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# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

## FOOD ADVERTISING

### PHILADELPHIA NORTH AMERICAN SETS NEW STANDARD STRICTER THAN LAW.

Radical Departure from Established Ethics of Advertising—Products Admitted to Certain Advertising Columns Only After Being Analyzed. by Special Chemist—What the North American Says About it.

The Philadelphia North American, which recently inaugurated a campaign to enlighten the public regarding foods and to disengage the use of misbranded products, etc., has taken another step in the matter, which will be watched with great interest by newspaper publishers the country over.

Under the heading "Honest Foods" the North American on last Tuesday published several columns of advertisements of food products which are claimed to be absolutely pure. Similar advertisements will be run each Tuesday, Thursday and Saturday, and the "Honest Food" columns will be made a regular feature of the paper.

In taking this step, or war measure as the North American speaks of it, the paper has set a new standard. While any food products that conform to the National and State pure food laws may have advertising space in the regular columns no product will be admitted to the "Honest Food" columns, until samples purchased in the open market have been scientifically tested by the North American chemist and certified to as being absolutely pure.

The North American says editorially, in part:

The most telling argument used by the advocates of chemical preservatives has been that they were absolutely necessary in the preparation of many articles of food. Though we have disproved this contention time and again by naming a long list of the most important manufacturers of foods who use no drug preservatives, we have realized that the widespread campaign of the preservative advocates has gone far toward persuading the public that absolute purity in a great many products is impossible.

The three or four columns of honest food products which we print today, for the first time, is our answer to those who, from whatever motive, have maintained that absolutely pure foods of all kinds nowhere could be purchased.

We shall admit to these columns pure food products wherever they are found. Primarily, these columns are for the purpose of exploiting products and not dealers. However, any statement appearing in these columns with respect to a retailer or manufacturer may be accepted as trustworthy. Such statements will not be printed until they have withstood the same thorough test that has been applied to specific products.

We shall not attempt to pass upon the healthfulness or desirability of any article. Purity will be the sole standard. We are willing to allow oleomargarine a place in the columns, provided that it is pure oleomargarine and not marketed as butter to deceive the public. We are willing to admit pure cottonseed oil

(Continued on page 3.)



WILLIAM HOSTER,

HEAD OF THE WASHINGTON BUREAU OF THE HEARST NEWSPAPERS, AND A MEMBER OF PRESIDENT TAFT'S "NEWSPAPER CABINET."

## SPORTING WRITERS

### Gather in El Paso to Cover Mexican Race Meeting.

(Special to THE EDITOR AND PUBLISHER.)

EL PASO, Tex., Dec. 8.—Many prominent Eastern correspondents have arrived to "cover" the big race meeting just opened across the Rio Grande, in Juarez, Mexico. Among them are:

Harry Forsland, Chicago Racing Form and New York Morning Telegraph; D. F. Leighton, New York Sun, the New York World and the Associated Press; C. A. Bergin, Chicago News-Journal, Detroit Free Press and Louisville (Ky.) Courier-Journal; W. B. Cross, Chicago Tribune; Peter Clark San Francisco Chronicle; Earl McQuade, San Francisco Call.

Several more representatives of important papers are expected in the next few days. T. H. Schneidau will cover the races for the El Paso Times, while Norman Walker will look after the interests of the Herald.

## NEW DAILY FOR UTAH.

### The Ogden Chronicle Will Be Launched After January 1.

A company has been incorporated to publish a daily newspaper in Ogden, Utah, to be called the Chronicle. The chief incorporators are B. R. Bowman, one of the owners of the Ogden Morning Examiner, and J. F. Thomas, publisher of Industrial Utah, a monthly periodical. The capital stock is \$70,000.

It is reported that the object of the new concern is to secure the control of the Ogden Morning Examiner. Nothing has been given out as to the probable date of the first issue of the new paper, but it is understood that it will be launched after the first of the year.

### New West Virginia Daily.

A new daily, called The Independent, has made its appearance at Fairmont, W. Va. It is an evening paper and, though backed by Republicans, claims to be independent in policy.

## WILLIAM HOSTER

### MEMBER OF TAFT'S "NEWSPAPER CABINET AT WASHINGTON.

Called "Old Bill Hoster" by Mr. Taft With Kindly Chuckling—In Charge of Washington Bureau For the Hearst Newspapers—His Record of Assignments Includes Many Notable News Events—His Career.

The President of the United States is fond of the name "Bill." That is one of the reasons why he hails his young friend William Hoster as "Old Bill Hoster." It is admitted in Washington that there are several thousands in the country named William who wouldn't object to Mr. Taft's affectionate colloquialism "Old Bill."

Mr. Hoster is in charge of the Bureau of the Hearst newspapers in Washington. This organization is the special representative of Mr. Hearst's newspapers published in Boston, New York, Chicago and San Francisco. It is entirely separate from the American News Service (formerly the Hearst News Service), but aids the latter in big stories.

In spite of the President's nuncupative dubbing, William Hoster is but thirty-six years old. He was born in Philadelphia "of American parents," as the Philadelphia blue book would say. He was educated in the public schools and later studied law in Philadelphia, but found many suggestions for jests and humorous verse in Blackstone, and so joke-making for the comic weeklies alienated his affection from the law, and he was formally divorced from that jealous mistress in 1902. He went to work for the Philadelphia North American.

He did general work and continued as editorial writer and theatrical and book reviewer for a year after the Wannamaker interests secured the paper, and then removed to New York, where he began with Mr. Hearst.

He has been a star reporter ever since. The record of his assignments include the Portsmouth Peace Conference, the trip to Europe with John D. Rockefeller, the Prince Henry visit, the Thaw case and all the big continual sensations in New York in late years. Prior to joining the Hearst service, he did the birth of the Republic of Cuba at Havana in 1902. He covered all the national political conventions during 1908.

He has toured the country with Roosevelt, Bryan, Hearst and Taft in chronological succession. He assisted in digging out the facts against Governor Haskell of Oklahoma in the last presidential campaign and is just now "wanted" in Oklahoma for alleged conspiracy in connection therewith.

Of the half-dozen West Indian assignments, he thinks the most eventful was the trip to Panama with Mr. Taft last January. Six correspondents were in the party, and these six were designated "the newspaper cabinet" by Mr. Taft. The "cabinet" has been with the Presi-

dent almost constantly since his nomination for the presidency.

The only thing about Mr. Hoster that indicates his humorous genius is a statesmanlike gravity of countenance. The President has an affinity for the Hoster humor, and probably the two "Bills" know each other very well.

Mr. Hoster is a student of criminology, and also a ravenous reader of modern philosophic authors, especially Buckle, Lecky and Spencer. He is popular everywhere. Also his wife is a charming, brilliant woman, and they are so happy that the fact causes much comment.

#### SOLICITOR TRAPPED.

##### Arrested as He Seeks Funds for Alleged Journalists' Home.

A man giving the name John S. Kelly, and also known as Frank A. Nelson, has been arrested in Chicago for soliciting funds for an alleged Journalists' Home. The police believe that many prominent business men of that city have been fleeced out of sums ranging from \$50 to \$100.

Kelly, according to the police, represented himself to be a solicitor for the "International League of Press Clubs" and the money was to be used for a "journalists' home fund."

Kelly was trapped by G. S. Wood, a manufacturer of railway appliances in the Great Northern Building, to whom he presented the following letter:

This is to introduce you to Frank A. Nelson, a duly accredited representative of the International League of Press Clubs.

The home is now in course of construction at Bloomington, Ill. We bespeak for Mr. Nelson your courteous consideration. He will explain fully and in detail the scope of our enterprise and its exceptionally worthy object.

Requesting your favorable co-operation and thanking you in advance in the name of the International League of Press Clubs and their allied interests, I am very truly yours,

W. C. HALMAN,

Chairman of Financial Committee.

Make checks payable to Joseph S. Kennedy, treasurer.

The letter was approved and counter-signed John B. Sharp, secretary.

Kelly told Mr. Wood that Joseph S. Kennedy was the editor of a Chicago morning newspaper. Mr. Wood called up the paper in question and when told Mr. Kennedy was in no way connected with it he summoned the police.

#### Merger of Three Papers.

T. J. Tormey, for many years city editor of the Niles (Mich.) Daily Star, has secured control of the Berrien County Record and the Argus Weekly, both published at Buchanan. The Record is to absorb the Argus. The deal, it is said, really means the consolidation of three papers, as the Record is a merger of the Buchanan Record, and the Galien Advocate.

IN PHILADELPHIA IT'S

"The Bulletin"

NET DAILY AVERAGE FOR NOVEMBER:

248,025

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.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

#### PORTLAND (ME.) MERGER.

##### Evening Express Takes Over Advertiser, Century Old Paper.

After an existence of more than one hundred years, the Portland (Me.) Advertiser, one of the oldest papers in America, has been sold to the Evening Express of that city. In speaking of the change the Advertiser said in part, in the issue of December 4:

"With this issue, the publication of the Advertiser by the State Publishing Association comes to an end. After carefully considering and canvassing the situation, the publishers reluctantly came to the conclusion that the field is now so fully and so satisfactorily covered by the Evening Express, with its well appointed, extensive and costly plant, that another evening paper cannot be profitably maintained here. The attempts which have been made during the past twenty years to divide the evening patronage and make it support two newspapers have called for much hard and painstaking labor and have involved the expenditure of a large amount of money, but the result has been to demonstrate that with one strong and successful evening paper in the field it is not possible to profitably maintain another. Because of this condition, the State Publishing Association has entered into an arrangement with the Evening Express Publishing Company under which the Advertiser is sold to that corporation. The Advertiser, however, does not go out of existence. Its name will be preserved as part of the title of the paper with which it is combined. The transaction is rather a union of the two papers than the passing of one of them.

#### CHICAGO PAPER WINS SUIT.

##### Supreme Court Holds Inter-Ocean Did Not Violate Copyright Law.

In a decision handed down by Justice Day, the Supreme Court of the United States has affirmed the decision of the United States Circuit Court of Appeals in the case of Isaac H. Caliga against the Chicago Inter-Ocean. Caliga brought suit to recover damages because of the paper's alleged violation of the copyright of a painting by him, known as the "Guardian Angel."

The copyright was obtained in November, 1901, and, it being shown that a previous copyright had been granted in October of the same year, the Court of Appeals held the second copyright to be invalid and decided in favor of the newspaper. Justice Day declared that a second copyright could not be permitted under the law any more than a second patent.

#### Spokane to Have Paper Mill.

A modern plant for the manufacture of paper, including print paper, will be erected four miles east of Spokane, Wash., the coming year. The capacity will be 800 cars a year. The company has selected a site on the Spokane River, where there is an available hydraulic power of approximately 5,000 horsepower. The backers of the project are A. L. Flewelling, Jay P. Graves, W. S. Yearsley, John W. Graham, W. G. Davidson, W. G. Graves and C. B. Pride.

#### Wyoming Weekly Suspends.

The Cowley (Wyo.) Weekly Progress has suspended publication. An editorial announcement states that the people of Cowley lack sufficient spirit to support a newspaper or any public enterprise.

#### MAY PUBLISH RECORDS.

##### Not Libel to Print Judicial Proceedings, Rules Jersey Judge.

Judge Endicott, of the Circuit Court of Camden, N. J., in instructing the jury on a recent libel case, laid down some interesting law concerning the rights and privileges of newspapers in respect to the publication of various court proceedings.

The matter before the court was a suit for libel proceedings from the publication of proceedings before a Justice of Peace. Judge Endicott instructed the jury to return a verdict in favor of the defendant newspaper. In instructing the jury the court said:

"Judicial proceedings are privileged absolutely. Reports of judicial proceedings are privileged in a qualified sense. Reports made on such occasions rebut the prima facie inference of malice arising from the publication of matter prejudicial to the character of the plaintiff, and throws upon the plaintiff the onus of proving actual malice or malice in fact. The article in question was the report of a properly constituted tribunal, exercising its jurisdiction in open court. The report appears to be fair. It was not published from any malicious motive. Such publications are privileged, although the publication may be to the disadvantage of the individual concerned, since the general advantage to the public in having the proceedings made public more than counterbalance the inconvenience to private persons whose conduct may be the subject of such proceedings."

The jury returned a verdict in accordance with the instructions of the court.

#### SCORES YELLOW JOURNALISM.

##### Methodist Bishop Says Too Many Papers Feature Evil.

Bishop A. W. Wilson, of the Methodist Episcopal Church South, presiding over a recent session of the North Carolina Conference, declared that too many newspapers are featuring evil:

"The world is searched from day to day for all that is bad for perusal at the breakfast table. The time was when this was not the case, but in spite of the appalling volume of wrong heralded in the newspapers, the world is growing better."

#### Lawyer Buys Colorado Paper.

The Fort Collins (Col.) Review has changed hands, passing under the control of Edward D. Foster, who succeeds Olney Newell as editor and manager. Newell, however, retains an interest. Foster, who is a member of a prominent legal firm of that city, announces his retirement from the practice of law, and expects in the future to devote his entire time to newspaper work. The policy of the paper it is said will remain the same.

