "He took the easy route."

Yesteryear—and ye will pardon
Us for going so far back—
You omitted "dexter garden,"
You foreswore "initial sack";
Could ye, in your maceration
Of the English, substitute
Something for "free transportation"
Or "He took the easy route"?

Say he "did an E. P. Weston,"
Say he "pilgrimed," "ambled," "strolled"—
Ah, but let this small request on
All your season-books be scrolled:
Grant us this elimination,
Drop these phrases down the chute—
These: "He got free transportation"
And "He took the easy route."

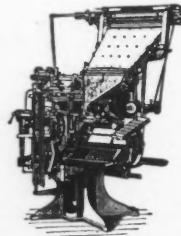
New Weekly for Boston.

A new weekly newspaper will be launched in Boston on April 30. It will be called the Boston Comment and will be edited by E. H. Clement, for many years editor of the Boston Transcript. Special attention will be paid to political, industrial, educational and civic news of New England.

Robertus Lore Promoted.

Robertus Lore, for some time syndicate editor for the American Press Association, has been promoted to the assistant managing editorship.

127 Quick Change Linotypes 35 Junior Linotypes WERE ORDERED IN MARCH



Quick Change Model 5
\$3,150

"The
Linotype Way
Is the
Only Way"



Two Letter Junior
\$1,500

MAKE YOUR OWN DISPLAY TYPE

THE NUERNBERGER-RETTIG WAY

Makes the Best Type

Makes the Most Type

Makes the Cheapest Type

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

GREATER THAN PULPIT.

Power of Press Exceeds That of Any Other Educational Institution.

The power of the press exceeds that of every other educational institution, the pulpit, schools and like agencies not excepted, declared the Rev. W. A. Atchley, D.D., pastor of the Broadway Baptist Church of Knoxville, Tenn., in a talk on "A Model Journalist," last Sunday evening.

Dr. Atchley decried yellow journalism and demanded a cleaner press and pleaded that journalists be men of character and morals, in order that they could better fill what he said were holy stations. The same plane of morality was demanded of the press as that on which the pulpit stood.

"The press," said Dr. Atchley, "is responsible for the trend of public thought: for the election, in many instances of evil men to public office and for good men to public trusts."

FRIARS' FROLIC.

Auction Sale of Seats Nets More Than \$3,000.

The auction sale of seats for the Friars' Frolic, which will be held at the New York Theatre on next Sunday evening, netted more than \$3,000. The sale was held at the monastery, on West Forty-fifth street, last Saturday night.

A minstrel first part by the Friars themselves will open the entertainment. Among those who will take part as end men are Raymond Hitchcock, Lew Dockstader, Ren Shields and Robert Dailey. The interlocutors will be Bert Feibleman and Sam H. Harris. A number of noted theatrical stars will also take part in the Frolic.

ROCHESTER TIMES

Occupies New Four-Story Fireproof Home.

The Rochester (N. Y.) Times now occupies its new home at 53-55 State street, the move being accomplished between last Saturday evening and Monday morning.

The new structure is four stories high of brick and decorated throughout in white. The first floor is occupied by the business office, with the stereotypers in the rear. The presses are located in the basement. On the second floor there is the local news room, the composing room and the ad. alleys. The editorial department is located on the third floor and the fourth floor will be used for the storage of files and supplies.

Output Doubled.

Barnhart Bros. & Spindler, type founders, of Chicago, state that they cast during the year of 1909 almost to a pound twice the amount of type that they cast during the preceding twelve months, and nearly three times what they cast during the calendar year 1907. They state further that the orders seem to be coming from every part of the country alike. That while there have been fewer large orders there has been a vast increase in the number of small orders. Less offices are starting up, but the old ones are equipping themselves better and further in advance of their actual needs than usual.

Editor Killed by Religious Fanatic.

Frank Skala, editor of the Christian Journal, a Bohemian religious publication of Pittsburg, was shot and instantly killed last Sunday by a Russian religious fanatic.

Get Next to the Adams Features

Adams Small Features create and hold circulation. Ask for samples and quotations on "Uncle Walt," "Chit-Chat," "The Tickle-mouse," "Zimmie," "Snake Culture," "Fairy Nod Chats," "The Incident Feature," "Greater America," "Keough's Sporting Chat," "Abe Martin" and also the most complete "Want-Ad" Services. Everything sold on the Adams well-known "Make-Good" plan. Write us to-day.

THE ADAMS NEWSPAPER SERVICE
941 Commercial Nat. Bank Bldg., CHICAGO

Publishers who attend 1910 Banquet of the A. N. P. A., at the Waldorf-Astoria are invited to investigate our guaranteed News Ink while in New York City.

AMERICAN INK CO. - 12 Duane Street

AMERICAN TYPE FOUNDRY.

Plant at Jersey City Said to Be Largest in Existence.

The plant of the American Type Founders Company in Jersey City is the largest of its kind in the world, and its annual output runs into millions of pounds. Few publishers have any idea of its wonderful resources and extensive facilities, and a visit to the plant is not only a revelation, but an education.

Aside from the foundry proper, two of the most novel and interesting departments are the letter designing department and the chemical laboratory.

The former is really the mainspring of the establishment, where new ideas are studied out and perfected by a staff of trained letter designers whose work is passed upon by the heads of the company and finally by Robert Nelson, the president.

The chemical laboratory, which is presided over by an expert chemist, is devoted entirely to the analyzation of all metal purchased and the proper testing of all amalgamations of these metals.

The central plant of the company is occupied by scores of Barth automatic casting machines, said to be the most rapid machine of its kind ever invented.

In the matrix department, which is the chief pride of the company, Benton matrix and punch cutting machines cut all necessary sizes for completed designs in solid German silver matrixes. The Benton matrix cutting machine is one of the greatest assets of the company and is a wonderful piece of mechanism. It in itself is worth a visit to the plant at Jersey City, where visiting publishers and printers are always made welcome.

In accordance with a long-established policy, the company from time to time sends out literature of a helpful nature to printers containing much practical information. Two of the most recent booklets of the kind are "Collection of American Beauties" and a "Style Book for Correct Society Printing." The former is beautifully illustrated with half-tones, with a cover page in color. The books show a number of type faces especially adapted for wedding invitations. The style book contains practical information about the correct forms, sizes and stock used for all kinds of society printing.

Will Exhibit the Linotype.

A feature of the coming meeting of the Florida Press Association at Lake City will give an exhibition of type setting machinery by the Mergenthaler Linotype Company of New York.

The Mexico Daily Record

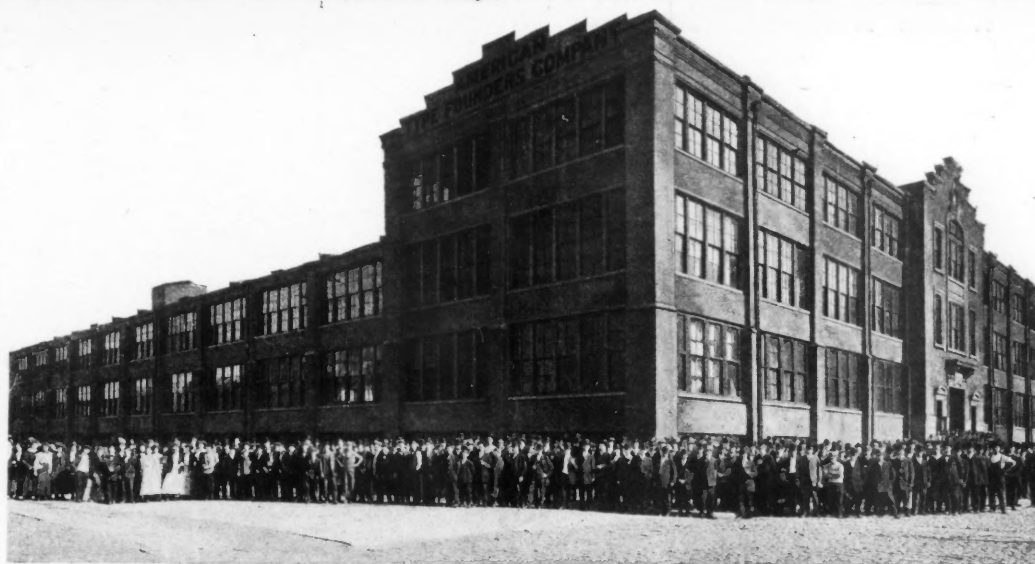
The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold.

