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NEWSPRINT PAPER

SAMPLES DISCLOSE WIDE VARIATION IN WEIGHT AND STRENGTH.

Investigation Made By American Newspaper Publishers' Association Brings to Light Important Facts. Excess Weight In One Instance As Disclosed by Sample Indicated Apparent Loss of \$6 Per Ton.

A bulletin on the Weight and Strength of Newsprint Paper issued by the American Newspaper Publishers' Association this week discloses some remarkable variations in the product of various mills in respect to those qualities. The bulletin says in part:

A test of the weight and strength of 314 samples of newsprint paper made by 52 mills in the United States and Canada, and obtained from the mills and from buyers discloses many important facts. Out of the 314 samples 35 per cent. are within reasonable limits of weight, while 26 per cent. are below and 39 per cent. are above reasonable weight, taking the mill standard of 32 pounds for 500 sheets, measuring 24 by 36 inches as the basis. The paper makers have some sort of an understanding among themselves that they will sell 32-pound paper. This test shows how honorably they keep faith with each other. It also shows that many of them impose upon their customers by running overweight. In one instance, this excess weight as disclosed by the sample indicated an apparent loss to the customer of \$6 per ton.

The strength of the samples was ascertained by the Mullen Paper Tester. The results showed that many of the mills increased the strength of the paper by excessive weight at the cost of the buyer, while some sold heavy paper which notwithstanding its excess weight was inferior in strength. Others sold paper close to standard weight, but inferior in strength. Very few were within reasonable limits as to weight and strength. Seventy per cent. of the strength tests were below 11.50.

W. H. Parsons and Company, on a large number of samples, showed light weight and good strength. A number of mills vie for distinction at the other end of the list with heavy paper and inferior strength. An effort to equate these various features of weight and strength has been made by taking the best mill of the International Paper Company—the Hudson River—as the nearest approach to standard of 32 pounds weight and 11.50 pounds strength. That mill makes more paper than any other mill, with the possible exception of the Great Northern. It makes paper of good quality. It is well balanced with respect to power, to pulp capacity, and to paper making equipment. Its cost is low, averaging \$27 per ton f. o. b. mill, including administration, insurance and taxes in 1906 and 1907. Differences in weight in this compilation are equated through the formula which the Cheboygan and other mills employ, by adding a differential of \$1 per ton for each pound under standard. The difference in strength is obtained by using a differential of \$1 per ton for each pound of pressure below or above standard as shown on the Mullen Paper Tester. No allowance is made in the table presenting

(Continued on page 7.)



WILLIAM B. CURTIS

WHO WILL HAVE CHARGE OF THE BIG ADVERTISING CAMPAIGN SOON TO BE INAUGURATED BY THE AMERICAN DRUGGIST SYNDICATE.

EVERLASTINGLY.

The Word is Impressed on Advertisers of the Poor Richard Club.

Truman A. De Weese, of Buffalo, addressing the Poor Richard Club of Philadelphia last week, said:

"There is no advertising value in one-time insertions. It is the keeping everlastingly at it which brings results in advertising. It is the consecutive, persistent pounding away that does the trick in advertising, and the advertiser that does this year after year is the man who knows that advertising pays. With him it is not an experiment; neither is it an expense. It is a part of his investment, the same as the cost of raw material and the cost of production."

New Pennsylvania Daily.

Grant Kyler & Son, publishers of the Ashland (Pa.) News, will issue a daily evening newspaper of that name beginning Dec. 1. It will have four pages of six columns.

Burglars Rob Newspaper Office.

The office of the Hastings (N. Y.) News was broken into by burglars last week. They failed to break open the safe, which contained \$4,000.

MEXICO.

Walter Whiffen, the New Representative of the Associated Press.

Walter Whiffen of Chicago has been made superintendent of the Associated Press in Mexico, succeeding James Carson, who resigned.

Howard Williams, a well-known newspaper man of Mexico City, has been made assistant.

John Melen of California has been appointed managing editor of the Mexico Daily Record, succeeding Burge McFall, who resigned.

J. J. Cough, associate editor of the Mexico Daily Record, and Sidney Smith, city editor also have resigned and will return to the United States.

Illinois Dailies May Combine.

It is reported that the Springfield (Ill.) Record and the Illinois State Journal, also published at Springfield, are to be consolidated into one afternoon publication. It is understood that a meeting of the stockholders has been called for early in December.

Ohio Paper Damaged by Fire.

The plant of the Norwalk (O.) Herald was slightly damaged by fire last Saturday.

BIG AD CAMPAIGN

SOON TO BE LAUNCHED BY THE AMERICAN DRUGGIST SYNDICATE.

The Initial Appropriation Will Be Approximately \$500,000. Business Will Be Placed in Newspapers Exclusively. Copy Now Ready and Will Go Out In About Two Weeks. William B. Curtis Is in Charge.

An advertising campaign of unusual magnitude will be launched within the next two weeks by the American Druggists' Syndicate, of New York. This concern, which bids fair to become one of the largest advertisers in the country, is purely a co-operative association of retail druggists and its growth since its inception has been one of the marvels of the mercantile world.

Started in 1905 by C. H. Goddard and a little group of druggists numbering fourteen, it has prospered in the face of skepticism on the part of druggists and derision by trade associations until it now numbers over 12,000 members.

Five years ago one small room in Murray street, New York, sufficed for the manufacturing needs of the association, but its progress and development has been so rapid that today the American Druggists' Syndicate, together with its auxiliary, the Aseptic Products Company, now has at Long Island City one of the largest manufacturing plants in Greater New York.

The organization now employs more than one thousand people and manufactures more than 1,000 medicinal and toilet preparations. Every formula of these preparations is selected by a national committee, composed of one qualified druggist from each State and territory. These many preparations, under the A. D. S. label, will be advertised all over the United States.

The advertising appropriation for the coming campaign is approximately \$500,000 and newspapers will be used almost exclusively. Copy is now being prepared and four columns will be used on the start and to in, single to 10 in, double and triple will be used regularly.

The advertising representative of the American Druggists' Syndicate is William B. Curtis, with offices at 50 Church street, New York.

Few men are better known or stand higher in advertising circles than Mr. Curtis. As the head of William B. Curtis & Co., of Boston, he for years placed the advertising of many of the largest manufacturers of New England with marked success. He was also responsible for what many claim to have been one of the boldest and most successful advertising campaigns ever inaugurated, namely, that which brought to the attention of the public the famous Lucky Box, and which created so much comment in the trade journals some few years ago.

Later, as vice-president of the H. B. Humphries Co., of Boston, Mr. Curtis planned and successfully carried out many campaigns of importance. Ill health forced him to give up his work for some time, and it is only recently

that he has been able to again to devote his energies to the advertising field. In the conduct of the big campaign contemplated by the American Druggists' Syndicate, Mr. Curtis's friends predict that he will even surpass the many successes he has made in the past.

TRANSMITTING NEWS.

New System Calculated to Facilitate Handling of Press Matter.

A system that is intended to greatly facilitate the handling of press news at long distance and do away with the relay through a telegraph operator has been devised and perfected by John N. Hammond, of Augusta, Ga.

The system plans the direct transmission of news matter from a central distributing point direct to the linotype machine in the several newspaper offices that comprise the press circuit, each of which will receive such news matter simultaneously and put it into type for immediate use.

In addition to the great saving of time the inventor claims that the system will also be the means of saving money to publishers who may use it.

In a recent test made in the office of the Augusta Chronicle on a line from Columbia, S. C., the service worked to perfection.

The operator of the linotype machine in the office of the Chronicle was equipped with the special receiving apparatus and was put in direct communication with the sending operator at Columbia. As the news items were transmitted by voice over the telephone line the linotype operator copied the report on his machine in the same manner that the telegraph operator would copy it on his typewriter.

As a result, by the time the sending operator has transmitted the news matter in hand it is in actual type and in shape for immediate use.

Recent tests show that while the average for a telegraphic press circuit is practically 2,000 words per hour, the talking circuit, as it is called, connected direct with the linotype machine, will exceed that average by at least 400 words or more per hour.

While the system has been sufficiently tested to show its practicability, it will be thoroughly tried out under every possible condition.

Beaumont Makes Change.

A. E. Beaumont, for the past four years city editor of the Sioux Falls (S. D.) Argus Leader, is now editor of the Sioux Falls Press. Mr. Beaumont succeeds W. R. Ronald, who recently purchased the plant of the Mitchell (S. D.) Daily Republican.

The Grandville News (Mich.) Publishing Company has been sold to H. Vankammen, who will assume control Jan. 1.

In Philadelphia The Bulletin

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

Net Paid Average for October,

248,349

copies a day

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

WILLIAM L. McLEAN, Publisher.

BELIEVES IN PUBLICITY.

Massachusetts Pastor Regularly Advertises His Sunday Services.

The Rev. Moss, pastor of the First Baptist Church of Malden, Mass., is a firm believer in newspaper advertising, and as a result he has built up one of the largest Protestant Sunday schools in New England. Each week an advertisement is placed in one of the local papers inviting the public to attend the First Baptist Church. The Rev. Moss, however, takes great pains to state that he is not inviting members of other congregations, but only those without any church affiliations.

A recent advertisement reads in part as follows:

"To every home in Malden with no church affiliation this invitation is sent to come and enjoy the blessing of our Sunday services tomorrow. The pastor will preach morning and evening.

"New members welcomed in the morning. The Junior choir will resume its singing in the evening and you will want to hear it. The Sunday school at 12.15 is the most important feature of our work. Departments from kindergarten to adult, in which all are welcome, from the little tot of 3 to the oldest man or woman. Organized classes for boys and girls, young men and women, and older men and women. You will find a place and a welcome. This invitation is for you and others. Pass it along."

The advertisements have caused widespread interest in the city of Malden. They are changed weekly and are written by Rev. Moss.

PRESS AGENT FOR CHURCH.

Need for Advertising Waged at Meeting of Philadelphia Ministers.

At the regular weekly meeting of the Presbyterian ministers of Philadelphia, held last Monday, Allan Sutherland, of the Presbyterian Board of Publication, urged greater publicity and advertising for church affairs.

"Publicity is needed in the churches," he said, "for in no other way can the people of the city be told of the work done in the churches. If possible, a man or woman should be engaged to see that this publicity is obtained. They could write brief accounts of the sermons to be delivered, they could feature any special work; in other words, they could write good, legible copy that the newspapers would be glad to print.

"Advertising has reached a stage now where it is the strongest of forces. Newspaper advertising is the best, but the churches should also make use of billboards. It does not detract in the least from the dignity of a church to have its name blazoned forth. Notices should be posted in the lobbies of the hotels, the parlors of boarding houses, in the street cars, and everywhere the public is likely to see them. And when you do advertise anything specially attractive, see that you deliver the goods. Church service should be made bright and attractive or the people who are drawn by your advertisements will try pour church once, and after that shun it. But the watchword of the churches today should be advertise, advertise, advertise!"

Factions Cannot Agree.

Efforts to settle the affairs of the defunct Waukegan (Ill.) Evening News, now in bankruptcy court, have failed owing to the two factions being unfriendly and it looks as if the entire property would pass out of existence.

EARNINGS OF STAR LEAGUE.

Receiver of Indiana Dailies Files Report for Month of October.

The report of the operations of the Star Publishing Company of Indianapolis for the month of October, 1909, was filed in the Federal Court last week by George C. Hitt, receiver. The gross earnings of the Indianapolis Star were \$67,078.71; operating expenses, \$52,030.16; net earnings, \$15,048.55. The gross earnings of the Muncie Star were \$14,170.95; operating expenses, \$11,392.90; net earnings, \$2,778.05. The gross earnings of the Terre Haute Star were \$14,231.77; operating expenses, \$13,179.69; net earnings, \$1,052.08.

The total earnings of the three papers were \$18,878.68, to which is added interest receipts of \$199.45, making total earnings \$19,078.13. Against this amount the following items were charged: Receivership expenses, \$200; interest on bonds and past due coupons, \$2,764.58; interest on demand note, \$1,103.21; total charges, \$4,067.79. The surplus for the month after making provision for the foregoing charges was \$15,010.34.

The October report shows the largest net earnings for the Indianapolis Star of any month in its history. The October surplus for the three papers is also said to be the largest surplus of any month in the history of the company.

The assets of the company on Oct. 31, 1909, amounted to \$379,090.18; liabilities, \$918,427.58. No account is taken, however, of the franchises and good will under assets, nor the outstanding capital stock under liabilities.

YELLOW JOURNALISM.

Censured By Justice David Brewer of Supreme Court.

Speaking before the Progress Club, of Far Rockaway, L. I., last Tuesday evening, Justice David Brewer, of the United States Supreme Court, severely scored yellow journalism. He said in the course of a lecture on the topic "A Good Time Coming":

"The publication of testimony in the yellow journals, particularly in regard to divorce cases, is to be deplored. Such publication does not help the cases, and it drags into the public eye family skeletons that had better be left in their closets.

"The publication of such stuff simply feeds the morbid interest, and exerts anything except a healthful influence. In many cases where such matter is published people go to the bad, who would otherwise resume the straight and narrow path, and when they go to the bad as a result of such publications they rarely ever recover their lost standing, and their desire to be proper citizens."