#### Nebraska Weeklies Merged.

William Rice has purchased the Central City (Neb.) Record from Fitch Bros., and will merge it with his paper, the Central City Republican. The publication day of the consolidated paper will be changed from Saturday to Thursday.

#### Arkansas Weekly Suspends.

The Gravette (Ark.) Benton County Gazette, has suspended publication after a year's existence.

#### LEMUEL T. ATWOOD DEAD.

##### Financial Head of Scripps-McRae League of Papers.

(Special to THE EDITOR AND PUBLISHER.)

CINCINNATI, O., Dec. 8.—Lemuel T. Atwood, financial head of the Scripps-McRae League papers, died at his home here last night, after an illness of six months. He is survived by a widow and five sons.

His death marks the close of a brilliant career in the field of journalism.

He was born in Abington, Mass., and moved to Kentucky when a small boy. In 1882 he met E. W. Scripps and became a reporter on the Cincinnati Post and later was made editor of that paper.

In 1900 the death of George H. Scripps caused a vacancy in the financial end of the Scripps-McRae League, and Mr. Atwood was elected to that position.

Funeral services will be held Friday morning. Burial will follow at Amelia, Ohio.

#### INCORPORATIONS.

Industrial Democrat Company, publishers, Oklahoma City, Okla. Capital, \$2,500. Incorporators: C. H. Armstrong, A. B. Cook, Ida Hayman.

Winship Company, Chicago. Capital, \$2,500. Incorporators: Henry J. Sager, Max Grosse, Raymond S. Winship. Printing, publishing and manufacturing.

The Edwin T. Miller Company, Columbus, Ohio; printing and publishing. Capital, \$50,000. Incorporators: H. W. Allen, Edward T. Miller, H. M. Bush, E. M. Peoples, H. C. Barrett.

The Western Newspaper Union, Illinois. Capital, \$750,000. Publishers, certified in Indiana for \$15,000. W. H. Welch, secretary.

Texas Publishing Company of Houston. Capital \$5,000. Incorporators: R. H. Schmidt, Carey Haynes and E. L. Crocker.

#### Editor Wins Suit.

F. L. Baldwin, editor of the Escanaba (Mich.) Journal, was last week awarded a judgment of \$1,000 against Escanaba Liquor Dealers' Association of that city. In his suit, Baldwin alleged that the saloon men had boycotted him and influenced mercantile interests to withdraw their patronage from his paper. He asked an injunction and claimed \$10,000 damages. Judge Stone of the Circuit Court granted the injunction and gave Baldwin judgment for \$1,000.

#### Suspends for Lack of Advertising.

The New Iberia (La.) Daily Enterprise-Leader, which has been published for many years, has suspended. Non-support by advertisers is given as the reason.

THE NEW YORK TIMES

during the first eleven months of 1909 gained 1,203,814 LINES

of advertising over the corresponding period of 1908

A greater increase than that of any other New York newspaper, morning or evening

**WASHINGTON**

**Many New Faces Seen in the Capitol Press Gallery at Opening of Congress—Some of the Changes and Additions That Have Been Made in the Various Bureaus.**

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, Dec. 9.—Although few changes in the personnel of the Senate and House are observed this session, many new faces are seen in the Capitol press gallery.

Since the last regular session three newspaper men have died—Edward E. Coyle, of the Detroit Free Press and Grand Rapids Herald; J. H. Aubere, of the St. Louis Globe-Democrat, and Raymond Patterson, of the Chicago Tribune.

J. P. Gavitt will be chief of the Associated Press Washington Bureau, with Edwin M. Hood as assistant, and Charles A. Cotterhill, for many years on the floor of the House, will be day manager. Thomas A. Dawson will be in charge of the Senate side. As of old, Jackson S. Ellicott and Charles E. Kern will be at the Senate end for the Associated Press, but the House will be covered by two new men—Fred A. Emery and Clarence D. Marshall; both have been in the local newspaper field for several years. John B. Ellicott will assist him.

E. R. Sartwell of New York has joined the staff of the United Press. Robert Dugan, formerly of the Washington Times, is now with the New York Sun Bureau. Harry L. Dunlap is in charge of the New York World staff and also covers the St. Louis Post-Dispatch, with George L. Edmunds as his assistant. Frank B. Lord is covering the Senate for the Hearst News Service and Clifford Rose is at the House end. Donald A. Craig is on duty at the Capitol for the New York Herald. The late Raymond Patterson is succeeded by J. C. O'Laughlan, who will have charge of the Chicago Tribune staff, assisted by Arthur S. Henning of the Chicago office.

Succeeding the late J. H. Aubere, Charles P. Keyser will be at the head of the St. Louis Globe-Democrat staff. As a correspondent for the Detroit Free Press and the Grand Rapids Herald, Isaac Gregg succeeds the late Edward Coyle. Ashmun N. Brown is here from Seattle to represent the Post Intelligence.

After an absence of several years from the gallery, John Corrigan has returned for the coming season as the correspondent of the Atlanta Constitution. John W. Flanner is representing the Muskogee Times-Democrat and

the Oklahoman of Oklahoma City. Martin E. Madsen comes from the home office of the San Francisco Chronicle to enter the Washington field.

**ADDITIONS TO BUREAUS.**

On the staff of the Times and the Philadelphia Public Ledger, Julian D. Sargent, formerly of the Washington Herald, is a new member. In addition to his other papers, E. A. Pullman will during this session represent the Great Falls Tribune, the Missoula Missoulian and the Helena Record. V. Gilmore Iden is the new member of the New York Journal of Commerce Bureau.

E. S. Wright of Cleveland has been admitted to the gallery for the Cleveland Press. R. W. Wooley is representing several other newspapers. Wilbur G. Miller has been made a member of the New York World Bureau. The Washington Herald has John R. Crown as the new assistant. Arthur C. Johnson, Frank I. Whitehead and Frederick C. Weiner, all former members of the press gallery, are now on the Capitol staff of the Washington Post. Messrs. Johnson and Weiner are new additions.

J. B. Smallwood has joined the Star force and covers the Senate. J. Olin Howe of Connecticut, who has been handling feature work for the New York Herald, is covering several small New England papers through weekly letters. He is not a member of the gallery.

**JACK LONDON'S NEW BOOK.**

**The Hero, Martin Eden, Pays His Respects to the Publishers.**

Jack London's new book, "Martin Eden," is said to be largely autobiographical. Mr. London suffered much, so he has admitted often, from editors who would not buy his manuscripts when he was unknown to fame. He puts the following speech in the mouth of his hero, who tells what he thinks of those who own periodicals or publishing plants, and of those who are hired by such owners:

"Don't think they prefer the drudgery of the desk and the slavery to their circulation and to the business manager to the joy of writing. They have tried to write and they have failed. And right there is the cursed paradox of it. Every portal to success in literature is guarded by those watchdogs, the failures in literature. The editors, sub-editors, associate editors, most of them, and the manuscript readers for the magazines and book publishers, most of them, nearly all of them, are men who wanted to write and who have failed. And yet they, of all creatures under the sun the most unfit, are the very creatures who decide what shall and what shall not find its way into print—they, who have proved themselves not original, who have demonstrated that they lack the divine fire, sit in judgment upon originality and genius. And after them come the reviewers, just so many more failures. Don't tell me that they have not dreamed the dreams and attempted to write poetry or fiction; for they have, and they have failed. Why, the average review is more nauseating than cod-liver oil. But you know my opinion on the reviewers and the alleged critics. There are great critics, but they are as rare as comets. If I fail as a writer, I shall have proved for the career of editorship. There's bread and butter and jam, at any rate."

**The Havana Post.**

The Havana (Cuba) Post has just issued a special edition advertising Cuba as the greatest of winter resorts. It contains a sixteen-page illustrated supplement of unusual interest.

**MILWAUKEE PRESS CLUB**

**Invites Roosevelt to Participate in Silver Jubilee Exercises.**

The Milwaukee Press Club has invited Theodore Roosevelt to be the principal speaker during the jubilee exercises of the club in 1910 and it is believed that he will accept.

Extensive preparations are now already under way and the club plans to present an elaborate program. The invitation to Mr. Roosevelt was mailed last week.

The letter is directed to Londiana, British East Africa, and the postmaster of Milwaukee has requested all postal authorities to see that it meets with as few delays as possible and that it reaches its destination safely.

The Roosevelt party, it is understood, expects to return by way of the Mediterranean. In this case Francis B. Keene, United States Consul at Geneva, Switzerland, and a member of the Milwaukee Press Club, will make every effort to see Mr. Roosevelt and repeat the invitation in person.

Should Mr. Roosevelt, on his return to this country, go to Washington, T. W. Braham, another member of the club, will do the same thing.

The invitation is as follows:

MILWAUKEE, Dec. 2, 1909.—Hon. Theodore Roosevelt, Fellow Member of the Milwaukee Press Club—My Dear Brother: During 1910 the Milwaukee Press Club will celebrate its silver anniversary with appropriate jubilee exercises.

In these exercises it is the aim of officers of the club that the distinguished members of the club shall take part, their shares in the exercises to be commensurate with places they have attained among men.

You will return from Africa next year.

Following official instructions of the club, given by unanimous vote, I hereby extend you an invitation to deliver an address in the Auditorium, Milwaukee, on any date during 1910 you may select.

The club will offer no suggestion concerning your topic or what you say. The more interesting and thought stirring your topic and address the better will the club be pleased.

The Auditorium will seat 8,000 people, and its acoustic properties are such that a speaker, without special effort, may be heard in any part of the immense hall.

The Milwaukee Press Club will attend to every detail of your journey from the time you leave any designated point in the United States to come to Milwaukee until your return to your destination.

A part of these arrangements will be a private car for use of yourself and party.

The Milwaukee Press Club ranks among the best organizations of newspaper men in the United States. During the last year the club entertained President Taft, Ambassador James Bryce, Ambassador Count Von Bernstorff and many others.

But for our silver jubilee we desire to entertain the most distinguished and active Twentieth century American, and to this end we earnestly hope that you will accept this invitation.

We remember with pleasure your two visits to the Milwaukee Press Club, and this invitation but feebly expresses the sincere respect and regard in which you are held by the Milwaukee Press Club.

Come, and, by giving to the world a stirring message, spread upon pages of history the silver jubilee of the organization which fully appreciates the distinction it has attained by having your name spread upon its honorary rolls. Very respectfully,

OLIVER E. REMEY,  
President Milwaukee Press Club.

It is believed by the members of the club that the letter will reach Mr. Roosevelt before he leaves Africa upon his return trip.

The Industrial Democrat Company, Oklahoma City, has been incorporated with a capital stock of \$2,500.

**BRITISH VIEW OF HEARST.**

**Sidney Brooks, of London, Deeply Impressed by American Publisher.**

It is hard to get fresh and unbiased impressions of a man who has been as diligent as Hearst has for many years in making enemies in all political parties, says Current Literature. But an intelligent British journalist, Sydney Brooks, has given us a singularly vivid and evidently impartial picture. Writing in one of the British monthlies, Mr. Brooks has said of Mr. Hearst:

"He impressed me when I came across him as a man very difficult to know. That he is as different as possible from his papers goes without saying; nobody could be like them and be a human being. They are blatant, and he in dress, appearance and manner is impeccably quiet, measured and decorous. He struck me as a man of power and a man of sense, with a certain dry wit about him and a pleasantly detached and impersonal way of speaking. He stands six feet two in height, is broad-shouldered, deep of chest, huge-fisted, deliberate, but assured in all his movements. But for an excess of paleness and smoothness in his skin one might take him for an athlete. He does not look his forty-four [now forty-six] years. The face has indubitable strength. The long and powerful jaw and the lines round his firmly clenched mouth tell of a capacity for long concentration, and the eyes, large, steady and luminously blue, emphasize by their directness the effect of resolution. In more ways than his quiet voice and unhurried, considering air, Mr. Hearst is somewhat of a surprise. He neither smokes nor drinks; he never speculates; he sold the racehorses he inherited from his father, and is never seen on a race track; yachting, dancing, cards, the Newport life, have not the smallest attraction for him; for a multi-millionaire he has scarcely any friends among the rich, and to "Society" he is wholly indifferent; he lives in an unpretentious house in an unfashionable quarter, and outside his family, his politics, and his papers, appears to have no interests whatever."

**Kentucky Editors Will Organize.**

Kentucky editors of the seventh Congressional district are discussing the advisability of an organization of the newspapers in that district. A meeting will be called at an early date. The newspapers in the various counties comprised in the district are Franklin, Frankfort News and Kentucky State Journal; Bourbon, Kentuckian, Citizen, News and Democrat; Fayette, Lexington Herald, Gazette, Leader, Observatory, Equity Journal; Scott, Georgetown Times and News; Woodford, Sun; Oldham, Lagrange New Era; Henry, Eminence News, New Castle Local; Owen, News-Herald and Democrat.

**Old Michigan Paper Sold.**

The Mount Pleasant (Mich.) Isabella County Enterprise has been purchased by B. M. Gould.

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

Allied with

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

**The WANTS ADS Tell the Story in Philadelphia**

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Demokrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

## PARK ROW

Breezy Bunch of Gossip Picked Up at the World Building News Stand and Boiled Down to Short Paragraphs for the Readers of The Editor and Publisher.

