

THE EDITOR AND PUBLISHER

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JUL 10 1909

5 CENTS A COPY

EDITORS

THE COMING MEETING OF THE NATIONAL ASSOCIATION AT SEATTLE.

A Visit of Twenty Days' Duration Will Be Made to Alaska at the Close of the Convention—The Official Itinerary Covers More Than 8,000 Miles—Trip to Seattle Will Be Made by Special Train.

The forthcoming meeting of the National Editorial Association, at Seattle, the week of July 19-24 inclusive, promises to be one of the most successful in the history of the organization. Particularly from an entertainment and excursion standpoint will it surpass any previous efforts.

Fully three hundred members are expected to attend. The trip will be made by special train, starting from Chicago at 10:45 July 14. A stop will be made at Lincoln, where a visit will be made at Fairview, the country home of William J. Bryan.

Special courtesies will be extended at every stop along the route, and elaborate arrangements have been made in Seattle for the entertainment of the visiting editors.

Besides a visit to the Alaska-Yukon Pacific Exposition a trip of twenty days duration will be made to Alaska, and the official itinerary covers more than 8,000 miles.

The start for Alaska, which is strictly a pleasure jaunt, will be made on July 24, the day after the convention closes. Reservations have already been made on the Northwestern steamer for one hundred. Stop will be made at many points along the route.

The trip will take the party as far up the coast as Port Graham, stopping at Ketchikan, Metlakalita, Juneau, Douglas Island, Treadwell, Cape Hinchinbrook, Prince William Island, Cordova, Valdez, Latouche and Ellamer.

The sessions of the convention will be held in the Fine Arts Hall of the Alaska-Yukon Exposition. The following programme has been arranged:

MONDAY, 19TH.

10 a. m. to 10:30 a. m.—Band Concert by Administration Band.

10:30 a. m. to 12 a. m.—Opening business session. Invocation. President's annual address. Reports of officers and committees. Announcements.

2 p. m. to 4 p. m.—Addresses of Welcome by Hon. E. M. Hay, Governor of Washington; Hon. John F. Miller, mayor of Seattle; Hon. J. E. Chilberg, president Alaska-Yukon Exposition; Kenneth C. Beaton, president Seattle Press Club. Responses by Hon. B. B. Herbert, National Printer-Journalist, Chicago; Hon. P. V. Collins, Northwestern Agriculturist, Minneapolis; Gov. A. B. White, Charleston, W. Va.

4 p. m. to 6 p. m.—Automobile ride about the city.

8 p. m. to 11 p. m.—Theatre entertainment.

TUESDAY, 20TH.

10 a. m. to 12 a. m.—Business session, appointment of committees. Address—"Seeing Things in the West," (Continued on page 6.)



WILL H. MAYES.

EDITOR OF THE BROWNWOOD (TEX.) BULLETIN, WHO IS PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION.

THE COLUMBUS NEWS.

New Ohio Daily to Make Its Initial Appearance July 11.

The Columbus (O.) News, a new Democratic State daily, will make its initial appearance Sunday, July 11.

Arrangements have been completed whereby the Columbus News Company acquires possession of the Columbus Press Post and plant.

Joseph H. Harper, editor of the Ohio State Register, published at Washington, C. H., will be the editor of the new paper. The present capital of \$10,000 will be increased to \$250,000.

Socialist Editor Sentenced.

Fred Warren, manager of the Appeal to Reason, a Socialist paper published at Girard, Kan., was sentenced to six months in jail and to pay a fine of \$1,500 by Judge Pollock in the Federal court at Fort Scott, Kan., last week. A motion for a new trial was overruled and an appeal will be taken. Socialists of the country have pledged \$35,000 to support Warren in his defense.

PIONEER IOWA PAPER SOLD.

Council Bluffs' Nonpareil Purchased by D. W. Norris.

D. W. Norris, Jr., and W. P. Hughes have purchased the Council Bluffs (Ia.) Nonpareil of Victor E. Bender. The new owners also publish the Marshalltown (Ia.) Times Republican.

Possession is to be given July 1. The deal is one of the largest and most important from a newspaper standpoint that has occurred for years in Iowa.

The Nonpareil was founded in 1859 and has been edited by many noted men.

May Sell Bohemian Magazine.

The receivers of the Outing Publishing Company have received permission from Judge Ray to sell the Bohemian Magazine to Theodore Dresser, of New York, for \$1,000 after the publication of the August issue. The court also made an order returnable July 13, to show cause why the Outing Publishing Company's plant should not be closed after the issue of the August Bohemian. The plant, it is said, will probably be sold at auction.

GENERAL LIBRARY

SUMMER DULLNESS

C. IRONMONGER SAYS DO NOT STOP ADVERTISING DURING SUMMER.

Jobbers and Retailers Clean Up Stock in Summer and Do Not Buy from Manufacturers, but Consumer Goes Right on Buying Every Day—Summer Newspaper Circulation Better Than Winter in Quality.

(Written for THE EDITOR AND PUBLISHER by Philip R. Dillon.)

"How is business?"

"Dull. Won't wake up until September."

These are lines heard in the dialogue when advertising men meet these days. They are heard in every city of the country.

Yet people have to eat, drink, wear clothes, take medicine in summer as in winter. They use as much of so-called proprietary commodities in the summer months as at any other season.

LOAFING IN HOT WEATHER.

I went to C. Ironmonger, head of the C. Ironmonger Advertising Agency, of New York. He has a reputation as a thinker, a student of all economic phases of advertising. I plumped straight at him the primary question:

"Why are the summer months dull in your business?"

"Human nature coaxes us to loaf in hot weather," said he.

"That is a trite reason. Anybody might say that. Isn't there any other cause?"

He roused. He answered deliberately:

NO SOUND REASON FOR SHUT-DOWN.

"I would say there is no sound business reason for a shut-down during summer months in the advertising of any seasonable article. The policy of shutting down is a mistake. It is the result of error in business estimates by manufacturers of proprietary goods.

"The consumer buys goods just the same in summer as in winter. Business is as responsive to advertising in summer as at any other time. The jobber and retailer sell just as many goods.

MANUFACTURER GETS PANICKY.

"But the jobber and retailer do not buy stocks in quantities from the manufacturer in summer. They buy in summer from week to week, only what they need. They draw on their reserve stock until it is exhausted. They supply the consumer from their warehouses. They begin to use their warehouse stock as soon as the first breath of warm weather comes. Of course, this is sound business policy.

"But it reduces the size and frequency of the orders on the manufacturer, and he cuts his advertising campaign to conform to the cut in his orders. When the jobber and retailer begin again to stock up in the early fall, there is invariably a rush of advertising business from the manufacturer."

WHY DON'T THEY DISCOUNT?

"But," I queried, "why doesn't the

manufacturer discount this rush of business in the fall?"

Mr. Ironmonger smiled rather wearily. He continued:

"He doesn't. It is easy to convince the average advertiser that he ought to cut. It is hard to get him to increase his advertising. He will jump at a straw for an excuse to cut. Regularly, at the beginning of each summer, he gets small orders from jobbers and retailers. He is sensitive, sometimes panicky, because the orders are small. So he hurriedly cuts off advertising. No, he does not discount the coming fall business. He knows, of course, that his business depends on advertising. If he would but consider, he would see that he handicaps himself by cutting of 25 or 30 per cent. of his business through his mistaken economy in shutting off the summer advertising.

"To be sure, it is wise to stop some kinds of advertising in summer. For instance, I advertise Bass's Ale. There is no Bass ale brewed in summer months and the draught ale does not keep so well in summer as in winter, so we stop the advertising for good reason."

SUMMER NEWSPAPER CIRCULATION.

"Do you think people read as much in summer as in winter?"

"I have considered that. For years I have examined circulation statements of many newspapers. They show a falling off of between three and six per cent. from the year's average. But, on the other hand, the advantages of summer circulation more than offsets the loss in quantity. People have more daylight, more leisure, and they read newspapers more easily in summer than in winter."

"Is there any movement afloat to do away with the annual summer dullness in advertising?"

"There is no concerted movement as yet. There are individuals who have waked up and are reaping a harvest while their competitors are asleep. I would say—Let the advertising fraternity get together and laugh out of countenance the advertiser who stops his summer advertising."

DENOUNCE SUNDAY COMICS.

Convention of Teachers Declare Supplements Degrading and Dangerous.

The Pennsylvania State Educational Association in session at Bethlehem last week, adopted the following resolutions against the comic supplements of the Sunday newspaper.

"The comic supplement of the Sunday newspaper is a degrading and dangerous element in the environment of the American children. It gives perverted ideas of art, of wit, of life, of filial duty and of the deepest and purest affections of the heart. We believe it should be eliminated from American life."

The Davenport (Okla.) New Era has been purchased by Charles Hefges.

PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity."

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for June, 1909

254,150

copies a day

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

WILLIAM L. McLEAN, Publisher.

NEWS FROM ST. PAUL.

Changes Resulting from the Consolidation of the Two Big Dailies.

(Special to THE EDITOR AND PUBLISHER.)

ST. PAUL, Minn., July 5.—It seems that after all there is to be no radical reorganization of the editorial and business staffs of the Dispatch and Pioneer Press growing out of the consolidation.

Charles H. Grasty, the new head of both papers, who has become and bids fair long to remain the overmastering journalistic force of the Northwest, has made but few changes when the magnitude of this revolution in St. Paul newspaperdom is considered.

It is realized that he is too just and wise to make changes for the mere love of change. As the men working under his direction are becoming acquainted with Mr. Grasty, they feel, or have reason to feel, that the natural uneasiness which they have suffered for many months has been, like every other bugbear, exaggerated; that he will not willingly let a good man go; that every one will be treated according to his merits; and, furthermore, that all may safely count not only upon justice at his hands, but upon that kindly consideration which, when the employe is of the right sort, is even more powerful than the Almighty Dollar in commanding loyal, enthusiastic service.

The Northwestern Newspaper Union, long one of the most profitable branches of the Pioneer Press Company, has been sold to the Western Newspaper Union of Chicago. This terminates the many years' faithful and efficient service of John Grant, editor of the former.