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information apply to

R. J. SHANNON C. J. ANDERSON
225 Fifth Avenue Marquette Bldg.
New York Chicago



CENTRAL PLANT OF THE AMERICAN TYPE FOUNDER'S COMPANY.

THE WAR CORRESPONDENT.

British Newspaper Man Writes About Romantic Calling.

"What It Means to Be a War Correspondent" is the subject of an entertaining article in the current number of the Penny Pictorial by Ernest Brindle, war correspondent of the London Daily Mail during the Russo-Japanese War. He says in part:

A newspaper expects its war correspondent to keep in good health, and, above all, to see to it that he is not shot and killed. The risks attendant on his calling, however, are of such a nature as to militate largely against his chances of coming out alive at the end of a campaign. The percentage of war correspondents killed on the field of battle is an excessively high one, and that alone is a proof, if such were needed, of their personal bravery and devotion to duty.

Lookers-on at the fierce struggle of thousands of armed men, they must expose themselves where the danger is greatest without taking an active part in the fight. It is their business to see and record all that happens, to do better work for their employers and the public than any of their competitors, and in such circumstances it is not to be wondered at that their ardor and enthusiasm lead them to death.

Besides possessing a sound body and vigorous health, the war correspondent must have special gifts and qualities if he is to make his mark in his profession. He has to be something of a linguist, not necessarily a learned student of languages, but able in a very short time to pick up a speaking knowledge of the language spoken by the people in whose country he may happen to be.

Unless he can do this his lot is an unhappy one. His more ready rivals leave him far behind in the race for reputation, and he is victimized right and left by his native servants. An interpreter is absolutely indispensable in a foreign country, but if he is aware of the fact that you have even the slightest acquaintance with his mother tongue he will be chary of deceiving and cheating you.

Tact and judgment are of inestimable value to the war correspondent, and without them he is a failure. He must be able to deal with all sorts and conditions of men as to the manner born,

and refrain from making enemies, for his success in a campaign is largely dependent upon the friendship and good will of those he meets, and their name is legion. Then it is necessary for his own happiness and comfort that he should have other work to follow when the war that has brought him prominently before the public is at an end.

The great majority of war correspondents, of course, are trained journalists, who are regularly engaged in ordinary newspaper work during the piping times of peace. Others are authors, army officers and men with some special adaptability for the profession, but not dependent upon it for their livelihood.

Young men who may fancy that they would like the life of the war correspondent, and are, indeed, fitted for it, should bear in mind the fact that it is a precarious career to embark upon unless they are journalists, or have private means of their own. It demands long and special training, and for every one who succeeds in it there are scores who are never heard of by the public.

It will be seen from what I have said that the disadvantages of a war correspondent's life are pretty numerous, but its advantages are many. A correspondent seldom receives less than £10 a week, and his salary is often £100 a month or more. Out of this he pays his living expenses, but all other expenses are paid by his newspaper. Then if he does exceptionally good work he is likely to receive a bonus, and is otherwise generously treated by his employers.

He goes everywhere, and sees everything and everybody worth knowing, and should he be fortunate enough to make a name for himself, he has the pleasure of knowing that the public has accorded him its praise and approval, and it is the opinion of the public that he values more than anything else.

New Pennsylvania Daily.

A new daily will be started at Ulster, Pa., in the near future. It will be under the direction of M. C. Twing, formerly associated with Harry U. Post, publisher of the Ulster Record, which suspended some time ago.

Sold to Stock Company.

The Fulton (Ky.) Daily Commercial, which was launched about six months ago, has been sold to a stock company.

BRIEFS.

The Farmer's Spare Moments, a farm magazine published at Rochester, N. Y., has discontinued publication.

L. J. Swarthout has purchased the interest of his partner, J. F. Benedict, in the Freeville (N. Y.) Review. The Review has recently purchased a new printing plant.

The Elmira (N. Y.) State Gazette will erect a new home in the near future.

Foreclosure Judgment Reversed.

A judgment, foreclosing a mortgage for \$300,000 on the Leader Publishing Company, of Marion, Ind., was reversed by the Indiana Supreme Court last week on the ground that the complaint is insufficient. The mortgage was given to the Grant Trust and Savings Company as trustees, by whom the action was brought. A receiver was appointed by the trial court to take charge of the company's business, but was prevented from doing so by the taking of an appeal.

The Paper Strike.

The International Paper Company announced last Monday that at least 1,000 men are now at work in its mills at Fort Edward, Corinth and South Glens Falls, N. Y. The company expects to conduct its plants as open shops in the future.

In Kansas

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

Topeka Daily Capital

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

Arthur Capper
Publisher

WHEN WIRES LIE.

Rumors That Have Caused Newspapers and News Agencies to Spend Millions to Learn the Truth—Wire-Lies Always Choose a Big Subject. Some Instances.

The Scrap Book.

Two things mark the "wire-lie" as striking and unique: its origin and the rapidity with which it travels around the earth. It is very difficult to trace one back to its starting-place, but when once run down the most sensational usually proves to have had an absurd and, sometimes, a really humorous beginning.

Wire-lies always choose a big subject—some person or thing that looms large in the public eye. The late Grover Cleveland was a choice subject. He probably was often killed off by "rumor" than any other American public man. It is curious, but a fact, nevertheless, that the big wire-lie always originates far from home. The oft-started report that Mr. Cleveland had died suddenly never originated at Princeton, his home, but at some far-off city. Some of them were run down and found to be untrue without the public knowing of them; others were printed and accepted as true until authoritatively denounced as lies.

THE COSTLY WHISPER.

The history of one of these is a fair example of the score or more that from time to time went flying over the country, stirring every newspaper to frenzied energy to meet a sudden emergency.

Out in San Francisco, some three thousand miles from Princeton, a keen-eyed messenger boy, carrying copy from the Associated Press office to the newspapers, walked into one of the newspaper offices one night, threw down his copy, remarked in a casual way: "Grover Cleveland is dead," and walked out.

Not finding anything in the copy to confirm the sensational report, the editor called the press association on the telephone and inquired why they had not received the news of Cleveland's death. This was enough to start a hurried investigation. The press association quickly informed New York headquarters of the "rumor"; New York got after the Princeton correspondent, who, pulled out of bed at the faker's choicest hour, midnight, went to the Cleveland home, awakened the sleeping family, and was told that Mr. Cleveland was "all right."

In the meantime, however, the rumor had spread along the wires to every city in the country, one telegraph operator picking it up and passing it along to another. In this way it soon lost its doubtful character and became a real "fact," and before it could be denounced as a lie, hundreds of telegrams had been paid for and sent, hurried sketches of Cleveland were prepared, and a vast amount of energy otherwise expended.

To the thoughtless but keen-eyed San Francisco messenger boy it was not a matter of importance. When sought for an explanation of his part in the little flurry, he simply said: "I was walking along the street and I thought I heard

one guy say to another that Grover Cleveland was dead. That's all."

It is not often that a wire-lie can be so quickly investigated and disproved as the Cleveland example. Some require days to show up as false. One of the most recent and sensational of these, and, by the way, the most difficult to squelch, that has arisen in many years, was the "rumored" serious accident to former President Roosevelt a few months ago. It would have been impossible for the wire-liar to choose a more conspicuous, at the same time a more inaccessible, subject for a sensational report.

Mr. Roosevelt had not been heard from for two or three weeks, but it was known that he was shooting elephants and other big game in the Guas Ingishu plateau of British East Africa.

Late one afternoon in November a newspaper in an Ohio city heard a rumor that "Roosevelt was shot while hunting big game in Africa." It was very indefinite and the origin was obscure. Of course, no live newspaper could afford to ignore such a sensational rumor concerning a man so big in the public eye; it must use every effort to confirm or deny it. Whether it should give the rumor to the public as such was simply a matter of judgment with the editor. In this particular instance the vague and definite report was printed and put out for the public to read.

Within a few moments it was flashed to a hundred other cities from the Atlantic to the Pacific, and inquiries began to pour in upon the press associations in New York, the big newspapers, and every other source that ordinarily would have been first to get word of such an accident.

On the face of it, the wild report should have been discredited, but no one could afford to take chances. Mr. Roosevelt was known to be shooting big game, and there was always the danger that he might meet with an accident. So the scene was set for a big story, whether it proved true or not.

TRAILING ROOSEVELT.