By EDWARD DORF.



Joseph D. Bannon, president of the Newspaper Mail Deliverers' Union, was again unanimously elected to that office at the election for officers on Dec. 6. Mr. Bannon has been the union's only president since its organization, eight years ago. This union numbers about two thousand men and its members are employed by all the New York newspapers and news companies. Before these men were organized their weekly wage averaged about six dollars—now they earn as high as twenty-four dollars. Mr. Bannon is manager of the city circulation department of the New York Evening Journal.

Norman Rose, who writes the daily Norman letters from New York for the Scripps-McRae newspapers, has returned to this city after a two weeks vacation in Cleveland. Jacob Waldeck, who came from Cleveland to fill Rose's place during the latter's absence, goes to Washington to cover Congress for the Scripps-McRae newspapers.

Harry A. Schaefer, the big wholesale newsdealer of Pittsburg, made one of his customary rushes into town this week. Harry has so many things to do when in New York that, to save lunch time, he eats Pittsburg stogies while hustling about.

I was in Philadelphia some years ago during the holding of a Republican national convention. Passing the Bellevue-Stratford one morning, I was startled by a stentorian voice close by shouting "Get the New York Press!" Who was it but my old friend Sheridan, whom the Press had sent to Philadelphia to look after its interests. "Tim Woodruff is having breakfast over there," said Sherry, between shouts, indicating a certain table. "This yelling will make a hit with him, and you bet the boss will hear about it."

A new magazine, to be called the Woman's Era, is scheduled to make its initial appearance some time in January. It will be published in New Orleans. The magazine will be a handsome brown-covered octavo, and each issue will contain about 100 pages. The editor is Prof. Margaret

Cross. "The Literary Woman," an article by Ella Wheeler Wilcox, will appear in the January number.

Theodore D. Rosseau, of the New York Evening World, has returned from a bridal trip to Florida.

The circulation department of Doubleday, Page & Company is presided over by George Costello, of whom very little is heard but who has his hands full in looking after World's Work, Country Life in America and the Garden Magazine.

Charles Chanler, traveling representative of the New York Telegraph, is covering Pennsylvania for that paper.

George P. Fry, formerly New York correspondent of the Chicago Inter-Ocean, is with the New York Herald.

M. B. Mendoza, of the New York World circulation department, was a passenger on the Boston express which was wrecked at Clinton, Conn., early last Monday morning. Mendoza, who was asleep in his berth at the time of the accident, escaped without injury. In the stress of excitement among the passengers during the first few minutes attending the trouble, Mendoza noticed a man on the ground who had taken the time necessary to put on his shirt. Amidst all the hubbub, this man was working madly to fasten a tight collar, although he was minus his trousers.

A new novel by Albert Payson Terhune, published by the Frank F. Lovell Company, will be ready in a few days. I understand it is a powerful book, compelling a continuous reading.

## CLARK W. CRANNELL

Of Evening Mail Made Secretary to District Attorney-elect Whitman.

Clark W. Crannell, of the New York Evening Mail, and one of the best known newspaper men in the city, has been made private secretary to Charles S. Whitman, district attorney-elect. In speaking of the appointment, announcement of which was made Thursday, Mr. Whitman said:

"This appointment is purely a personal one with me. I have known Mr. Crannell intimately for many years, but I had great difficulty in persuading him to give up his professional work to take this office. I have already received many letters congratulating me on my success in securing him."

Mr. Crannell was educated at the Albany Military Academy and Union College, where he was graduated in 1895. He came to New York the same year and joined the staff of the Mail and Express, now the Evening Mail, with which he has been connected ever since. For eleven years he has been the Albany correspondent, and he is, with one exception, the oldest correspondent at the State capital, in point of service.

He has covered many national and State political conventions and has traveled extensively for the Evening Mail on assignments. He is a member of the Seventh Regiment and the Alpha Delta Phi Fraternity.

Newsboys to Have Merry Christmas.

That the newsboys of New York may have a merry Christmas, the New York Evening Journal has started a Christmas Newsboy Fund. William Randolph Hearst heads the list with a subscription of \$500.

The quality of circulation depends largely upon paid subscriptions.

## LONGS FOR OLD LIFE.

Frank O'Brien Will Return to Newspaper Work.

Frank O'Brien, private secretary to Mayor McClellan, has announced his intention of returning to newspaper work after Jan. 1.

At the time of his appointment three years ago, Mr. O'Brien was a member



FRANK O'BRIEN.

of the New York Sun staff, and previous to his connection with that paper he was city editor of the Buffalo Express.

During the Presidential campaign of 1904, Mr. O'Brien attained fame through his "Mary Jane" stories sent down from Esopus.

## OUR PRESS CLUB SISTERHOOD.

[Dedicated to the Mothers, Sisters, Wives, Daughters and Sweethearts of the Members of the New York Press Club.]

By JAMES POOTON.

You have heard of stately Juno,  
With her shower of golden hair;  
And how all her admirers said  
None with her could compare.

You have heard of lovely Venus,  
As bewitching as could be;  
And how like a fairy vision  
She rose from out the sea.

And Hebe, she was graceful,  
When she waited on the Gods;  
And handed them ambrosia  
'Tween their intervening nods.

And Penelope was faithful,  
To her Ulysses true;  
And continued as a spinster  
Until her love was due.

Yes, there were many goddesses,  
Both beautiful and good;  
But none so sweet—God bless them!  
As our Press Club Sisterhood.

## Banquet for Hearst.

Prominent men of many political faiths will assemble at a banquet in honor of W. R. Hearst at the Hotel Astor next Tuesday evening. It is expected that more than 1,000 will attend and the occasion promises to be a memorable one.

## NEW YORK SURPRISE.

Press Club Members Treated to Entertainment in New Club House.

On Wednesday night, Dec. 8, the New York Press Club had a housewarming in the new building which was completed several weeks ago. The affair was much in the nature of a surprise to the great majority of the members. The building committee, including John A. Hennessy, William A. Deering and Charles J. Smith, had quietly but strenuously forwarded the details of furnishing the building, while the membership waited in the dark of the old club rooms, so to speak.

Three hundred members entered the new building Wednesday night and the majority were amazed. Such beauty of adornment, largeness of space and solidity of comfort had not been dreamed of. They moved in and out, up and down through all the rooms on the seven floors with delight of new ownership.

The "entertainment" began in the beautiful big assembly room at 9 p. m. William Morris, vaudeville manager, courteously brought with him several of the leading vaudeville artists of the world. Harry Lauder, the Scotch comedian, sang and delivered "speeches" for three-quarters of an hour. Cecilia Loftus joyously imitated her contemporary brothers and sisters of the stage in her inimitable way. George Lashwood, Mr. Morris' latest importation from London, sang "Good-bye to My Old Latch Key," that was a new and fine strain to New Yorkers.

R. G. Knowles, who travels over the globe and tells about different places with delicious humor, was called back again and again. Also Major John M. Burke, press agent for Buffalo Bill's Wild West and Pawnee Bill's Far East. He was strikingly familiar with Paris and French, and they laughed.

Lucy Weston sang her English music hall lyrics with startling effect. Billy Montgomery and Florence Stone as a team made uproarious fun. Maurice Nitke, the violinist, played several obligatos, accompanied by the Weber metrostyle, a remarkable performance. Harry Jolson, blackfaced comedian, convulsed even the tired ones. And in the billiard room, William Hoppe, the boyish expert, gave an exhibition that surprised the sharks of the club.

Mrs. Carrie Frazer was accompanist for Miss Loftus.

President John A. Hennessy welcomed the members and guests. They were especially delighted when he predicted that the annual dinners of the club would be planned to interest the whole country.

The entertainment was arranged by the committee which includes C. R. Macauley, of the World; James C. Garrison, of the Press, and James C. Summers, of the Tribune.

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

## 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—6013 Metropolitan Bldg.  
CHICAGO—408 Marquette Bldg.

## FOOD ADVERTISING.

(Continued from page 1.)

products on condition that they are put forth as what they are, without deceptive intent. These are extreme illustrations for the purpose of showing that we do not intend to tell people what they shall eat, but merely propose to make it possible for them to know where they can find what they want to eat, if they want to eat pure food.

Announcement is made that Tuesday, Thursday and Saturday have been selected as publication days, as being most advantageous to housekeepers and other purchasers. Also, the statement is made that no advertiser will be allowed more than one inch of space for any single advertisement or announcement, and each will be limited to three blocks of an inch in any one issue. Continuing the North American says:

Every advertiser signs a carefully worded contract, agreeing to advertise only such food products as come up to our Honest Food standard. He fully understands, however, that no article will be accepted, save conditionally upon the result of our own independent investigation.

After a written agreement has been signed by a dealer or manufacturer we do not accept samples of his product selected and furnished by him, but have our own agents purchase in the open market, at times and places of which the advertiser can have no knowledge, packages of the goods he desires to advertise.

One of the most eminent chemists of the state analyzes each sample we have purchased, and his services are paid for by this newspaper. A certificate from him setting forth the purity of a product must be attached to the contract made with the manufacturer or dealer before the copy of the advertisement can be admitted to the Honest Food columns.

Our readers should bear in mind that we have made no effort to procure a complete list of the pure food products that are for sale in the markets of the country. Hundreds of articles not mentioned in these columns would measure up to our Honest Food standard of purity. Some of them never are advertised and others are placed before the public by other methods of advertising, which in various ways proclaim their standard of purity.

It should be remembered, also, that we accept, outside of these columns, the advertisements of many other food products which fulfil the national and state legal requirements. Thus, we accord to those manufacturers, dealers and consumers who believe that certain preservatives, instead of being deleterious to health, are desirable that right of

opinion which we ourselves claim by setting up our own standard.

Our aim has been to present as large a variety and diversity of products as possible, and we know of no article of food which is not or will not, from time to time, be represented in these columns.

Concluding the statement of reasons for the new departure in ethics of advertising, the following is printed:

And now, what do we expect to accomplish by this new plan? We expect to prove conclusively that pure food of all kinds is obtainable. We expect to furnish a guide board to pure food depots for the housewife and all those who desire to purchase articles which are not manufactured with chemical preservatives. We expect to protect the retailer, whose business never will be safe so long as he has in stock goods manufactured with such preservatives. For the slightest change of the national or state law at any time may bring to him heavy losses or a disastrous prosecution.

Above all, we hope it will aid in fixing and ultimately making permanent one pure food standard, and that that standard will be identical with our Honest Food standard. When that day comes a great step forward will have been taken for the protection of life and health.

## FUTURE NEWS SERVICE.

### When Correspondents Travel in Airships and "Wave" Their Reports.

The German airship Gross II is provided with wireless telegraphic apparatus. According to newspaper accounts, good results have also been obtained with wireless apparatus on the Zeppelin III. This announcement is especially gratifying, because doubts have been expressed concerning the advisability of attempting wireless communications with Zeppelin airships on account of the danger of fire. The Zeppelin airship, unlike those of Parseval and Gross, has a metallic skeleton which is a good electrical conductor, and it is also exposed to the danger of an accumulation of an explosive mixture of gases in the space between the gas bags and the outer skin.—*Scientific American*.

### Sells Paper to His Son.

J. B. Donovan, publisher of the Madison (Neb.) Star-Mail, and former president of the Nebraska Democratic Press Association, has disposed of his paper to his son, Archie K. Donovan. Young Donovan, while only eighteen years old, has already, it is said, proven himself a capable newspaper man.

### Indiana Daily Changes Hands.

C. G. Calkins, for sixteen years publisher of the Mt. Vernon (Ind) Evening Sun, has disposed of his interests to the Evening Sun Publishing Company, composed of leading Republicans of the county. Mr. Calkins will move to Indianapolis. The paper will hereafter be published by the Evening Sun Publishing Company, with Winston Menzies as managing editor.

### Former Editor Shot.

While on his first hunting trip, W. S. Evans, sixty years old and a former editor of Orrville, Ohio, was instantly killed last Saturday. His body was found hanging over a fence, which it is supposed he was climbing when his gun was accidentally discharged.

## HERALD'S NEW DRESS.

### Invokes Comment From Oculists Who Voice Approval.

The New York Herald, in calling attention to the larger type and wider spacing in its new dress, quotes Dr. W. T. Georgen, oculist and president of the Georgen Company of New York, who says in part:

"There is no doubt about the harmfulness of small type, especially in these latter days when everybody is reading far more than ever before. I have observed the improved appearance of the Herald with its big type.

"It is now a pleasure to read. Many a witty paragraph, a bit of news, valuable information or a legal decision has been tucked away in some corner, printed in solid, small type and overlooked by a majority of readers and never read at all by people with poor eyes.

"It is a fact that ninety-nine persons out of a hundred who consult oculists find they really have defective eyes. I believe that eighty per cent of adults more than thirty-five years old are afflicted with bad eyes. Nearly everybody is benefited by what we call 'rest glasses,' and all this is owing to the fact that they have been forced to read small type. Nearly every one visiting an oculist complains of the difficulty of reading newspapers, especially in the cars, because the type is so small."

Dr. S. Jay Cross, head of the S. Jay Cross Optical Company of New York, said in part:

"One great drawback to the average newspaper has been a lack of enough white space between the letters. It is said that there should be fifty per cent more white space than the space occupied by the type.