Adopt New Methods.

That newspapers are quick to take advantage of anything that will shorten the time necessary to get news into their pages is shown in the number of orders already received by the Mergenthaler Linotype Company for the two new attachments for the linotype which they have recently brought out.

O'Connor Goes to Toledo.

Sid O'Connor, circulation manager of the Fort Wayne (Ind.) Sentinel for the past three years, has resigned to become circulation manager of the Toledo (O.) Morning Times.

RALEIGH (N. C.) TIMES.

Has Discharged Nearly All Indebtedness and Is on Paying Basis.

The Raleigh (N. C.) Evening Times, which was placed in the hands of a receiver in 1908, is now practically free from debt and firmly established on a paying basis.

It is with a pride fully justified that the publisher, J. V. Simms, says in part in a recent issue:

It may be of interest to our friends and readers in this city and over the state to know that practically all of the indebtedness of the paper has been settled and that its present policies will be continued. Out of an indebtedness of \$15,000 in 1908 we are glad to say that over \$12,000 has been settled and in due course of business the remainder will be wiped out and the paper will be free from all debt. The capital stock of the company has been increased to \$25,000 paid up capital, the machinery is now owned by the company and the paper is on a business basis, and with over 6,000 circulation. The Evening Times is easily one of the best newspaper properties in the Carolinas.

In view of the disorganized and tangled condition in which we found the affairs of the paper at the beginning of 1908, the publisher feels much pride in being able to announce to our readers that we are on rock bottom. It has been a hard task to guide the paper and at the same time close up all the ragged details and bring the whole out as a big institution on a firm business basis, yet there has not been an hour since January 13th, 1908, that the publisher has not had his hand on the throttle and the present policy will be strictly adhered to in the future.

INCORPORATIONS.

Sheboygan Journal Company, Sheboygan. Capital, \$15,000. Incorporators: Leon E. Reed, Jane H. Reed, Irene Reinert.

The Review Publishing Company, Waterloo. Capital, \$10,000. Incorporators: C. D. Kern and W. M. Law, of Waterloo, and Frank Helm, of Chicago.

Italian Magazine Publishing Co., New York; printing and publishing, etc. Capital, \$10,000. Incorporators: Thomas Piptone, No. 100 Fifth avenue; Walter S. Dryfoos and Julius Miller, both of No. 42 Broadway, all of New York.

The Editor Company, Ridgewood, N. J. Capital, \$10,000. Incorporators: Joseph S. Diver, Thomas Hill and Samuel S. Walstrum. The company is to publish the magazine, "The Editor," and engage as printers, publishers, etc.

The Herald Publishing Company of Byers, Texas, Clay County. Capital, \$2,100. Incorporators: R. P. Crogan, E. C. Crogan and C. A. Foote.

Braidwood Publishing Co. Capital, \$25,000. Incorporators: J. W. Deane, C. A. Braidwood and J. B. Braidwood, Denver.

The New York Times is supreme in the Educational Field. It prints more Instruction Advertising than any other New York morning or evening newspaper.

NEWSPAPER MEN.

Royally Entertained by the City of Norfolk, Va.

More than seventy newspaper men, members of the Gridiron Club and the Capitol press galleries, were the guests of the city of Norfolk, Va., Friday and Saturday of last week. The occasion was the convention of the Atlantic Deeper Waterway Association, which was attended by President Taft, and at which he was the chief speaker.

Norfolk proved a royal host and an elaborate program of entertainment was provided. Friday afternoon the party boarded a special train for Cape Henry by way of Virginia Beach, and at the Cape an old-time oyster roast in honor of the President and invited guests was enjoyed. In the evening there was a special smoker and reception to the visiting newspaper men by the citizens of Norfolk.

Saturday morning the President and newspaper men made a trip around the harbor on specially chartered boats, visiting the Norfolk Navy Yard, war vessels and railway and coal terminals. Luncheon was served on board the boats. In the afternoon there was a dress parade at Fort Monroe in honor of the visiting newspaper men and guests.

The Norfolk committee on the reception and the entertainment of the press consisted of Alvah H. Martin, chairman; J. S. Barron, W. R. Boutwell, Floyd Hughes, Harvey L. Wilson, L. D. Starke, K. F. Murray and A. McK. Griggs. The members of the Washington sub-committee having that end of the affair in charge were Edgar C. Snyder of the Omaha Bee, chairman, and Louis Garthe of the Baltimore American and Irving C. Norwood of The Washington Star.

Among the newspaper men composing the party were:

David S. Barry, Providence Journal; David S. Barry, Jr., Providence Evening Bulletin; Ira E. Bennett, Washington Post; John Boyle, Wall Street Journal; T. W. Brahany, New York Tribune, Milwaukee Sentinel; C. K. Berryman, Washington Star; Arthur Blanchard, Niagara Falls Gazette.

Charles A. Cotterill, Associated Press; Harris M. Crist, Brooklyn Eagle; Donald A. Craig, New York Herald; Robert Dongan, New York Sun; J. Harry Cunningham, the Washington Herald; Arthur W. Dunn, St. Louis Star; P. V. De Graw, fourth assistant postmaster general; George L. Edmunds, New York World; H. J. Elliott, London Times; John W. Flenner, Oklahoma City, Oklahoma.

John A. Fox, special director rivers and harbors congress; Richard Lee Fearn, Winnipeg Telegram; Willard French, Boston Evening Herald; John

P. Gavit, Associated Press; Louis Garthe, Baltimore American; Francis B. Gessner, Wheeling Intelligencer, New York Mail; Isaac Gregg, Detroit Free Press, Grand Rapids Herald.

Henry Hall, Pittsburg Chronicle Telegraph; Charles A. Hamilton, Troy Times; James Hay, jr., Washington Times; R. H. Hazard, United Press Association; A. M. Jamieson, American News Service; Perry S. Heath; George Griswold Hill, New York Tribune; Dr. H. L. E. Johnson; E. B. Johns, Cincinnati Enquirer; Rudolph Kauffmann, The Washington Star; W. C. Keegin, Salt Lake News.

Charles E. Kern, Associated Press; J. Henry Kaiser; Frank B. Lord, Philadelphia Evening Bulletin; John E. Lathrop, Portland Journal, Spokane Sportsman Review; Willis L. Moore, chief of the weather bureau; David R. McKee; John P. Miller, Baltimore Sun; Herndon Morsell, Alex. Mosher; Angus McSween, Philadelphia North American.

N. O. Messenger, The Washington Star; Charles W. Metzgar, Pittsburg Leader; Thomas O. Monk, New York Sun; Frank P. Morgan, Toronto News; Charles W. Moore, H. B. Nesbit, Pittsburg Press, Kansas City Star; Irving C. Norwood, The Washington Star; Gifford Pinchot, chief forester, Department of Agriculture; James D. Preston, superintendent United States Senate press gallery.

D. G. Pfeiffer; Otto Praeger, Dallas News, Galveston News; Ernest Hazen Pullman, Buffalo Evening News, Helena Record; Charles C. Randolph, Arizona Republican; W. F. Roberts, Buffalo Times; Gus. A. Schuldt, Elmira Advertiser; Thomas R. Shipp, secretary national conservation commission; H. W. Schulz, Oklahoma City Times; Ed. B. Smith, Baltimore American; William Wolff Smith, Buffalo Evening News, Great Falls Tribune; Edgar C. Snyder, Omaha Bee.

Hubert Snowden, Alexandria Gazette; Fred Starek, Cincinnati Enquirer; Waterson Stealey, Louisville Courier-Journal; Alfred J. Stofer, Montgomery Advertiser, Memphis News Scimitar; L. William Travis, Topeka Capital, Leavenworth Times; R. W. Tracy, Indianapolis News; M. F. Tighe, New York American Journal.

George Uhler, inspector general steamboat inspection service; Leroy T. Vernon, Chicago Daily News; H. B. Walker, Newark Evening News; Henry L. West, Washington Herald; Frank L. Whitehead, Washington Post; R. W. Woolley, Associated Newspapers of London.

PRESSMEN.

Plan Active Warfare Against Tuberculosis.

The members of the Scranton (Pa.) local of the International Pressmen's Union plan to take an active part in the crusade against tuberculosis now being waged by that organization.

A tract of five hundred acres has been purchased in Tennessee and a model sanitarium will be erected in the immediate future.

New Democratic Weekly.

The National Democrat, a weekly publication, will be launched at Des Moines, Ia., on December 1. It will be issued by the National Printing Company, of which W. S. Hutton is the head. Associated with him in the venture are William Porter, E. G. Hutton and C. O. Long.

THE CENTURY CLUB.

St. Louis Republic Prints History of 100 Year Old Paper.

The St. Louis Republic, which founded the Century Club of American Newspapers last year, has issued a booklet giving the history of all the 100 year old newspapers in the United States.

Of the 82 newspapers that have been published regularly for 100 years or more, the Philadelphia North American is the oldest, having been founded by Benjamin Franklin in 1728 as the Pennsylvania Gazette. The Saturday Evening Post also claims unbroken descent from the same ancestor.

The membership of the Century Club includes fifty-five dailies and twenty-seven weeklies; twenty-two are published in New England, thirty-eight in the Middle Atlantic States, ten in Ohio and Indiana, eleven south of Mason and Dixon's line (four of them in Virginia) and only one, the St. Louis Republic, west of the Mississippi.

One paper of the eighty-two is published in a village of less than 1,000 inhabitants—New Market, Va. New York boasts of four and Philadelphia two.

For more than a half century the proprietary control of the St. Louis Republic has been in the Knapp and Paschall families. Since 1828 a Knapp or a Paschall has been at the head of either the editorial or business department of both.

The present editor, Charles N. Knapp, is in the forty-second year of his active connection with the Republic. For twenty-two years he has been the executive head of the paper. The head of the business office, Walter B. Carr, is a Paschall.

A FINE SHOWING.

The Augusta (Ga.) Chronicle Breaks All Former Records.

The Augusta (Ga.) Chronicle is doing big things in the way of increases and breaking advertising records.

On Nov. 7, 1909, the Chronicle printed its fourth Fair edition. It was a 100-page paper—one of the largest papers ever printed in the South, and carried 7,806 inches of paid advertising, which is said to be the largest volume ever carried by a newspaper in the Chronicle's territory.

Considering the fact that Augusta is only a city of 55,000, this tells a comprehensive story of the conditions prevailing in "the rich Savannah River Valley" and of the regard in which the Chronicle is held by the merchants and manufacturers of Augusta.

This edition of 110,544 lines breaks the Chronicle's own record, which was 79,800 lines.

One advertising man handled and secured this stupendous volume of advertising, as well as handling the entire foreign and local advertising for the daily, Sunday and semi-weekly editions.

Mr. C. B. Hanson, advertising manager of the Chronicle is to be congratulated on this remarkable showing.

New Ohio Daily.

Official announcement has been made that a new Republican paper will be launched at Zanesville, O., some time before the holidays. Well known local Republicans are said to be behind the venture.

THE OLD WAY AND THE NEW.

A Comparison of the Time When Newspapers Exchanged Abuse.

People are sometimes inclined to think that there is too much abuse exchanged between newspapers and that personalities are rife. They little know of the change which has come over the Canadian press of late years. In the good old days, when George Brown was the leading light of Canadian journalism, the fur flew in reality. Then a paper was not considered a good paper unless it occasionally took "a whirl" out of a few individuals in merciless fashion, says the Toronto Saturday Night.

The early issues of The Toronto World—which was started by three young men from The Globe staff—would also prove illuminating. George Brown's roast on the oratorical style of the late William Lount, when that well-known man was a youthful member of the Ontario Legislature, possessed a cruelty that no newspaper today would be guilty of.

A specimen of the old-time amenities was the retort of the well-known writer, James Fahey, who had accepted a nomination to the Legislature. Fahey had lung trouble, and The Telegram said that if the gentleman got elected to the House he would be "coughed down." Fahey promptly replied that if the editor of The Telegram ever got elected anywhere, he would be coughed up and swept out.

NEW EQUIPMENT.

Several Massachusetts Papers Increasing Press Facilities.

The Newburyport Herald is putting in a Hoe web perfecting press, and an outfit of stereotyping machinery. This new press is capable of turning out twelve-page papers at the rate of 10,000 copies an hour, all delivered, folded, pasted and counted.

A sixteen-page Hoe press has been ordered for the Haverill Record, together with a complete stereotyping plant, which will soon be producing papers at the rate of 200 or more copies a minute.

The Boston News Bureau is installing a new Hoe stereotype web perfecting press with high-speed folder, capable of turning out 40,000 eight-page papers an hour. It will also print and gold sixteen-page papers as well as other products at proportionate speeds.

Another Massachusetts paper getting increased press facilities is the Fall River Globe, which will be printed on a three-roll Hoe press with a capacity of 20,000 or more papers an hour of 4, 6, 8, 10, 12 or 14 pages, or 10,000 16, 18, 20 or 24-page.

The Watkins (Minn.) Leader has suspended publication. Lack of patronage is given as the reason.

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.

IF YOU MAINTAIN



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

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

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

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.



"I see you write for the paper now," half sneered a near-reporter to me the other day. "I thought you sold rope for a living."