The Pioneer Press has moved, bag and baggage, over to the Dispatch building. Webster Wheelock, editor-in-chief of the Pioneer Press, retires. C. K. Blandin, circulation manager of the Pioneer Press, now has charge also of the Dispatch circulation. Perry Cotnam, superintendent of advertising of the Pioneer Press, retires. His assistant, George E. Sampson, that sturdy, capable, sunny-faced little man, goes to the Des Moines Leader and Register as advertising manager. Mr. Sampson began his service under John Jackson, Mr. Cotnam's predecessor. Mr. Stevens, cashier of the Pioneer Press, has resigned and his place is being filled by Miss Belle Tower, pending the closing up of financial affairs antedating the merger.

The Dispatch force now gets out the Sunday Pioneer Press, giving the Pioneer Press men Saturday "off."

The only change on the Dispatch not already noted by the EDITOR AND PUBLISHER has occurred on the city desk. The city editor, Willis L. Williams, one of the most popular of newspaper workers here, has been drafted by Tams Bixby, president of the Pioneer Press Company, to take the post of general manager of his Muskogee (Okla.) Phoenix. Mr. Bixby's son, Edson K., formerly in charge of the Phoenix, came to St. Paul last year as sporting editor of the Evening Pioneer Press, now discontinued. Young Bixby returns to the Phoenix as managing editor.

Mr. Williams is succeeded by Herbert R. Galt, who came from Baltimore as assistant on the copy desk last January. His new appointment is a promotion.

Other changes will come occasionally as exigencies suggest, but, as already stated, there is to be no general upheaval.

The Banner, a weekly newspaper published at Leslie, Ark., has been purchased by a stock company, of which A. A. Power is te president.

NEW DEMOCRATIC DAILY

Will Be Launched at Albuquerque, New Mexico, in Near Future.

(Special to THE EDITOR AND PUBLISHER.)

ALBUQUERQUE, N. M., July 3.—A new Democratic paper, called the Daily Tribune, will be launched in this city in the near future.

There is at present no Democratic daily paper in New Mexico, and the enterprise is backed, it is said, by the strongest men of that party in the Territory.

The paper will not be merely local or confined to the City of Albuquerque for its circulation; it will be territorial in scope and will aim not only to advance the interests of democracy, but to aid in the industrial development of the entire Territory and to take up in earnest the advocacy of statehood till that is attained.

Many of the leading citizens throughout the territory have announced their willingness to support the paper and a large advance subscription list has been secured.

It will be one or two months before publication begins, owing to the time needed in preparing a suitable location and installing a web press and battery of linotypes and other equipment.

It is proposed to have one of the best equipped plants in the Southwest and to turn out an attractive illustrated newspaper.

Among the leading Democrats of the Territory who are officers or directors of our company are: A. A. Jones, of Las Vegas, a member of the Democratic National Committee; H. B. Fergusson, of Albuquerque, formerly delegate to Congress from New Mexico; O. N. Marron, president of the State National Bank, and formerly mayor of Albuquerque; J. B. Hand, a prominent legislator of the Territory; Don Felix Martinez, of El Paso, and a large stockholder in the El Paso Herald. Mr. Martinez was formerly a resident of Las Vegas, New Mexico, and has for many years owned the principal Spanish newspaper of the Territory, La Vaz Del Pueblo, published at Las Vegas, and has long been one of the most powerful factor in the councils of the Democratic party in the Territory.

The managing editor of the new daily is Herbert J. Heywood, for eleven years connected with the editorial staff of the New York American, and for three years previous to that Sunday editor of the Boston Post. Mr. Heywood is also a large stockholder in the new enterprise.

Canadian Journalist Released.

Jules Fournier, editor of the Nationaliste of Montreal, Can., who was jailed at Quebec for criticising the administration of justice in that city, has been released.

The Bayfield Progress is the name of a new paper published at Bayfield, Wis. W. H. Holmes is the manager.

A. A. Stoeter has secured control of the Hastings (Okla.) News.

JOHNSTOWN (PA.) JOURNAL.

Sends Five Young Ladies on an Extensive Tour of Europe.

The Johnstown (Pa.) Journal started a party of five young ladies this week on a five weeks' tour of Canada, England, France, Belgium, Holland and Scotland. The Journal will pay all expenses of this tour.

The young ladies comprising this party were the successful candidates in a voting contest, which, it is said, established a record for such things in that part of the State. The contest lasted sixty days, and more than six million votes were cast.

ADVERTISING ASHOKAN DAM.

Large Amounts Paid to New York Newspapers by the City.

Aside from the Panama Canal, the biggest enterprise in America classed as a public work is the construction of the Ashokan Dam to provide a new water supply for New York City. In this work it was necessary to condemn and purchase much land adjacent to the Catskill and Highland districts. Such land condemnations had to be advertised according to law. The Controller of New York reported that up to March 31 the following named newspapers in New York and the counties to the northward in the Hudson River Valley had received for advertising the amounts set opposite their names:

New York Herald.....	\$44,924.80
New York Times.....	44,966.40
Evening Mail.....	39,193.60
New York Globe.....	37,212.80
New York Tribune.....	26,465.09
New York Sun.....	9,614.80
New York World.....	9,191.80
New York Press.....	5,333.60
Democracy.....	10,795.80
Tammany Times.....	9,117.60
Police Chronicle.....	5,996.40
Daily News.....	4,385.60
Kingston Leader.....	10,984.89
Kingston Freeman.....	3,474.32
Kingston Argus.....	172.75
Kingston Daily Express.....	2,849.40
Democratic Register.....	1,147.38
New York Law Journal.....	27.75
Ellenville Press.....	505.50
Highland Democrat.....	1,141.92
Cold Spring Recorder.....	980.59
Brewster Standard.....	393.12
New Paltz Times.....	1,099.40
Westchester County Reporter.....	843.32
Eastern State Journal.....	472.90
Tarrytown Press Record.....	607.28
Portchester Record.....	728.30
Pelham Register.....	640.05
Warwick Valley Dispatch.....	397.50
Independent Republican.....	228.75
Pine Hill Optic.....	29.64
School News Co.....	634.40
New Rochelle Press.....	187.61
Hastings News.....	216.60
Larchmont Press.....	65.80
Yonkers Observer.....	1,238.40
Mt. Vernon Eagle.....	209.50
Yonkers Herald.....	4,684.48
Larchmont Times.....	140.14
The Goshen Democrat.....	168.75
Total.....	\$281,468.82

Morris Daily and Weekly Post, of Joliet, Ill., has been succeeded by The Herald.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

TARIFF EDITORIALS

Selections from Representative Papers in All Sections—Little Confidence in the Senate—Congressmen Warned.

Apparently the thought has at last entered the minds of the Senate tariff framers that no great success could be expected from a retaliatory duty against Canada on any article which Canada is not able to export to this country at all except under very unusual conditions. That doubtless explains the change of heart on the subject of wood pulp. The province of Quebec is threatening to forbid the exportation of pulp wood from crown lands, as the province of Ontario does now. The original Aldrich proposal was to double the duty on paper from any country which imposed restrictions on the exportation of pulp wood or wood pulp. As Canada cannot count with any certainty on being able to sell any paper in this country, such a threat would bring only ridicule.—*Buffalo Express*.

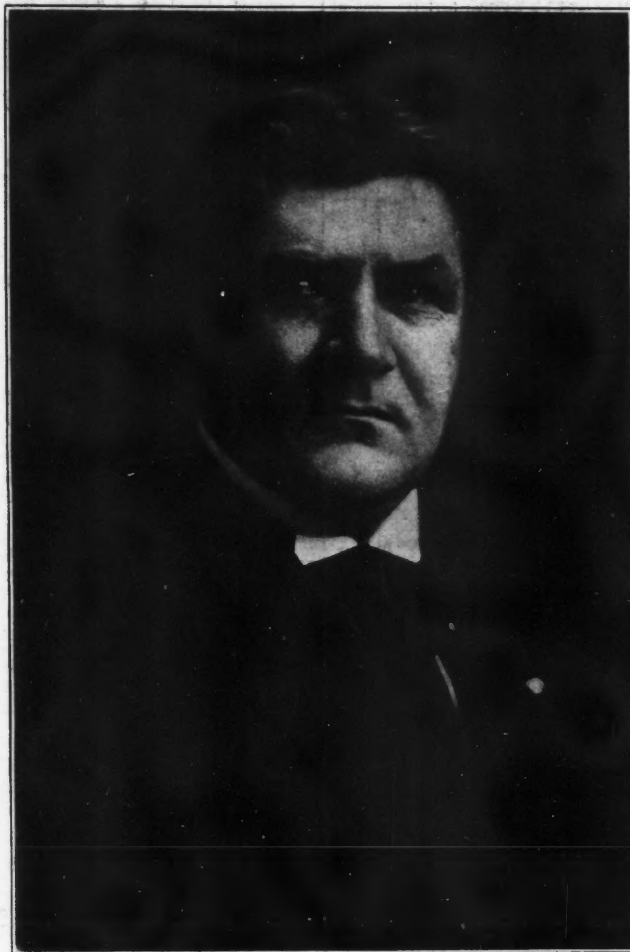
When the Payne bill was handed over to Mr. Aldrich and his friends it was intimidated by the Republican press that the measure was going to an impartial court of last resort, and the country was given to understand that any wrongs to which the house had lent itself would be rectified, or at least modified. Exactly the opposite has happened.—*Ft. Worth (Tex.) Telegram*.

The surprise shown on Saturday when Senator Aldrich accepted an amendment offered by Senator Brown of Nebraska to admit mechanically ground wood pulp free of duty has not abated. Senator Aldrich's change of heart may be taken as an indication that he does not regard his proposition as impregnable. Some of his docile followers must be weakening; hut who? They are such mindless and spineless creatures that it is hard to think of them as individuals at all.—*Knoxville (Tenn.) Sentinel*.

Last year the trust robbed the Burlington newspapers of \$4,000 to \$5,000 by raising the price of paper beyond a fair rate, solely because they had the power. When they were robbing us they were furnishing paper to the big papers in New York at prices which they claimed was below cost—namely two-thirds the prices charged here. The reason for that discrimination appeared when those highway robbers gripped us by the throat. All the newspapers affected called upon Congress for an investigation. Every big newspaper that was being supplied at cut rates either bitterly opposed the investigation or stood silent.—*Burlington (Vt.) News*.