"Standard vision requires a 'ray angle' of not less than five minutes, or a twelfth of a degree, which means that too small type held at ordinary reading distance is bad for the eyes. Light increases or decreases by the well-known law of the square of the distance. All visible, non-luminous objects are mirrors. A newspaper is a mirror, and the more white displayed around the type the better is the reflection, and of course the more legible the type appears.

"This means that readers of newspapers should use drop lights at night, as one sixteen candle power electric bulb placed two feet from the paper gives a light nine times greater than one placed six feet distant. So this question of light and large type is of vital importance to the eye. The effect of bad lighting shows itself in the eye strain or excessive effort on the small muscles.

"It is estimated that eighty per cent of persons less than forty years of age who require glasses wear them because the eyeball is too short in depth. In view of all this it is apparent that the Herald is doing a great service to the public in printing its news in large, clean type, easy to see and easy to read."

### Illinois Daily Sold.

N. T. Rawleigh, mayor of Freeport, Ill., and millionaire medicine manufacturer, has purchased the Freeport Evening Standard from Dr. W. W. Krape. Dr. Krape purchased the paper, at that time known as the Democrat, five years ago from the late Charles Donohue and changed its name and politics.

The Cray Printing Company has purchased the Marquette (Mich.) Chronicle.

## MOLINE (ILL.) MAIL

### Has Housewarming in Honor of Removal to New Home.

The Moline (Ill.) Mail had a housewarming recently in honor of its new 24-page Goss press and the removal to its new home. All departments of the paper were in operation in the afternoon and evening.

Cut flowers and souvenirs were given visitors, and about 1,000 people were shown through the plant and all operations explained to them. The issue carried 1,450 inches of advertising in its 24 pages. The publisher, C. J. Zaiser, has been in charge for about a year.

## SIX POINT LEAGUE.

### Second General Meeting and Luncheon to Be Held Tuesday.

The second general meeting and luncheon of The Six-Point League for the fall season will be held Tuesday, Dec. 14, at one o'clock, at the rooms of the Aldine Association, Fifth Avenue Building, New York.

L. M. Frailey, of the Joseph Campbell Company, Camden, N. J., and Mr. Wm. C. Freeman, of the New York Evening Mail, have accepted invitations to be present for informal talks. From present indications, it is said, this luncheon will be the most successful of the year.

## MANY EXCLUSIVE ITEMS.

Binghamton, N. Y., Dec. 4, 1909.

J. B. SHALE, Pres.,

THE EDITOR AND PUBLISHER,  
New York City.

My dear Mr. Shale:

It isn't always that it is a pleasure to draw a check, but there is one time in the year when I am very glad to send one out, and that is when your bill comes in for subscription.

It is needless for me to tell you that you are getting out a very bright, newsy paper, and I find many items of interest that I do not see in other publications.

Kindly change my address to my home, 134 Main street, and oblige,

Yours very truly,

MANAGER WYLIE B. JONES,  
Advertising Agency.

## Will Also Print German Paper.

The Lockhart (Tex.) Daily Courier launched a German edition on December 1.

## 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

## 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

## WILLIAM M. LAFFAN

Interesting Reminiscences of the Late Publisher of the New York Sun—Ohio Writer Regards His Passing Away a Calamity to American Newspaperdom—Was Friend of McKinley.

Writing in the Cleveland (O.) Leader, Frederic S. Hartzell, of Canton, O., tells of meeting William M. Laffan, publisher of the New York Sun, who died recently. He says in part:

"Several years ago I was sitting in the lobby of one of our winter resort hotels in conversation with George H. Daniels, formerly general passenger agent of the N. Y. C. Railroad, who knew every public man in America. I called his attention to a gentleman who had just received a large bundle of mail from the desk, and said that I believed there was a journalist of some weight and importance.

"Why do you think so?" said Mr. Daniels, and I said that I had observed him when receiving and going through his mail on several occasions; that it was voluminous both as to letters and newspapers; that he destroyed many of the papers without removing their wrappers; and that most of his letters were torn up after hasty perusal; also that much of the matter was written with pencil on print paper.

### MAN OF MULTI-SIDED INTEREST.

"If you keep on you'll take a fall out of Sherlock Holmes," said Mr. Daniels, "that is Mr. Laffan, of the Sun; I know him well." For some weeks after that I saw as much as I could of Mr. Laffan, and I have never met a man of such multi-sided interest. A very certain reserve was his most pronounced mannerism, but it was in no wise repelling; it would have seemed the embodiment of pure modesty, but that in his statements of facts he was distinctly the opposite. He expressed opinions with the greatest possible economy of words, but with a degree of positiveness that could only befit the possessor of exact information, and he always disposed of the topic under discussion in a manner that convinced me he knew all about what he had discussed—and much more.

"It became a habit with us to find a quiet place on the hotel 'gallery' after breakfast and discuss what came in the Sun. He received a copy each day by mail, and I got mine at the hotel newsstand. One morning, early in our acquaintance, he referred to an editorial in such a way as to identify it as his own, and I ingenuously expressed my surprise that any of his writing was at that time going to his paper. I said in effect that while I knew he was the dominating force of the Sun, I had not supposed that he was directly responsible for its editorial utterances. His reply was characteristically concise, al-

most curt. 'I have,' he said, 'been the leading editorial writer on my paper for fifteen years,' and it is impossible to explain how much better I knew the man from that moment. For years I had read daily the brilliant expressions of this quiet, retiring Irishman, and notwithstanding their usually sarcastic tone, and often withering irony, had grown to recognize in them an unflinching trend to the approval of right doing, and a corresponding hatred for dishonesty and trickery. For years I had feasted upon the wisdom of—I knew not whom—and when I was made acquainted, in one brief sentence, with the 'living, breathing image,' it fitted so absolutely to its output that I felt ashamed of my want of prescience.

### KNEW MCKINLEY INTIMATELY.

"Later I told about having taken to President McKinley a copy of the Sun one day very soon after his first election to the Presidency. It had editorially commended very warmly some act of his in regard to the construction of his Cabinet, and he had read it with much apparent pleasure. When I was leaving the President, as I told Mr. Laffan, he had told me he would retain the Sun I had bought, as he might wish to refer to the article. 'And he did,' said Mr. Laffan to me, 'very kindly, too; he wrote me a letter of appreciation.' At another time he said: 'My relations with McKinley were especially intimate, and he sent for me frequently to confer with him in Washington.'

"Mr. Laffan told me much of his relations with Charles A. Dana, for whom he had boundless admiration. One day I was chuckling over an item of New York local news in the Sun; it was about some urchin who had perpetrated a practical joke on a dock master, who had caught the boy and thrown him into the East River, and there had been an arrest, but the story was told in that whimsically humorous vein that all Sun readers know, and that had often made me wonder if I were reading a real news item or a clever invention. It occurred to me to inquire, and I turned to Mr. Laffan, to find him highly amused over the same article; so, when he had finished it, I asked him if that story was supposed to have any basis in fact. He looked at me in amazement at the question; "If there is a single misstatement in it," he said, "and the office learns it, the young man responsible for it will be dismissed." His reply was so strong that I hunted up another New York paper of the same date, and found a matter of fact report of the occurrence—names and all identical—but without the Sun's style.

Aside from the direct interest in his personality that was awakened when I realized that he had wielded the pen whose drippings I had absorbed for years, I found William M. Laffan the most interesting of men. His information seemed limitless and incredibly accurate, and of all the men I have ever known, he impressed me as the one most earnestly and militantly for the absolute truth and hostile to dissimulation and falsehood."

### Will Celebrate Anniversary.

The Louisville (Ky.) Times, will on December 31, celebrate its twenty-fifth anniversary with a jubilee edition. It promises to be artistically, and as a business and literary proposition, one of the handsomest editions of the kind ever issued in the South.

The right kind of advertising generally brings results.

## NEWSPAPER IN POLITICS.

Has Had Its Day as Thought Molder Says Writer.

Those who live at such a distance from New York as to render the sense of small inoperative may have learned from the public prints that there has recently been held in that city a mayoral election of a most malodorous and scandalous nature. Its chief interest to those who find no pleasure in the verbal indecencies of the fishwife and the truck driver, lay in the unusually large amount of newspaper advertising which urged the fitness or unfitness of the various candidates.

The newspaper as a medium for reaching the voter with more or less useful advice as to the manner in which he should mark his ballot seems to have been utilized to a greater degree than ever before. It has always been considered the campaign duty of the newspaper to devote the major portion of its news and editorial columns to the furtherance of the interests of the candidates of its choice, but to see the advertising columns so crowded with arguments, petitions and odious comparisons is a novelty.

Much of the advertising mentioned was good; much of it showed the handiwork of the novice who is sure that he is a born advertiser because he has been a monumental success in the contracting business. None of it, good or bad, seems to have had the slightest effect on the voter. In fact, those who were advertised most seem to have received the fewest votes.

The recent history of politics in New York City, as in many other cities, seems to prove that a man can be elected to public office by a splendid majority with practically every reputable newspaper working tooth and nail to defeat him—or go down to a most inglorious defeat with the press a stout unit in his favor. This would indicate, it appears, that as a molder of public opinion the newspaper cuts a rather poor figure, and it is interesting to note that the advertising columns are as futile as the editorial articles and the highly colored news features.

Time was when the intelligent voter consulted the New York Tribune, or some other equally competent authority, for information as to how he should vote, and acted accordingly. Now he consults his favorite newspaper for information as where to buy his necessities and luxuries, and votes by the bright light of his own judgment. There never was a time when public confidence in the newspaper announcements of the merchant was so strong—there never was a time when the political influence of the newspaper was so weak, and it will continue to grow weaker.

The newspaper's task as conservator of public morals is self-imposed. No sensible person wishes his newspaper to act as his guide to civic righteousness, or takes seriously its political rantings and frothings. Practically all newspapers during one campaign climb enthusiastically into the same bed with candidates whom they denounced with vituperative violence but a campaign ago—and then assume a pained surprise because their readers refuse to follow.

The newspapers must, of course, print the political news of the day. They must, we suppose, continue to color and spice them to suit the palate of their readers or meet the demands of the party or faction with which they are for the moment affiliated. And they must keep a straight face while they do it.

The fact remains, though, that the real

function of the newspaper is to print the news and the announcements of reputable advertisers. Beyond this, it may properly publish such matter as will provide entertainment to its readers in their slippared hours, and indulge in such editorial comment and criticism as seems good to it. Such newspapers, progressively but conscientiously conducted, are most useful to the public, to their advertisers, and to themselves.

As a thought-molder, the newspaper has had its day. Its only civic function now lies in the honest and non-partisan exposition of wrong and the equally unbiased support of the right. This function is not political, but social.—*Advertising and Selling.*

## NEWSPAPER MEN.

Dine City Officials and Attend the Theater.

Following their annual custom, the newspaper men of Greenburg, N. Y., entertained the Town Board and a few friends at dinner at the Cafe Martin, New York, last Tuesday. The dinner arrangements were made by Louis F. Murray, of Dobbs Ferry, dean of the newspaper fraternity, and it was a great success. The guests sat at a long table, which was beautifully decorated, and the dinner was thoroughly enjoyed. After dinner the party went to Hammerstein's Victoria.

Those present were Louis F. Murray, Charles D. Millard, G. Fred Van Tassel, Carl F. Wilbur, William B. Moorhouse, W. H. H. Ely, John J. Sinnott, Edward G. Hennessey, Winfield L. Morse, Daniel W. Quinn, Patrick J. Gillespie, Robert Dashwood, Charles H. Bevers, W. W. Tompkins, Hugh A. Thornton, Hugh F. Graham, John H. Hill, James L. Taylor, Irving M. Taylor, Fred Gorlich, Frank E. Curry, Joseph L. Glover, Frank V. Millard and Wallace Odell.

### Arkansas Daily Discontinued.

On account of the Meridian (Miss.) Star, which demands all of his time, the Hon. Chas. P. Dement, announces the discontinuance of the Jonesboro (Ark.) Daily News and the consolidation of the business interests with the Star.

### A Minnesota Change.

E. H. Denn, for the past six years identified with the Madison (Wis.) State Journal, has succeeded Clyde J. Pryor as associate manager of the Bemidji (Minn.) Publishing Company, which publishes the Daily and Weekly Pioneer.

### Weekly Suspends.

The Clinton (Ark.) Van Buren County Republican has suspended publication. The proprietor, J. Millsaps, retires from the newspaper field. The Democrat takes over the subscription list.

## LEADING DAILY

Newspaper property in Southern city of 20,000 can be purchased for \$30,000.00; one-half cash, balance deferred. Center of a rapidly developing section. Equipment includes two linotypes. Under competent management this property will rapidly increase in value. Proposition No. 567.

### C. M. PALMER

Newspaper Broker  
277 BROADWAY NEW YORK

## WHY NOT GET YOUR WASHINGTON NEWS FROM

### The American Press Bureau?

The A. P. B. will serve any paper in America, giving better service and lower rates than all other syndicates in the field.