"If I had any rope I'd stake you to a few yards and show you how it could be put to excellent use," said I. This same fellow always wears a stick and a dirty shirt. Whenever he can graft the price of a fifty-cent table d'hotel he tops it off with an ignited demi-tasse. He boasts of a pal-like friendship with every newspaper man of note, but it wouldn't require a Herlock Sholmes to discover that all any of them ever say to him is "Get out of my way!"

A figure which looms up big as a battleship about this time every year is that of Cy. E. Cooper, who looks after the business end of the World Almanac. Work on this book progresses quietly and earnestly, and each year better results are attained. The Almanac goes to press in a short while and is on the newsstands the first day of January. Alfred Zimmerman, who travels over the United States for the Almanac, hardly needs any introduction. He is known in almost every city and his genial and jocular disposition never fails to put his company in good spirits. "Zimmy" breezed into town from a long trip yesterday.

The United Sunday Newspaper Magazines have opened a branch office in Philadelphia, and appointed George E. Kilpatrick manager. Mr. Kilpatrick is as well liked as he is known in the City of Brotherly Love. He spent five years with the Philadelphia Press and ten years with the Philadelphia Evening Telegraph. His many friends in the advertising business wish him all kinds of success.

Walter W. Burch, manager of the Bridgeport News Company, dropped in the other day. He is looking hale and hearty and says that eggs cost as much in Connecticut as they do here.

Victor Ridder, treasurer of the New York Staats-Zeitung, and the son of Herman Ridder, recently made a trip to Albany to attend the New York State Conference of Charities. Mr. Ridder represented the St. Vincent de Paul Society. He is especially interested in the

movement to establish clubs for poor boys.

For the best newsstand displays, Leslies Weekly and Judge will give as prizes original drawings, the valuation of which range from five to twenty-five dollars. This applies only to the holiday issues.

Marlen Pew, formerly of the Hearst service and now managing editor of the Newspaper Enterprise Association of Cleveland, Ohio, is in New York for a short time. Mr. Pew is probably the first newspaper man to whom John D. Rockefeller gave an extended interview on general topics.

Fred L. Goddard, circulation manager of Scribner's Magazine, says that he has had only smooth sailing to procure business since the publication of the Roosevelt stories.

I overheard Henry George, the writer and lecturer, son of the author of "Progress and Poverty," and Charles Henry George, the New York correspondent of the Baltimore American, pass a bit of repartee the other day. "The Georges," said the Single Taxer, "are at last coming into their own. Lloyd George is the most hated man in England among the owners of special privilege." "Yes," retorted the correspondent, "and I see that another member of our family has just been hanged in Nebraska for horse stealing."

Charles J. Flanagan, an old-timer in the circulation business and now chief clerk of the Myrtle Avenue Police Court, Brooklyn, had a stroke of apoplexy a couple of weeks ago, and for a time his life was despaired of. He is now out of danger, although thirty-five pounds less in weight. Mr. Flanagan is secretary of the Board of Magistrates of Kings, Queens and Richmond Counties.

Jesse Barker is making himself valuable to the circulation department of the Brooklyn Eagle. We thought Jess would not show in the limelight hidden away in Brooklyn, but apparently he took a few rays with him.

Herbert Hungerford, circulation manager of the Metropolitan Magazine, has a bright young man in Judson H. Little, who represents the magazine amongst the newsdealers.

The very unassuming manager of the New York World's photograph department, Walter C. Harris, is the son of former Governor of Ohio A. L. Harris, predecessor of Governor Judson Harmon. Mr. Harris has filled his present position for almost seven years.

Some time ago Attorney Moses J. Sachs had a divorce case come up before Supreme Court Justice Blanchard. Mr. Sachs's client being unable to appear, he had a physician's certificate tucked away in one of his vest pockets, and as the case was called it was this paper that he thought he drew forth. Instead, he held in his hand a greenback which he had drawn from the wrong pocket. "Your Honor," he began, "I have here a certificate," when discovering the mistake, he produced the proper paper. "Your Honor," he continued, "the first certificate I showed you is the one which cures our ills—this one shows them."

"Have you a copy of the Seran Book, young man?" "Yessir, here it is, by Ratling Nelson!"

Fred Dowd, circulation manager of the National Magazine, ran in to shake hands. He looks happy.

Walter Cox has purchased the Fairfax (S. D.) Advertiser.

THE LAFFAN FUNERAL.

Simple Rites Mark Service Held Over Late Publisher of Sun.

A quiet simplicity marked the funeral of William M. Laffan, proprietor of the New York Sun, which took place at the Laffan home, at Lawrence, L. I., last Monday. Many friends and associates of Mr. Laffan attended the services, going from New York by special train.

Among them were members of the editorial staffs of the city newspapers, J. Pierpont Morgan, Henry Walters, Snyder Grant, J. Maury Dove, J. Sellers Bancroft, Judge Willard Bartlett, Charles Lanier, George E. Cortelyou, J. M. Woodbury, Robert W. de Forest, John H. Finley, J. Alden Weir, Joseph H. Choate, Thomas F. Ryan and Colonel G. B. Harvey.

The service was conducted by the Rev. Thomas R. Slicer, of All Souls' Unitarian Church, a lifelong friend.

Mr. Laffan, so far as known, was not a communicant in any church, and the service as conducted by Rev. Slicer was such as he believed Mr. Laffan would like.

Dr. Slicer opened the services by reading selections from the Psalms and Scriptural passages. From Buddha he read a passage including the sentence, "Man never dies; the soul inhabits the body for a time, and leaves it again"; from the Hindu Ramayana, "We have given what we ought to grief. Now let us do what is becoming," and from Confucius, "He who in the morning has seen the right way may in the evening die without regret."

Plato's passage on immortality was read, as was also Seneca's disquisition on the value of a friend. Then were read Browning's Paracelsus and Walt Whitman's Confession of Faith in Immortality. The Lord's prayer closed the service.

Interment was made at Hempstead.

NEWSPAPER ADVERTISING.

Brooklyn Furnishes a Remarkable Exposition of Its Value.

A remarkable exposition of the value of newspaper advertising occurred in Brooklyn recently.

On November 7 the John R. Corbin Company, builders of homes, placed an advertisement in the Brooklyn Eagle only, using a quarter page. As a result the Corbin Company sold within the next few days forty-five houses to forty-five different people—\$220,000 worth of property, through one advertisement that cost them about one hundred dollars.

William Hoster at Lakewood.

William Hoster and Mrs. Hoster are at Oak Court Hotel, Lakewood, N. J. Mr. Hoster was with President Taft on the entire 13,000 mile trip, representing the Hearst News Service. He admits it was work as strenuous as in the old Roosevelt days. He is just resting at Lakewood.

Dr. Peters in Philadelphia.

Rev. Dr. Madison C. Peters, of New York, for several years past one of the most constant and forceful contributors to New York papers among the ministers of the metropolis, last Sunday began his ministry in charge of the Greenhill Presbyterian Church, in Philadelphia.

H. C. Craig, formerly editor of the Boscobel (Wis.) Sentinel, has purchased a half interest in the Muscoda (Wis.) Democrat.

THE ORIGINAL BOOK WORM.

Insect Plays Havoc with Print Paper in Park Row.

The destruction of 160 pounds of paper by a bug in one of the newspaper offices in Park Row has brought to light the fact, after an investigation by authorities at the Museum of Natural History, that the insect in question is probably what is popularly known as the "drug store" beetle. This beetle is as fond of marshmallow root as he is of old books, says the New York Tribune.

The destruction caused by this hardy little insect was first noticed a year ago. The beetle cut a laceworklike design in rolls to the depth of an inch or more, and from an inch to a foot in length.

The destructiveness of this beetle, which is dark brown in color and hard bodied and the size of a small fly, is shown at the Museum of Natural History by examples of old books which have been cut to pieces by it. Some persons refer to it as a "bookworm."

Speaking of the possibilities for exterminating it, the entomologist who had seen the larvae and specimens of the paper perforated by it, said:

"This is not a common beetle, and I don't think it is numerous in this city; but the paper it has cut into should be destroyed and the place where the rolls are stored thoroughly cleansed. It feeds on all sorts of roots or rags, but is known best as a destroyer of old books. By getting rid of the infested paper as soon as possible there will be less chance for the insect to breed. If in a cellar, a good coat of whitewash will help to destroy the pest."

The "drug store" beetle is a member of the same family as the "cigarette beetle," which, unlike its kinsman, expends all its energies on tobacco. According to data at the museum, the "drug store" beetle in great numbers was bred from the cover of a 1536 edition of Dante's "Divine Comedy."

COLLIN ARMSTRONG CO.

New Agency Opens Offices in Broad Exchange Building.

The Collin Armstrong Advertising Co. has opened a handsome suite of offices on the tenth floor of the Broad Exchange Building, New York City. Associated with Mr. Armstrong is Mr. Harry L. Cohen and Charles Hartner, well known advertising men.

Mr. Armstrong enjoys an extensive acquaintance with general advertisers and is a thoroughly capable man. The new agency will no doubt be very successful.

The Sheboygan (Wis.) Journal has been incorporated.

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.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

TOMLINSON THE CUB

Was Out to Beat the World on the First Authentic Interview with Peary—How the Winds Winned His Soul Off St. Paul's Isle—Would Even Have Scaled Midnight Cliffs.

By R. W. RITCHIE.

Here is the unvarnished tale of Tomlinson, the cub. Tomlinson is not his name, but a certain modern English poet wrote about a Tomlinson who was just such a one as this rosy-checked young newspaper man who wot that he scale the midnight cliffs of Labrador even to the fringe of the aurora and who yammered at those malignantly adverse currents off St. Paul's isle in the cruel gateway of St. Lawrence gulf.

There was that air of mystery about Tomlinson evidenced even before the Dominion steamer sailed from her berth at Sydney, N. S., with her top-heavy supercargo of wild correspondents from the cities of the Atlantic coast. Tomlinson wore gumshoes even in bed and instinctively his forefinger would rise to his lips and he would say H-shsh! over his muffins and orange marmalade in the Sydney hotel. Tomlinson was out to beat the world on the first authentic interview with Peary, the pole finder, and he did not care if the other correspondents had an inkling of their confusion to come before the time when they should awake to find that the Hanover Blade had scooped them all.

That was the reason why during those long, delicious days of steaming up from Sydney to Battle Harbor where the Roosevelt and her commander lay hidden in a cranny of the rocks, Tomlinson had long conferences with the cook in his cubby and waylaid the cabin boy with a mysterious crooked finger, pored over the map of the Labrador coast in the secrecy of his cabin and never distracted his mind so much as to trail on two kings when the fellow next to the dealer opened with three of a kind. He was much alone with his rapturous thoughts and his plans for getting that beat from Peary. He saw in his mind's eye the Hanover Blade, with a three column cut of himself on the first page and beneath that in wood type the words "First exclusive interview with Commander Peary by Tomlinson, our staff correspondent."

Everything favored Tomlinson's plans during those three days of steaming past the rugged Newfoundland coast and up to the desolate land the fisherman call "The" Labrador; that is to say, he was drawing nearer to Peary

with every revolution of the screw, but the other seventeen correspondents aboard were also drawing nearer. He might have formed some desperate scheme of weaving each of the other seventeen into the log line astern and thus beating them by the length of fifteen fathoms into Battle Harbor. That was impractical, inasmuch as kind hearted Captain Dickson might have objected and Dickson was still master of the ship, even though Tomlinson was aboard.

It was on the third night out that the cubby heart of Tomlinson beat high. The *Tyrian* had been making excellent time, what with the twenty-five knot gale that was lifting her along from astern; but her time had not been quite good enough to boost her into Battle Harbor before real darkness fell. The master was not going to take any chances with icebergs, so with the red beacon that lifts from Caribou island, just in front of Battle Harbor, blinking tantalizingly over the wind blown crests of the waves, the *Tyrian* turned her nose into a black fiord five miles below the spot where Peary and the news lay, and dropped anchor in a thin ribbon of water as black as Jack's hatband.

There was no telling what that fiord was like except by the feel of the cliffs nearby and the saw, tooth outline of them that showed against the green fires of the aurora as they lifted and dropped over the northern horizon. All of the seventeen correspondents save Tomlinson, the undaunted, felt that they were mewed up in some sort of giant's sarcophagus, so compelling was the sense of the encircling walls of granite.

Tomlinson went right up to the Captain the minute the anchor chains ceased rattling.

"Captain," said he, "how far is it to Battle Harbor from here?"

"About five miles," ventured Captain Dickson.

"And it lies right over there, don't it?" Tomlinson swept his arm up to where the pale fires of the northern lights glimmered over the saw teeth to starboard. The captain allowed that it did lie over in that general direction.

Well, Captain, will you lower a boat and put me ashore; I'm going to go over to Battle Harbor tonight, get a little interview with Peary and put it on the wireless."

"So you're thinking of going over the cliffs to the other side?" Captain Dickson's florid face turned a shade deeper and there was a queer clicking sound down under the collar of his sou'wester. "You know, Battle's on an island about a mile from any shore."