By co-operating with the Paper Trust in this way, will not our State's representatives impair the ability of New York publishers to compete with those of other States?—*Saratoga Springs (N. Y.) Saratogian*.

As we have stated, paper can be sold at a profit at a price that will enable the trust to compete with the markets of the world. But the avaricious paper trust wants more, and Aldrich, aided by the



Z. P. SMITH.

EDITOR AND GENERAL MANAGER OF THE GREENSBORO (N. C.) DAILY NEWS.

republican senators, among them Billy Lorimer, whom the democrats elected to the Senate, has agreed to give the trust all it asks.—*Rock Island (Ill.) Argus*.

The paper manufacturers seem to have the call with Mr. Aldrich, who controls the majority of the upper house. The publishers will, therefore, be forced to defend themselves before the people, a thing very many of them will do during the next congressional campaign.—*St. Joseph (Mo.) Gazette*.

These statements by Senator Aldrich are probably made on wrong or insufficient information, but what shall be said of the republican senator the opportunities of whose position enable him to dictate in the matter, who refuses the wishes of practically the whole newspaper business of the country and supports his refusal by such arguments as Mr. Norris refutes? Where is the party that backs such a performance going to come out?—*Bridgeport (Conn.) Standard*.

For the year ending June 30, 1900, The Commercial-News bought print paper at \$2 per hundred, with 2 per cent. off for thirty days, making the price \$1.96 net. On July 1, when the contract expired, this paper was served with notice that it must pay \$2.41½ per hundred, with no discount, making an increase of 48½ cents, more than twenty-five per cent. over night and other newspapers congratulated The Commercial-News that they got it at that figure.—*Danville (Ill.) News*.

The question about the tariff on paper is, simply this: There is at present no money in the paper making business. If the tariff is reduced to \$2 a ton it cannot live in this country. The business will be transferred to Canada. At \$4 a ton it can live, and while it desires the

present duty of \$6 a ton it can get along with that.—*Watertown (N. Y.) Times*.

Such statements by Mr. Aldrich as that wood for making print paper could be found in every State of the Union from Maine to Texas; that mechanical ground wood pulp can be made from eight or ten different kinds of wood; that a large part of the print paper now being used in this country is made from sulphite pulp, and that there are mills engaged at this moment in making news print paper in Virginia, North Carolina and several other Southern States, are easily demonstrated as absolutely without foundation.—*Springfield (Mass.) Union*.

The testimony before the Mann committee demonstrated conclusively that with free wood pulp and free pulp wood the American paper makers would be in no need of protective duties; but the outlook is that when the fight at Washington is finally ended the paper makers will still be in the saddle and will still have consumers at their mercy.—*Buffalo Courier*.

Publisher Drowned.

Conrade Wittick, twenty-four years old, of the Herald Publishing Company, of Paris, Ill., was drowned while bathing in Reservoir Lake, near that city last week.

The Finnish Publishing Company of Hancock, Mich., proprietors of The Wage Slave, a journal printed in the English language, and The Worker, printed in Finnish, will establish a plant in Superior, Minn., early in August.

Z. P. SMITH.

Editor and General Manager of the Greensboro (N. C.) Daily News.

Z. P. Smith, the editor and general manager of the new Greensboro Daily News, was born in Port Huron, Mich., in 1869.

After receiving a common school education, he entered college, and later took up the study of law at the University of Virginia.

Mr. Smith has spent the most of his life in the printing business and has edited several journals, chief of which was the American, the national official organ of the Jr. O. U. A. M.

In addition to his newspaper work he has devoted considerable time to the lecture platform.

Mr. Smith at one time practiced law in Danville, Va., and served as a staff officer throughout the Spanish-American War, seven months of the time in Cuba.

FRENCH JOURNALISTS HERE.

Party of Thirteen Will Inspect Newspaper and Magazine Plants.

A large party of French journalists arrived in New York last week on a tour of the country. They will inspect the larger newspaper and magazine plants and before returning to France they will visit Philadelphia, Washington, Chicago, Seattle, St. Louis, Boston, Montreal and Quebec. The party is headed by Louis Baschet, editor of L'Illustration, of Paris. Others are: A. Chatenet, of Paris; Louis Bellenand, of Fontenay aux Rotes; Charles Valin, of Caen; E. Prota, of Macon; Louis Daniellils, of Lille; Paul Brodard, of Coutommiers; Desire Dehon, of Valenciennes; Fred Verne de, of Paris; M. Anton Oudshoorn, of Paris; M. Desfosses and Desfosses, Jr., of Paris, and M. Plateau, of Lille. Felix Zavadski, a Russian newspaper man from Vilna, is also with the party.

E. R. Holmes, a New York newspaper man, will chaperon the visitors while in this country.

Woman Writer Killed.

Miss Mary N. Douglass, a writer on the staff of the Brooklyn Eagle, who was known to her readers as "Marie Mamie," was knocked down and killed by an automobile in front of her home, in Halsey street, last week. Miss Douglass was thirty-nine years old.

Editors Were City's Guests.

The editors and managers of newspapers in Scranton, Wilkes-Barre and Pittston, Pa., were the guests of Mayor T. Frank Appleby of Asbury Park July 1 and 2.

The Republican Publishing Company, Middleport, O. Capital, \$5,000.

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

An Important Factor

in Philadelphia in the German population of 350,000. These people are thirty—60,000 own the houses where they live—and the German papers must be used to reach them through advertising. The papers are the *Morgen Gazette*, *Evening Demokrat*, *Sonntags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.

CARTOONISTS

A Host of Brilliant Masters of Satire With Pen and Pencil Have Gone Out in the Past Few Years.

Golden is the opportunity that looms for some new cartoonists to take the place of the masters of satire now rapidly passing, says a writer in the Pittsburg Dispatch.

A host of brilliant lights have gone out in the last few years. They have left behind them many masters of the pencil, for the rewards of humorous work in the public prints were never so great as now, but the demand for cartoonists in the true sense—men who can mold opinion, stir the public and effect great political reforms—was never so great as it is now.

Only a few weeks ago the death of C. G. Bush removed one of the most noted of American cartoonists, and he had been preceded into the great beyond by only a matter of a few months by Caran D'Ache, the most noted of all French cartoonists.

Not so long before death's havoc had removed Charles Nelan, Thomas Nast, V. Floyd Campbell, and several other members of a brilliant company who had been keeping alive the glories of the past.

The distinction must sharply be made between cartoonists and comic artists.

Men like Swinnerton, Opper, Powers, for example, are essentially comic artists. Their mission is to bring a laugh. Their entry into the field of politics is occasional and incidental, they make little effort to shape public opinion and lead policies.

On the contrary, a man like Homer Davenport, who by his cartoons almost succeeded in sending William Jennings Bryan to the White House, is entirely a cartoonist, a man who fights with the drawn picture far harder than does the most pungent writer of editorials.

CARAN D'ACHE.

Americans can hardly understand the position which was held by the late Caran D'Ache of France.

The French public waited breathless in time of political excitement to see in what form his penciled comment would come, and his bitter satire has caused ministries to totter to their downfall. His grandfather was an officer under the first Napoleon, and took part in the Russian campaign. He was wounded, taken a prisoner before the retreat, and after the war became a soldier and subject of the Czar, and settled in Moscow.

Here his grandson, Emmanuel Poire, was born, and as soon as he came of a knowing age he determined to take his French blood back to the soil whence it sprang.

He devoted himself to caricature, and made his first success with a series of satires on Napoleon III. He had done his first under the nom de plume of

Saran D'Ache, a French arrangement of the Russian words for "lead pencil," and he clung to this throughout his entire career, many persons thereby getting the mistaken idea that it was his correct name.

Soon the young cartoonist forced himself into a leading position. His style was grotesque, but free and sweeping, and he depicted vital truth, with such humor and exaggeration that soon he ranked with the greatest editors and statesmen as a mold of public opinion.

Nothing was sacred to him that ought to be exposed through the drawn line, and abuses, scandal, incompetency and wrong drew from him the most scathing pieces of work of his career.

His work especially appeared in Figaro and LeRire, and was copied all over the world.

It is said that many a French statesman breathed easier after Caran passed from the field of active work at the comparatively youthful age of fifty-one.

THOMAS NAST.

Thomas Nast enjoyed a position much like that of Caran, his most notable exploit in the United States, the destruction of Boss Tweed being a classic in the possibilities of the cartoonist's power.

He was one of the most picturesque figures who ever entered the field of political warfare.

His fame rests on the remarkable series of cartoons he drew for Harper's Weekly when the metropolis was in the grasp of Tweed and his Tammany gang, and there seemed no way to get free.

Nast's political cartoons not only aroused public opinion against the boss, but served to identify him when he became a fugitive from justice.

Tweed himself paid this compliment to the power of his greatest foe:

"It ain't the readin' stuff that bothers me; it's the pictures."

The pictures did not take up half the room that newspapers and periodicals now give to the work of noted cartoonists, but they had a most extraordinary vogue, the device of making a money bag represent Tweed's body being a tremendous hit.

Nast was a Bavarian by birth. He came to this country at the age of six, and early in life decided to devote himself to drawing, his first position of importance being on the staff of Frank Leslie's.

He devoted himself to the Union cause with such skill for Harper's that Abraham Lincoln said he was the best recruiting agent for the Federal cause.

While with Harper's, Nast invented the Tammany Tiger, the elephant of the G. O. P. and the donkey, which came to be the symbol of Democracy. Nast died at Guayaquil, Ecuador, to which post he had been named Consul General by President Roosevelt.

PASSING OF BUSH.

The passing of C. G. Bush removed a great cartoonist a few weeks ago. He was a weary-eyed man with the sorrowful expression of the professional humorist. Especially was he famous for the excellence of his drawing. This is a point where he differed from many cartoonists, who succeeded only because of the power of their ideas, and in spite of clearly marked technical deficiencies.