Write what you want from weekly letter to daily wire service to

JONATHAN STARR, Jr., Manager

P. O. Box 130, Washington, D. C.

Anything and Everything in Washington News

## LAURA M. FRENCH

**Brief Sketch of the Woman Who is at the Helm of William Allen White's Emporia Gazette. Has Been Identified With Newspaper Work for Fourteen Years.**

William Allen White, the Kansas author and editor, has solved a problem that has vexed and troubled many country newspaper offices, says D. O. McCray, in the Topeka Capital.

A daily newspaper in a town of 12,000 people needs a managing editor who knows all about the internal strifes and turmoils of the place and who must be responsible for everything that goes into the paper. A tour of Europe this year, and sandwiched-in journeys each year to remote sections of his own country, makes it necessary for Mr. White to have someone on deck who is possessed with good judgment and who must scan every line that is printed in the Emporia Gazette.

Miss Laura M. French is the managing editor and balance wheel of Mr. White's newspaper. This young woman's fine judgment and ability in handling the news department of the Gazette during the past six years has obliterated the Emporia Town Row and brought together warring social and business factions. The outpouring of Emporia people to welcome home William Allen White from his European trip was the best evidence of Miss French's policy of "harmonizing" things.

### HAS PRACTICAL KNOWLEDGE.

Miss French qualified for the position of managing editor by learning the practical side of the printing business in the Gazette office and spending two years in the proof room of the State printing office in Topeka. She has been engaged in different departments of newspaper work for 14 years.

The news editor of a Kansas daily must have such qualities as the patience of Job, the diplomacy of Talleyrand, the strategy of Napoleon and the optimism of the most cheerful individual in history, and Miss French has all these qualities, and has to exercise them every day. She has charge of six reporters and is always breaking in one or two new ones. She reads all the proofs in the office, and that is a large contract in itself; she supervises the make-up, and when a reading of the riot act is necessary she is expected to perform that function. Another of Miss French's pleasant duties is to conciliate the kickers and get rid of the bores, and when there is a special event in Emporia, in the nature of a wedding or funeral, she usually writes the story herself, for she knows everybody within 25 miles of the courthouse, and is the town authority on kinology. She is, in fact, a compendium of useful information touching Emporia and its surroundings.

"After a reporter has been on the Gazette for six months or so, and shows any indication of becoming a newspaper man, he needs few suggestions from me, or anyone else," Miss French said. "The boys have their beats and do them two or three times a day, and when there is anything special—political meetings, chautauquas, Sunday school, church or lodge conventions, I assign the work and the trained reporter does it without further discussion. The new one—and he is legion—has to be told of the numberless little touches of local color which the Gazette tries to give to the simplest story, and by which it is

made different from the stereotyped write-up of the ordinary country newspaper. We much prefer reporters who have been brought up in Emporia—as they know everybody—all the feuds and animosities, and those who like to be jollied, and others who threaten to 'stop the paper' if the fact isn't chronicled that they made a business trip to Olpe or Americus. Of course, such errors creep in, in spite of my vigilance, and then I have to talk the injured persons into good humor—if I can. Sometimes I fail, and the aggrieved person goes out hating me as well as Mr. White and the Gazette."

### WATCHES THE ADVERTISING.

"Aside from my work of handling the news department of the Gazette, I even have to keep a close watch on the advertising, as Mr. White is most particular that nothing objectionable should be advertised in the paper," Miss French said. "Patent medicine locals are barred, as well as display advertising of that sort; no fake schemes are allowed and if anything that looks like one gets past the advertising man and the other members of the business office, I hold it till it can be investigated. This, however, is of rare occurrence. The reporters are impressed with the fact that they are to get the truth, and to investigate every story before writing it. I read every line of local and editorial with these things in view: Possibility of libel, veracity, English, spelling, punctuation, Christian and surnames—and there are 50 families of Welsh Joneses in Lyon county, each one of whom is mortally offended if the Gazette says William Jones where it should have said Morgan Jones. And the items which have to be kept out of a paper are always the most interesting ones. These usually are brought in by the new reporters, and it breaks their hearts to have their stories consigned to the waste basket."

### EMPLOYEES LOYAL TO MR. WHITE.

Miss French bears testimony to the kindness and loyalty of Mr. White to his employees. "Always just, reasonable and kind, he does everything possible for them, and as a result he feels that he can, with perfect safety, leave the conduct of the Gazette to them for months at a time. Few people ever are 'fired' from the Gazette office—and it breaks Mr. White's heart when such a thing is necessary."

Not many young women in Kansas or the West have entered the newspaper profession, but those who have are proving successes in all the departments in which they are engaged. Of her work as managing editor of a daily newspaper, Miss French says:

"Newspaper work is a pleasant and profitable employment for women, and the work itself keeps one in touch with the busy world as no other employment does. Its pleasures are many—after one has learned to laugh at adverse criticism instead of worrying about it. It has few disadvantages for a woman, one of them being, according to Mr. White, that a woman can't light in and give a chronic kicker a 'good cussing' occasionally. Mr. White claims that nothing but the aforesaid 'cussing' will have any effect on some men. But I find other ways, however, of sitting down on people when necessary."

### The Taft Message.

Sixteen hundred copies of the President's message were turned over to the press associations for distribution to the daily newspapers in the country. The Government printing office worked all night to get the message printed.

## "ALL COME TO HEARST."

**Baltimore World Prints Editorial Under Above Caption.**

The Baltimore Evening World, under the caption, "They All Come to Hearst," publishes the following editorial:

"What is the greatest problem in a newspaper man's life?" was the question asked of a noted editor recently.

"To keep from becoming a cynic," was the reply.

Every day of newspaper life means the throttling of the demons of cynicism to the man who wants to progress, because the incidents which lead most people to become cynical are daily piling up and daily trying to pull down all belief in anything good and sincere in life.

A striking instance of this occurred yesterday. In the New York American there appeared a reproduction of a letter from secretary P. C. Knox to William Randolph Hearst. The letter asked for a favor for full information from Mr. Hearst regarding certain telegrams pertaining to the Nicaragua affair.

Mr. Hearst had gone to great expense to procure this information. There was no particular reason why he should give it to Secretary Knox. Neither was there any particular reason why Mr. Knox should appeal to Mr. Hearst.

Mr. Knox belongs to that class of citizens who delight in being termed "conservative"—the class which has in the past seized, and does in the present seize, upon every opportunity to make Mr. Hearst and his papers out as falsifiers. It is not improbable that the information regarding Nicaragua appearing in the Journal or The American would have been pool-pooled by Mr. Knox and all of his class.

Yet when they really want the facts—"when all else fails"—a letter is written to William Randolph Hearst.

Let us suppose that Mr. Hearst came to Baltimore to start a paper. What would be the first two impressions, for there are always two?

One would be anger, the other would be rejoicing. The anger would be on the part of the people who were in a comfortable, money-making, perhaps questionable, rut.

The anger would be caused because these people were afraid Mr. Hearst would shake them out of that profitable and questionable rut. The rejoicing would be from the people who were everlastingly getting kicked off the lower rungs of the ladder of fame by the fellows above them. They would feel that they were now going to have a chance.

Mr. Hearst always uses his own judgment in regard to attacks and laudations. He does not make his papers a dumping ground for the petty revenges which various people would seek. It is not because you think a thing right or wrong, but because he thinks it right or wrong, that this thing is praised or attacked. That is really where the mystery comes in. The man who thinks for himself, and acts on that thinking, is always a mystery, for no one can understand why he does not think and act as they do.

Several years ago there was a bitter controversy regarding why Mr. Hearst roasted the life out of racetrack gambling on the editorial page of his paper and published tips and results of the races in the sporting page.

Mr. Brisbane explained this in a sentence. He said:

"We publish the facts; it is for the people to take what action they deem fit."

In that statement is really summed up the whole newspaper decalogue. We regret that so few newspapers and newspaper men apparently realize it.

A newspaper is not a police department.

It is not a prosecuting attorney.

It is not a legislature.

It is not a minister or a priest.

It is not a school teacher.

It is none of a hundred other things which go to make up the life of a country.

A newspaper is a newspaper, that's all. It is a daily history of the thought and actions of the community and the world at large.

If that daily history is bad, if the actions and thoughts of that community happen to be unpleasant, that is no fault of the newspaper. It prints what is, not what ought to be.

So we arrive at the third stage regarding Mr. Hearst and his papers in a new town. It is the stage where the debate on motives has largely ceased—it is the stage of friendship, the stage of realization that no human thing, no human brain, no output of a human brain can be perfect, that no two men can reach the same point in exactly the same way.

It is the condition reached by Secretary Knox—"When all else has failed go to Hearst."

### FRENCH DAILY.

**Called Le Progres Makes Its Appearance in New York.**

A French daily newspaper called Le Progres, has made its appearance in New York. It is designed to be a "representative organ of the French speaking population in America."

The newspaper will be published by Le Progress Publishing Company, at No. 91 Centre street, with Mons. A. F. Bouvet as general manager, and there will be several foreign agencies.

Le Progres will be represented in Paris and New York by a large number of contributors and collaborators, many of whom are connected with universities. The directors are Messrs. Jaques A. Berst, Lucien Jouvaud, Albert J. W. Petrie, Eugene Blanc, Georges Lamouret, Maurice Piperoux, Alexander F. Bouvet, Felix Levy, William Power, Jules Louis Elson, Edouard Mullin and Henri Chapal.

The collaborators in New York will be as follows: Messrs. Henry Bary, Normal College; Adolphe Cohn, Columbia University; Louis Delamarre, College of the City of New York; Auguste George, Wadleigh High School; Daniel Jordan, Columbia University, and Felix Weill, College of the City of New York.

## LOOKING FOR GOOD INK ?

Let us come to your aid. We have the factory and experienced men to produce high-grade ink, and we know how to give our patrons what they want.

Eventually, why not now?

**AMERICAN INK COMPANY, 12 DUANE STREET, NEW YORK**

OFFICE:

# 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. PHILLIP 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.

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Established THE JOURNALIST 1834.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. F. 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, DECEMBER 11, 1909.

## WRITING SPEECHES FOR POLITICIANS.

We have no mind to discuss in this paper the mental make-up of Poet William Watson, nor the question of taste—or whatever it is called, anent "The Woman With the Serpent's Tongue." But we do feel impelled to call attention to the haymaker blow he has blindly landed on a thriving industry in which many newspaper men are employed, viz.: The business of writing speeches for politicians. This is not to say he has knocked out that industry. Far from it.

Poet Watson says that Miss Violet Asquith said that a certain Mr. Nash wrote speeches for Sir Campbell-Bannerman, premier of England. The poet holds that it was a terrible thing, even a treasonable thing, for a woman to say. We don't think so. We have heard American women of station in America tell, in sweet ingenuous gossip, how this or that speech of this or that famous man was written by this or that reporter or editor. Who would dare contradict her? Maybe she knows.

Undoubtedly, Mr. Nash is an able man—or at least is suspected of ability, and now his time has come. If he lived in America he would be likely to have a rush of orders for speeches. He might walk up and down Broadway in the proud manner of a successful playwright.

Many a newspaper man in America has smiled when he read the speech of some famous politician, knowing exactly who wrote the speech, and also crediting the famous politician with much soundness of judgment in selecting a proper agent to write his speeches. Yes, Watson has struck a blow at a legitimate industry, in which many a small salaried newspaper man has honestly turned some extra dollars and has thus kept his head above the wolfish flood of high prices for catables.

In the mood of calm philanthropy, we inquire: If every newspaper man who writes a speech for a big politician is to be exposed by a poet, what will the politicians do?

## THE PASSING OF THE PORTLAND ADVERTISER, 124 YEARS OLD.

In 1785, the Portland (Me.) Advertiser was established. Last week it was sold to the Portland Express, its rival in the evening field, and dies, except for

its name placed upon the title page of the Express as a memorial.

Not many newspapers are there in this land that have lived 124 years. It is a long time, in America. When one of them passes we are wistful, seeing the beauty of long ago, the sweetness that clings, the waning strength of century-old oaks.

Aside from sentiment, it is pertinent to ask whether it be good policy to merge two afternoon papers in a city of 50,000 population, such as Portland. Would it have been better to let the old Advertiser, with its wealth of tradition, continue?

## THE CALL.

Frank O'Brien, private secretary to Mayor McClellan of New York, was a Buffalo newspaper man. He announces that he will go back to newspaper work after Jan. 1, when Mr. McClellan retires from office. Also General James S. Clarkson, for many years a publisher in Iowa, will go back to his profession when he leaves the New York Custom House. Mr. O'Brien is a young man; General Clarkson is a gray-haired veteran. Old or young, they hear the call. They never go away beyond the reach of that voice. The world is not big enough to silence it.

One of the interesting things in magazine-dom this week is a double page advertisement in the Saturday Evening Post telling of the marvelous growth and great advantages of Oakland, California over other American cities. The placing of such a large advertisement in such a high-priced medium by the Oakland Chamber of Commerce is very significant.

An Associated Press dispatch from Washington was printed last week: "The protected cruiser Albany and the gunboat Yorktown had set sail from Magdalena Bay under full speed orders for Corinto." The New York Herald says a steamer "steams" and does not "sail," except it have canvas to catch wind. Even admitting that a steamer "sails" without canvas, can it "set sail"?