Of course, if there should be any truth in the rumor every newspaper and press association wanted to be the first to get the details; if it were false, then it was their duty to so inform the public promptly. Thus the resources of every big news gathering concern were called into play. Maps were pulled out and editors pored over them, tracing cable and telegraph lines to points nearest the scene of Mr. Roosevelt's hunting exploits. Cablegrams were flashed under the oceans and across continents to correspondents; the British governmental departments at London and the Governor of British East Africa were appealed to, for it was known that an accident to such an important personage would be communicated at once to the British authorities.

Within a few hours replied came from various sources, all telling the same story: "Nothing known of an accident to Roosevelt."

Mr. Roosevelt was many miles from a telegraph wire, so couriers were quickly dispatched over long and dangerous routes through the African wilds to his last reported locality. Meantime, the American public was kept in suspense, and the newspapers continued to print speculation and denials from various places, none of which were convincing. The public would be satisfied with nothing less than a word direct from Mr. Roosevelt. It was three days before this came, and the wild, senseless rumor, originating ten thousand miles from the scene of its subject, was fitfully "killed."

THE INNOCENT CAUSE.

It had cost thousands of dollars in cable and telegraph tolls, courier and messenger service, a vast expenditure of energy in hundreds of newspaper offices, and brought great distress upon Mr. Roosevelt's family and friends.

And the origin was what? Simply this: A careless reader in the Ohio town who had been following the magazine accounts of Mr. Roosevelt's exploits, the

dangers he had encountered and all the rest of it, had just read editorial comment of the extreme danger of accident to the former President. This had so worked up his nerves that he called up one of the newspapers by telephone and inquired if anything had happened to President Roosevelt in Africa."

This started inquiries; and the newspaper, unable to learn anything, became uneasy, and, having an eye to a big "beat," put out the sensational "report." That was all there was to it when it had been finally sifted down.

The great flurry over Colonel John Jacob Astor's yacht a short time ago is another instance of the "lying wires." Columns were printed, day after day, made up entirely of speculations, wild deductions, and a few vague and negative reports.

The excitement was cumulative in this case. It began in a most natural way, and grew until so certain were the newspapers that the big yacht Nourmahal was lost, together with Colonel Astor, his son and guests, that his obituary was written and set in type, ready to rush to the press at a moment's notice.

This tense situation lasted for more than a week and involved more energy and expense to disprove than even the Roosevelt rumor.

ELEMENTS OF GREAT STORY.

The scene again seemed to be set just right for a great newspaper drama in the Astor case. There were all the "elements of a great story," as the newspaper men say—the richest man in the United States, leader of American society, just divorced by his wife, to whom he had given ten millions; the cruise of a palatial yacht in Southern seas, out of touch with the prying public.

The first inquiries were the most natural thing in the world. Mrs. Astor had been granted a divorce very quietly in Dutchess County, New York, and just as quietly had sailed for Europe. The newspapers, as might be supposed, wanted to get some sort of comment from Colonel Astor. It was known that he was cruising in the West Indies, but not just where.

Correspondents at the various ports in these islands were queried, but none of them could locate the Nourmahal. Just when the quest was becoming warm, along came a great West Indian cyclone—one of those storms that sweep up from the tropics and leave havoc on land and shipwreck at sea. This particular storm broke every submarine cable connection with the West Indies and cut that always mysterious region off from the outside world entirely.

For a day or two the storm occupied newspaper attention, and nothing was said of the Astor yacht. Then the question arose: Where is Colonel Astor and the Nourmahal?

As no one could answer—not even the ever-ready wires—the newspapers began to worry, and then to speculate. From the speculation the story grew into circumstantial, and almost plausible, stories of how the Nourmahal "might have been lost."

Now, the element of mystery in a story always makes it a good story; and so interest grew to excitement, and then almost to conviction, that the Astor yacht had been wrecked and all on board lost. The government at Washington was so strongly impressed by the plausibility of the newspaper stories that it dispatched several revenue cutters to search the seas. After a few days of this sort of newspaper frenzy, news reached a Southern port by a ship from Jamaica that the Nourmahal had sailed from Kingston on November 5.

WHERE IS THE YACHT?

A look at the calendar showed that ten days had passed since she sailed, and in the meanwhile the cyclone had swept the seas and broken the cables.

A vigorous search now became a frenzied one. Wireless messages were flashed from every station in the West Indies, hoping to "pick up" word of the Nourmahal; ships were sent out to look for her; every tramp steamer or schooner passing through West India waters

was besieged upon its arrival at an American port to know if it had sighted any derelicts.

Then mental suggestion had its effect; some of them *thought* they had seen a derelict. Soon this grew into a positive statement by a captain arriving at Tampa, Florida. He had seen a derelict off the north coast of Cuba—and he gave the exact latitude and longitude—which could be none other than the Astor yacht.

This was the climax of the story. So strong was the conviction then that Colonel Astor was lost, that the keen-sensed newspaper men began to speculate on whether Colonel Astor had died *before* or *after* the divorce. For on that, they argued, hinged the big story; that is, as to the disposition of his vast fortune. Just when the whole thing had been worked up to the point where something *must* happen or the "dramatic pause" could not be held much longer, the whole thing fell like a pricked bubble.

A slow-sailing, unromantic old freighter dropped casually into a Florida port from San Juan, Porto Rico, and reported she had seen Colonel Astor's yacht swinging lazily at anchor in the harbor there.

JAMES MACQUOID

Becomes Advertising Manager of New York Panhellenic.

James McQuoid, for the past four years advertising manager of Atlantis, a Greek daily of New York, has resigned to accept a similar position with the Panhellenic, another Greek daily. Mr. MacQuoid has been actively engaged in the advertising field for the past ten years and has an extensive acquaintance among the general advertisers. He is a brother of Robert MacQuoid, the well-known special agent.

The Panhellenic was founded as a tri-weekly April 8, 1908, and its growth since that time has been little short of remarkable. On May 16, 1908, it took over the title, good will and subscription list of the Thermopylae, a Greek daily established over eight years.

In October it became a four-page daily and the first linotype ever used for Greek composition was purchased. The following month a second linotype was purchased. January 1, 1909, the size of the paper was increased to six pages, with a circulation of 4,900 copies. On April 20 the size was again increased to eight pages daily and a third linotype purchased. The present circulation is said to be in excess of 8,000 copies.

"Monotype Success."

"Monotype Success" is the title of an interesting monograph recently issued by the Lanston Monotype Machine Company of Philadelphia. It is handsomely printed, and aside from an entertaining story of the progress of the monotype during the past eight years, the book contains nearly one hundred illustrations showing every department of the mammoth plant and depicting with minute detail the various machines and processes used in the manufacture of the monotype.

The Evening Wisconsin.

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

Its average, daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.
THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6018 Metropolitan Bldg.
CHICAGO—408 Marquette Bldg.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.

CADET.

(Continued from page 1.)

the country than the academies attended by the future officers of the army and navy.

DERIVATION OF WORD.

"From an etymological point of view, the use of the word is indefensible. There is nothing in its derivation to make it expressive of the crimes which it is now sought to make it cover, but unless its employment for that purpose is checked constant repetition in the crime records of the day may come to win for it a place in the dictionaries of our language, which would be unfortunate for a word until recently identified only with what is honorable in American life. So far the word is used in a criminal sense chiefly in New York City, but so many outside communities pattern their habits and even their language after the metropolis that currency of a word in New York often leads to its general adoption throughout the country.

INJUSTICE TO WEST POINT.

"While the students at Annapolis are now called midshipmen officially, the popular idea is that they, equally with the military students at West Point, are cadets, due to their previous designation as 'naval cadets,' a term which was replaced by that of 'midshipmen' only as recently as 1902 (Act of July 1, 1902). They have been known officially also as 'cadet midshipmen.' Changes in their name in the past suggest that they may be called 'cadets' again, and it is just as well that friends of the navy should use their influence to keep the word free from contamination. The word 'cadet' is applied also to boys in civil institutions of learning who are under military training, and these manly lads should not be associated even indirectly with crimes against the perpetration of which there is no stronger influence than that afforded by military education."

Commenting on the above, the New York Times of April 4 said:

NEW YORK TIMES' VIEW.

"Earnest and fully justifiable, but probably quite useless, protest is made by the Army and Navy Journal against the use of the word 'cadet' as the generic name of the lowest and vilest men that human society has produced. Until a few years ago every idea associated with the word was honorable, as its derivation from the Latin 'caput' was a diminutive termination. The proper meaning of younger or youngest son or brother is still, in France, that in which it is most often employed, but even there it early came to be the special designation of a young military man who was learning, in a military school or from an eminent soldier, the art of war.