Bush was not nearly as vicious as some of his noted contemporaries. He would aim a shaft of laughter at his victims, and bring them down to the music of a merry laugh.

He chose rather to get his result by the use of ridicule instead of blighting criticism.

It has been said of him that he made more public characters squirm than any other cartoonist of his day.

Charles Nelan was a similar worker to Bush. Bush was the older of the two and for a time they were both bitter rivals on New York newspapers; then Nelan went to a Philadelphia newspaper, where the issues with which he dealt were local in character, and hence his fame suffered somewhat, for he did not command the national attention that had been his while he was in New York dealing with questions in which the whole country was interested.

But Nelan did remarkable work, and at the time of his death was one of the best five cartoonists in the country, easily that.

Nelan began his career as a cartoonist by drawing crude caricatures of his customers on rough paper, in his grocery store at Akron, Ohio.

His early life had given no indication of the career that was to be his.

His gift for drawing was native, and his ambition in that line, but the necessities of his family forced him to take up the uncongenial place in a grocer's store.

To while away his time he drew pictures of characters well known to the town. These attracted attention to him, and in a short time he had gained local celebrity.

NELAN A PORTRAIT ARTIST.

A representative of a Cleveland newspaper saw some of his work and offered Nelan a job. Then the cartoonist studied drawing in earnest. He became so good that he was hired to work for a syndicate that boasts a whole chain of newspapers. The attention of New York was attracted to him, and he went there at the time of the war with Spain. This gave him a wonderful opportunity, and his series of war cartoons made a national hit, and when published in book form enjoyed a big sale.

Then he went to Philadelphia, and after six years returned to New York, where he was engaged at the time of his death.

V. Floyd Campbell, who died three years ago, was an unusual type of cartoonist. He was really not a cartoonist at all, but a wonderful portrait artist, who would have achieved national fame had he lived. He was only thirty years old at the time of his death.

Campbell could draw pictures that looked marvelously like their subjects. None could match him in this skill. Then by just a little distortion or exaggeration he produced effects that were the ultimate in humor.

Some of the cartoonists mentioned here made as much money as \$15,000 a year.

The rewards are big and will increase with time, for the value of the picture as an argument is everywhere recognized. The artist with a sense of wit and an understanding of the great economic questions of the day, can make his fame and fortune by developing himself into a great cartoonist.

NEW YORK CITY.

Winnie Sheehan, who has been covering the City Hall for the New York World, has been transferred to Police Headquarters.

Charles Sutherland, formerly of the Boston Herald, is now night city editor of the New York Morning Telegraph.

H. B. Gunnison, 25 Lexington avenue, West Somerville, Mass., is asking rates from papers in the Middle West, evidently for classified advertising.

John H. Goudey, of the ship news department of the New York bureau of the Associated Press, was married in Binghamton, N. Y., last week to Miss Harriet C. Mason.

NEW DAILY

Will Be Started in Natchez, Miss., to Replace Record.

A new evening paper will be launched in Natchez, Miss., in the near future. It will be called the Evening News and will be published by a joint stock company.

The list of stockholders is said to include some of the largest business men, bankers, merchants, etc., in the city. Louis K. Lemkowitz will be the editor.

The Natchez Evening Record, which was started last October, has announced that it will print its last issue July 10.

INCORPORATIONS.

Times Democrat Printing Company, Muskogee, Okla. Capital, \$10,000. Incorporators: Eugene M. Kerr, H. L. Marshall and Charles F. Kipp.

The Anderson Publishing Company, Akron, Ohio. Capital, \$25,000. Incorporators: G. B. Motz, M. L. Gray, F. H. Walters, G. A. McAlnon and W. E. Young.

The Mercantile Press, Burlington, Vt. Capital, \$5,000. Incorporators: Loren B., Sarah E. and Frank P. Lord, all of Burlington.

The Journal-Herald Publishing Company, Delaware. Capital, \$15,000. Incorporators: J. D. Knowles, W. A. Hal, F. M. Marriott, J. A. Byrne and H. F. Buck.

Federated Press, printing and lithographing, Montreal. Capital, \$20,000. Incorporators: T. A. Tod, R. Duckett, L. A. Gosslin, K. C., P. E. Lemarche and R. Benoit, all of Montreal.

The Rockville Centre Publishing Co., Rockville Centre, Nassau County, N. Y.; publish newspaper, printing, etc.; capital, \$5,000. Incorporators: Arthur R. Wood and Charles F. Wood, Rockville Centre, N. Y.; Edward T. Berg, Hempstead, N. Y., and others.

Bay Shore Independent Publishing Co., Bay Shore, N. Y. Publish newspapers, job printing. Capital, \$5,000. Incorporators: Frank H. Call and John J. Gillson, Bay Shore, N. Y.; Milton Rogers, Sayville, N. Y., and others.

The Phoenix Publishing Company, Chicago. Printing, publishing and lithographing business. Capital, \$10,000. Incorporators: Charles Lynch, Jr., Charles Ducl, B. C. McMahon and Edwin John Harvey.

Charles E. Russell Married.

Charles E. Russell, magazine writer and author, was married in Madison, N. J., last Monday to Miss Teresa Hirschl of Chicago. They sailed for Europe Tuesday on the Kronprinz Wilhelm.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

DRY GOODS

In dry goods advertising in June the gain of The New York Times over the corresponding month of last year exceeded 35,000 lines. No morning or evening newspaper in Greater New York recorded such a gain.

TRANSPORTATION

The New York Times printed over 39,000 lines of transportation advertising in the month of June. No other New York morning newspaper printed so large a number of lines for the same period. Its gain over the corresponding month of last year was over 6,000 lines. Greater than that of any other newspaper. The high quality of the large quantity of the Times' circulation pays advertisers.

OLD KAINTUCK

Henry Watterson Writes About the Rural Editors of His State and Finds a Great Change from the Days of the Washington Hand Press and a Cigar Box Full of Type.

The Kentucky Press Association held its midsummer meeting at Estill Springs last week. To prepare the Kentuckians for the event, and incidentally to arouse the country to a proper appreciation of what the country newspaper and especially the Kentucky country papers, are doing Henry Watterson wrote an editorial in the Louisville Courier Journal under the heading "The Kentucky Editors," saying some striking things as follows:

COUNTRY PAPER NO LONGER A JOKE.

Time has been when the business department of a country newspaper was little more than a joke. Nowadays those who enter the publishing field look upon it as a serious matter. With the progress of the times and the coming of new ideas there is everywhere, more and more, a noticeable disposition to run country papers on business lines. There has been great improvement in Kentucky in this respect. As a result daily papers now are flourishing in towns where weeklies once made an indifferent living. Tri-weeklies or semi-weeklies testify alike to the increasing demand for the news and the increasing efficiency of newspaper management. Outside of Louisville, Kentucky has some twenty-five daily papers. Practically all of them, apparently, are prospering. There is still too much of a disposition to overcrowd a good field, or to make a field where none exists. This is due mainly to the ventures of inexperienced publishers. Of the Kentucky weekly papers, and their name is legion, it may be said, in general, that they are better, more prosperous and more influential than ever before. Many of them have become solid and reputable business institutions, holding quite as honorable a place in their respective communities as other enterprises and industries that have been built up through years of careful and conservative management.

THE PROFESSIONAL NEWSPAPER STARTER.

That peripatetic individual, the professional newspaper starter, who founded fifty papers and succeeded with none, is heard of very little nowadays. Passing from one town to another, generally leaving a trail of debts behind him, his path marked likewise by a succession of dead or decadent sheets that were seldom worthy the name of newspaper, he served no enduring purpose and has vanished like the ephemera of an hour.

The man who had an ax to grind and bought a newspaper to aid in the grinding thereof is not so numerous as he once was, but it is probable that he will never be entirely eliminated. In most instances, however, he speedily realizes his mistake. Once out of the business he may do a great many things, but it is a safe bet that he will never, never buy another paper. If there were not so many of him and if there were not so many people who think they know better how to run a newspaper than the man at the copy desk, it would be all the better for the business.

The man who takes up the newspaper business as a side line is becoming much scarcer. As a rule no one laments his journalistic efforts more than himself after he has given the game a thorough trial. While, unfortunately,



FIRST AFRICAN GUIDE—Yep, that correspondent is in disgrace; the big chief received a bundle of papers from America—and three numbers had no mention of our great Tumbo.

he may be a prototype of others he "gets his" quickly and swears off.

THE HAND PRESS IN JUNK PILE.

The aspiring chap with an army press and a cigarbox full of type—well, if he is anywhere he is far off in the backwoods where he ought to be. Out of its gloomy depths he will never merge, for there is no chance for him any more in a live, wideawake town.

The Washington handpress has been relegated to the junk pile and in its place the handsome cylinder machine is turning out its weekly complement of papers with neatness and dispatch. The typesetting machine is finding its way into many country offices and the publisher with an eye to business is watching out for new and attractive styles of head letter and job type. Often his counting-room is as neatly equipped as the average rural bank and his paper is conducted in quite as systematic a manner. The publisher who is attending closely to business is making money. He may not be digging it out in chunks, for a newspaper is no gold mine. He may not be making it as fast as some other people, but he is realizing a fair profit on his investment and is receiving a fair reward for his labor. He is doing as well as the average business man, or a little better and, incidentally, he is decidedly more of a power in the community than is the average business man.

RURAL EDITOR GROWING IN GRACE.

Kentucky's country papers are keeping up with the journalistic procession. They are improving both as to quantity and quality as the years go by. As a whole they are creditable in appearance and in the main they are ably edited. There is less of coarse controversy and of proscriptive intolerance and the tendency all around is toward broader views and more kindly expression. The rural editor is growing in grace and gracefulness and if there were no political campaigns, or careless compositors, or delinquent sub-

scribers he might be an angel by and by! While he probably will not reach that beatific state of perfection in this world he has large opportunities for doing things that will tend to make the world wiser and better for his having lived therein. Take him all around he is doing very well with his opportunities. He has earned his brief furlough by hard work and the Courier-Journal hopes he will enjoy it at the coming meeting at Estill Springs.

New Editor of Cotton.

H. W. Atkinson has succeeded the late Henry G. Kittredge as editor of Cotton, published at Atlanta, Ga. Mr. Atkinson is a brother of Charles D. Atkinson, business manager of the Atlanta Journal.