"Oh, yes, but I can get a fellow to row me over in a boat and then—"

"Young fellow," Captain Dickson's words were slow and burred with more of that strange clicking under his collar. "Young fellow, if you want to commit suicide wait until you get back to Massachusetts. It won't cost your paper so much to recover your body—if it should want to. Go get a little drink of that Scotch back in the saloon. You're feverish."

So Tomlinson did not take the midnight hike across the Labrador. When the sun came next morning the correspondents compared measurements of those cliffs there between the *Tyrian* and Battle Harbor. The New Yorkers said that they were not quite so high as the Singer building, but just as steep; the Bostonians said that there were no buildings in their town, except possibly Bunker Hill Monument, that looked like those cliffs. And the spray that flew out of those lateral fissures when the waves pounded in!

That morning as the *Tyrian* poked her nose around the corner of Caribou, the correspondents gathered in the saloon and performed a grave ceremony. Numbered slips were dropped into a hat and one by one each drew his number. That settled the order of precedence that was to be followed in tiling news on the single invisible thread of the wireless there. It was a gentlemen's agreement that each should file no more than a stated number of words and that number was necessarily limited.

There followed the tremendously busy day of interviewing and of hearing strange tales from the pole. Before five o'clock every one had filed his stipulated number of words with the patient wireless operator. Captain Dickson said that it was time to go back to the ship. He wouldn't pull out before morning, but the wind was rising and the jolly boats could not make the mile pull out to the *Tyrian* if it blew much harder. So everybody, including Tomlinson, went out through the spray to the ship.

At nine o'clock that night a weather worn old man rowed out from the harbor with a box full of tokens from Commander Peary for distribution among the correspondents and officers of the ship. The fisherman was not long aboard, but while he was on deck Tomlinson was observed to draw him into the shadow of the stack and slip an envelope into his hand. Then Tomlinson came into the lighted saloon, his face bland as a child's.

The correspondent who that very day had stoutly declared that he could weigh any old island in the North Atlantic just by triangulation and the "nth power of Scotch and soda" happened to have been more alert than his best friends would have suspected. He saw that envelope pass from Tomlinson to the withered fisherman. Just before the fisherman was going over the side the mathematician held him up.

"Let's see that envelope," he said. The fisherman meekly handed it over. The weigher of islands tore it open and read "Hanover Blade, Hanover, Mass. Just got exclusive information, etc."

"Oh this is a mistake; this is not to go to the wireless," said the careful correspondent and he tore the message up. The fisherman went over the side and back to Battle Harbor. The *Tyrian* sailed at break of day. Tomlinson did not know for ten days more or less why it was that his paper did not congratulate him upon the exclusive despatch from Battle Harbor. The funny thing about it was that what Tomlinson wanted to send back through the night by the withered fisherman was really "exclusive information." The trouble was that he had been a party to that gentleman's agreement in the morning.

Just once more did the indomitable soul of Tomlinson forge to the front and center. It was on the day before the *Tyrian* reached Sydney. The interest of all for the common good had induced a discussion of the telegraph facilities at the Nova Scotian port and the possibility of congestion when each of the eighteen, bursting as he was with voluminous "copy" should rush to the operators. That day was Saturday. Captain Dickson had said that the *Tyrian* ought to dock about a half hour before midnight that night. There were seven wires out of Sydney, most of which would be crowded with cable news late Saturday night.

Sunday was the ideal day to file, for on Sunday there was little business on the wires and they could begin working at an early hour. Anyway, Monday's paper would be clear for the 12,000 to 18,000 words that each wished to send

in. It would be futile to try to send so much a half hour before midnight for Sunday morning's paper, everybody agreed—that is, everybody but Tomlinson.

He said that he was going to file what he had the minute he arrived in Sydney; his paper did not go to press until four o'clock in the morning and he could get something into his office before that time anyway. They argued with Tomlinson, those other seventeen. They argued long and persuasively. If he filed they must all file. There would be a mad scramble for the wires, everybody would get hot under the collar and what, oh what, would happen to those 12,000 or 18,000 words of glowing literature? Tomlinson was adamant.

It was eight bells of the evening watch and the *Tyrian* was off St. Paul's, forty miles from port when a deputation from the seventeen went to the captain and laid the matter before him.

"Now you know we wouldn't want to have to lock him in his stateroom," they were saying when the jovial skipper interrupted.

"I can't slow down because I have to account for every ton of coal and every mile of steaming time," he said, "but in the face of such an exasperating situation I might get the least bit off my course—these currents about St. Paul's are that tricky, anyway—and if we didn't get into Sydney until 3:30 now—"

Tomlinson stood at the bow cursing those tricky currents off St. Paul's which were holding the *Tyrian* back and blocking the enterprise of the Blade's staff correspondent. He stood there in the cold winds that blow through the gateway of the St. Lawrence until all hope of that Sunday morning paper went glimmering away with the fading aurora. Then—and then—Tomlinson was asleep when the *Tyrian* snuggled against her berth at Sydney at 3:30 o'clock Sunday morning.

Oldest Belgian Newspaper.

In answer to an inquiry from a Western university, Consul General Ethelbert Watts of Brussels reports that the oldest newspaper in Belgium is the *Gazette van Gent*, which received the privilege of printing the "Gendtsche Post-Tydinghen" on November 17, 1666, and which has existed almost continuously since the first number was printed on January 1, 1667. The oldest copy preserved is No. 69, of September 8, 1667. The next oldest newspaper in Belgium is the *L'Independance Belge*, in its 80th year.

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.

F. W. WORCESTER, Gen. Mgr. La Calle Nuevo Mexico 15, Mexico, D. F.

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

In 50 of the largest towns of Kansas, the

TOPEKA DAILY CAPITAL

has an aggregate circulation of 21,000. In the smaller towns and rural routes it has another 12,000—a total in excess of 33,000—nearly double the circulation of the other Topeka paper and larger than any other daily in the State.

Incidentally note—the CAPITAL is the only Topeka daily from which you can get a definite, exact circulation statement.

Arthur Capper
Publisher.

J. C. Feeley, Flatiron Bldg., New York.
Justin E. Brown, Hartford Bldg., Chicago.
S. N. Spotts, Century Bldg., Kansas City.
W. T. Laing, Range Bldg., Omaha.

HARVEY W. SCOTT

Editor of Portland Oregonian, One of the Grand Old Men of Journalism. Has Built Up Paper From Little Frontier Journal To a Great Modern Daily.

The author of Who's Who column in the Saturday Evening Post says of Harvey W. Scott, editor of the Portland Oregonian:

When the Palmy-Day Boys get together to mourn over the decadence of things they usually start with the stage; but along in the proceedings somewhere they let loose a good, sobbing mourn for the old-time newspaper editor, the individual editor, you know, who was the paper and on whose words an adoring constituency hung over the breakfast-tables every morning, the chap who wrote that strong and vigorous English and who howled at his political opponents, "You lie, you villain, you lie!" at least six days a week, and wrote an editorial for Sunday advising a meek and lowly conduct of life.

"They've all gone," the Palmy-Day Boys groan, "all gone except Marse Henry, and he isn't what he was. Greeley and Raymond and Dana and the elder Bennett and Prentiss and all the rest have gone, and now we have editors who are at the behest"—always at the behest—"of the soulless corporations, owned body and soul by the plutocrats"—and much more similar mush.

Passing by the fact that, perhaps, it is just as well, I beg leave to call to the attention of the Palmy-Day Boys that there is one editor of the old school in this broad land of ours; one individual editor who is as individual as the way you like your eggs; one writer of vigorous English who is the paper and who has his impress on it and through it as indelibly as the fossil footprint of a megatherium on a Wyoming rock, and that that same editor is Harvey W. Scott, of Portland, Ore., who owns, edits and controls the Portland Oregonian, one of the big papers of the Pacific Coast, a man with an individual individuality that is peculiar, personal, positive and particular.

When we talk of the grand old men of journalism the first conversation should be about Harvey Scott, aged more than seventy, writing leaders every day, running his paper at full pace with the times and with all the modern methods and improvements in newspaper making, boss and director, and wielding a club with just as good an effect as he did years ago. If there is a job of head-smashing to do in Oregon or elsewhere on the coast you can hear this old warrior snort for two blocks as he goes into the fray. No delegation of the work to younger men by him. No, sir! He takes a running jump into the thick of it himself, and when he comes out he has all the scars of battle and usually a lot of the trophies.

A grand old fighting man is Scott. In his early life he killed Indians out in the Puget Sound country, and in his later life he has been killing politicians, and he has a lot of notches in his quill. To be sure, it is possible to find men in Portland and Oregon and all the Pacific Coast country who say things about Scott that are not fit to eat, but he has lammed most of them. Politics in that country are more intense and personal than elsewhere. They take a three-hundred-and-sixty-five-day interest in it each year, and they breed animosities and foster friendships that endure for eternity. Naturally, in fifty years of editorial writing Scott has miffed a lot of people—almost as many as he has baffled. However, he goes along, calm and serene, and takes no stock of that. It is all in the day's work. If he thinks it is in his province to crack a head he cracks it, careless of consequences either to the head or to himself. A first-class fighting man.

A FIFTY-YEAR JOB.

He has been with the Oregonian, first as editorial writer and later as editor and owner, for nearly fifty years. He has taken an active and vital part in the varied politics of all that time, not as a leader, but as the editor of a partisan paper, and he has cut and slashed right and left, and still has a fancy assortment of cuts and slashes left for future use. He has built up the paper from a little frontier journal to a great modern daily, and in the building up he has maintained the character and vigor of his editorial page, which is not usual with great papers that have grown from small beginnings.

Scott has always been a Republican. He has supported Republican policies and Republican candidates, but from time to time he has deemed it necessary to step aside and take a large, general and comprehensive crack at both party policies and candidates, in which case the howls of pain could be heard from San Diego to the Snohomish Slough.

He has been a theoretical free trader, but only between seasons and never when the policy of protection was at stake. He has always claimed that the free-trade theory is correct, but the operation of free trade is not practical. Some of his fights with other Oregon political leaders are historic, notably the one with the late Senator Mitchell, which lasted for years, with no quarter on either side.

Scott came to the Pacific Coast country when he was seventeen years old. He joined a militia company and hunted Indians all along Puget Sound. Then he put himself through school, doing all sorts of manual labor to get money for his expenses, pinching poor, but determined to get an education. When he had graduated he went to work on the Oregonian—then a small paper in a small city—to write editorials. He has been there ever since, and is now the principal owner and has been for years.

Scott educated himself, in a measure. He was a great student of the English classics and from them acquired the large command of English he has. He has studied and read books all his life and his range of information is marvelous. He appears to know something about everything. Now and then he will write an editorial article for his paper on some erudite subject that bears the impress of the study of a lifetime, and now and then an article on some passing fad of the moment that will show an expert and comprehensive knowledge of contemporary affairs that his cleverest, nearest-to-the-pulse young reporter envies. He is as ver-

satile as he is forceful, and always in the clearest and simplest English.

Those who do not know the old warrior well complain that he is moody, even snarling, at times captious, censorious and unkind.

Perhaps, occasionally, he does appear so, but his moods are not long-lived, and his close friends say he is a most delightful companion, a good story-teller and a fine, likable old chap. He is at his best when talking of English literature. He knows it all, even to the ability to quote long passages from the great poets and dramatists. And, unlike many a student of literature, he does not live in the past. Scott is right up to the minute on every current event.

WELL LOVED AND WELL HATED.

The hard life he lived when he was a lad and the struggles he had made him frugal as to his personal expenses, but when it comes to spending for the Oregonian or for any large project he lets go without limit. He is rich now, but lives as simply as he did when he was struggling for a foothold, guarding his personal expenses with as much care as when he had no money and got but little for his heavy labor.

You can find men in Portland and in Oregon who will curse at him in all known languages, from Siwash to Sanscrit.

His fifty years of fighting in the columns of his paper have bred him a crop of enemies of whom any editor might be proud. You will find men who swear by him, as men do by every positive man who has been unafraid. Balancing the two extremes, casting up, if you like, the biggest man in Oregon is Harvey W. Scott, who has done a great man's work in a great man's way in developing and building up his state and his territory.

He is a big man, with shoulders almost a yard across, a deep barrel of a chest and a gigantic body. His head is large and set on a massive neck. He looks stern and forbidding, but he isn't, except at times. He is genial, pleasant and companionable, fond of company and with such a varied store of knowledge that he is most entertaining in conversation.

Every day, when he is in Portland, he goes to the office and writes his copy, and takes a general supervision of affairs.

In 1896, when the free-silver craze swept the West, Scott, who did not believe in free silver, or in bimetallism, or in anything but the single gold standard, kept the Oregonian unswervingly in the gold column. The West was aflame for the doctrine of Bryant, but Scott pounded away for gold. He saw the circulation of his paper dwindle to almost nothing. He saw the entire Pacific Slope wild about silver, but he kept hammering for the gold standard. Politicians, including some now prominent in the Republican party on the Slope, were yammering that sixteen to one was the salvation of the nation, but Scott wouldn't have it. He was for gold and he said so every day in a series of the most forceful editorial articles. When election came Oregon was the only State in the far West that went for McKinley. California split and the rest were for Bryan and sixteen to one.