"It is only in the latter sense that the word gained permanent footing in the English language, and both in Great Britain and in the United States it is still applied to thousands of boys, bright, honest and decent,

whose instruction is wholly or partially that required for the profession of arms. * * *

CAN THE WORD BE RESCUED?

"Certainly every cadet worthy to be so called has a right to be indignant at the seizure of this modest and long-honored appellation by the filthy creatures who, even in the slums, are viewed with disgust and upon whom pickpockets, to say nothing of bank burglars and highwaymen, look with contempt. By a united effort on the part of the newspapers perhaps the word 'cadet' could be rescued from the base misuse to which it has come to be subjected, but the meaning now given to it requires expression in presenting the news of the day, and we cannot all be as free as is the New Theater in the employment of the short and ugly terms that classic English supplies. So we resort to, or tolerate, convenient euphemisms of which this is a type, and 'cadet' will probably share the fate of many another reputable word that has fallen from high estate.

"The chances are that there is nothing to do except to abandon the word to the wretches who have taken it for their own and to find another name for the brave and manly boys who have been robbed of it. That is simpler and more convenient than to attempt a belated rescue."

In the last issue of the Army and Navy Journal, April 9, Colonel Church took up the statement by the Times that the word "cadet" in its vulgar sense is needed to report news of the day. The Army and Navy Journal said:

NO DICTIONARY HAS NEW MEANING.

"The New York Times is among the newspapers that have spoken favorably of the protest we made in our issue of April 2 against the misuse of the word 'cadet,' but it says it believes the misemployment has continued so long that it cannot be changed, and that the better way would be to find another word than 'cadet' to define our military and naval students. We find no dictionary that gives to the word any definition covering the East Side crimes of New York to whose perpetrators the newspapers give the name of 'cadet.' Since only in the newspapers do we find such misuse, the conclusion is simple that the newspapers can end the use of the term. The process is very easy.

"We recall that a few years ago a prominent public institution of New York City received a nickname in the papers that was undignified and uncalled-for. The board of directors sent a polite request to the editor of each paper calling attention to the injury that such a name did to the institution and asked that it be used no longer. The letter was sent to one night copy desk with the editor's note that hereafter there would be a 'don't' on that nickname. Since then the obnoxious sobriquet has fallen into oblivion. Similiar action by a naval or military body would undoubtedly meet with as prompt a response.

WORD "SOUTENEUR" SUGGESTED.

"If other editors feel on this subject like the editor of the Times, and mistakenly deplore the want of another word than 'cadet' to express the meaning, we would direct their attention to the partial report of the Immigration to Congress on the importation and harboring of women for immoral purposes, known as Senate Document 196, Sixty-first Congress, Second Session. On the first page of that report, in a footnote, is found a definition of words applied to such crimes as those we have referred to, and if any of these is undesirable there is a French word, 'souteneur,' which completely covers the case, if our American editors, from overniceness,

are more willing to degrade a noble word than to call a spade a spade, and decline to use 'the shorter and uglier term.' In the preparation of this report of the commission it was nowhere found necessary in the sixty pages to use the 'cadet,' and we are at a loss to understand why the editors of New York newspapers cannot equally avoid the use of that word."

In referring to the action of "directors" who requested the New York papers to change their habit of misusing the title of a certain institution, Colonel Church had in mind the New York Zoological Society, which reporters had called the "Zoo" in their copy. Now all the newspapers spell out the name in full.

AD. WRITING.

Harvard Professor Will Reduce It to Exact Science.

Concerning the business of ad. writing, Professor Charles Sherwood Richer, of the Harvard department of psychology, is quoted as saying:

"In a few days psychologists will reduce to an exact science the method of composing advertisements so as to obtain the highest number of answers. Every 'ad' makes a certain impression upon the eye and this is conveyed to the mind. The will power is swayed and governed by those sensory impressions. If the sensory impressions are vivid and compelling enough they cause the will center of the brain to act, thus forcing the reader to write an answer.

"For the purpose of experiment and research, persons will be selected at Harvard from all walks of life, of both sexes and of widely varying grades of intelligence and education, and they will be studied with the use of different kinds of advertisements with assorted type styles and arrangements. By the same means the psychology department will investigate the proper newspapers and magazines in which to place advertisements in order to get the best returns.

A Strong Showing.

The sworn circulation statement of the Portland Oregonian for the month of March credits that paper with a daily average of 44,002 copies and a Sunday average of 55,204 copies.

Receiver Appointed.

Howard Core has been appointed receiver for the Acme Publishing Company, Morgantown, W. Va., publishers of the Morgantown Daily Chronicle.

New Oklahoma Daily.

An afternoon paper will be launched at Bartlesville, Okla., in the near future. It will be called The Evening News and will be published by R. B. Hubbard and W. J. Long, formerly of Indiana.

Word "Saunter" Is Barred.

The Atchison Globe used to have a reporter who sauntered everywhere. He never walked, or ran or skipped; he always sauntered. Finally a lot of readers stopped their paper and the reporter was canned. It was supposed he had left the State, but he has turned up at Lawrence, and is working on the Democrat, and he saunters to the university, and he saunters to the courthouse, and it may be hoped that some day he will saunter into the river. There are certain words which aggravate this department beyond endurance; one of them is "saunter;" another is "dainty," as applied to the Hostess serves to her guests when the club meets at her house.—Emporia (Kas.) Gazette.

An Accepted Joke.

It's a good story that has no returning.—Life.

STORY OF A SCOOP.

Daughter of Pennsylvania Newspaper Man Secured Beat.

Mrs. Jesse Seligman, whose marriage was recently announced, was Miss Mary Moltz Maxwell, daughter of George Strayer Maxwell, a widely-known Pennsylvania newspaper man who resides at Williamsport, where his daughter was born and reared. Although Mrs. Seligman never did active newspaper work, an anecdote of her girlhood is cherished by her family to show that the bent of her mind was largely in the direction of her father's profession. The story is that, when a girl of thirteen, she scored a notable beat on an aunt who was commissioned by a local newspaper to write a story of a trip on a steamer from Buffalo to Duluth.

The aunt had planned to send in the account of the trip shortly after her arrival at Duluth, and concluded that a day or two after reaching "the zenith of the unsalted seas" would be soon enough. Her niece thought differently and immediately after reaching the head of the lakes wrote a fascinating story of the trip, a description of the very buttons on the captain's coat being included, to say nothing of a minute and picturesque travelogue detailing every stop of the boat and every notable feature on the way.

The story was mailed to the paper on which Miss Maxwell's father was employed, which, however, was not the exponent of publicity for whose benefit the services of the girl's aunt had been enlisted. The story sent by the juvenile correspondent was printed two days ahead of the arrival of the copy of her aunt at the other office.

Wisconsin Daily Suspends.

The Manitowoc (Wis.) Daily Tribune has suspended publication. The reason assigned is the lack of support by the business men and the public. The suspension of the Tribune leaves Manitowoc with two dailies.

UNITED PRESS BULLETINS.

Members of the A. N. P. A. in attendance at the coming annual meeting and other visiting newspaper men are cordially invited to call at the New York offices of the United Press, 315-318 World Building.

With the opening of the baseball season many United Press clients resumed their sporting editions, taking the full sporting service of this association. This service is supplied free of charge to all leased wire clients of the United Press. *

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

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

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

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

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

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

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, APRIL 16, 1910.

CITIES SHOULD ADVERTISE ZOOLOGICAL AND MUSEUM EXHIBITIONS.

Mr. W. T. Hornaday, curator of the New York Zoological Society, advertises the attractions of the Bronx Zoological Garden in posters placed in the subway. The subway trains carry many thousands to Bronx Park on Sundays and holidays who are immensely interested in the lions, tigers, bears, monkeys and all the other animals, from the bug and bumble bee to the elephant. Some of them see the posters before they get upon the train, and they read them carefully. So far as it goes, the poster in the subway has value as a medium of information, though it is a blot upon the work of the architects and artists who sought to make the subway stations imposingly pretty.

But why does not the curator advertise his exhibition in the newspapers? And, further, why does not every city advertise its shows in the newspapers?

We believe that the business offices of all the newspapers in cities which have established permanent exhibitions should organize a campaign of education to develop this branch of advertising.