In this issue is printed the announcement by the Philadelphia North American of a new policy which establishes an unprecedented censorship of all manuscript offered as paid advertisements of foods. The North American

will have its own chemist pass upon the foods, that only "pure foods" may be advertised in the paper. It is a radical departure in newspaper advertising ethics. The motive of the Inquirer's publisher is evidently sound, morally. Of course, few newspapers at present have resources sufficient to install and operate such a policy. The North American's experiment should be watched closely by the publishers of the nation.

## NEWSPAPERS.

### The Successful Paper of Today Applies a Constructive Principle.

Speaking before the International Club at San Antonio, Tex., recently, George McQuaid, the well known southern editor and writer, discussed newspapers. He said in part:

"The conspicuous editors of the South are those who have succeeded. This does not mean that they are conspicuous because they have succeeded. Success—measured in the modern American manner—spells money. Money may be made honestly, to a certain extent; otherwise than honestly to a greater extent. But in the newspaper business money can be made only by absolute honesty of purpose, fair dealing and studious adherence to plain duty to the people. Therein lies the difference between the fourth estate and all others. So the conspicuous editors of the South—of the entire nation—are those who have been honest with the people, adhered to the golden rule and guided the thoughts of the men and women who read their papers along the line of the square deal.

### PAPERS, NOT MEN, ARE FAMOUS.

"To enumerate even a small portion of these would be to name over a list of editors whose papers are known, but whose personality is obscure and whose names have been heard by few of the persons assembled here. The newspaper profession in the South has produced brilliant writers, skilled diplomats, great statesmen and orators. So has the law, the pulpit, the clearing-house, the farm. To a newspaper man these men are interesting only as other such men are interesting. They have emerged from the anonymity of their work. Their conspicuous success in journalism led in some instances to their prominence. In other instances natural talent accomplished the task of making them conspicuous. Since newspapers came into being journalism has produced its share of notable men in all lands and sections. Successful newspapers constitute the greatest work of editors, conspicuous or otherwise.

"Given adequate capital, truth coupled with enterprise and good judgment is the absolutely necessary equipment from day to day in the office of the successful newspaper. For the public—the people who read newspapers—are discriminating. They may not be able to explain just why they read one paper to the exclusion of others, but if they pause to analyze the question the final result will be that they believe what they see in their favorite paper. They have confidence in its loyalty to truth—to letting the people know the facts about things which concern the people.

### PARTY ORGANS ARE GOING OUT.

"No newspaper can be truthful—can give the people a square deal—save it be entirely free from dictation by special interests, whether business or political. Party political organs are going out. Organs of special interests never arrived for more than a transitory stay.

Newspapers devoted to broad political principles have met with success and are meeting with success now. But in their editorial offices the line is sharply drawn between general principles and political expediency.

"There is no argument among experts that the newspaper that would succeed must deal in truth. There may be some argument among newspaper men as to what constitutes truth, however, and in the varying successes and failures may be evolved the definition of the word as the masses would write it.

"Enterprise as applied to the newspaper business means no more, no less, than it does in any other business. It is the making of a superior product out of the same raw material and presenting that product in a more attractive form than competitors do. In its broader sense, enterprise embraces the third requisite for a conspicuous newspaper—good judgment.

"The notable newspaper of now deals in facts and applies a constructive principle where the notable newspaper of early days dealt in literature and revealed in theories. The newspaper of now has hundreds of thousands in its audience, while the newspaper of then had but hundreds. The masses have come into their own in the right to be considered.

"It has followed that, while the old-time newspaper published columns of theory about the principles of government, the newspaper of now publishes terse items about the live topics and gives proof that predatory wealth is working overtime to filch a trifle more coin from the pockets of the ultimate consumer.

"A heading for an old-time newspaper editorial might have been 'To the Stars Through Difficulties,' while today it is 'Throw Down the Hammer and Grab a Horn.' The hundreds of high-class readers of then might have been interested in a long discussion of the 'Federalist Theory of Government,' but today the thousands are likely to revel in the boomer's inspiration, entitled 'If you see something that looks good, get to it.'

### FUNCTION IS TO TELL THE NEWS.

"The page that made the conspicuous editor of the past has lost its potency. Ponderous editorials have for the most part given way to pointed paragraphs. Crisp sentences, quick points and early conclusions have been found to fit into the spirit of the times. But this apparent departure from ideals is a wholly good thing. The old-time editor sought to impress his personal views of public questions upon his limited constituency. The editor of now attempts to let the people know. He is working to produce a newspaper for the masses, to tell them truly and quickly what is being done everywhere and to explain to them in lucid form what is being done to them. They will do the rest. It is the American way—the only honest way—the way of the square deal."

### Baltimore Journal to Continue.

It has been announced that there will be no interruption to the business of the Baltimore (Ind.) Journal and Son-tags Post, for which receivers have been appointed. The appointment was made on petition of Henry G. von Heine and Thomas H. Manson, stockholders in the Journal Company, who say that they are creditors to the extent of more than \$2,000. An answer filed by the company denies that it is insolvent.

The Publicity Luncheon Club of Pittsburg recently celebrated its first anniversary.

**PERSONAL**

Herbert K. Houston, of New York, vice-president and general manager of the Doubleday Page & Co., publishers, of New York, addressed the business men of Des Moines, Ia., last week on "Municipal Advertising."

Hon. T. E. Streight, editor of the McGregor (Tex.) Minor, has been appointed a member of the executive committee of the National Editorial association for the Texas Press association.

Frank Morse, formerly of the Washington Post, is now advance agent for "The Servant in the House."

John P. Herrick, editor of the Bolivar (N. Y.) Breeze, is rapidly regaining his health at a sanitarium in Battle Creek, Mich.

Oswald Gainson Villard, editor and vice-president of the New York Evening Post, addressed the Brooklyn Society for Ethical Culture this week. Mr. Villard spoke on the subject, "John Brown. Fifty Years After."

Col. David S. Fisher, former publisher of the Ravenna (O.) Democrat, and Miss Helen L. Greene, of Cleveland, were married in the latter city recently.

The Rev. C. H. Bissell, editor and owner of the Florence (Col.) citizen, is seriously ill as the result of a nervous breakdown. He is seventy-four years old.

John B. Gum, a member of the staff of the Oakland (Cal.) Tribune, was recently married to Miss Florence Sherburn, the youngest daughter of John Sherburn, assistant auditor of western division of the Southern Pacific.

After a career of thirty-five years with the Parkersburg (W. Va.) Sentinel, R. E. Homor has retired.

**OBITUARY.**

William Henry Drury, one of the oldest and best known newspaper writers of the South, died last week in New Orleans after an illness of two months. He was seventy-eight years old.

Con. C. Packard, of Toledo, O., and one of the founders of the Detroit Journal, died at the Galt House in Louisville, Ky., last week. He had been ill for some time of paralysis. He was fifty-nine years old. He was born in Adrian, Mich., and acquired his first newspaper training in that city. He also worked for a time in the business office of the Toledo Commercial. In company with James T. Breeze, he went to Detroit in 1883 and founded the Journal with a capital of 3,500. In less than a year he sold out and returned to Toledo, where he established the Sunday Journal which he conducted until 1900. The same year he went to Louisville and assumed charge of the North and South Magazine.

A. B. Hildreth, founder of the Charles City, Iowa Republican, and the oldest editor in the State, died at his home in that city last week. He was ninety-three years old. He established the Charles City Republican Intelligencer in 1856 and managed it for fourteen years when he disposed of it. His first newspaper venture was in the East, where he founded the Lowell (Mass.) Daily Morning News and later several auxiliary publications.

Judge Samuel Moore, a well-known magazine and newspaper writer of

Duluth, Minn., died suddenly last week at Brielle, N. J., of apoplexy. He was fifty-one years old. His writings, most of which in late years were published in Ainslee's Magazine, dealt with life in the West.

Robert Remington Doherty, one of the editors of Sunday School publications of the Methodist Episcopal Church, died of pneumonia at his home in Jersey City last week. He was sixty-two years old.

**WOMEN'S PRESS CLUBS.**

Mrs. Louise C. Denio entertained the New Jersey Woman's Press Club at her home, 38 Ridge street, Orange, last Monday afternoon. Orison Sweet Marden, editor of Success, spoke on "Enthusiasm in Journalism." Dr. Marden said in part:

"Words are little buckets which carry ideas to the listener or the reader. Some of these little buckets are half filled, some are full and some are nearly empty. Every one of them should be brimming and running over with meaning, suggestion and signification. The power of suggestion is one of the potent factors of life, and writers should strive to choose those words which convey most clearly. When reading manuscript I always hunt for the pulse of the thing. If it has none it is dead. A good manuscript always bleeds where it is cut, which means that every word of it is living and cannot be spared. It is full of good red blood, as its creator should be. It is red hot blood that counts in anything, and if we all would eat less and exercise more we all would do better work. I believe that Hawthorne would have been one of the greatest writers that ever lived if he had possessed a better physical vitality."

Mrs. Elizabeth Herring, of Washington, D. C., assisted Mrs. Denio in receiving.

An exchange sale was a feature of the meeting of the New England Woman's Press Association at a meeting held last week in the Vendome Hotel, Boston. Each member took an article and at the close of the business session the collection was sold for the benefit of the working fund. It was announced that the journalistic fund is steadily growing and has reached \$605. At a literary meeting to be held on Dec. 15 at the Vendome, Nixon Waterman will speak on "Poetry for Pay."

**Chicago Manager of American Press.**

Oscar A. White, until recently of Columbus, Ohio, has succeeded W. S. McClevey as Chicago manager of the American Press Association. Mr. McClevey retires from the position after twenty-five years of service. The editorial, mechanical and office forces that worked under him presented Mr. McClevey with a loving cup.

**Change in West Virginia Daily.**

Robert Morris has purchased a substantial interest in the Parkersburg (W. Va.) Dispatch News, and has assumed charge as business manager. Mr. Morris is also president of the Parkersburg State Journal company.

**Des Moines Admen's Club.**

The second number of the lecture course of the Des Moines (Iowa) Admen's Club was held last Monday evening in the Y. M. C. A. auditorium. Joe Mitchell Chappel, editor of the National Magazine, spoke on "Advertising from the Publishers' Standpoint."

**CLUBS AND ASSOCIATIONS.**

At a meeting of the Executive Committee of the Missouri Press Association held in Jefferson City last week, it was decided to hold the mid-winter meeting in that city January 20, 21 and 23. It is expected that 150 editors will attend. Those who attended the meeting of the committee were: C. M. Harrison, of the Gallatin North Missouriian, president of the association; Kelley Pool, of the Centralia Courier, secretary; Howard A. Gass, of the Missouri School Journal, treasurer, and E. I. Purcell, of the Fredericktown Democrat-News.

National Editorial Association will hold its 1010 convention in New Orleans. The meeting has been fixed for just after Mardi Gras, which falls on Feb. 8, next year. After the several days' business session of the organization the delegates will probably charter a vessel of the United Fruit Company and sail for Colon to inspect the Panama Canal. New Orleans was in competition with Jacksonville and the Florida coast for the convention.

The Bellous Reeve Company, of Chicago, publishers, have been incorporated with a capital stock of \$24,000.

The Norwalk (Ohio) Reflector Publishing Company, has been incorporated Capital stock \$25,000.

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CARBON PAPER FOR ALL USES**

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Special Cable and Telegraph Matrix and Photo Service

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**The INTERNATIONAL SYNDICATE**

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

Features for Newspapers. BALTIMORE, MD.

**WILBERDING**

**HAND, KNOX & CO.**  
PUBLISHERS' REPRESENTATIVES

Brunswick Building, New York City.  
Boyce Building, Chicago.  
Victoria Building, St. Louis.  
Journal Building, Kansas City.

**LET ME REPRESENT YOU  
"THERE'S A REASON"**

F. P. ALCORN, Newspaper Representative  
FLATIRON BUILDING, NEW YORK.

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**SITUATION WANTED.**

By a Newspaper Printer and Mechanical Superintendent, who not only understands Perfecting Presses, but is an expert Plate Maker, and is well versed in Electricity. Would accept permanent position only. Prefers a medium size office. Not a question of high wages. Married, and will go anywhere.

Satisfactory references given. Address "A," THE EDITOR AND PUBLISHER.

**A NEWSPAPER**

of size and importance in a good-sized field, that needs strong and skillful business management for increase and profit in advertising and circulation, and all other business departments, as well as editorial and news direction, if desired, can secure a man of experience and success by promptly addressing PARK, care of THE EDITOR AND PUBLISHER.

**WILL RETURN**

A successful business and advertising manager will return to the newspaper field if a favorable opportunity is presented. A big man for a big paper—who has made good and will make good. Any one interested who has a big proposition, and needs a good man, address M. G., care of THE EDITOR AND PUBLISHER.

**WANTED POSITION**

as advertising manager or solicitor; held one position ten years as business and advertising manager and built up phenomenal patronage; now employed, but wish to make change Jan. 1st. Thoroughly capable, agreeable, strictly sober and a hustler. Address A. B., care of THE EDITOR AND PUBLISHER.