Even Scott's fiercest critics will admit he kept Oregon for gold in that fight, and he considers it the most notable achievement of his busy life, for he did it in the face of circumstances that would have discouraged any editor who was not the original Stout Heart.

You can get all sorts of opinions about Harvey Scott in Oregon. He has hammered so many men that he is bit-

terly hated by one faction, and he is as well beloved by another; but whatever the opinion may be, whether from friend or foe, there will never be dissent to the statement that he is a first-class, two-fisted fighting man, a grand old warrior, and long may he wave.

NEWSPAPERS IN THE TROPICS.

How One Man Got Fresh Paper from Home Each Morning.

"Down in the tropics we don't get the newspapers from home every day," said the man with the tanned face, "and when we do get them it isn't a matter of skimming through them in a hurry, as a man would do up here. A newspaper with real news from the United States is something to treasure up.

"When the steamer comes in that brings my week's accumulation of papers from home I just skim across the first pages to see what has happened of importance. Just a case of looking at the headlines for me. Then I take the papers and put them in order of their dates.

"Each morning when I sit down to breakfast I take one paper. I read that carefully through from the first page to the last. If I can't get through with it before noon I don't hurry, but make it do for the late evening, too. The next day I take up the next date, and so on. We get about one mail a week, so I just about get through with one batch when the next is due."

His hearer, who had been in the tropics himself, was able to testify to the thoroughness with which the exiles read the newspapers.

"You fellows beat me," he said. "I know whenever I get down to one of the stations I always find folks who can ask me more questions about the details of articles in the newspapers that I hardly read at home than you would think possible.

"It gives a man a pretty strong sense of how quiet the life must be in some of these places. I should think some of the newspapers would be worn out the way the men go over every bit of news which is almost forgotten matter by the time it gets to them."

"It isn't the men alone," said the ex-Consul, "who want to see the papers. It would amuse some folks to see the women studying up the autumn and winter styles and discussing the pictures of some fur piece or heavy coat, with a thermometer up in the nineties and not showing any particular signs of falling. Of course when it comes to the summer things they naturally want to know, because they have a chance to make use of those fashion hints; but the idea of a fur coat a few degrees north of the equator is a good joke."—New York Sun

The Hannibal (Mo.) Courier Post has increased its capital stock.

To Editors and Publishers

We offer at the right price publishing rights in some of the cleverest short stories ever written—stories that are scoring a decided success in some of the foremost papers. As these tales appeared from one to ten years ago and had only a limited circulation they are practically new. Specimens and terms upon application. The Shortstory Publishing Co., 41-47 Pearl St., Boston, Mass.

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one-third of the stock of a well known and growing eastern, Associated Press, daily newspaper property. Purchaser to take business or editorial management and pool the stock with that held by another active man, so that between them they will manage and control the property and protect each other against possible minority disadvantages. Property has an annual income of over \$60,000.00. Proposition No. 561.

C. M. PALMER

Newspaper Broker

277 BROADWAY NEW YORK

NEWSPAPER PRINT

(Continued from page 1.)

this information for the running quality of the paper, or for its percentage of white waste, or print waste, or printing surface.

The wide variation in weight and in strength are inexcusable. Either the mills can regulate the weight of the paper or they cannot. If they can regulate then these extreme variations from standard and impositions of heavy weight upon purchasers are wrong. If the mill men cannot regulate by present methods, then they should adopt that simple device which will show them instantly how each roll has run in average weight.

MILL STANDARDS OF WEIGHT.

Though the paper makers have an understanding that they will sell newsprint paper only on a basis of 32 pounds for 500 sheets, measuring 24 by 36 inches, the Hennepin, of Minnesota, the Kimberly and Clark Company, of Wisconsin, have increased that standard to 33.3 pounds by reducing the number of sheets from 500 to 480. The Menasha Mill says it makes the standard "500 or 480 as publishers demand," but substantially all of the mills of the country adhere nominally to the 32 pounds—500-sheet standard.

The Cliff Mill said its standard was 32 pounds, but "will quote on any weight that anybody wants." The Cheboygan Mill has a standard of 32 pounds, but charges \$1 per ton extra for each pound below 32 down to 25 pounds. The Aldrich Mill, with a standard of 32 pounds, will charge extra for lighter weight. Grandfather Falls Mill wrote that it would charge a differential of 10 cents for light weight. The Dells Mill quotes "480 to 500 sheets." The Booth Mill, at Ottawa, has a standard of 32 pounds with a differential of five cents per cwt. The Belgo Canadian Mill says it supplies lighter weights than the 32-pound standard for export business.

Continuing, the bulletin shows that among the samples received direct from the mills there is wide variation in weight. Seventeen (17) samples out of 314 weighed under 30 pounds.

Mills which make paper for foreign markets are required by many customers to furnish rolls measuring 7,000 yards in length and the mills do it. To obtain this measurement they use a small machine costing \$7, made by the Veeder Manufacturing Company, of Hartford, Conn. It counts somewhat like a cyclometer on a bicycle. It enables the mill man to ascertain exactly the number of yards of paper in each roll and by dividing the length of paper in that roll is ascertained immediately and accurately.

By comparing the diameter of the roll with the measurement he also ascertains how the paper has been calendared. For instance, if a 67-inch roll, 7,000 yards long, weighs 1,200 pounds exclusive of core, and measures 32 inches in diameter, these figures when worked out into reams show that that paper averages 30.7 pounds to the 500 sheets, measuring 24 by 36 inches, and that the paper has been well calendared. If, however, the roll measured 6,500 yards, it will average 33 pounds to the ream of 500 sheets, measuring 24 by 36 inches.

Uniform length of web would not be necessary. Figures in or on the roll indicating the net weight and the actual length of the roll in feet or yards as shown by the Veeder Counter, would accomplish the purpose. The elaborate accounting which many newspapers now employ to guard their weights would be obviated if the paper mills followed that simple plan. The fact that they do more than this in supplying foreign markets shows that it is commercially practicable. Of course, if it were done, a newspaper publisher could not be imposed upon to the extent of \$6.00 per ton through excess weight.

Textile and similar mills use this instrument for measuring purposes. If it checked the basis of weight it would promote the interest of paper maker

as well as publisher. It would reduce the opportunity for complaint. Tests of weight where based on samples are merely guides and are not controlling or conclusive. The reliance of paper makers upon the weights of samples is a fair illustration of the primitive methods that prevail in nearly every branch of the paper trade.

There is one good use, however, to which the paper sample can be applied, because it each sample should show on its face the approximate weight and the strength or "bursting strain," as disclosed by a Mullen Paper Tester, then the office of the paper sample would become important because it would expose the numerous instances in which mills run the paper above standard weight to give it strength that it does not possess at standard weight.

If that plan were adopted, there would be a change in the paper making methods of the American mills, and an improvement that would be beneficial to buyer and seller. As a matter of good faith, paper makers are under obligations to adhere to standard and to adopt every device that will help them to attain that end.

STRENGTH OR "BURSTING STRAIN."

When these samples had been gathered from various sources, that is, from the mills, and from the publishers, and mill agents, the strength or "bursting strain" of each sample was ascertained.

The best combination of weight and strength came from W. H. Parsons and Company, on October 26, 1909. It weighed on the basis of 29 pounds to the ream and was above the average strength of news print paper. That sample should be the standard to which paper mills should be brought. It means a reduction in newspaper cost equivalent to \$3.60 per ton. The chemists and experts of the United States Government Paper Laboratory say that the medieval methods of the paper makers impose excess weight of paper to the extent of \$5 per ton upon the users of paper because the mill men lack in the skill necessary to obtain from the raw materials the full value that they possess for strength and durability.

It is a startling commentary upon the prodigal methods of American paper manufacturers that they require 110 pounds of raw material to make 100 pounds of news print paper while the English and German paper makers require but 103 pounds. Publishers pay \$2.10 per ton additional for that waste. Mr. Pinchot says that for every tree that is turned into paper three are cut down. A paper trade organ gives figures to show that of the pulp wood which reaches the paper mill, 15 per cent. is lost in barking, 10 per cent. of the remaining 85 per cent. is lost in the sulphite mill, and 5 per cent. is lost in grinding, and of the remainder 10 per cent. is allowed to run away in the section which converts the pulp into paper, so that only 69 per cent. of the wood which reaches the mill is turned into paper.

Publishers pay for this waste. In addition they pay from \$1 to 4 per ton in various mills because the mill men have not standardized their product as to width, color, weight, finish, quality. All the paper authorities agree that the German mills are equipped with skilled workers who are graduates of technical schools, whereas none of the paper workers, in American mills, few of the superintendents and hardly any of the mill owners are technically equipped for the business.

Summing up the losses due to excess weight, waste of material and the unskillful handling of that which is not wasted, and to lack of standardization, the ultimate consumer bears an unnecessary burden of at least \$9 per ton.

The average strength of the newsprint paper samples was 10.10 pounds, which means that the paper stood an average pressure of 10.2/10 pounds to the square inch before "bursting." Paper salesmen will say the Mullen Paper Tester is not accurate and will vary several pounds on the same sheet. That is frequently true, but it is due to the

variable strength of the paper, not to the inaccuracy of the Tester. The fact that the International Paper Company has bought 40 of those machines counts for something in determining its value.

It would be well to test the weight of cores frequently. One instance is recalled of a mill which was sending cores that weighed even seven (7) pounds in excess of the tare allowance on rolls of approximately 1,000 pounds. The effect of that excess weight was due to force the newspaper to pay two (2) cents per pound, 14 cents per roll, or 28 cents per ton in excess of the proper amount. If that method were practised generally the cost to publishers would be \$250,000 per annum.

A re-measurement of every sample sent in by the newspapers from rolls shipped to them showed that in many cases the actual width of the roll exceeded the required width by from one-sixth to one-half of an inch, equalling from one-fourth to three-fourths of one per cent. upon the total paper bill. In no case was the width less than that stipulated. Sixty-six-inch rolls measured 66 1/2 inches; 33.5-inch rolls measured 33.7; 38-inch rolls measured 38.2.

A matter requiring further investigation was the shrinkage in weight of a number of samples after the lapse of three days.

It is suggested that publishers insist that the rolls be marked with the length of web as well as weight paper, and that samples be marked with "bursting strain" as well as weight. Publishers should diligently watch the average weight of the paper and promptly advise the null of deviations from standard weights.

GEORGE BERNARD SHAW.

Writes to Westminster Gazette on Intimidating Critics.

In a letter to the London (England) Westminster Gazette, George Bernard Shaw, the well known writer and dramatist, discusses Geo. Edwardes' demand that a London newspaper praise his shows or lose his advertising. Mr. Shaw's letter follows:

Dear Sir—I am far too old a hand at critical journalism to be surprised at the action taken by Mr. George Edwardes. The Westminster Gazette is entirely right in making that action public; but I do not see that any blame attaches to Mr. Edwardes in the matter: on the contrary, he would be failing in his duty to those whose capital is invested in his theaters if he omitted to make the fullest use of the influence which his expenditure as an advertiser gives him over the press. In my experience all constant advertisers expect to receive as a bonus occasional favorable notices of their goods outside the advertisement columns. I do not see why Mr. Edwardes should not expect the same favorable consideration as motor car manufacturers, fountain pen manufacturers, diary and Christmas card manufacturers, railway companies and hotel keepers. As a matter of fact, he does receive a very great deal of favorable consideration which one can hardly suppose he would enjoy if he never advertised; at least, if any historian of the press will make a careful comparison of what the newspapers have done for Mr. George Edwardes and what they did for, say, John Ruskin (who never advertised), he will hardly be able to resist the conclusion that the quantity and geniality of the notice taken by the press of a good

customer of the advertising department is very considerably in excess of what can be hoped for by even the most eminent of his non-advertising contemporaries.

Of course, it is open to any newspaper to leave its critic completely free of any such considerations. No initiated person supposes for a moment that the accomplished critic who deals with the theaters for the Westminster Gazette either knows or cares what Mr. Edwardes or any other manager may choose to spend on advertisements in the paper he represents. But it is no use pretending that all papers are like the Westminster Gazette, or that all critics are in the position of "E. F. S." Mr. Edwardes, no doubt finds that his wishes are often respected and his feelings considered in the quarters in which he advertises when he takes the trouble to make them known. There is no reason why he should not have made them known in this present case. It is for the Westminster Gazette to consider whether it will risk the loss of Mr. Edwardes' advertisements or instruct "E. F. S." to make himself agreeable to Mr. Edwardes in future. In the latter case I think that Mr. Edwardes should charge himself with the remuneration of "E. F. S."

No doubt a complication might arise through "E. F. S." proving contumacious and vigorously expressing a determination to see Mr. Edwardes a considerable distance further before modifying one line or word of his criticism in the commercial interest of Mr. Edwardes' theaters. In that case Mr. Edwardes could easily find and recommend a compliant substitute. But he would have to consider very carefully whether it does not pay him better to have his feelings hurt by an honest, readable critic than to be flattered by a worthless and unreadable one. The Westminster Gazette would also, of course, have to consider whether it might not possibly manage to survive the withdrawal of Mr. Edwardes' advertisements and the loss of the patronage of the class of reader which buys a newspaper only to find out what is going on at the Gaiety Theater. All these calculations are a matter of business, a matter of taste, and a matter of honor. And they will be settled accordingly. G. BERNARD SHAW.