As a rule, the men in charge of museums, zoological gardens, botanical gardens and other free exhibitions for the entertainment and instruction of the public have a keen appreciation of the value of advertising and actively desire the people to visit these shows. They are not all altruists. They have a material interest in getting crowds to visit their shows, for the size of the crowd has a direct bearing upon the appropriation for carrying on the show. They can be made to see that the success of their shows demands legitimate advertising.

Probably the only reason why exhibitions of this kind are not now regularly advertised is that no one has taken the initiative. Possibly there is a lack of responsibility, and the director of the public exhibition

usually feels he has no authority to use funds in newspaper advertising. But public officers who have the disposal of public funds can be educated by the newspapers.

We look to see many new ideas along these lines put in practice by the cities which adopt the so-called "Des Moines plan," or commission plan, of municipal government. Boston is leading the big cities and Buffalo has applied to the New York Legislature for a commission plan charter.

In the meantime politicians who hold to the old style can do something to stem this wave by waking up and showing that the old plan is elastic enough to take on a new idea now and then.

What more popular and effective thing could a city run by politicians do for little money than to advertise its zoological and other shows in the newspapers?

SERIOUS SPEECHES AT GRID- IRON DINNERS.

Probably the vast majority of newspaper men in the country never went to a gridiron dinner—to use the adjective generically. Of late, the vogue of such dinners given by associations of newspaper men, led by the Gridiron Club of Washington, has spread widely, and the custom is likely to have permanency.

In justice to the men who arrange such dinners, the whole newspaper profession ought to know the fact that the usual printed reports of such affairs convey but a paltry picture of the things which go to make the real *raison d'état* for these affairs. It is admitted, even by the men who attend these dinners, that the usual printed reports are stupid, and never furnish a justification for the space given to them in the papers, nor do these reports justify the participation of serious-minded men, including the President of the United States and other recognized statesmen. It may well be questioned whether any good news purpose is served by printing

the detailed reports in the dailies of vaudevillian doings at these dinners.

Obviously, the man in the street and the workingman citizen is not impressed by the reading of nonsensical lyrics patterned in parody of popular songs. He may even lower his opinion of statesmen who, according to the reports, enjoy hugely the rendering of these parodies. In short, the average workingman is likely to be a pretty good judge of vaudeville humor, and amateur artists, even though they be newspaper men, do not usually impress him—when described in the daily papers. He may regret that statesmen who may be heroic in his mind take part in such fooling.

The big things, the essential things in these affairs are, by agreement of all who participate, kept secret. It is the perfect freedom allowed to speakers because of this pledge that speeches shall not be reported in print which gives to these affairs the important character they have taken on.

Probably the most interesting speech ever delivered by President Taft was made to the members and guests of the Gridiron Club a year ago. Yet the report of that dinner said not a word of this speech, but only repeated some nonsense lyrics and satiric jokes which manifestly were not effective in influencing the electorate of the country nor the Congress of the United States. Mr. Taft's speech was the big thing. All else reported were trivial things. It may be agreed, with some show of logic, that an injustice was done the reader.

The latest case in point was the annual dinner given by the Legislative Correspondents' Association at Albany. According to printed reports there was the usual fooling, grown trite in description. It is said the men present were greatly amused. Of course, men of sense know that the essence of a joke or a song is in the original visible and audible telling or singing, and no printed description of it can convey this essence.

But, more than all, Governor Hughes, at this dinner, delivered the most stirring serious speech of his career. It was so remarkable that the pledge of secrecy could not hold. It "leaked," necessarily in inexact form. It has stirred the whole State. Also it has justified the dinner of the newspaper men.

We repeat, it may be questioned whether it is good policy to report, in the dailies, the valuable features of gridiron dinners, since the big, serious things must be suppressed. Such report may, perhaps, properly belong in the field of the class paper.

Welcome: By the Press.

When Teddy comes sailing home again,
Hurrah, hurrah!
There'll be a whole lot to write of then,
Hurrah, hurrah!
Beyond the shadow of half a doubt
A lot of copy will be turned out.
And we'll all have stuff when Teddy comes
sailing home.—*New York Evening Mail.*

LETTERS.

Lexington, N. C., April 7th, 1910.

Mr. G. P. Leffler, Bus. Mgr.,
EDITOR AND PUBLISHER,
New York City.

Dear Mr. Leffler:—I enjoy reading THE EDITOR AND PUBLISHER very much indeed; in fact, I read it very religiously each week, because I am frequently being benefited by information that I gather from its columns, and especially from the "Tips to Business Managers." By watching this column, I frequently secure contracts for foreign advertising. Last year I remember one contract of \$150 that I picked up by reading THE EDITOR AND PUBLISHER, and I frequently pick up small contracts on account of this information. This column alone is worth ten times the cost of the paper to any publisher who is interested in increasing his business. Your paper is bound to continue to grow in popular favor because of its merits. It stands for the publishers and lives on a legitimate business, which its merits demand. It is exceedingly refreshing to read your journal because it is not connected, directly or indirectly, with any scheme. I am always delighted to recommend it to fellow-publishers.

With best wishes, I am,
Very truly yours,

H. B. VARNER,
Publisher, The Dispatch.

THE SWIFT SPECIFIC COMPANY,
Washington, D. C., Apr. 5, 1910.

Mr. Geo. P. Leffler, Bus. Mgr.,
THE EDITOR AND PUBLISHER,
New York.

Dear Sir:—Please change my subscription address for THE EDITOR AND PUBLISHER from Atlanta, Ga., to the Breslin Hotel, New York, where I will be from April 12 to the last of May. This is my regular annual trip to New York, during which time I am placing contracts in the daily papers for the Swift Specific Co. and Bradford Regulator Co. copy for two and three-year contracts. Please don't fail to change my address for the paper, so your issue of April 10 will go to the Breslin. Thanking you in advance, I remain,

Yours very truly,
W. S. EAKIN.

When the Editor Gets Even.

Frederick C. Beyer, a well-known Cleveland editor, told at a recent press banquet a newspaper story:

"A Medina editor died," he said, "and was, of course, directed to ascend to the Abode of the Just. But during the ascent the editor's journalistic curiosity asserted itself and he said:

"Is it permitted for one to have a look at —er—the other place?"

"Certainly," was the gracious reply, and accordingly a descent to the other place was made. Here the editor found much to interest him. He scurried about, and was soon lost to view.

"His angelic escort got worried at last, and began a systematic search for his charge. He found him at last seated before a furnace, fanning himself and gazing at the people in the fire. On the door of the furnace was a plate saying, 'Delinquent Subscribers.'

"Come," said the angel to the editor, 'we must be going.'
"You go on," the editor answered, without lifting his eyes. "I'm not coming. This is heaven enough for me."—*Louisville Times.*

Apologizing.

"In your paper this morning, sir, you spoke of my address at a public meeting last night as 'the insane drivings of a played-out politician!'"

"I am truly sorry, sir, if it appeared that way in the paper. I wrote it 'inane.' Good morning."—*Chicago Tribune.*

Suspicious.

"Why do you refuse me an interview?" Mr. Gotrox? "I only wanted to ask you how you earned your first thousand dollars."

"Excuse me, young man. I thought you wanted to know how I got that last million."—*Louisville Courier-Journal.*

PERSONAL

F. I. Carruthers, business manager of the Denver (Colo.) Republican, who spent the past week in New York, has left for Chicago.

B. B. Plum, business manager of the Troy (N. Y.) Record, accompanied by his family, is spending some time at Fortress Monroe, Va.

Herbert N. Casson, well-known New York editor and magazine writer, is enjoying a stay of some weeks at St. Augustine, Fla.

A. Dodd has succeeded Leon Westmoreland as editor of the Greenwood (Ark.) Democrat.

W. M. Schofield, editor of the Lockhart (Tex.) Post, is a candidate for the office of county judge.

A. H. Tiley, editor of the Ashland (Pa.) Telegram, lectured at Trinity Church in Pottsville, Pa., last week on "Civic Righteousness as Akin to Good Fellowship."

Cabell Fitzgerald, for several years connected with newspapers in Richmond, Va., has been made sporting editor of the Baltimore Evening Sun.

William Saulsbury, editor of the Dover (Del.) Delawarean, has left for Los Angeles, Cal., for an indefinite stay.

Charles N. Wheeler, political editor of the Chicago Inter-Ocean, has been placed in charge of the Inter-Ocean's Washington Bureau.

Aubert Josephus Fay, president of the Carelton-Hovey Company, Father John's Medicine, Lowell, Mass., was married last Tuesday to Gertrude Elizabeth Knowles.