**FOR SALE**

**FOR SALE—DAILY PAPER IN** rapidly growing Ohio city of over 22,000. Growing, good business and splendid opportunity. Leader in its field. M. G., care EDITOR AND PUBLISHER.

**MISCELLANEOUS.**

**YOUR BRITISH-AMERICAN READERS**

and live Americans want information on the English political situation. The Over-Seas Daily Mail (Harmsworth's) Weekly, gives an impartial report of the Budget fight. London letter, general news, sporting pages, news of the world, are some of the regular features. Fifty-two weeks for \$1.25, any part of the world. Joseph T. Gleason, 150 Nassau street, New York. (No Exchanges.)

**GENERAL NEWS**

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

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.

Circulation—Daily, 64,222; Sunday, 80,700.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGER.

C. E. Sherin Agency, 452 Fifth avenue, New York, is placing seven inches twelve times for the United Cigar Stores Company, New York, in cities where they have stores.

The Pompeian Manufacturing Company, Cleveland, Ohio, will add a number of additional papers to the list after the first of the year. The orders will go out through the George Batten Agency, 11 East 24th street, New York.

C. E. Sherin Agency, 452 Fifth avenue, New York, is adding new papers to the list for the advertising of Dr. Pratt's Institute, New York.

The Nelson Chesman Company, 225 Fifth avenue, New York, are placing orders in a number of the larger city dailies for the advertising of the Golden Perfume Company, 41 East 21st street, New York.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing orders in daily papers for the advertising of Burns & Basswick, Bridgeport, Conn.

The Frank Seaman Agency, 33 West Thirty-third street, New York, is placing orders in daily papers in six of the larger cities for Robert H. Ingersoll & Bros., Ingersoll Watches, 51 Maiden Lane, New York.

Wood, Putnam & Wood, Boston, are placing orders in Western and Canadian papers for the Florida East Coast Railway Company, St. Augustine, Fla.

The P. B. Bromfield Agency, Fifth Avenue Building, New York, is placing orders in eastern papers for the advertising of the Southern Railway Company.

Frank Seaman Agency, 33 West Thirty-third street, New York, is placing new orders for Studebaker Bros. Manufacturing Company, E. M. F. Motor Car, South Bend, Ind.

The J. T. Wetherald Agency, Boston, Mass., is sending out new contracts for Dr. Earl Sloan, Sloan's Liniment.

The Blaine-Thompson Agency, Cincinnati, O., are placing one inch 208 times in Western papers for the Evans Chemical Company, Cincinnati.

H. W. Kastor & Sons, St. Louis, Mo., are placing new orders for the advertising of Dr. G. C. Powell.

N. W. Ayer & Son, Philadelphia, are placing orders in Pacific Coast weeklies for the Plymouth Cordage Company, Plymouth Binding Twine,

Plymouth, Mass. This agency is also placing twenty-nine lines seventy times for A. E. Outerbridge & Co., Quebec Steamship Company, 29 Broadway, New York.

Hill & Stocking, Pittsburg, are placing orders in Southwestern papers for the United Vacuum Sweeper Company, Pittsburg.

E. T. Howard, Tribune Building, New York, is placing special copy in Christmas editions for the L. E. Waterman Company, Waterman's Ideal Fountain Pen, 173 Broadway, New York.

Lord & Thomas, Chicago, are placing five lines two times a week, for one year, for R. B. Kramer, Indiana Springs Company, Kramer, Ind. This agency is also placing ten lines t. f. orders in Southern Sunday papers for W. M. Ostrander, 435 Fifth avenue, New York, from its New York office, 250 Fifth avenue, New York.

The Morse International Agency, 19 West Thirty-fourth street, New York, is making up a list of papers for the advertising of Dr. J. W. Lyon & Sons, Lyon's Tooth Powder, 520 West Twenty-seventh street, New York.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is making renewal contracts for the Marbel Company, same address. This agency is also placing orders in a few eastern papers for the Pabst Brewing Company, Pabst Beer, Milwaukee, Wis.

The Dr. McLaughlin Company, 167 Dearborn street, Chicago, are placing 7,000 lines in southwestern papers direct.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, are placing new contracts for 14,000 lines in Pacific Coast papers for the Natural Food Company, Shredded Wheat, Niagara Falls, N. Y.

## ADVERTISING NOTES.

Thomas Conklin of the Verree & Conklin Special Agency, New York office, has returned home after an extended trip to the Pacific Coast in the interest of the papers represented by that agency. James Verree, who has been in New York for some time in the absence of Mr. Conklin, returned to his duties in the Chicago office this week.

Robert MacQuoid of the MacQuoid-Alcorn Agency, New York office, left last week for Chicago on business connected with that agency.

William Willis of the New York office of the S. C. Beckwith Special Agency returned home from a New England trip in the interest of the papers represented by that agency.

T. F. Flynn of the New York office of the S. C. Beckwith Special Agency has returned home from a trip through Pennsylvania on business connected with that agency.

## New Masonic Paper.

The first issue of the American Freemason has made its appearance at Storm Lake, Ia. It is edited by Joseph E. Norcombe and published by the Freemason Publishing Company. The issue contains forty-six pages.

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>PENNSYLVANIA.</b>	
ITEM .....	Mobile	TIMES .....	Chester
<b>ARIZONA.</b>		DAILY DEMOCRAT .....	Johnstown
GAZETTE .....	Phoenix	BULLETIN .....	Philadelphia
<b>ARKANSAS.</b>		DISPATCH .....	Pittsburg
SOUTHWEST AMERICAN .....	Fort Smith	GERMAN GAZETTE .....	Philadelphia
<b>CALIFORNIA.</b>		PRESS .....	Pittsburg
BULLETIN .....	San Francisco	TIMES-LEADER .....	Wilkes-Barre
CALL .....	San Francisco	<b>TENNESSEE.</b>	
EXAMINER .....	San Francisco	NEWS-SCIMITAR .....	Memphis
<b>FLORIDA.</b>		BANNER .....	Nashville
METROPOLIS .....	Jacksonville	<b>TEXAS.</b>	
<b>GEORGIA.</b>		RECORD .....	Fort Worth
THE ATLANTA JOURNAL .....	Atlanta	CHRONICLE .....	Houston
CHRONICLE .....	Augusta	SEMI-WEEKLY TRIBUNE .....	Waco
ENQUIRER-SUN .....	Columbus	TIMES-HERALD .....	Waco
LEDGER .....	Columbus	<b>WASHINGTON.</b>	
<b>ILLINOIS.</b>		MORNING TRIBUNE .....	Everett
SKANDINAVEN .....	Chicago	TIMES .....	Seattle
HERALD .....	Joliet	<b>WISCONSIN.</b>	
JOURNAL .....	Peoria	EVENING WISCONSIN .....	Milwaukee
<b>INDIANA.</b>		<b>CANADA.</b>	
THE AVE MARIA .....	Notre Dame	<b>BRITISH COLUMBIA.</b>	
<b>IOWA.</b>		WORLD .....	Vancouver
EVENING GAZETTE .....	Burlington	<b>ONTARIO.</b>	
CAPITAL .....	Des Moines	FREE PRESS .....	London
REGISTER AND LEADER .....	Des Moines	<b>QUEBEC.</b>	
THE TIMES-JOURNAL .....	Dubuque	LA PRESSE .....	Montreal
<b>KANSAS.</b>		<b>INCORPORATION.</b>	
GLOBE .....	Atchison	Day Publishing Company, of New	
GAZETTE .....	Hutchinson	London; 1,000 shares subscribed for, on	
CAPITAL .....	Topeka	which no cash and \$50,000 property have	
EAGLE .....	Wichita	been paid. President and treasurer,	
<b>KENTUCKY.</b>		Theo. Bodenwein, 496 shares; secretary,	
COURIER-JOURNAL .....	Louisville	Jos. T. Chapman, 1 share.	
TIMES .....	Louisville		
<b>LOUISIANA.</b>			
ITEM .....	New Orleans		
STATES .....	New Orleans		
TIMES DEMOCRAT .....	New Orleans		
<b>MICHIGAN.</b>			
PATRIOT (Nov. D. 10,975—S. 11,715) .....	Jackson		
<b>MINNESOTA.</b>			
TRIBUNE (Morn'g and Even'g) .....	Minneapolis		
<b>MISSOURI.</b>			
DAILY AND SUNDAY GLOBE .....	Joplin		
<b>MONTANA.</b>			
MINER .....	Butte		
<b>NEBRASKA.</b>			
FREE PRESSE (aver. circ. 142,440) .....	Lincoln		
<b>NEW JERSEY.</b>			
PRESS .....	Asbury Park		
JOURNAL .....	Elizabeth		
TIMES .....	Elizabeth		
COURIER-NEWS .....	Plainfield		
<b>NEW YORK.</b>			
BUFFALO EVENING NEWS .....	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) .....	New York		
PARIS MODES .....	New York		
RECORD .....	Troy		
<b>NORTH CAROLINA.</b>			
NEWS (Av. cir. mo. of Aug., 7,609) .....	Charlotte		
<b>OHIO.</b>			
REGISTER (Daily, Sunday, Weekly) .....	Sandusky		
<b>OKLAHOMA.</b>			
OKLAHOMAN .....	Oklahoma City		

## The New Orleans Item

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

SMITH & BUDD

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

## NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.

Average to September 30  
Evening, 7,148; Sunday, 13,924

ALFRED B. LUKENS Tribune Bldg.  
New York Representative New York

## Anderson (S. C.) Mail

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

MacQuoid-Alcorn Special Agency  
Tribune Building, N. Y.  
Marquette Building, Chicago

## THE ASBURY PARK PRESS

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

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

## Statement of FEBRUARY CIRCULATION SPRINGFIELD (Mass.) DAILY NEWS

DAILY AVERAGE 10,453

Being 426 more than February, 1908, and 110 more than last month's (January, 1909) average.

## American Home Monthly A Household Magazine

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

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

**PRINT PAPER IN CHINA.**

**Only One Mill and Government Takes Entire Output.**

Consul-General Leo Allen Bergholz, of Canton, says in part concerning print paper in China:

There are six different kinds of imported printing paper which find ready sale in South China.

1. White, cut in certain sizes, ranging from 38 to 45 grams (28 grams equals about 1 ounce avoirdupois) per square meter (10.76 square feet). The purchase price ranges from \$5.28 to \$6 per 100 kilograms (220 pounds), laid down in Hong Kong. About 5,000 bales of this paper are sold annually in South China, but an equally large amount of it could be disposed of at northern ports.

2. A-1, i. e., a well-sized printing paper, which the Chinese dye on one side in colors, red or orange. It is necessary that this paper be very hard sized, so that when dyed on one side there will be no spots on the other. In this paper the bulk of the trade is done, 15,000 to 20,000 bales being sold annually in Canton. There is no importation of this paper to the north, as Canton provides all China with dyed paper. This quality is imported in weights of from 31 to 45 grams per square meter, and the cost price ranges, according to weight, from \$5.52 to \$7.92 per 100 kilograms, laid down in Hong Kong.

3. Thin M. G., sold in quantities of about 5,000 bales a year, in weights from 26 to 30 grams per square meter, the purchase price ranging from \$2.64 to \$7.20 per 100 pounds, laid down in Hong Kong. This paper is used for Chinese pamphlets, books, and posters.

4. Colored paper, of which 2,000 to 3,000 bales are annually sold, in grades of from 29 to 24 grams per square meter, the purchase price ranging from \$7.20 to \$8.16 per 100 kilograms, laid down in Hong Kong. The colors required are green, yellow, blue, pink, red and violet. This paper is used partly for posters and partly for Chinese rites (Joss paper).

5. Sulphite tissue paper, used for Chinese books and posters. It is sold to the extent of 2,000 to 3,000 bales a year, in weights ranging from 17 to 21 grams per square meter. The cost price is from \$6.72 to \$8.40 per 100 kilograms, laid down in Hong Kong.

The selling price of colored printing paper ranges from 37 cents for the Scandinavian to 41 cents for the Austrian, per 10 pounds, laid down in Canton, net, duty paid. The selling price of tissue paper ranges from 35 cents for the Scandinavian to 38 cents for the Austrian, per 10 pounds, laid down in Canton, net, duty paid.

The only paper mill in southern China is situated at Three Eye Bridge, on the Samshui branch of the Canton-Hankow Railroad. The machines are of English manufacture. The output of the mill is 6,650 pounds a day, and it employs 60 men, who work 11 hours a day, the highest paid receiving \$16 and the lowest \$4 a month. There are several printing presses of Japanese origin and two printing presses of German make, as well as several paper-cutting machines, in an adjunct to the mill. In spite of the big consumption of paper in China the factory did not prosper at the beginning. For unknown reasons the mill was taken over by the Chinese Government a few years after its erection, and since that time the working of the mill has improved, and they have even managed to make small profits during the last few years. The Chinese

Government grants certain facilities to the mill, as freedom from liken, and it is able to buy old rags, costing from 52 cents to 71 cents per 133 1/2 pounds, under very favorable conditions. It is reported that the profits during the last few years averaged some \$10,000 annually; but under the management of a foreign expert this factory could be made to yield much greater results. It is absolutely necessary that the machinery be run under better supervision and be kept in a cleaner condition. The rags used for manufacturing paper are not assorted, thus causing great irregularity in its quality, which, however, is fairly good. Several years ago the manager was a Japanese, but today only Chinese workmen are employed. The paper is entirely used for government purposes.