Will Advertise in Newspapers.

Appreciating the large field for magazine circulation in the suburbs of Boston, the New England Magazine has arranged for one page a month for twelve months in the following list of high-class weekly newspapers in Greater Boston—The Somerville Journal, Cambridge Chronicle, Medford Mercury, Newton Journal, Melrose Free Press, Jamaica Plain News, Watertown Enterprise, Waltham Free Press Tribune, Natick Bulletin, Belmont Tribune, Paine's Brookline Supplement, Rockland Standard.

BUSINESS OFFICE NOTES.

The average daily sworn circulation of the Bloomington (Ill.) Pantograph for the first nine months of this year was 14,605.

The management of the Aurora (Ill.) Daily Beacon state that for the first half of 1909 the Beacon carried 93,592 inches of display and 23,786 items classified.

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

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BY THE EDITOR AND PUBLISHER COMPANY.

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T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

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Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, NOVEMBER 27, 1909.

COL. WATTERSON'S ALARM ABOUT NEWSPAPER "SEN- SATIONALISM."

Colonel Henry Watterson, addressing the National Press Club in Washington last week, expressed a thought which has been stirring tumultuously in the minds of a considerable number of prominent people, when he said:

"Pretending to be the especial defenders of liberty we are becoming the invaders of private right." "No household seems any longer safe against intrusion. Our reporters are being turned into detectives. As surely as this be not checked we shall grow to be the objects of fear and hatred instead of trust and respect." "Some one ought to organize an intelligent and definite movement toward the bettering of what has reached alarming proportions."

The time and place, the speaker and audience were extraordinary adapted to bring up this question for discussion before the whole body of the nation. We feel sure that many thousands read the undisplayed speech of the able and respected editor of the Courier-Journal with intense and emphatic approbation. At the same time we feel sure that a great many more thousands read it with much less attention than they gave to the report of the Astor divorce case. From which some moralists deduce another proof of the inherent wickedness and destructiveness of "sensationalism."

But Colonel Watterson wastes no time on the long threshed moral question. It is the political question which interests him. Is it true that the modern newspaper, turning its searchlight upon the public and private record of men, is a bad "invader" of "private right"?

With unwavering regard for Colonel Watterson, THE EDITOR AND PUBLISHER yet holds that there is no cause for alarm in the present practice of publicity, even "sensational" publicity, and that this practice which is alleged to interfere with "private right" will grow wider and wider and the motive which demands and compels it will be the strongest guarantor of this Democracy.

Colonel Watterson suggests the organization of a movement against this alleged surplus publicity. In effect this is to urge a censorship which shall define the beginning and end of "private right." Who shall be censor? We doubt that the people will ever authorize a newspaper censor, other than the present law courts.

Let us examine the New York Evening Journal, one of the best known

newspapers among the class which the Colonel condemns. Why do so many thousands read it in preference to some other newspaper which covers the news in practically the same way? We answer: The editorial page of the Journal is the cause of a large percentage of the entire circulation. Why do so many thousands desire to read Arthur Brisbane's editorials? We think it is because Brisbane was among the first to realize the inevitable office of the newspaper, created by predisposition of the people in these times, to be the teacher of rationalistic morality, to secularize morality as a former era of the printing press secularized politics.

Each day the Journal editor preaches, as philosophers preach rather than theologians. Each day, on this editorial page, one of the foremost rationalistic theologians, Dr. Parkhurst, writes a signed editorial, a sermon-dealing with morality. Great numbers read Brisbane's editorials and Dr. Parkhurst's essays and are thrilled with conviction. This is not to say that either writer has divine authority. But the opposition of dogmatists, theological or secular, to this new style of teaching morality, is as useless, as ineffective, as was the opposition of Oxford scholasticism, which shut its eyes to the fact that the completion of St. Peter's at Rome and St. Paul's in London ended the age of cathedrals and began the age of the printing press.

The Journal was among the first to enter this field. Today, nearly every prominent daily newspaper of the country directs its editorial columns unceasingly in support of progressive morality, or rationalistic religion. Colonel Watterson harks back to days when the editorial writer wrote almost entirely in support of his political party policies, or in ridicule of the opposing party. That day is as dead as the age of witchcraft and magic.

The people turn from the editorial pages and their splendid morality, and read other pages with their "sensationalism." What then? What man is afraid of publicity?

The people, and the editors, are just now ruminating much on the great maxim of France in 1793: "The liberty of each citizen ends where the liberty of another begins." Citizens are accepting the doctrine that the act of each individual, public or private, concerns, in some degree, all his fellowmen. To say that newspapers are but gossippers,

peddling tales to satisfy idle curiosity, is to be as Bourbons. They who say it are blind.

While the editorial writers hold to their glorious ideals, "sensational" publicity will not be allowed to harm this nation. The people will not trust nor empower the publisher who is a moralist on one page and a panderer on another page.

CIRCULARS AND THE WASTE BASKET.

The advertising manager of a leading magazine who has been circularizing extensively in the past makes the following important admission: "The habit of casting circulars into the waste basket becomes mechanical in time." This is the doctrine THE EDITOR AND PUBLISHER AND JOURNALIST has been preaching for years. Moral: Advertise in good trade and class publications.

Enriching the Language.

The opening of a "preventorium for children threatened with disease shocked the purists while pleasing philanthropists. As the word expresses an idea, it may become common, like "solarium" and "sanatorium." Good names aid good causes.

Recent political history has given us "gozzle" and a new application of the "Return from Elba." Mr. Burgess of Texas insists that the Democratic party has been "paramounted"—defeated by insistence on "paramount issues." No one can say whether such phrases will stick. Who in Lexow times could have predicted that "glad hand" and "come-on" would be remembered, "pantata" and "trow a scare into 'im" forgotten? Recent wars have made every one familiar with "trek," "hike," "kopje"; with "inspanning" oxen and the "biltong"—for which North Polar controversy supplies a near-parallel in "pemican." The Klondike gave us "mush," meaning hurry along, and a new use of "busky."

But what verbal mine of recent digging has rivalled in richness the new occult sciences and religions? It must have been the schoolboy's "subconscious self" that stole the apples. You "demonstrate a debt" that you cannot pay with material money, and the result is the same—to the psychic adviser. Or you may use the "gold thought" and be rich at will. Instead of committing punishable perjury you blamelessly "testify from the Absolute" that your real self has not done that which your other self has done. "Lovers' vows" and "dicers' oaths" have a new standard of falsity.

Wishing harm to an absent enemy has had a dozen odd equivalents. He may be "taken up by name." He may get "the death treatment." "Malicious animal magnetism" may assail him, or he may be called the "son of the bondwoman" and bidden to "go out before the free woman." His body may be advised to die, leaving his freed soul errorless. And, borrowing now from the slang of another period, the victim himself may "backpedal" down the easy descent to destruction by demonstrating against his persecutors.

Perhaps these phrases may last as long as "joy ride"—to suggest another fruitful means of recent enrichment of the speech of Shakespeare.—*New York World.*

He Wasn't Worth It.

A woman went into a newspaper office in Moberly and wished to advertise for her husband, who had disappeared. When told that they charged \$2 an inch she went out, saying it would break her up at that rate, as her husband was over 6 feet long.—*Lock Spring (Mo.) Herald.*

Utilitarianism.

At last we have found a use for the covers on magazines. A Western man used one on which to write his will, but, unfortunately, he had nothing to leave.—*Philadelphia Inquirer.*

"CONSTANT READER."

An Experience in the Journalistic Life of Mark Twain.

At his daughter's wedding Mark Twain, in the scarlet cap and gown of Oxford, was brilliant. He related many amusing memories of his journalistic life in Virginia City, says a writer in the Philadelphia Bulletin.

"A temperance lecturer once came to Virginia City," he said, "and in his lecture he cited the case of a young Nevada man who had died from the effects of a half-pint of brandy.

"The case was a well-known one, but it had been a pint of whisky, not a half-pint of brandy, that had killed the youth, and consequently I, as 'Answers to Correspondents' man on the Enterprise, wasn't astonished when I got this letter the day after the lecture:

"To settle a bet, please state in your valuable paper whether young man referred to in last night's temperance lecture drank half pint of brandy or pint of whisky.—Constant Reader."

"My reply to this was:

"Constant Reader—A pint of whisky."

"The reply appeared, as was our rule, the week after its receipt; but, meanwhile, a school teacher had written in for a cold cure. The school teacher, too, had adopted the signature of 'Constant Reader,' and he mistook our other correspondent's answer for his own. Luckily, though, he had a good constitution, and the next day he wrote in to us:

"Dear Editor: Thanks for valuable cold cure. It worked splendidly. The cold is completely gone now, and nothing remains but a had headache from the pint of whisky.—Constant Reader."

Named as State Paper.

The Albany (N. Y.) Evening Journal was designated last week as the official State paper for 1910. The designation carries with it a lot of State advertising and printing.

Newspaper Space.

"Every line in a newspaper costs its publishers something. If it is to benefit some individual, he may fairly expect to pay something. You do not go into a grocery and ask the proprietor to hand you out ten pounds of sugar for nothing, even though the grocer may be a personal friend and even though the gift might not be a large one.

If the beneficiary of advertising does not pay for it, the proprietor has to settle the bill. Nevertheless many people can not seem to learn that a newspaper pays its expenses by renting space, and that it is just as much entitled to collect rent for every day that space is occupied as you are for the house you rent to a tenant.

Most newspapers expect to treat religious and philanthropic enterprises liberally, yet in spite of this many of these enterprises expect the newspaper to give them space rent free, while they carry their job printing to some other shop. The place for them to look for support is the place they patronize."

Religious organizations, we are sorry to say, are the worst offenders in this line that we have to deal with. We believe that we are just as good Christians and are just as generous as the average merchant on the street. We therefore cannot understand why we are repeatedly besought to give away space, by people who would never think of asking the milk man to give them cream for a church social or the grocer to hand over the needed supply of coffee, or the gas man to furnish the light for nothing.—*Gouverneur (N. Y.) Free Press.*

The Editor's Child.

John L. O'Toole, who was, perhaps, the best-known city editor in New Jersey when he worked at the newspaper trade, was putting his little boy to sleep one night. The youngster asked for a story.

"How much of a story do you want?" asked John.

"Oh, about two sticks," said the boy.—*Newark News.*

PERSONAL

S. E. Summer, editor and publisher of the Cannon (Tenn.) Courier, was married last week to Miss Hattie Wood. The engagement had not been announced and the wedding was a surprise.

Archie Bell, who has been connected with the Cleveland (O.) News as special writer and dramatic critic, has resigned, to become the personal representative of Olga Nethersole and manage her tours.

A. J. Bill, for some time past connected with the Bloomington (Ill.) Pantagraph, as agricultural editor, has been made editor-in-chief of Farmer's Voice, of Chicago.

A. C. Walthall, Jackson (Miss.) correspondent of the New Orleans Picayune, and the Memphis Commercial-Appeal, narrowly escaped death last week when he was struck by a Gulf and Ship Island train at a crossing. As it was, Mr. Walthall sustained an ugly contusion on the forehead, and his nose was badly mashed.

Walter G. Reid, who has been identified with the staff of the Galveston (Tex.) Tribune for four years, has resigned, to take editorial charge of the Hollister (Cal.) Free Lance.

Clarence B. Burleigh, editor of the Kennebec Journal, and author of a number of books for boys, has been seriously ill for the past few weeks and it is thought he will have to take an extended rest before resuming his labors again.

Thomas B. Hill, city editor of the North Yakima (Wash.) Republican, was married last week to Miss Caddie B. Tesh.

O. B. Towne, who has had editorial charge of the Oberlin (Ken.) Times for the past year, will retire on Dec. 1. Mr. Towne is forced to relinquish his work owing to ill health.

James Schermerhorn, editor of the Detroit (Mich.) Times, will be the chief speaker at the dinner of the Atlanta (Ga.) Ad Men's Club, which will be held Nov. 29.

William B. Blake, Jr., one of the publishers of the Ronceverte West Virginia News, and Miss Lena Lee Edwards were quietly married in that city last week.

ADVERTISING CLUBS.

The Advertisers' Club of Louisville, Ky., are planning for a big time on Monday evening, Dec. 6, when the annual banquet of the club will be held. Two of the best posted men on advertising and its results will be the principle speakers. They are S. C. Dobbs, of Atlanta, Ga., president of the associated advertising clubs of America, and St. Elmo Lewis. The committee on arrangements have planned a game dinner that will include everything obtainable in the way of native game.

Hendrick Goes to New Haven.

William A. Hendrick, for the past two years general manager of the Standard Publishing Co., of Watertown, N. Y., has resigned and will become the publisher of the New Haven (Conn.) Leader.

The Springfield (Mo.) Republican will shortly begin the construction of a modern newspaper home.

OBITUARY.

Stanley E. Lewis, a well known newspaper man of northern New Jersey, died at the General Hospital, in Paterson, last Tuesday.

John B. Welsh, former publisher of the York (Pa.) Gazette and the York Daily, died of heart trouble while seated in his office in that city last Monday. He was seventy-two years old and had been in failing health for some time.