James Thomson, publisher of the New Orleans (La.) Item, spent several days in New York this week in the interest of his paper.

A. F. Smith, Philadelphia special agent, attended the dinner given by the Six Point League at the Café Martin, New York, last Tuesday.

Herbert Caryl, of the New York office of the Associated Press, was married last week to Miss Bertha L. Morrison, of Medford, Mass.

J. Ross Robertson, publisher of the Toronto (Can.) Telegram, spent the past week in New York looking after business interests.

OBITUARY.

Howard Harrington Moore, who had been a newspaper man in Elizabeth, N. J., for twenty-five years, died on Tuesday at his home in that city, in his fifty-fifth year. He served five years in Company H, Second Regiment, United States Heavy Artillery, against the Indians in Oklahoma.

Colonel Isaac H. Julian, well-known author and journalist, died at his home in San Marcos, Tex., last week of apoplexy. He was eighty-seven years old.

Henry Clay Johnson, veteran Iowa printer and for many years publisher of the Atlantic Messenger, died last week.

Joseph Hartwell Barrett, one of the oldest political writers in the country, died at his home in Cincinnati last Sunday, aged eighty-six. Mr. Barrett was born in Vermont and served two terms in the Legislature there before going to

Cincinnati in 1857 as the political editor of the Cincinnati Gazette. He wrote the first "Life of Lincoln," and followed this with several other books on the President.

Alonzo A. Sherwood, for many years advertising manager of the Baptist Examiner, died at his home in Brooklyn last week of nephritis. He was fifty-two years old.

Horatio Dorr, one of the oldest police reporters in New York, died at the German Hospital last week following an operation. He was sixty years old and probably knew more individual members of the police than any other man outside the force. He was a brother of the late R. E. A. Dorr, for many years publisher of the Mail and Express.

CLUBS AND ASSOCIATIONS.

The Republican Editorial Association of the Twelfth Congress District of Illinois, at Chicago last Saturday re-elected John Fomof, of the Streator Free Press, president, and George S. Faxon, of Plano, secretary.

J. W. Jarnagin, publisher of the Cedar Falls (Ia.) Daily Record, was elected president of the Northeastern Iowa Editorial Association at the recent meeting in Cedar Falls.

The Virginia State Press Association will hold its annual meeting July 12 to 14.

The forty-fifth annual session of the Mississippi Press Association will be held at New Albany, Tuesday, Wednesday and Thursday, May 17, 18 and 19.

Conducting Voting Contest.

The Birmingham (Ala.) Register has inaugurated a mammoth prize voting contest. There are forty valuable prizes to be given away, including a \$4,000 house and lot, a \$1,400 automobile, pianos, diamond rings, gold watches and college scholarships. The contest began March 29 and will close June 11. It is being conducted by Frank Hicks and F. W. Power of the United Contest Company of Cleveland, O.

Goes with Indianapolis Sun.

O. Owen Kuhn, recently news editor of the Oklahoma City Daily Oklahoman, has accepted the managing editorship of the Indianapolis Sun, the property but recently acquired by Rudolph G. Leeds. Mr. Kuhn is well known in the Indiana newspaper field, having before been connected with Richmond and Indianapolis papers.

Will Give Illustrated Lecture.

The Boston Press Club announces an illustrated lecture on "Flashlight Photography of Big Game" by William Lyman Underwood at the new quarters of the club on the evening of April 29. The lecture will be free to members. There will also be a musical program the same evening.

Tousley Resigns.

A. L. Westernhagen has succeeded W. W. Tousley as superintendent of Western Newspaper Union branch located in Fargo, N. D. Mr. Tousley has been in charge of the Fargo office for the past ten years and has built up a large business.

The Fisher Special Agency of New York has moved its offices from 119 Nassau street to 118 West Twenty-eighth street.

INCORPORATIONS.

The Journal Publishing Company, Hartford City; to publish a newspaper; capital, \$10,000. Incorporators: C. A. Reeves, W. A. Curry, Finley Geiger, M. A. Clapper, J. F. Wheatley, J. G. Maddox, W. F. Modlin, John E. McFarland and J. R. Harold.

Los Angeles Examiner, Los Angeles, Cal.; capital, \$250,000. Incorporators: M. T. Ihmsen, F. W. Eldridge, G. P. Green, Peter H. Inman, K. William Guhl.

F. G. Henry & Co., Inc., New York; print, publish, bind and deal in books, newspapers, magazines, etc.; capital, \$60,000. Incorporators: George Le Prevost, 4 White street; Henry F. Goetz, 128 White street; Eugene F. Ellis, 128 White street; all of New York.

Brains Publishing Co., Delaware; capital, \$100,000. Incorporators: W. I. N. Lofland, W. F. Lofland, S. C. Y. Ware, Dover.

SPECIAL SERVICE FOR EDITORS

Couldn't you use more illustrations in your paper? Why not get up every week a special Cartoon or Original Drawing on the important happenings of your town? We are equipped to do this work in good shape and at a reasonable price. Our service is prompt and satisfactory. We employ night and day Art Staffs. We make any style of illustration desired.

Try us on special Cartoons. The cost is not great and it would add appreciably to the looks of your paper and the interest of your readers.

We do only original work. No stock plates or Syndicate work.

THE ETHRIDGE COMPANY

Madison Square Building, New York City

\$4,104.00 CASH

return to owner in 1909 for personal effort on and investment in central west evening daily newspaper property. Will be sold for \$14,000.00 cash. Individuals able to command \$9,000.00 cash could probably handle, as a local bank is in habit of accepting the property as security for \$5,000.00. Proposition No. 613.

C. M. PALMER
Newspaper Broker

277 BROADWAY - NEW YORK

ADVERTISING MEDIA

CONNECTICUT.

Meriden Morning Record

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

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON.

THE SEATTLE TIMES

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER PRESSMAN.

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

PRESSMAN—SITUATION

Wanted by a Perfecting Pressman and Stereotyper on either Goss or Hoe presses. Executive, Al. Reference, B. 21. Care THE EDITOR AND PUBLISHER.

A LIVE MAN

with 15 year's experience in Business Department of daily papers, wishes to buy interest in daily which would carry with it the Business Management of the same. \$2,500 to invest. Address Business Manager, THE EDITOR AND PUBLISHER.

FOR SALE

LINOTYPE MAGAZINES

Rebuilt late style, Model 1, \$90.00; Model 3, \$100.00. Guaranteed and sent on trial. These are equal to new, not old worn out Magazines. Thomas Knapp, 1241-3 State St., Chicago.

MISCELLANEOUS

RESULTS GUARANTEED

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

WANTED—TO LEASE

with option, newspaper plant for small afternoon daily in town of 12,000. Write now, giving details and terms to Jeffries, care THE EDITOR AND PUBLISHER.

ROSSITER FELTON SMITH'S

new feature series, with pictures, is now ready. Write for specimen copy. ROBBIE'S FEATURE SERVICE, 239 Broadway, New York City.

GENERAL NEWS

for evening papers. Special and Chicago news. VARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

BUS. OPPORTUNITIES

H. F. HENRICH, LITCHFIELD, ILL.

Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

BAIN NEWS SERVICE

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

GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

NEW YORK HERALD SYNDICATE

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

THE INTERNATIONAL SYNDICATE

WEEKLY—Pages (20 to 22 inches.) Puzzles and Patterns.
DAILY—Cartoons, Comics, Puzzles, Portraits, Fashions, Patterns and Weather Reports. Features for Newspapers. BALTIMORE, MD.

WILBERDING

HAND, KNOX & CO.

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

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGER.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is sending out orders generally for Dr. Pratt, 1222 Broadway, New York.

The E. N. Erickson Agency, Park Row Building, New York, is placing orders in the larger Eastern cities for the advertising of Brandreth's Pills.

The H. H. Demot Car Company, 2100 Broadway, New York, is placing orders in the East direct.

Albert D. Samuel, advertising agent, 118 East Twenty-eighth street, New York, is placing the advertising of E. D. Comb Company, same address.

Louis Lewis, 220 Broadway, New York, is placing additional copy for the Huyler Chocolate advertising.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders for the Stewart Hartshorn Company, Hartshorn Self-Acting Shade Rollers, East Newark, N. J.

The Morse International Agency, West Thirty-fourth street, New York, is placing renewal contracts for the Potter Drug and Chemical Company.

Reuter's Advertising Agency, 255 Broadway, New York, is asking for rates.