**Editor's Body Found in River.**

The body of A. M. Davis, an editorial writer on the Daily Banker and Stockholder of New York, was found floating in the East River last Saturday. Mr. Davis had been missing since Nov. 13. The police do not suspect foul play. He had been connected with the paper on which he worked for twenty-two years. He was sixty-seven years old.

**President Taft in Many Poses.**

During President Taft's "swing around the circle," a Los Angeles newspaper printed a halftone reproduction of fifty photographs of the President in as many different poses. The photographs were all furnished by the news service of which George Grantham Bain is the head, and with few exceptions are copyrighted by him.

**Kentucky's Youngest Editor.**

Stanley Wood, editor of the Mt. Sterling (Ky.) Gazette, is said to be the youngest editor in the State. He is twenty-two years old. Mr. Wood entered the printing business unusually young and his rise has been rapid. He has absolute charge of the paper, and besides doing the editorial work does most of the mechanical work.

**Church Publication for Oklahoma.**

The Oklahoma Baptist Journal has been incorporated with a capital stock of \$10,000. It will be published at Oklahoma City. The paper is the outgrowth of several Baptist publications in that State, all of which recently consolidated. Otis Weaver, a well-known Ada newspaper man, is one of the organizers.

**Newspaper Service Sold.**

The newspaper service formerly operated as the Indiana-Newspaper Union by W. D. Pratt, has been purchased by the Western Newspaper Union, which will open an Indiana office in Indianapolis. The Western Newspaper Union has been in existence about thirty-five years, and has its headquarters in Omaha.

**Paper Caricatured Taft.**

The trial of El Canalar, the San Juan, P. R., weekly newspaper which was charged with printing indecent caricatures, resulted in a disagreement by the jury. One of the caricatures which referred to President Taft was eliminated from the charge.

Teach your advertisers how to advertise.

**BUSINESS OFFICE NOTE.**

The management of the New York World states that the World printed on last Thursday 3,346 separate advertisements, 483 more than one year ago.

**Adolph Crowell Dead.**

Adolph Crowell, for many years editor of the Publisher's Weekly, of New York, died this week in the Hudson Street Hospital of a fractured skull, received Nov. 27. He was born in Manhattan in 1850. He had been with the Publisher's Weekly since 1877. He was the author of many works of note connected with his profession.

**Purchases Complete Plant.**

G. E. Bennett, editor of the Lamar (Ark.) Leader, has purchased a complete plant for the publication of his weekly paper. Ever since the establishment of the Leader in 1885 it has been printed in the office of the Lamar Herald.

**MANHATTAN PHOTO-ENGRAVING CO.**  
ENGRAVERS AND DESIGNERS  
251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

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

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

**THE LOVEJOY CO.,** Established 1858.  
**ELECTROTYPERS**  
and Manufacturers of Electrotpe Machinery.  
444-446 Pearl Street NEW YORK

**THE KOHLER SYSTEM**  
Send To-day for the List of Users of  
"THE KOHLER SYSTEM"  
We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.  
**Kohler Brothers, 277 Dearborn St., CHICAGO**  
LONDON: 56 Endgate Hill, E. C.  
NEW YORK: No. 1 Madison Ave.

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

**The World of Printing**  
Do you want to know what is going on in it? Are you anxious to get your work outside the "bookbinders' class and keep it there. Then probe by what our manipulators of printers' ink are thinking and doing—learn the application to your business of Commercial Art, Designing, Photo-Engraving, Lithography and Bookbinding. You'll find it all in  
**The American Printer**  
This journal is a compendium of information on every printer, publisher and advertising man ought to know. A directory of practical information for the printer's guide to efficiency and the true means of the engraving business. Its pages filled with the latest intelligence of the printing industry.  
Wherever and whenever the new process is developed in any line of printing, whether in Europe, America, Asia, Africa, Australia, or elsewhere, you read about it in **The American Printer**.  
Naturally, the man and firm who have things to sell to printers are advertising much. The several columns of the paper and best business making and handling, printers' supplies and all in a regular, readable manner.  
If you wish to receive **The American Printer** regularly, send a dollar to the publisher and get the label for an advertisement copy 20 cents advance per copy.  
Canadian \$2.00, foreign \$3.00.  
**Oswald Publishing Company**  
23 City Hall Place, New York, N. Y.

To Keep in Touch with  
**BRITISH TRADE**  
Subscribe to and Advertise in  
**The Stationer**  
FIFTIETH YEAR OF ISSUE  
Published **\$1.80** Per Annum  
Monthly Post Free  
Advertisement Rates and Specimen Copy sent on application  
160a Fleet St., London, England

## OUR DADDIES

Another Poem from the New England Weekly Journal—The Advent of the Weekly Rehearsal, Afterwards the Boston Evening Post—Odd Advertisements of Slaves.

By JAMES POOTON.

[The seventh of a series of articles by Mr. Pooton, commenting upon early American newspapers. The first was printed in the issue of October 16.—Ed.]

The Rev. Mather Byles, one of the most prolific writers for the *Weekly Journal*, was the Tennysonian "Poet-Lariat" of those "Good Old Times." Hear him:

"ON THE DEATH OF KING GEORGE I.  
But Oh! at once the heav'nly scenes decay,  
And all the gaudy visions fade away;  
*He dies*—my Muse, the dismal sound forbear;  
In ev'ry eye debates the falling tear;  
A thousand passions o'er my bosom roll,  
Swell in my heart, and shock my inmost soul;  
*He dies*—Let nature own the direful blow,  
Sigh, all ye winds; with tears ye rivers flow;  
Let the wide ocean, loud in anguish roar;  
And tides of grief pour plenteous on the shore;  
No more the Spring shall bloom or Morning rise,  
But night eternal wrap the sable skies."

This wonderful poetical genius had the temerity to send some of his "Poems" to Alexander Pope "to show him what improvements we are making in the polite studies of the Muses," and received a reply from Pope, in which he said (among other ironical expressions):

"It has long been supposed that the Muses had deserted the British Empire, but the reception of this book of Poems has relieved me of my sorrow, for it is evident they have only emigrated to the colonies."

What a cruel, gay deceiver? The "Poet Lariat" was fond of exhibiting Pope's letter on every practicable occasion.

The *Weekly Rehearsal* was the fifth newspaper established in Boston. The first number was published on Monday, September 27, 1731.

In one of the early numbers, in speaking of the quaint fashions of those days, it has this to say about the enormous hoop skirts then worn:

"The *Farthingale*, according to several paintings, and even history itself, is as old as Queen Elizabeth, of blessed memory. The enormous Hoop skirt is its successor, and the prudes of our day have received it with delight, and some of them boast that while they are within its charmed circle they are secure from temptation: nay a few of them have presumed it gave them all the chastity of that heroic Princess, who died as she had lived, a Virgin, after so many years of trial."

Imagine the "Hoop-la?" shout with which this delicate sarcasm would be read by the profligate rouse and libertine lovers of the passionate auburn-haired daughter of the much married wives, while his daughter had a surfeit "Bluff King Hal," who had a surfeit of lovers.

On Monday, August 21, 1735, the title of the *Rehearsal* was changed to the

*Boston Evening Post*, and it was issued every Monday evening, becoming the most popular of the Boston newspapers. Among the advertisements were the following:

"To be sold by the Printer of this Paper, the very best Negro Woman in this Town, who had the small-pox and the measles; is as hearty as a Horse, as brisk as a Bird, and will work like a Beaver."

"To be sold by the Printer of this Paper, a Negro man about thirty years old, who can do both Town and Country Business very well, but will suit the Country best, where they have not so many Dram Shops as we have in Boston. He has worked at the Printing Business fifteen or sixteen years; can handle Ax, Saw, Spade, Hoe, or other Instrument of Husbandry as well as most men, and values himself, and is valued by others, for his skill in Cookery and making of soap."

Yes, we hear much about "The Good Old Times," but it seems from the papers that sin was prevalent in many forms; that slavery not only prevailed, but was justified, and that, if Robert Toombs had been living he could have called his roll of slaves in front of Faneuil Hall surrounded by an admiring crowd.

(To be Continued.)

### ELECTRIC MATRIX DRYER.

Claimed by Manufacturers to be a Great Time Saver.

In the daily race against time in the newspaper office, no appliance recently added to the printing plant equipment has, it is claimed by the manufacturers, tended to work such improvement in speed, convenience and cleanliness as the electric matrix dryer.

It is manufactured by the F. Wesel Company, of Brooklyn, and employ the well-known Westinghouse heating elements.

The economy of electric matrix dryers, it is claimed, lies in the possibility of applying heat directly to the work. The high temperature of the electric hot bed results in the production of matrices of great sharpness and depth and of fine printing quality.

The manufacturers state that the time of drying can be cut considerably, the actual amount depending on the quality of the work to be done. It is possible, however, it is said, to thoroughly have a dry matrix in less than two minutes.

### The Christian Science Monitor.

The Christian Science Monitor, of Boston, celebrated its first anniversary recently with a special edition of ninety-six pages. Although but a year old, the Monitor has made a record growth and the management states that to-day its circulation approximates a quarter of a million copies. Six tons of the special edition were shipped to England, twenty-one tons to Canada, and the entire output going to all parts of the globe totaled 150 tons.

### New York Times Christmas Number.

The Christmas number of the New York Times will be issued Sunday, December 12. It will include two beautifully illustrated pictorial sections, eight pages each, printed on calendered paper in half tone and color. The subjects chosen are representative examples of the best work of eminent artists of world-wide fame.

# HEAD WORK

It is a FACT that one of our  
30 POINT HEADS

can be run in the  
SAME MAGAZINE

with a font of straight two-letter matrices,  
such as 8-pt. No. 2 with Bold Face No. 1

Head Letter Equipment for Model 2, 3, 4 or 5  
Linotype, including one font of cap matrices, \$165

SAVE TIME

SAVE DISTRIBUTION

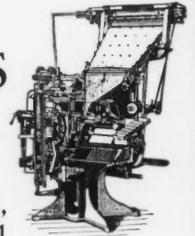
Get out of the ONE-TYPE-AT-A-TIME RUT in your composing room

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO.

SAN FRANCISCO.

NEW ORLEANS.



### NEW PUBLICATIONS.

Another newspaper will be launched at Franklin, Neb., by Rev. Tom Ashby. It will be Democratic in policy.

The National Democrat has made its appearance at Des Moines, Iowa. It is a weekly, and is published by W. A. Hutton and William Porter.

The Olean (N. Y.) Saturday Evening Star is the name of a new publication just launched. John F. Coad and John Duke are the editors. The new paper will be issued weekly and its columns will be devoted mainly to the discussion of municipal matters.

Sweetwater, Tex., will have a new weekly paper to be called the Signal. It will be published by Adams Brothers, formerly the editors and proprietors of the Hamlin (Tex.) Herald.

### CHANGES IN INTEREST.

L. A. Palmer, founder of the Ripley (Tenn.) Lauderdale County Enterprise, has succeeded Eugene Simmons as publisher of the Whiteville (Tenn.) News.

W. T. Sherman has disposed of his interests in the Cando (N. D.) Herald to Flint Bros.

John McNeil has sold the Delmont (S. D.) Record.

R. J. Juona, of Tomahawk, Wis., has purchased the Kibourn (Wis.) Minor Gazette of E. J. Wheeler.

### The Portland (Ore.) Journal.

In a sworn statement, the management of the Portland (Ore.) Journal states that the daily average circulation of that paper for the month of October, 1909, was 33,150. The Sunday average was 34,515.

### OF BROAD GENERAL INTEREST

NEW YORK, Dec. 7, 1909.  
THE EDITOR AND PUBLISHER,  
Park Row Building,  
New York City.

Gentlemen—I enclose \$1 for another year's subscription, being convinced that your weekly magazine gives a very large return for the investment.

I am not a newspaper man, but only a mere New York stock broker, nevertheless I find many articles in THE EDITOR AND PUBLISHER of such broad general interest as would claim the attention of every well informed man, and your editorial page is especially able, progressive, and carries leadership.

The magazine lies upon the table of my public office, where clients read it with evident interest.

I wish you continued prosperity in your clean, good work.

Sincerely,

WM. S. BAGG,  
1286 Broadway, New York City.

### ITS NEWS VALUE.

Binghamton, N. Y., Dec. 3, '09.  
EDITOR AND PUBLISHER,  
New York City.

Gentlemen:

Enclosed hand you check for subscription for 1910. Permit me to congratulate upon the excellence of the EDITOR AND PUBLISHER and its news value to the fraternity in general.

Wishing you the compliments of the season and a prosperous New Year, I am,  
Yours sincerely,

EDWIN B. HARD,  
Manager Press.

The Post, Havana, Cuba, has just published a special edition advertising Cuba as the greatest of winter resorts. It contains an illustrated supplement, which is very interesting.

## 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 Antoplate, Senior or Junior, Stereotype, Combination or Linotype Metals.