James Elliott Defebaugh, editor and proprietor of the American Lumberman, died in Chicago last Sunday. He was fifty-five years old.

Thomas Dimmock, veteran journalist and critic of St. Louis, died in that city last week, aged seventy-nine. His last editorial connection was with the Missouri Republican, now the St. Louis Republic, with which he was connected from 1869 to 1882.

Alfred Bissell Talcott, a newspaper correspondent during the Civil War, and said to have operated the first field telegraph line during that conflict, died at his home, in Washington, D. C., on Monday. He was eighty-four years old. In 1862 he became a war correspondent for the New York Herald and reported the engagement between the Monitor and Merrimac. He was connected with newspapers in Washington for many years after the war.

Robert M. Van Arsdale, owner and manager of the American Engineering and Railroad Magazine, died at his home in New York last Tuesday night. He was sixty-one years old.

WOMEN'S PRESS CLUBS.

The November social of the New York Woman's Press Club, to be held Saturday, will be one of the most interesting and attractive of the season. The day will be under the direct supervision of the president, Mme. von Klenner, who has arranged an excellent program. Following the entertainment, the new officers will be installed. They are: Second vice-president, Mrs. Frank Leslie; third vice-president, Mrs. James T. Clarkson; corresponding secretary, Mrs. Ida Powell Priest; treasurer, Mrs. Mary Faulkner; third member of Executive Committee, Mrs. H. Herbert Knowles; fourth member of Executive Committee, Mrs. Mary Coffin Johnson; chairman of Literature, Mrs. Agnes Lewis Mitchell; chairman of Progress, Mrs. Clara Spalding Ellis; chairman of Press, Mrs. Harriet Johnston-Wood; chairman of Art, Miss Dewing Woodward; chairman of Music, Mrs. Frank M. Avery; chairman of Education for Citizenship, Miss Helen Varick Boswell; chairman of Reception Committee, Miss Marguerite Linton Glentworth; chairman of Membership, Mrs. Frederick E. Bradley; chairman of Visiting Committee, Mrs. Hallie Milburn Dunklin. The president and new officers will hold a reception at the close of the program, for which over a thousand invitations have been sent out.

The members of the New England Woman's Press Association celebrated the twenty-fourth anniversary of its organization with a luncheon at the Hotel Vendome in Boston last week. The affair was also complimentary to Mrs. Elizabeth Merritt Gosse, a charter member and a former president, who has been engaged in newspaper work, as reporter and editor, for twenty-one years.

ADVERTISING NOTES.

Alfred B. Lukens, Tribune Building, New York, has been appointed the Eastern advertising representative of the San Jose (Cal.) Morning and Sunday Times. The paper has a claimed circulation of over 6,000 net paid subscribers, and is the official paper of that city. Clifford J. Owen, formerly business manager of the San Francisco Call, is the editor and manager of the Times, and under his progressive management the paper is fast forging to the front.

Herbert Kaufman, of the Herbert Kaufman & Handy Advertising Agency, Chicago, was in New York this week on business connected with that agency.

C. F. Kelly, of Hand, Knox & Co.'s New York office, made a trip through New York State in the interest of the papers represented by that agency.

The Grandin Agency, Battle Creek, Mich., has changed its name to There's a Reason Company.

James Veree, president of the firm of Veree & Conklin, special agents, New York and Chicago, who makes his headquarters in the last named city, was in New York this week looking after the affairs of the New York office. Mr. Veree is one of the most popular advertising men in Chicago.

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of advertising, now engaged with a well-known New York house, has some time for outside work and would be glad to hear from concerns needing newspaper or magazine copy, circulars, booklets or "follow up" matter. Charges moderate. Will also prepare special articles on any subject. Address BREVIER, care THE EDITOR AND PUBLISHER.

A SUCCESSFUL

business and advertising manager desires new connections; present position 10 years; highest references; original ideas; good executive ability, and capable of taking entire charge; age 34, married. Newspapers, magazines and trade journals desiring a good, live, Chicago representative, please write H. F. K. care THE EDITOR AND PUBLISHER.

**BUSINESS AND ADVERTISING
MANAGER**

with 10 years newspaper experience in the Western field in cities from 40,000 to 300,000, would like to correspond with publisher that will require a strictly temperance business or advertising manager. Address Box 7, care THE EDITOR AND PUBLISHER.

HELP WANTED

SALESMAN WANTED.

A thoroughly competent and experienced printing press salesman of correct habits and good address, for our Western and South-western territory. Permanent position for the right party. All communications strictly confidential. Address: Manufacturers, care THE EDITOR AND PUBLISHER.

FOR SALE

FOR SALE.

Leading and oldest newspaper in modern, progressive 38,000 southern city. Circulation more than double all competitors combined. Splendidly equipped plant. Part cash and terms. Other interests. 43 A, care THE EDITOR AND PUBLISHER.

FOR SALE.

Two-machine and otherwise well equipped daily and weekly newspaper and job office in one of the best 10,000 cities in the South. Small cash payment and liberal terms on balance. Owner has other interests that require attention. D. C., care THE EDITOR AND PUBLISHER.

MISCELLANEOUS.

FOR TRADE.

A 12-page Duplex Press, only run one year. Want to trade for an 8-page. Reason, too large. The News-Republican, Kenton, Ohio.

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 TO BUSINESS MANAGERS.

Frank Kiernan, 156 Broadway, New York, is placing orders in daily papers for the advertising of the Arizona Metals Company, 115 Broadway, New York.

The advertising of Good Housekeeping, Springfield, Mass., and Humane Life, Boston, for the December issue is being placed through several agencies.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is making renewal contracts for the Columbia Phonograph Company, Tribune Building, New York. This agency is also placing orders in a selected list of papers for Robert H. Ingersoll & Bro., Ingersoll Watch, 45 John street, New York.

Frederick Stearns & Co., Detroit, Mich., are placing orders in the magazine sections of Sunday papers for advertising Zynole Trokeys.

The Volkman Agency, Temple Court, New York, is placing orders in New England papers for the Dr. Lorimer Institute.

The Boston News Bureau, Boston, is placing orders for the Great Northern Power Company.

The United Fruit Company, 17 Battery Place, New York, is asking for rates.

Lord & Thomas, 250 Fifth avenue, New York, are placing orders for the Grenoble Hotel, New York.

M. Wineburg & Co., 576 Fifth avenue, New York, are placing orders in a limited list of papers for the Omega Chemical Company, Omega Oil, same address.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is sending out orders to Pacific Coast papers for the advertising of Duffy's Malt Whiskey.

Powers & Armstrong, Philadelphia, will extend the advertising of the Campbell Soup Company, Camden, N. J., to cities having a population of 75,000 and over.

F. C. Williams, 108 Fulton street, New York, is adding new papers to the list and extending the territory for the advertising of E. C. Larkin & Co., Salada Tea, Toronto, Can.

E. M. Hoopes, advertising agent, Wilmington, Del., will shortly place orders in Pacific Coast papers for the Munyon Homeopathic Remedy Company, Philadelphia.

Wood, Putnam & Wood, Boston, are placing five inches double column seven

times for the Kirk Manufacturing Company. The Kirk Peanut Vending Machine, 634 St. James street, Montreal, Can., and Old South Building, Boston, in Canadian papers.

The J. L. Stack Agency, Chicago, is placing orders in Western papers for the Northern Pacific Railway Company, St. Paul, Minn.

The Richard A. Foley Agency, Philadelphia, is asking for rates in Pennsylvania papers on five inches for fifty-two insertions.

The Mahin Agency, Chicago, is placing new contracts in Eastern papers for the Pacific Coast Condensed Milk Company, Carnation Cream, Seattle, Wash.

The Dorland Agency, Atlantic City, N. J., is placing orders for the advertising of the Hotel Hamilton, Washington, D. C.

The Agate Advertising Agency, Temple Court, New York, is placing orders in Southern and Western papers for the Brooklyn Relief Society, Kazoom, 197 Weirfield street, Philadelphia.

The Allen Advertising Agency, 30 West Thirty-third street, New York, is placing orders on an exchange basis for the Arlington Hotel, 18 West Twenty-fifth street, New York.

Nelson Chesman & Co., St. Louis, are placing renewal orders for Dr. J. W. Kidd, Fort Wayne, Ind.

Dauchy & Co., 9 Murray street, New York, are placing orders in a selected list of Eastern papers for the Toilette Company, Nutroo, 2 Rector street, New York.

The Dake Advertising Agency, San Francisco, Cal., is placing orders for the advertising of the Palace Hotel, same city, in Middle West papers.

Henry Decker, Ltd., Fuller Building, New York, is placing orders in Eastern papers for the Tyler Tablet Company, 278 Seventy-fourth street, Brooklyn.

H. W. Kastor & Sons, St. Louis, are placing 2,500 lines in Southwestern papers for the Distillers' Brokerage Company, same city.

Lord & Thomas, Trude Building, Chicago, are placing three inches twenty-six times in Western and Pacific Coast papers for the Department of Interior, Dominion of Canada.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is placing orders in Southern papers for the advertising of the Hotel Breslin, New York.

OF INESTIMABLE VALUE.

Baltimore, Md., Nov. 18, 1909.
Mr. J. B. SHALE,
President, The Editor and Publisher,
13-21 Park Row, New York.

Dear Sir:
Enclosed find subscription price for the ensuing year.

We find THE EDITOR AND PUBLISHER of inestimable value in our work, because it enables us to keep posted on changes occurring among the newspaper men with whom we have such large dealings.

Very truly yours,

J. G. PANGBORN,

Special Representative,

Baltimore & Ohio Railroad Company.

ROLL OF HONOR

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

ALABAMA.		PENNSYLVANIA.	
ITEM	Mobila	TIMES	Chester
ARIZONA.		DAILY DEMOCRAT	Johnstown
GAZETTE	Phoenix	BULLETIN	Philadelphia
ARKANSAS.		DISPATCH	Pittsburg
SOUTHWEST AMERICAN	Fort Smith	GERMAN GAZETTE	Philadelphia
CALIFORNIA.		PRESS	Pittsburg
BULLETIN	San Francisco	TIMES-LEADER	Wilkes-Barre
CALL	San Francisco	TENNESSEE.	
EXAMINER	San Francisco	NEWS-SCIMITAR	Mamphis
FLORIDA.		BANNER	Nashville
METROPOLIS	Jacksonville	TEXAS.	
GEORGIA.		RECORD	Fort Worth
THE ATLANTA JOURNAL	Atlanta	CHRONICLE	Houston
CHRONICLE	Augusta	SEMI-WEEKLY TRIBUNE	Waco
ENQUIRER-SUN	Columbus	TIMES-HERALD	Waco
LEDGER	Columbus	WASHINGTON.	
ILLINOIS.		MORNING TRIBUNE	Everett
SKANDINAVEN	Chicago	TIMES	Seattle
HERALD	Joliet	WISCONSIN.	
JOURNAL	Peoria	EVENING WISCONSIN	Milwaukee
INDIANA.		CANADA.	
THE AVE MARIA	Notre Dame	BRITISH COLUMBIA.	
IOWA.		WORLD	Vancouver
EVENING GAZETTE	Burlington	ONTARIO.	
CAPITAL	Des Moines	FREE PRESS	London
REGISTER AND LEADER	Des Moines	QUEBEC.	
THE TIMES-JOURNAL	Dubuqua	LA PRESSE	Montreal
KANSAS.		NEW BEDFORD TIMES	
GLOBE	Atchison	The paper that has made New Bedford, Mass., the fastest growing city in the world.	
GAZETTE	Hutchinson	Average to September 30	
CAPITAL	Topeka	Evening, 7,148; Sunday, 13,924	
EAGLE	Wichita	ALFRED B. LUKENS Tribune Bldg. New York Representative New York	
KENTUCKY.		Anderson (S. C.) Mail	
COURIER-JOURNAL	Louisville	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
TIMES	Louisville	MacQuoid-Alcorn Special Agency Tribune Building, N. Y. Marquette Building, Chicago	
LOUISIANA.		THE NORWALK HOUR	
ITEM	New Orleans	NORWALK, CT.	
STATES	New Orleans	Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.	
TIMES DEMOCRAT	New Orleans	THE ASBURY PARK PRESS	
MICHIGAN.		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.	
PATRIOT (Oct. 9, 654—S. 10,583)	Jackson	J. LYLE KINMONTH, Publisher ASBURY PARK, N. J.	
MINNESOTA.		THE ASBURY PARK PRESS	
TRIBUNE (Morn and Evening)	Minneapolis	Statement of	
MISSOURI.		FEBRUARY CIRCULATION	
DAILY AND SUNDAY GLOBE	Joplin	SPRINGFIELD (Mass.) DAILY NEWS	
MONTANA.		DAILY AVERAGE 10,453	
MINER	Butte	Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.	
NEBRASKA.		American Home Monthly	
FREE PRESSE (aver. circ. 142,440)	Lincoln	A Household Magazine	
NEW JERSEY.		Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.	
PRESS	Asbury Park	HENRY RIDDER, Publisher. 27 Spruce Street, New York.	
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
LESLIE'S WEEKLY (Cir. 207,000)	New York		
PARIS MODES	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS (Av. cir. mo. of Aug., 7,609)	Charlotte		
OHIO.			
REGISTER (Daily, Sunday, Weekly)	Sandusky		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined
SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Ruswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

OUR DADDIES

The Quaint Prospectus of the New England Weekly Journal, the First Number of Which was Published in Boston in 1727—Its Promises and Inducements.