ADVERTISING

May Either Make or Break a Business, Says Harrison Parker.

At the recent dinner of the Iowa Associated Dailies, Harrison Parker, business manager of the Chicago Tribune, in the course of an address on "The Power of Advertising," declared that the time will come when the great commercial battles will be fought through the advertising columns of the daily papers." He said in part:

"Advertising may either make or break a business. Its judicious use means success, while a misapplication or the failure to use it means failure.

"The newspaper is the most potent factor in national progress today, and the business man, if he would succeed, must learn to take advantage of it.

"The newspaper is the Bible in many American homes. 'I saw the paper' is a common term, and the people have come to believe that since they saw it in the paper it is true.

"The time will come when the great commercial battles will be fought through the advertising columns of the daily papers.

"The advertising columns are to many more than the news columns. The housewife in search of a bargain is a daily paper reader of the advertising columns. To her a 10-cent saving is of more importance than the assassination of a czar or the abdication of an Emperor. It is to the housewife, who usually controls the purse strings, that the advertiser talks.

"It is not necessary to say that newspaper advertising is more productive than any other class. To be sure, the man with a product that is known nationally will find it of benefit to advertise in periodicals, but the merchant who is known only locally must advertise in the newspapers."

City Editor Tendered Dinner.

Arthur E. Gordon, for the past five years city editor of the Detroit (Mich.) Journal, was the guest of honor at a dinner in the Hotel Cadillac last week tendered by the members of the Journal staff and others. Mr. Gordon will give up newspaper work and enter the publicity field.

The golden rule works well in the newspaper office.

THE EVENING WISCONSIN
MILWAUKEE, WIS.
The Great Home Paper

DAILY CIRCULATION
OVER
40,000 Copies
AND GROWING EVERY DAY

- ¶ This Paper deserves first consideration when advertising appropriations are being made.
- ¶ Better tell these readers what you have to offer them.

CHAS. H. EDDY, Foreign Representative.

6013 Metropolitan Building,
NEW YORK.

403 Marquette Building,
CHICAGO.

EDITORS

(Continued from page 1.)

Edith Tozier Weathered, Western Tours, Seattle. Address—"Individuality in Newspaper Work," Henry J. Allen, Beacon, Wichita, Kan. Address—"Telegraph Service for Small Dailies," Lon F. Chapin, News, Pasadena, Cal. Address—"Gathering News on Country Dailies," G. W. Ridgway, Express, Kirksville, Mo.

1 p. m. to 6 p. m.—Viewing the exposition.

6 p. m. to 8 p. m.—Dinner at Exposition Grounds.

8 p. m. to 11 p. m.—Visiting attractions on "Pay Streak."

WEDNESDAY, 21ST.

10 a. m. to 12 a. m.—Business session. Address—"Editing the Small Country Weekly," Miss Caroline A. Huling, Bookseller, Chicago. Address—"The Newspaper as a Factor in Town Promotion," Frank D. Throop, Journal, Muscatine, Iowa. Address—"University Training for Journalists," Prof. Merle Thorp, University of Washington, Seattle. Address—"Relation of the Country Paper to the Metropolitan Daily," Leon Westmoreland, Democrat, Greenwood, Ark. Address—"Journalists and Common Newspaper Men," T. A. McNeal, Capital, Topeka, Kan.

2 p. m. to 6 p. m.—Boat ride to navy yard and inspection.

8 p. m. to 11 p. m.—Reception and entertainment at Hotel Washington.

THURSDAY, 22D.

10 a. m. to 12 a. m.—Business session. Address—"Starting a Daily Paper in a Small Town," Miss Goldie Perry, Sun Sentinel, Winchester, Ky. Address—"Handling Circulation of a Daily Paper," R. P. Habgood, Star, Bradford, Pa. Address—"Handling Circulation of a Weekly Paper," Edwin C. Funk, Democrat, Rogers, Ark. Address—"Developing Advertising Business on a Small City Daily," Carl Roe, Union-Statesman, Walla Walla, Wash.

2 p. m. to 5 p. m.—Closing business session. Address—"Stopping the Leaks," H. G. Taylor, Nonpareil, Central City, Neb. Address—"Foreign Advertising," W. L. Tobey, Republican, Hamilton, Ohio. Address—"Profitable Side Lines for Newspaper People," Omar D. Gray, Leader, Sturgeon, Mo. Address—"Profitable Recreation for Newspaper Workers," Will G. Steel, Steel Points, Portland, Ore. Election of officers. Reports of committees. Adjournment.

8 p. m. to 11 p. m.—Seattle Press Club smoker.

FRIDAY, 23D.

9 a. m.—Take steamer for Tacoma. Automobile ride about city. Luncheon at Point Defiance Park. Ride on railroad toward Paradise Valley to view glaciers, mountains, canyons, waterfalls and forests. Dinner at Tacoma and return to Seattle in evening.

SATURDAY, 24TH.

9 a. m.—Take steamer for Victoria. Automobile ride about this quaint English city. Dinner and arrive Seattle about 10 p. m.

10 a. m.—Parties for Alaska trip take steamer *Northwestern* of Alaska Steamship Co., for 19 or 20 days' trip to southeastern and southwestern Alaska.

The American Home Monthly has adopted a plan of issuing to its advertisers a detailed statement of circulation showing the distribution of Monthly by States.

STAFF NEWS AND CHANGES.

Joe P. Glass has retired as the head of the editorial department of the Dayton (O.) Herald. He was presented with a silver loving cup and a gold watch fob by his fellow employes. Mr. Glass is succeeded by S. J. Flickinger.

M. J. O'Toole, formerly telegraph editor of the Wilkes-Barre Times-Leader, has been made city editor of the Wilkes-Barre News.

Carl H. Lansing, state editor of the Detroit Journal, succeeds A. E. Gordon as city editor, and Elden Small becomes State editor.

W. M. Parks, for the past six years editor of the Lorain (O.) Daily News, has resigned his position and will become night editor of the Toledo (O.) Morning Times.

Newspaper Printed in Balloon.

The first newspaper ever printed in a balloon was the Jim Crow edition of the Dayton (O.) Journal. It was printed on a handpress in the basket of the balloon *Hoosier*, which began an aerial voyage from Dayton last week and was distributed in the various cities and towns over which it sailed. The paper was gotten out under the direction of George R. McClellan, the publisher of the Dayton Journal. The balloon, which had a capacity of 80,000 cubic feet, left Dayton at 10 o'clock in the morning and reached Indianapolis the next evening.

THE DAYTON JOURNAL

On the Balloon *Hoosier*, June 29, 1909.

JIM CROW EDITION.

Printed in the Air.

(Published by Howard Burba.)

THIRD AND LAST EDITION

3 p. m. We are now passing 75 miles south of Indianapolis, ALL WELL.

SECOND EDITION

AT 11:40 WE ARE 6700 FEET HIGH; WE ARE PASSING FRANKLIN GOING SOUTHWEST.

Taking Dinner, Speed 26 Miles,

1 O'clock Shot at by farmer--He missed,

The staff consists of these who are also the carrier boys: Dr. P. M. Crume, F. G. Carley, B. H. Wendler, L. Custer, Col. Geo. McClellan is chief of the staff and the pressman is Howard L. Burba, the police reporter of The Journal.

Keep this copy of the miniature Journal—and remember it is the first paper ever printed above the earth. Weather fair. Get the big Journal for a full account. God bless all of you.

Away, and away and away—that's the feeling. "Passing here is the Soldiers' Home," said Prof. Brumbaugh. "That little thing down there," said McClellan. "Who'd a thought it." The fact was it looked only larger than the face on a postage stamp.

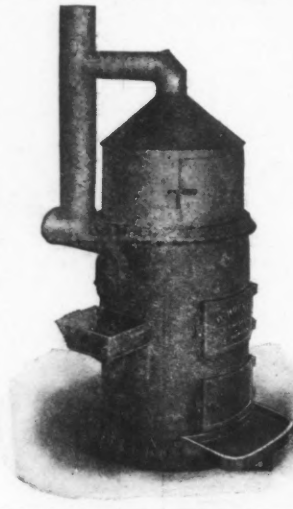
Georgia Paper Changes Hands.

The Dublin (Ga.) Times has ceased to exist, the good will and subscription list having been purchased by Stanley & Williams, of the Dublin Courier-Dispatch. A. P. Hilton, editor of the Times, will retire from the newspaper field. For the present the Courier-Dispatch will be continued as a semi-weekly newspaper, but as soon as conditions warrant it a daily will be published.

Owing to the wide publicity of every general fact of world interest, a misstatement or overstatement of fact generally corrects itself.

R. HOE & CO.'S DROSS-REFINING FURNACE

Made for
the use
of
either
coal or
gas
as fuel



Capacity
225 lbs.
of
metal
Made
also in
larger
sizes

Pays for itself many times over in a short time. The price is low and no office should be without one.

For further particulars apply to

**R. HOE & CO., 504-520 Grand Street
NEW YORK CITY**

7 Water Street.....BOSTON, MASS. 160 St. James Street...MONTREAL, QUE.
143 Dearborn Street.....CHICAGO, ILL. 109-112 Borough Rd..LONDON, S. E., ENG.
8 Rue de Chateaudun....PARIS, FRANCE.

INCORPORATIONS.

Palacios, Texas. Publishing. Co-operative Publishing Syndicate will be incorporated to publish weekly farm journal and monthly periodical. Will erect two-story brick building.

Valdosta Times Publishing Co., Valdosta, Ga. Publishing. Reincorporated with \$10,000 capital stock. Incorporators: A. S. Pendleton, D. C. Ashley, W. H. Griffin and others.

Appalachian Publishing Co., Knoxville, Tenn. Publishing. Capital, \$3,000. Incorporators: W. D. Roberts, Arthur Groves, J. D. Raht and others.

Sterling Publishing Co., Sterling, Okla. Publishing. Incorporators: M.

P. Hartman, O. E. Winn, J. P. Ratcliff and others.

The Newark News Co., Newark. Publishers, printers, etc. Capital, \$50,000. Incorporators: S. W. Johnson, Warwick, N. Y.; T. C. Farrelly, Morristown; C. E. Williams, New York City.