P. K. Frowert Advertising Agency, Philadelphia, is placing ten inches six times for the Lucas Paint Company, Philadelphia. This agency is also using Pennsylvania papers for the Sea Prest Realty Company.

Walter Blaker, 41 Park Row, New York, will place the advertising account of Francis H. Leggett & Co., wholesale grocers, New York.

The George Batten Co., Fourth Avenue Building, New York, is placing 1,500 lines to be used in three insertions for the Royal Typewriter Company, New York. This agency is also sending out copy on contract for the Chalmers Knitting Company, Poros Knit Underwear, Amsterdam, N. Y.

American Sports Publishing Company, 21 Warren street, New York, is placing orders in Canadian papers for A. G. Spalding & Bros., New York.

The MacManus-Kelly Company, Toledo, Ohio, is sending out orders for Apperson Bros., Kokomo, Ind.

The Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing 3,000-line contracts in East-

ern papers for the Firestone Tire and Rubber Company, Akron, O.

The Emergency Laboratories, 32 West Twenty-fifth street, New York, is placing 5,000-line contracts in the Pacific Coast.

Proctor & Collier, Cincinnati, O., are placing 10,000-line contracts in Southern papers for the Old Spring Distilling Company, same city.

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

The Savage Advertising Agency, Detroit, Mich., is placing thirty-five lines, sixteen time, in Southern papers for the Mount Clemens Springs, Mount Clemens, Mich.

The Gardner Advertising Agency, St. Louis, is placing 4,200 lines for the E. F. Goodrich Company.

Lord & Thomas, New York, are placing 1,000-line contracts in Pacific Coast papers for the Bobbs-Merrill Company, Indianapolis, Ind.

W. P. Colton, 220 Broadway, New York, is placing four lines thirty times in Eastern papers for the New Spruce Cabin Inn.

Coupe & Wilcox, 261 Broadway, New York, are making new contracts for 1,000 lines for the Onoto Pen Company, same address.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new contracts for 10,000 lines for the American Tobacco Company, 111 Fifth avenue, New York.

W. S. Hill Company, Pittsburg, is placing 5,000-line contracts in Middle West papers for the Christian Moerlein Brewing Company, Cincinnati.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders for the Edgemere Club Hotel, Edgemere, L. I.

Colin Armstrong Advertising Agency, 25 Broad street, New York, is placing orders in Eastern papers for Waterman & Co., Bankers, 67 Exchange place, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders in Pennsylvania papers for J. S. & W. S. Kuhn, Sacramento Valley Farms, Philadelphia.

Calkins & Holden, 250 Fifth avenue, New York, it is said, will place orders for the Smith Premier Typewriter Company, Syracuse, N. Y., early in June.

The Witt K. Cochrane Advertising Agency, Chicago, is placing 5,000-line contracts for the Kewanee Boiler Company, Kewanee Boiler, Kewanee, Ill.

Coupe & Wilcox, 261 Broadway, are placing advertising of the American Lead Pencil Company, Enus Perfect Pencils, 43 West Fourth street, New York.

The Dillard Remedy Company, East Bangor, Pa., is asking for rates in daily papers.

H. E. Lesan, Chicago office, is placing 5,000-line contracts generally for the New York Central lines.

ROLL OF HONOR

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

ALABAMA.		NORTH CAROLINA.	
ITEM	Mobile	NEWS (Av. cir. mo. of Aug., 7,699) ..	Charlotte
ARIZONA.		OHIO.	
GAZETTE	Phoenix	PLAIN DEALER	Cleveland
ARKANSAS.		(Mar. D. 82,761—S. 112,727)	
SOUTHWEST AMERICAN	Fort Smith	VINDICATOR	Youngstown
CALIFORNIA.		OKLAHOMA.	
BULLETIN	San Francisco	OKLAHOMAN	Oklahoma City
CALL	San Francisco	PENNSYLVANIA.	
EXAMINER	San Francisco	TIMES	Chester
FLORIDA.		DAILY DEMOCRAT	Johnstown
METROPOLIS	Jacksonville	JOURNAL	Johnstown
GEORGIA.		BULLETIN	Philadelphia
THE ATLANTA JOURNAL	Atlanta	DISPATCH	Pittsburg
CHRONICLE	Augusta	GERMAN GAZETTE	Philadelphia
ENQUIRER-SUN	Columbus	PRESS	Pittsburg
LEDGER	Columbus	TIMES-LEADER	Wilkes-Barre
ILLINOIS.		DISPATCH AND DAILY	York
SKANDINAVEN	Chicago	TENNESSEE.	
HERALD	Joliet	NEWS-SCIMITAR	Memphis
HERALD-TRANSCRIPT	Peoria	BANNER	Nashville
JOURNAL	Peoria	TEXAS.	
INDIANA.		RECORD	Fort Worth
JOURNAL-GAZETTE	Ft. Wayne	CHRONICLE	Houston
NEWS-TRIBUNE	Marion	SEMI-WEEKLY TRIBUNE	Waco
TRIBUNE	Terre Haute	TIMES-HERALD	Waco
THE AVE MARIA	Notre Dame	WASHINGTON.	
IOWA.		MORNING TRIBUNE	Everett
EVENING GAZETTE	Burlington	TIMES	Seattle
CAPITAL	Des Moines	WISCONSIN.	
REGISTER AND LEADER	Des Moines	EVENING WISCONSIN	Milwaukee
THE TIMES-JOURNAL	Dubuque	CANADA.	
KANSAS.		ALBERTA.	
GLOBE	Atchison	HERALD	Calgary
GAZETTE	Hutchinson	BRITISH COLUMBIA.	
CAPITAL	Topeka	WORLD	Vancouver
KENTUCKY.		ONTARIO.	
COURIER-JOURNAL	Louisville	EXAMINER	Peterborough
TIMES	Louisville	FREE PRESS	London
LOUISIANA.		QUEBEC.	
ITEM	New Orleans	LA PATRIE	Montreal
STATES	New Orleans	LA PRESSE	Montreal
TIMES DEMOCRAT	New Orleans	CHANGES IN INTEREST.	
MAINE.		The plant of the Newton (Ia.) Herald has been sold to C. F. Ridings.	
JOURNAL	Lewiston	JORNAL DO COMMERCIO	
MICHIGAN.		OF RIO DE JANEIRO, BRAZIL	
PATRIOT—(Mar. D 10,957—S 11,908)—	Jackson	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
MINNESOTA.		VASCO ABREU, Representative	
TRIBUNE (Morning and Evening) ..	Minneapolis	Tribune Building - New York	
MISSOURI.		NEW BEDFORD TIMES	
DAILY AND SUNDAY GLOBE	Joplin	The paper that has made New Bedford, Mass., the fastest growing city in the world.	
MONTANA.		Average to Dec. 1	
MINER	Butte	Evening, 7,296 Sunday, 13,850	
NEBRASKA.		ALFRED B. LUKENS Tribune Bldg.	
FREE PRESSE (aver. circ. 142,440) ..	Lincoln	New York Representative New York	
NEW JERSEY.		FRANK W. HENKELL Tribune Bldg.	
PRESS	Asbury Park	Western Representative Chicago	
JOURNAL	Elizabeth	Anderson (S.C.) Mail	
TIMES	Elizabeth	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
COURIER-NEWS	Plainfield	MacQuoid-Alcorn Special Agency	
NEW MEXICO.		Tribune Building, N. Y.	
MORNING JOURNAL	Albuquerque	Boice Building, Chicago	
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
PARIS MODES	New York		
RECORD	Troy		

THE
New Orleans
Item

Largest Total Circulation
by Thousands

Greater CITY Circulation Than
Any Two COMBINED

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- BALLARD & ALVORD**
1328 Broadway, New York
Tel. 38th 2246
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Bldg., New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
45 West 34th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING CO.**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
38 Park Row, New York
Tel. Cortlandt 1854
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED CO.**
21 Park Row, New York
Tel. Cortlandt 1410

PENNSYLVANIA

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

ADDITIONAL AD TIPS.

The Charles H. Fuller Agency, Chicago, is placing 500 inches to be used within sixteen months for Fuller's mail order clients.

Kaufman & Handy, Chicago, is placing 5,000-line contracts for the United Cigar Mfg. Company, New York.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, will shortly place orders in New England papers for Barstow & Co., Bay State Ranges, Providence, R. I.