By JAMES POOTON.

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

Perhaps the contrast between the papers of today and those of "Our Daddies" could not be stronger accentuated than by what would be the prospectus of a paper today compared with the "Opening Address" of the New England Weekly Journal, the first number of which was published in Boston on Monday, March 30, 1727, which was as follows:

"It would be needless to mention here the particular Reasons for Publishing this Paper; and it will be sufficient to say, That the Design of it is, with Fidelity and Method to entertain the Publick every Monday with a Collection of the most Remarkable Occurrences of Europe, with a particular Regard from time to time to the present Circumstances of the Publick Affairs, whether of Church or State. And to render the Paper more Acceptable to its Readers, immediate care will be taken (and a considerable progress is herein already made) to settle a Correspondence with the most knowing and ingenious Gentlemen in the several noted Towns in this and the Neighbor Provinces who may take particular Care seasonably to Collect and send what may be remarkable in their town or Towns adjacent worthy of the Publick View; whether of Remarkable Judgments, or Singular Mercies, more private or public; Preservations and Deliverances by Sea or Land; together with some other Pieces of History of our own, &c., that may be profitable & entertaining both to the Christian and Historian. It is likewise intended to insert in this Paper a Weekly Account of the Number of Persons Buried & Baptiz'd in the Town of Boston: with several other things that at present can only be thought of, that may be of Service to the Publick: And special care will be taken that nothing contrary thereto shall be inserted.

"Those Gentlemen, therefore, whether in Town or Country, who are inclined to encourage and take this Paper, may have it left at their Houses in the Town of Boston or Charlestown, or seal'd up, Directed and Convey'd as they shall Order, giving Notice at the Printing-House in Queen-Street, Boston.

"The Price of this Paper to those who live in the Town will be Sixteen Shillings per year, Twenty Shillings if Seal'd, &c., and to be paid Quarterly.

"This may serve as a notification that a Select number of Gentlemen, who have had the happiness of a liberal education, and some of them considerably improv'd by their Travels into distant Countries; are now concerting some regular Schemes for the Entertainment of the ingenious Reader, and the Encouragement of Wit and Politeness; and may in a very short time, open upon the Public in a variety of pleasing and profitable speculations."

That this wonderful introduction is a capital one, and with "Boston" and certain other words and phrases is

duly Capitalized, emphasized, punctuated and italicised, no one can dispute. And it is these peculiarities, together with the quaint phrasing, that bring into bold relief the wonderful differences less than two centuries have wrought in journalism in this country.

(To be continued.)

MACMANUS KELLY COMPANY.

Advertising Agents of Toledo Open Detroit Branch.

Because of the large and increasing number of Detroit advertising accounts under its direction, The MacManus-Kelley Company, of Toledo, Ohio, has opened a branch office in Detroit, that closer attention and improved service may be rendered to the company's clients in the city of Detroit.

The Detroit branch is housed in the Lightner Building, in the heart of commercial Detroit, and is in charge of D. M. Shaw. An adequate force is maintained to give the Detroit business the attention it merits, and it is the intention to add to this force from time to time, until a complete staff of writers and solicitors is at work in the Michigan metropolis.

Supplementing and directing the work of the Detroit staff, Theodore F. MacManus and M. V. Kelley, the heads of the business, will divide their time between the Toledo and Detroit offices.

Detroit manufacturers whose national magazine and newspaper advertising is now placed exclusively by the MacManus-Kelley Company are the Cadillac Motor Car Company, the Ford Motor Company, the Hupp Motor Car Company, the Anderson Carriage Company, the Keenoh Razor Sharpener Company, the Detroit "Looseleaf" Collar Company, the Reed School for Stammerers, and a number of smaller advertisers.

In addition to the companies named above, it places the publicity for the Elmore Manufacturing Company, of Clyde, Ohio; the Speedwell Motor Car Company, of Dayton, Ohio; the American Motor Car Company, of Indianapolis, Ind.; the Simplex Motor Car Company, of Mishawaka, Ind. In the accessory field, it handles the accounts of the Hartford Rubber Works Company, of Hartford, Conn., and the Dayton Rubber Manufacturing Company, of Dayton, Ohio.

Other accounts in the company's charge are those of the Hull Umbrella Company, the Libbey Glass Company, the Consolidated Mfg. Company, the Toledo Metal Wheel Company, the Lamson Bros. Company, the Ohio Knitting Mills Company, the Toledo Metal Furniture Company, the Gates Tours, the Studio Printing & Box Company, the S. M. Jones Company, all of Toledo; the Fremont Grape Juice Company, Fremont, Ohio; the Vim Motor Manufacturing Company, Sandusky, Ohio; the Reznor Manufacturing Company, Mercer, Pa.

Asbury Park Journal May Be Sold.

It is reported that local and county Republicans will take over the Asbury Park (N. J.) Journal. Among those said to be interested are Mayor Frank T. Appleby and Sheriff C. E. F. Hetrick.

The Henkle Publishing Co., of Brazil, Ind., has been incorporated.

THE LOVEJOY CO. Established 1858.
ELECTROTYPERS
and Manufacturers of Electrotpe Machinery.
44-446 Pearl Street NEW YORK

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

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.

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

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 Shniedenwend & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—Melham Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conner Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.
Rates on application to ALBERT O'DONOGHUE, 584 W. 125th St., New York.
Send for sample copy.

The Sheet Anchor of the Craft
The American Printer
Oswald Publishing Company
33 City Hall Place New York City

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 PUBLISHERS METAL CO.
134 Metropolitan Ave., Brooklyn
Adopt our system and save 20% on your metal bill.
We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.
FACTORY, 134 METROPOLITAN AVE., BROOKLYN
Hygrade Autoplate, Senior or Junior, Stereotype, Combination or Linotype Metals.

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

ADVERTISING.

Some Trite Sayings by A Well-Known Figure in Commercial World.

Joseph H. Appel, general manager of Wanamaker's Philadelphia store, says about advertising:

"Advertising is both production and distribution. It distributes the merchandise of the world and then produces demand for still more. It both creates wants and supplies them.

"Advertising is the great builder. It builds businesses; it builds fortunes; it builds homes and communities and cities and nations. But its highest work is in upbuilding humanity. The constitution and the church follow the flag, but both the flag and the missionaries follow business created through advertising.

"Advertising is the great educator; the great humanizer; the great civilizer. It teaches a better way of living; a better way of furnishing homes; a better way of managing our affairs. It brings communities closer together; it makes friends of enemies and brothers of friends; it binds the world together; it makes the whole world kin.

"Advertising is the product of America; of the last half-century of America's young life; it is the creative power of this the most wonderful age the world has ever seen.

"The world moves faster because of advertising. Man achieves more because of advertising. And the human family grows wiser and better because of the wider knowledge that comes through the business intercourse of the people which is possible only because of advertising.

"The civilized world of today is one big business family and advertising is its guide and mentor. 'How to live,' says Herbert Spencer, 'is the vital question,' and advertising gives the answer.

"Eve was the first advertiser when she handed the apple to Adam, and always remember that she handed him a large, juicy, rosy-cheeked apple, and not a lemon. For advertising never hands out lemons; when it does it is not advertising; it may be literature, but not advertising.

"The preacher advertises the value of right living and seeks to lead people to salvation by means of attracting attention.

"The physician advertises to his patient the means of getting well, and his influence on the mind of the sick, aided only slightly by his drugs, performs the miracle of a cure. Diseases, we are told today, are largely mental.

"The lawyer advertises to the judge and jury his client's side of the case and wins largely by the attraction of mind to mind.

"The teacher attracts the pupil's mind by advertising. The author attracts the reader's mind by his book, which is nothing more or less than advertising.

"Governments stand or fall on the attraction, or lack of it, their policies have to the minds of their people.

"And in the final analysis, all labor problems, social problems, religious, educational, governmental and religious problems must be solved in a business way, and advertising, to the end of the world, will continue to play its important part on the human stage.

"When we learn how to live better (through advertising) there will be little need of preachers or lawyers or doctors, and they will all be out of their jobs. But until the last man becomes the solitary figure on this lonely old earth, there will remain business intercourse, and the last man himself will be an advertiser."

THE New York Herald's Christmas Number

will be issued

Sunday, December 12th

This issue contains

6 Prize Christmas Pictures in Color

**Many Illustrated Stories
by the Prominent Authors of the day**

Advertisements accepted at regular rates

NEW PUBLICATIONS.

E. T. Staley will launch a new paper at Tipton, Ind., on Jan. 1.

The Coalgate (Okla.) Courier has made its appearance. It is owned and edited by J. E. T. Clarke.

The Moncroft (Wyo.) Times has made its initial appearance. Charles F. Schilling is the owner and editor.

The Crasston (Minn.) Advance is the name of a new paper published by J. W. Wilcox.

CHANGES IN INTEREST.

John Barnes, formerly of Sadieville, Ky., has purchased the Burlington (Kan.) Democrat.

E. L. Richardson has purchased the Cumberland (Ia.) Enterprise from A. W. Stryker.

H. T. Vahl, has purchased the plant of the Nyssa (Ia.) Times.

The Alta (Ia.) Advertiser has been sold to C. A. Van Buskirk.

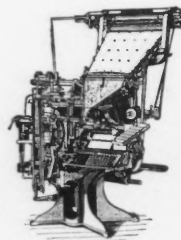
40 LEADING DAILIES

have already ordered

HEAD LETTER ATTACHMENTS

for their

LINOTYPES.



Machines equipped with our

Head Letter Attachment and

Advertising Figure Attachment

SAVE MORE TIME and MONEY than EVER.

MERGENTHALER LINOTYPE COMPANY,
TRIBUNE BUILDING, NEW YORK.

CHICAGO.

SAN FRANCISCO.

NEW ORLEANS.

INCORPORATIONS.

The Horseless Age Company, Manhattan. Publish magazine and pamphlets. Capital, \$100,000. Incorporators: F. J. Wagner, New Rochelle; C. B. Ames, Metchen, N. J.; S. B. Stevens, Rome

Delta Publishing Company, Itta Bena, Miss. For general newspaper and publishing business. Capital, \$4,000. Incorporators: M. L. Turnage, J. F. Russell, A. B. Reese, J. W. Bradford and J. L. Haley.

Spokane Morning News Publishing Co., Ltd., of Spokane, Wash. Capital, \$100,000. Incorporators: Daniel C. Murphy, R. B. Cummins, C. G. Brown, C. C. Dempsey, John Gray and M. O. Fitz Maurice.

Prudential Publishing Company, Manhattan Printers and publishers. Capital, \$50,000. Incorporators: G. S. Fulton, K. F. Menendez, F. C. McLaughlin, New York City.

Theatre and Club Magazine Publishing Company, Denver, Colo. Capital, \$10,000. Incorporators: Robert W. Spangler, Martha Spangler, Francis W. Weilbacher.

Wholesome Living Publishing Company, Chicago. General publishing business. Capital, \$500. Incorporators: Arthur A. Drespres, Henry L. Wallace, Wilfred H. Sanders.

The Horse Journal Publishing Company, Jamestown, Ohio. Capital, \$10,000. Incorporators: Frank Hedrick, C. E. Gerard, Jesse Taylor, W. J. Galvin, G. R. Spahr.

The Illinois Chronicle Company, Chicago Publish and sell a weekly newspaper. Capital, \$500. Incorporators: William D. Neighbors, A. N. Fields, George P. Smith.

The Hungarian Publishing Company, Hammond, Ind. Publish a newspaper. Capital, \$1,500. Incorporators: G. L. Ulrich, Joseph Haraszty and Frank Bizco.

Oklahoma Farmer and Laborer Publishing Company; place of business changed from Shawnee to Guthrie. Capital, \$3,000. Incorporators: W. T. Field, S. O. Daws and Floyd A. Calvert, of Guthrie; Winifred Isherwood, of Colgate; John L. Britton, of McAlester.

National Newspaper Association, Denver, Colo. Capital, \$1,000,000. Incorporators: H. H. Tammen, John T. Bottom, G. D. Ford.

Clinic Publishing Company, Chicago. Capital stock increased from \$50,000 to \$100,000.

United Banker Publishing Company, Minneapolis. Capital, \$30,000. Incorporators: C. H. Cross, C. H. Benson, Minneapolis; W. R. Gillian, St. Paul.

Union Postal Clerk Publishing Co., Chicago; printing and publishing. Capital, \$1,200. Incorporators: George A. Donnelly, Charles A. Friedman, Charles Cox, all of 225 Dearborn street, Chicago, Ill.

W. F. Wendt Publishing Co., Buffalo; publish books, newspapers, magazines, etc. Capital, \$250,000. Incorporators: W. F. Wendt, 570 Richmond avenue; C. M. Greiner, 685 N. Ferry street; Floyd E. Huntley, 549 Breckenridge street, Buffalo.