Celt Publishing Co., Boston; general printing and publishing; capital, \$10,000. President, James T. Gallagher, No. 172 Bunker Hill street, Charlestown; treasurer, John J. O'Connor, No. 46 Union Park street, Boston; clerk, Daniel W. Callahan, Arlington Heights.

South Hills Publishing Co., Pittsburgh, Pa., \$17,500; Charles L. Allen, Bakewell Building, Pittsburgh.

FOR SALE

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

THE PHOTOGRAPHER

His Relation to the Newspaper World and the Many Exciting Experiences That Are a Part of His Day's Work—The World Is Beginning to Like Him.

Writing in the Pittsburg (Pa.) Times, Richard J. Farrell says that the newspaper photographer is the real Ishmaelite. He says in part:

It is comparatively few years since photography has been an important adjunct of the business of making a newspaper; very few, in fact, since it has shown results in its newspaper feature that deserve the term remarkable.

Before the coming of the half-tone process and its development to its present stage, the photograph was useful and it was turned over to the artist, who got from it the best results that a chalk plate or a line drawing would give.

But the snapshot man was not then a necessity, for the snapshot could not be reproduced, and it was only when the picture he took in the fraction of a second could be set down on the paper, evolved by a cylinder press at the rate of many thousands an hour, just as he took it, that he came into his own.

The wise city editor—and wisdom is their badge of eminence—never gives a good photographer instructions as to what he is to do. He turns him loose, merely telling him where the work is and the nature of it, and bothers no more until the pictures of the happening are laid upon his desk. The photographer who makes the editor fuss is not considered good.

A mine disaster occurs and there are only a few minutes to catch a train. The art department is notified and the photographer is hustled out. He will meet the reporter on the way if they have luck; maybe they will come together on the train; in any case they will run against each other at the mine.

Perhaps the camera man reaches the scene at night and has his orders to get the pictures for the following day's paper. That is what happened at the Monongah disaster, when U. I. Allan, the photographer of the Chronicle Telegraph, was sent out. He had his trusty flash apparatus and the scene at the mine mouth was reproduced in the paper on time, although there was almost a riot at the mine when the powder was flashed off.

But he would be a poor sort of newspaper camera man who wouldn't dare a riot to get a picture. He should, according to all the ethics, even invite it, for then there would be a chance of more and possibly better pictures. Some one could save the camera, even if its owner got wrecked.

If there is a railroad wreck the camera man is one of those who go out on the relief train. It may seem heartless to be taking pictures while persons are dead and dying, but the stranger must



THE TOPEKA CAPITAL AUTOMOBILE
WHICH MAKES A DAILY COLLECTION OF FLOWERS FOR THE VARIOUS HOSPITALS OF THAT CITY.

not get the idea that the man who does it is heartless.

Far from it. Once he has his pictures, he will be ready to turn to and help with the best of them. But the people want their news illustrated these days and the strenuous life has developed such performance that the public has come to take as a matter of course the things that a few years ago would have been deemed impossible.

The people, incidentally, seldom stop to consider the cost as well as the effort that covering a big news story entails. The reporter and the photographer, to get to the scene of a story quickly, frequently need the use of a special automobile, or a team of horses if a machine is not available, which must be at their disposal for hours.

And there is the railroad fare and the hotel bills and the telegraph tolls, so that the news up to the minute can be served to the readers. And when it is all got together, perhaps the story is a one-day sensation that makes the reader wonder why the papers aren't printing any news nowadays.

The people have come to realize that the newspaper photographer is here to stay; he is a modern institution that, although they resented him at first, they accept with the cheerfulness that is a trait of Americans, as they also manifest that other trait by helping him more times, by many, than they hinder.

He is a hustler, or he wouldn't last at the game, and folks generally like a hustler even if he does tread upon their toes now and then. Because he is a hustler he likes his work; there is in it the spirit of the chase that appeals.

He has been famous since the time a young man named Dunn opened the eyes of Prince Henry of Prussia to the methods of the American newspaper; he has shown the people of many lands those methods through the medium of a man, not so young, named Hare, who romped with the Japanese in Manchuria or hob-nobbed with Castro in the days when the little Cipriano was Venezuela's king.

The day has gone, let us be thankful, when the intelligent man or woman indulges in the stereotyped talk about the "cheap reporter" and scarcely more popular is the berating of the "impudent photographer." It is no longer the habit to try and smash the camera; that is reserved for foreign freaks like Prince de Sagan—whom no American wants to emulate, anyway.

The prejudice of most folks against

having their picture in the paper has disappeared. They see in the newspaper photographer not an enemy, but the product of the times, a necessity. They have been educated up to him. Education brings improvement. Ergo, the world is growing better. Q. E. D.

D. O. Groff in New Field.

D. O. Groff, well known in Lexington and central Kentucky newspaper circles, has consolidated the Indian Citizen and the Democrat of Otoka, Okla., under the name of the Indian Citizen-Democrat.

The Indian Citizen is one of the oldest papers west of the Mississippi, and was the official organ of the Chickasaw and Choctaw Indians. The Democrat, while comparatively a new paper, is the official paper of Atoka county.

TOPEKA DAILY CAPITAL

Collects Flowers for the Various Hospitals of That City.

The Topeka Daily Capital has inaugurated a daily collection of flowers for the various hospitals of the city.

Each day the Capital's automobile traverses a certain section of the city, previously announced, and stops at residences for flowers which citizens wish to send to the hospital wards. Every day the car is loaded beyond its capacity.

The illustration shows the car with a load of daisies, standing before the Capital building.

Amateur Press Association.

The National Amateur Press Association held their thirty-fourth annual convention at the Broadway Central Hotel in New York this week. More than sixty delegates, from all parts of the country, attended. Mrs. Edith B. Minter, of Boston, was elected president. The Fossil's Cup, for the best amateur publication in 1908, was awarded to Edward C. Cole, of Boston.

Former Newspaper Man Suicides.

W. T. Hayden of Maysville, Ky., and formerly a well-known newspaper man of Cincinnati, committed suicide in Springfield, O., last week by drinking carbolic acid.

Buys Interest in Sag Harbor Paper.

Burton D. Corwin, business manager of the Sag Harbor (L. I.) News, has purchased an interest in the Bridgehampton (L. I.) News, formerly published by Frank R. Burtling and R. C. Hallock.

The Sullivan Publishing Co., West Allis, Wis.; incorporated capital \$10,000.

SOLD AND BACKED BY US.

A TYPE CASTER

Simple, Inexpensive to Operate, Makes Solid Type.

That's the **NUERNBERGER-RETTIG** Way.

A PRACTICAL ACCESSORY TO ANY LINOTYPE PLANT.

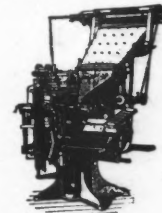
Set your text matter up to and including 14 point on the

QUICK CHANGE LINOTYPE

then make your own display type on the

NUERNBERGER-RETTIG TYPE CASTER.

Easy terms.



Mergenthaler Linotype Co., Tribune Building New York

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72 Washington Street, Atlanta, Ga.

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NEW YORK, SATURDAY, JULY 10, 1909.

THE BIBLE AND SHAKESPEARE, AND THE NEW YORK SUN.

The Sun's editorial page, morning and evening, is the best example of sustained cynicism in the American newspaper field. The Sun jibes, bites and stings often to good purpose for the body politic, nearly always for the amusement of its readers. It is famous for editorial wit.

The Sun sometimes quotes seriously Lord Kames and holds in high favor the "Elements of Criticism." We have never forgotten from time of long ago, that Kames set down as an axiom of intellectual philosophy that "great wit and judgment are seldom united" in the same mind.

The average editor who believes that life is mostly serious, and who knows that his readers want him to be straightforward, sincere and sensible rather than witty, would not put the Bible and Shakespeare on the dusty top shelf of the average American's library.

The New York Evening Sun editorial writer ends a half column editorial on Dr. Eliot's list of books with this characteristic bit of satire.

"Oddly enough, wherever Dr. Eliot's list is discussed we always hear something about the Bible and Shakespeare. It is impossible even to mention it without provoking an astonishing outburst in praise of the Bible and Shakespeare. The inevitable conclusion is that both books occupy a high place in every American library—probably the top shelf!"

The Sun editor himself keeps the Bible and Shakespeare right on the table, always handy. He underestimates the average American. That is because the Sun editor's judgment is not as great as his wit.

"CLUBABLE" MEN AND PRESS CLUBS.

Many newspaper men do not join press clubs because, they say, they don't want to "talk shop" out of the office. These same men often gladly join in company with men of other professions and get relaxation and even stimulus.

Dr. Samuel Johnson defined a "club" as "an assembly of good fellows who meet under certain conditions." The doctor was a fine clubman himself and his definition is vague enough to satisfy all clubmen and clubwomen.

It was an unwritten rule of the famous club of which Johnson, Burke, Garrick and Goldsmith were members, that "shop" should not be talked. The

details of their personal troubles with publishers and actors and government officials were barred. Yet what splendid matter of conversation they had always at hand!

A press club, to be truly fraternal and to hold the most desirable membership of "clubable" men, should frown on small "shop talk" and especially on that form of it which is better called "gossip."

A publisher is entitled to the loyalty of his staff, editorial and business, out of hours as well as inside the office. The regulations of his office are a kind of property, which he may justly desire to keep from the full knowledge of his competitors. He may reasonably object to the discussion of these matters in the mixed assembly of a press club.

How many subjects there are of common interest to all newspaper men, which "clubable" men can and do discuss! And these men come away from the clubrooms invigorated, broadened, vitalized for the work of the coming day or night.

WHO WOULD REFUSE KNIGHTHOOD?

The King of England recently knighted four newspaper men, three Englishmen and a Scotchman.

Many American newspaper men have a habit of commenting on this sort of thing, jestingly, showing an ostentatious contempt for this sort of "honor." They wonder much at the Englishman's love of liberty and the Englishman's love of a lord.

To be sure, we are not conscious of many paradoxes in our American social and political make-up, which the English, French and Germans see and laugh at.