No Advertising Agent

can overlook the Augusta (Ga.) Chronicle, and do justice to their client or themselves when placing orders in Augusta. Look over a month's file, that will tell the story.

C. B. HANSON, MANAGER ADV. DEPT.
S. C. BECKWITH SPECIAL AGENCY
New York Chicago Kansas City

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.

American Home Monthly
A Household Magazine

Distribution statement of over 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.

HENRY RIDDER, Publisher
27 Spruce Street, New York.

Publishers' Representatives

- FRANK R. NORTHRUP**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- SMITH & BUDD**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- THE FISHER AGENCY**
118 West 28th St., New York
Tel. Cortlandt 1433
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

This agency is also making 2,000-line contracts in Chicago papers for Van Zandt, Jacobs & Co., Triangle Collars, Troy, N. Y.

The R. A. Foley Agency, Temple Court, New York, will shortly place extra copy for the De Miracle Chemical Company, 1905 Park avenue, New York.

The Charles H. Fuller Agency, Chicago, is placing orders in Western papers for the Frontier Asthma Company, Frontier Asthma Cure, Buffalo.

The German-American Advertising Agency, Philadelphia, is placing orders in Pennsylvania papers for the Keystone Chemical and Exterminator Company, same city.

W. S. Hill Company, Pittsburg, is making 5,000-line contracts for the Ivan B. Nordham Company, same city.

The Hostetter Company, Pittsburg, is placing extra copy on contract.

The Wylie B. Jones Agency, Binghamton, N. Y., is making new contracts with Southern papers for the Othine Company, Buffalo.

The Otto J. Koch Advertising Agency, Milwaukee, is placing orders in Pacific Coast papers for the Fischer Manufacturing Company, same city.

John M. Leddy, 185 Madison avenue, New York, will place the advertising of the New York American Hippodrome Company, New York, and will place orders in Albany, Buffalo, Troy and Washington, D. C., papers. It is said that this campaign will shortly be extended to other cities.

Lord & Thomas, Chicago, are making contracts with Western papers for the New Orleans Coffee Company, New Orleans, La.

L. A. Sawdlass, Baltimore, Md., is placing orders for the Royal Drug Company, same city.

C. E. Sherin Agency, 452 Fifth avenue, is placing orders in Pennsylvania papers for the advertising of Reppetti's candies, 114 East 124th street, New York.

W. F. Simpson Advertising Agency, 38 Park Row, New York, is placing orders in Pennsylvania papers for James T. Smith & Co., Epps' Cocoa, 92 Hudson street, New York.

The J. Walter Thompson Company, Chicago, is placing orders for the Peter's Shoe Company, Diamond Brand shoes, St. Louis.

Fifty Years a Mason.

R. W. Lowenstein, ex-librarian of the New York Press Club, celebrated on April 4 the fiftieth anniversary of his initiation into the Masonic order.

ADVERTISING NOTES.

W. H. Benjamin, formerly with the R. A. Foley Agency, Philadelphia, is now connected with the contract department of the P. K. Frowert Agency, Philadelphia.

J. Franklin Duffy, of the Smith & Budd Special Agency, has returned home from a successful trip to Buffalo and Pittsburg in the interest of the papers represented by that agency.

T. F. Pevas, secretary of the Rochester (N. Y.) Ad Club and for the past year and a half advertising manager of the McCurdy & Nouvell Company, has joined the staff of the Meyers Advertising Agency of Rochester. Mr. Pevas will have charge of the copy department.

**To Keep in Touch with
BRITISH TRADE**

Subscribe to and Advertise in

The Stationer
FIFTIETH YEAR OF ISSUE

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

Advertisement Rates and Specimen
Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

Botfield Engraving Co.

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

**DEEP ETCHED CUTS ON
ZINC OR COPPER**

Best Work at Lowest Price

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

THE LOVEJOY CO. Established 1853

ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street New York

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

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

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

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



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

We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: NEW YORK:
56 Ludgate Hill, E.C. No. 1 Madison Avenue

**THE BRITISH AND COLONIAL PRINTER
AND STATIONER**

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

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

Annual Subscription (52 Issues), post free, \$3.00.

The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shluederwald & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.

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

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

"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American firms contemplating opening up foreign trade should place their announcements in this paper.

Rates on application to **ALBERT O-DONOGHUE, 534 W. 125th St., New York.**

Send for sample copy.

**Alert,
Masterful,
Independent**



Sherlock Holmes never got to the bottom of his puzzles with more unerring accuracy than does

The American Printer

will solve the present problems of the printing business. This unique journal is filled with the latest news of the printing industry, with news of the printer and the printer's equipment. It is a magazine of practical information and stimulating suggestions. Now presented in a new and improved form, with bright colors in every issue.

And it tells the printer why one job is usually good and another headline bad. It explains the reasons for the success of one printer and the failure of another. It is the printer's guide to the printer's success. The American Printer is recognized in the trade as authority on all matters connected with the printing business. It is the printer's best friend.

If you are interested in good printing, contact and address the Editor of The American Printer, 35 City Hall Place, New York.

It will cost you \$2.00 a year—\$1.00 for the sample copy sent for a single copy. Do a year.

Oswald Publishing Co., 35 City Hall Place, New York.

TAKE IT TO

POWERS

**OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH**

(ON TIME ALL THE TIME)

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4200-4 Beekman

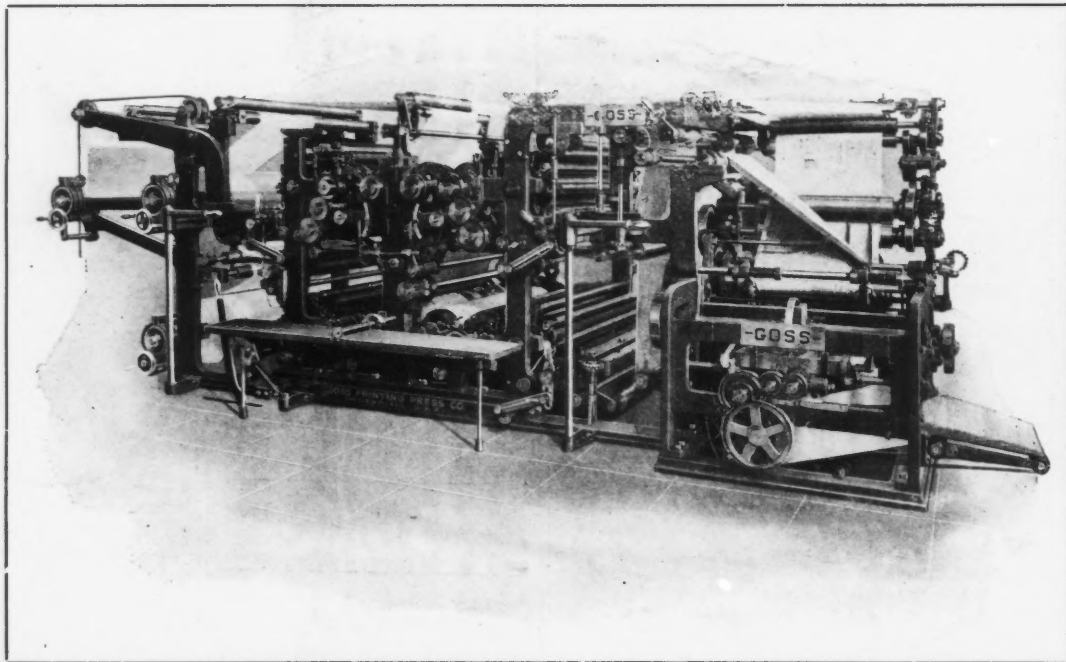
GOSS

The GREATEST "Little Press" Ever Made

**The Goss Company has again
succeeded in helping the newspapers**

Here is the press for the medium papers.

Just what they need and ought to have



**THE GOSS PATENTED "ACME STRAIGHTLINE" TWO DECK PRESS, NO. 3 D.
Capacity—15,000 Per Hour, Four, Six, Eight, Ten, Twelve, Fourteen or Sixteen Page Papers.**

All products in hook form. Prints from standard stereotype plates, same as used on all large presses. No web of paper passes twice through one pair printing cylinders. No product made with more than one two page supplement sheet. No accelerating tapes for speeding-up the supplement pages after they are cut. This press has only four printing couples to accomplish what other presses require eight printing couples, or the wasting of two pages of white paper for each product.

PATENTED AND MANUFACTURED BY

THE GOSS PRINTING PRESS CO.

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue. LONDON: 90 Fleet Street.
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