The important fact is that knighthood has a big material value in England. The King "honors" the newspaper craft. Therefore the newspaper business grows.

History shows that persecuted religions and persecuted crafts do not grow. The religion and the crafts favored by governments do grow.

The favor shown by the King of England to the newspaper profession carries enormous value to the newspaper business of the British Empire.

After all, we are not very different from the Englishman. Does not the average editor and publisher value high the favor of the President.

How many American newspaper men would refuse an ambassadorship if they had money enough so they could afford to wear the decoration?

NEWSPAPER ACCURACY.

Editors Want Men to Write the Truth Says James Keeley.

James Keeley, managing editor of the Chicago Tribune, in an address before the Irish Fellowship Club in that city last week, took for his topic "The Function of the Newspaper." He said in part:

"The average citizen thinks that the newspaper gives most of their space to murders, divorces and scandals of all kinds.

"This is not true. A close examination of any paper in Chicago will prove this a fallacy. Murders, divorces and scandals are printed because the newspaper wants to print all the news that interests the public. But they are not the principal features. You will find that more space is given to peace congresses, tuberculosis conventions and kindred topics than to any murder or suicide, even though there are special features in them.

"Inaccuracy of the newspaper is complained of. When you consider that the world's news of the day is gathered in a few hours you will be astonished that the newspaper is as accurate as it is.

"It is true that there are mistakes in every newspaper, but they are wonderfully few considering the rush in which a newspaper goes to press. A piece of news may come up within a few minutes of press time. The newspaper does the best it can to get the information before the public. It is not surprising that some facts are not absolutely accurate. But the reader picks on the one fact that happens to be inaccurate and thinks nothing of the rest of the hard and careful work done to tell him what has happened.

"It is also commonly said that you can not believe much of the news you see in the papers. This is also groundless.

"'Faking,' as it is called, is denounced by all editors of good newspapers today. They want men to write the truth interestingly, not men who can write 'fake' stories. There is too much good, interesting news in a city like Chicago for a newspaper to give up its space to dreams.

"I do not say that a little exaggeration and dreaming do not occasionally slip past the editor. Reporters are too ambitious in the wrong direction at times. But it is soon found out who can write truth interestingly and who relies upon his imagination entirely, and the latter type is quickly ousted."

OBITUARY.

Samuel Francis Luty, for many years identified with Pittsburg newspapers, died at his home in Northside. Mr. Luty was born January 16, 1860, in Allegheny, Pa.

Col. William C. Tatoom, an editorial writer on the Nashville American, died in Nashville, Tenn., last Saturday. He commanded the State troops sent into the Reelfoot region last fall after the Night Rider outrages.

William N. Benns, for the past thirty-three years editor and proprietor of the Butler (Ga.) Herald, died at his home last week.

William Herries, for many years one of the best known newspaper men in New York, died last Saturday at his home in Brooklyn. He was born in Glasgow in 1832. In 1854 he became a reporter on the New York Tribune. In 1863 he took editorial charge of the Brooklyn Times, where he remained about a year, and then became asso-

ciate editor of the Pittsburg Commercial. A few years later Mr. Herries and John W. Pittcock founded the Pittsburg Leader. In 1872 he went to the Brooklyn Daily Eagle, where he remained until several months ago, when ill health caused him to give up active work.

Maurice J. Collis, a veteran newspaper reporter of Marysville, Cal., died at a hospital in that city last week from paralysis. He was fifty-five years old.

Daniel J. Buckley, for many years identified with New York and Brooklyn papers, died at his home in the latter city last week. He was thirty years old.

The Editor's Christmas Tree.

The Editor sat in his Sanctum
(Not Room Nineteen, College Hall,
For the Editor isn't a Yogi,
To live in a hole in the wall!)

And he thought of the really good stories
Locked up in these sons of Penn,
And the verses that don't get written,
And then of the stories again—
Of the tales of true adventures,
The things these men have done;

For some have looked in Death's grim face,
And laughed and called it fun.
On ocean and mountain and prairie,
In the city's homes and its dives,
They've had their varied adventures,
They've lived their various lives.

But the fellow who's shot a musk-ox,
He likes to write "Lines to a Child,"
And the man who knows about women
Would rather "do" something wild
And gory and desperate and thrilling—
"The Murders at Manayunk!"

Tho' he couldn't shoot a revolver,
He wouldn't have the spunk;
And yet, way down in his heart of hearts,
He has the seeing eye,
And he could describe a woman's love,
He knows what makes them cry.

Of course, that kind of a story
He'd never think to write;
He'd leave that to some brother
Who put up a plucky fight
All through a trying season
In every game that was played,
But who doesn't know a thing about
The ways of a man and a maid.

And the Editor thought of a Dreamer—
One of the fellows he knew—
A man whose eyes see visions
Of the Fairy-world in the dew;

And he groaned to remember the pages
That had flowed from that facile pen
On the subject of "Psycho-Dynamics,"
(From Course Six Hundred and Ten).

The Editor sighed and lamented
As he thought of the issues to come,
And all of the "stuff" he needed,
And all of the pens that are dumb;
And all of the wasted efforts
Of writers who will not learn

That the things they know we publish,
And the things they guess we burn.
And Oh! how he wished for a Santa
Who would bring him reams and reams
Of really snappy stories,
And really clever themes!

And he dreamed of a Happy New Year,
When some of these things should be.
Please, haven't you got one present
To hang on his Christmas tree?

—The Red and the Blue (University of Pennsylvania.)

Will Become Senator's Secretary.

Charles A. Webb, editor of the Montpelier (Vt.) Daily Journal for the past five years, has been appointed private secretary to Senator W. P. Dillingham. He will take up his new duties July 1.

Mosquito English.

MAYME.—"Ain't it funny the way they sting yuh so awful?"
GENEVIEVE.—"Yeh. Them little kind has the worst stingers."

PERSONAL

Col. D. Coffman, formerly editor and proprietor of the Rockwood (Tenn.) Times, has been elected mayor of Rockwood.

Andrew J. Bradley, for the past ten years editor of the Pottstown (Pa.) Daily News, and Miss Katherine Peusk of that city, were married at the home of the bridegroom's parents, near Elkton, Md.

George A. Somarindyck, formerly business manager of the Memphis News Scimitar, is spending the summer with his family on Block Island.

Walter Ridgeway, of the Kirksville (Mo.) Express, has been awarded a prize of twenty-five dollars offered by the Fulton (Mo.) Commercial Club for the best write-up of the city by any of the editors who attended the annual meeting of the Missonri Press Association, held in Fulton in May.

St. Elmo Massengale, president of the Massengale Advertising Agency of Atlanta, Ga., was a visitor to Jacksonville, Fla., last week.

Gamanit Agassiz, a special writer on the staff of the National Magazine, is in Augusta, Ga., gathering material for a story of Georgia.

Everett T. Dis, editor of the Kentucky Mountaineer, published at Morehead, was married in Lexington last week to Miss Lottie Stewart.

E. A. Miller, editor of the South Bend (Ind.) Tribune, and Mrs. Miller have returned home after taking the water in Tate Spring, Tenn.

CLUBS AND ASSOCIATIONS.

The German Press Club of New York has re-elected the entire old board of officers. The officers are as follows: President, Norbert Kantor; vice-president, Egon Eisenhauer; recording secretary, Hans Lorenz; corresponding secretary, Karl Hangl; financial secretary, A. J. Resler; treasurer, Jacob Grammer; revisors of accounts, Otto Hubach, Franz Fuenfkirchen and Franz Seineke. The report submitted by Treasurer Grammer showed the receipts during the past year to have been \$14,517.15, while the expenditures amounted to \$13,350.97, leaving a balance of \$1,166.18. The entire assets of the club, including real estate, amount to \$47,747.96, while the liabilities, in the form of a mortgage, amount to \$8,000, thus leaving the net capital to be \$39,747.96. Nearly \$700 were paid to members in sick benefits during the past year and the sum of \$500 was expended in death benefits.

Wisconsin Editorial Association held their annual convention in Superior last week. The following officers were elected for the ensuing year: President, Geo. F. Cooper, Black River Falls; vice-presidents, Will K. Davis, Milton; H. A. Whipple, Waterloo; J. H. Frazier, Viola; C. A. Booth, Milwaukee; Adelaide King, Waupun; L. B. Squeir, Tomah; Hattie Moberg, Amherst; H. W. Meyer, Appleton; E. J. Scott, Shawano; A. C. Chase, Colfax; secretary, F. E. Andrews, Bloomer; treasurer, C. L. Coward, Lodi; executive committee, W. H. Bridgeman, Stanley; O. F. Roessler, Jefferson; F. R. Huth, Grantsburg; W. K. Davis, Milton; G. A. Markham, Independence.

Members of the Suburban Press Association of New England and their

wives, to the number of seventy-five, enjoyed an outing at Athol, Mass., last week as the guests of L. S. Starrett Company and R. W. Waterman, secretary of the association. The trip was made from Boston in a special car provided by the Boston & Maine Railroad management. After a dinner at the Pequog Hotel the party enjoyed an automobile ride around the city and later in the day paid a visit to the summer home of Mr. Waterman on Lake Ellis. Among the newspaper men and their families present were: Mr. and Mrs. Joe Mitchell Chapple, National Magazine, Boston; Mr. and Mrs. I. M. Marshall and daughter, Manchester Cricket; L. M. Connel, Somerville Journal; Mr. and Mrs. Eben Prescott, Braintree Observer; Mr. and Mrs. Herbert E. Emerson, Winthrop Sun and Visitor; Mr. and Mrs. E. H. Pierce, R. r. Journal; C. H. Thurston, Westboro Chronotype; Mr. and Mrs. George A. Schofield, Ipswich Chronicle; Mr. and Mrs. George M. Barton, Foxboro Reporter; Frank M. Marston, Melrose; Mr. and Mrs. J. H. Alden, Foxboro Reporter; L. A. Dodge, Worcester Evening News; Mr. and Mrs. C. B. Johnson, Franklin Sentinel; Mr. and Mrs. H. L. Andrews, Woburn; Mr. and Mrs. A. M. Bridgman, Stoughton Record; Mr. and Mrs. F. W. Crooker, Fitzwilliam, N. H.; Monadnock Breeze; Mr. and Mrs. E. K. Titus, Greenfield Gazette; Mr. and Mrs. Walter N. Howe, Leominster Enterprise; Mr. and Mrs. W. E. Parkhurst, Clinton Courant and Daily Item; Mr. and Mrs. J. E. Burns, Milford Daily Journal; Fred M. Campbell, Littleton (N. H.) Courier; Mr. and Mrs. L. C. Hall, Wareham Courier; Mr. and Mrs. C. H. McPherson and son, Framingham Gazette; Mr. and Mrs. T. S. Hammond, Auburn, R. I.; Cranston City Times; A. Starbuck and Walter Starbuck, Waltham Free Press-Tribune; L. M. Brewster, Portsmouth, N. H.; New Hampshire Gazette and Weekly Chronicle; Mr. and Mrs. H. B. Hale, East Hartford, Conn., Gazette; Mr. and Mrs. William F. Jarvis, Boston, Journal of Education; William P. Jones, Medford Mercury; E. F. Sibley, Olneyville (R. I.) Times; Mr. and Mrs. W. L. Hill, Mr. and Mrs. J. C. Hill, Athol Transcript; Mr. and Mrs. M. C. Gillette, Quincy Patriot; Mr. and Mrs. Clifton B. Heath, Merrimac Budget; L. O. Williams, Putnam (Conn.) Patriot; R. William Waterman and daughter, Miss Hattie M. Waterman, Athol and Worcester West Chronicle; Mr. and Mrs. R. Burton Waterman, Templeton Record.

W. A. Johnson, president of the Texas Press Association, has appointed the following delegates to the National Editorial Association in 1910: Clarence Ousley, Record, Fort Worth; T. B. Lusk, News-Herald, Italy; J. S. Daly, Progress, Dublin; B. C. Murray, Gazetteer, Denison; W. B. Whitman, Hollands', Dallas; Cyrus Coleman, Independent, Henrietta; J. R. Ransone, Jr., Enterprise, Cleburne; Sam P. Harben, Echo, Richardson; John E. Davis, Mesquiter, Mesquite; J. D. Moyer, Citizen; Honey Grove; Clarence Gilmore, Chronicle, wills Point. Alternates: C. W. Wilson, Index, Mineral Wells; C. W. Edwards, Chronicle, Denton; T. E. Streight, Mirror, McGregor; J. M. Lewis, Post, Houston; Orion Proctor, Index, Bridgeport; J. H. Lowry, Signal, Honey Grove; N. P. Houx, News, Mexia; R. E. Yantis, Review, Athens; John M. Weekly, Local, Ennis; J. M. Kennedy, Democrat, Marlin.

The Lake Publishing Co., of Wilmington, Del., has been incorporated.

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

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wishes to identify himself with an enterprising periodical—daily, weekly or monthly—as manager of a department devoted to amateur writers and to the preparation to order of all kinds of literary work. He will not only pledge himself to furnish this department free of cost to the publisher, but he will pay for all prizes offered for the best literary work done by amateurs. What does the publisher get? An interesting department without cost, and ten per cent. of all the work accepted from the bureau with which the department is connected. If interested, write to FREDERICK B. HAWKINS, 45 DeKoven Court, Brooklyn, New York.

DO YOU NEED AN EDITOR?
I control the best EDITOR in America; man of highest integrity and ability, who can instil character and success into a publication; trained in law and literature; member of leading American learned societies; brilliant editorial writer; inspiring executive; master newspaper builder; an honor to the profession. I am retiring from publishing business and wish to place my EDITOR with high grade publication immediately. EXCEPTIONAL OPPORTUNITY; write to-day. Suite 1106, 341 Fifth Avenue, New York.

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A thoroughly competent man, now on metropolitan paper, wants to return to smaller field as advertising or business manager. A worker and producer. Address R 12, care of THE EDITOR AND PUBLISHER.

CAPABLE ALL-AROUND
newspaper man and strong ad. writer wants a job in which he can show to the bosses' profit what stuff he is made of. Willing to quit New York if it is made worth his while. Gill-edged references. "LEON," care THE EDITOR AND PUBLISHER.

HELP WANTED
WANTED—EXPERIENCED, SUCCESSFUL
advertising and business manager for Southern afternoon daily, who can take full charge and produce results. Don't want a boozier. State experience, references, and what salary would be expected until results were demonstrated. Also what salary and commission on increased business would be acceptable. D 10, care THE EDITOR AND PUBLISHER.

WANTED, A BRIGHT
hustling newspaper man, business experience, some money, to start a paper in a town of 20,000 people which needs a good daily. Address Post Office Box 858, Rome, Georgia.

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

ADVERTISING MEDIA.
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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.

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

WISCONSIN

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Volkman Advertising Agency, Temple Court, New York, is placing 35 lines 52 times for the Kintho Manufacturing Company, Kintho Beauty Cream, 46 Chapin street, Buffalo.

The D'Arcy Agency, St. Louis, is placing 7,000 lines, to be used within sixteen months, for the Western Coca-Cola Bottling Company, Chicago, in Southwestern papers.

P. F. O'Keefe, advertising agent, Boston, is placing 2,148 lines, in papers in the Southwest, for the Winchester Repeating Arms Company, New Haven, Conn.

The Hessig Ellis Drug Company, Memphis, Tenn., is placing 500 inches to be used within one year, in papers in the Southwest. This business is being placed direct.

The C. E. Sherin Agency, Fifth avenue, New York, is asking for rates on 10,000 lines.

The Morse International Agency, West Thirty-fourth street, New York, is making new contracts for 34 lines, one time a week, for one year, in Southwestern papers, for I. W. Lyon & Sons, Dr. Lyon's Tooth Powder, 520 West Twenty-seventh street, New York.

The Wylie B. Jones Agency, Birmingham, N. Y., is placing one-half page, four times, in Southwestern papers, for the Stearns Electric Paste Company, Stearns Electric Rat and Roach Paste, Buffalo.

The Keystone Telephone Company, Philadelphia, is placing orders in Pennsylvania papers through W. G. Foster, 261 Broadway, New York.

The Boston News Bureau, Boston, Mass., is placing 1,000 lines, two times, in papers in the Southwest, for the advertising of the Alvarado Consolidated Mines Company.

The Blaine-Thompson Agency, Cincinnati, are placing 5,000 lines in Southwestern and Pacific Coast papers, for Pape, Thompson & Pape, Cincinnati.

Lord & Thomas, Chicago, are placing two inches two times a week for the Sterling Remedy Company, Cascarets, Kramer, Ind.

The Chicago, Rock Island and Frisco Lines are placing 3,000-line contracts in Southwestern papers, through the Herbert Kaufman & Handy Agency, Chicago.

The Mahin Advertising Agency, Chicago, is placing fifteen lines, twenty-one times in papers in the South and Southwest for W. R. Frame, Waukesha, Wis.

The Oakley Chemical Company, 114

Liberty street, New York, will shortly place orders direct in New York State papers.

The Wykoff Advertising Agency, Buffalo, is placing orders in New York State papers, for the Bartholomew Brewing Company, Rochester, N. Y.

The Allen Advertising Agency, 30 West Thirty-third street, New York, is placing orders in New England papers for the Bell, Ward Manufacturing Company, Shake in Your Socks Powder, 223 Livingston street, Brooklyn, New York.

The Cheney Medicine Company, Toledo, Ohio, Hall's Catarrh Cure, are placing orders for 274 lines, thirteen times, in New York State papers.

The Gardner Advertising Agency, St. Louis, are placing orders in the South and Southwestern papers for the Vanderbilt University, Nashville, Tenn.

The Pepsin Syrup Company, Dr. Caldwell's Syrup Pepsin, Monticello, Ill., is placing 10,000-line contracts in Western papers.

CHANGES IN INTEREST.

E. W. Francis, former publisher of the Mizpah (Minn.) Message, has resumed control of that publication. William Fraley, who has had charge for the last year, has retired from the newspaper field.

W. C. Rodman has purchased at public auction the entire plant of the Washington (N. C.) Gazette Messenger Publishing Company.

G. B. Furber, former mayor of Rahway, N. J., has purchased the Rahway (N. J.) Union-Democrat.

Ex-Judge Lewis S. Hyer, the former editor and proprietor of the Union-Democrat, has retired from the newspaper field.

Rev. L. F. Troutman, of Anthon, Ia., has bought the Farmingdale (S. D.) Gimlet. John T. Coyan, the former owner, will publish the Dakota Elk at Sioux Falls.

Franklin Kauffman, advertising manager of the Minot (N. D.) Daily Optic, has purchased that publication from W. M. Stuart.

W. J. Hunt, proprietor of the Allison House of Allison, Ia., has bought the Butler County Tribune, and will take possession of the property about August 1.

Will C. Lee of Ada, Minn., has bought the Twin Valley (Minn.) Times.

J. B. McElwain, former publisher of the Moorhead (Ia.) Times, has again taken charge of that paper.

Horace B. Barnes and Paul S. Jenkins have purchased a part interest in the Alba (Ia.) Republican. Mr. Barnes, who is a son of A. R. Barnes, a former well-known newspaper man of Iowa, will have charge of the paper. Mr. P. S. Jenkins is already interested in four other publications.

The Leader Publishing Company has purchased the controlling interest in the Wellsburg (W. Va.) Daily and Weekly Herald.

ROLL OF HONOR

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

ALABAMA.		TENNESSEE.	
ADVERTISER	Montgomery	NEWS-SCIMITAR	Memphis
ITEM	Mobile	BANNER	Nashville
CALIFORNIA.		TEXAS.	
BULLETIN	San Francisco	CHRONICLE	Houston
CALL	San Francisco	RECORD	Fort Worth
EXAMINER	San Francisco	WEST VIRGINIA.	
FLORIDA.		GAZETTE	Charleston
METROPOLIS	Jacksonville	WISCONSIN.	
GEORGIA.		EVENING WISCONSIN	Milwaukee
CHRONICLE	Augusta	BUSINESS OFFICE NOTES.	
LEDGER	Columbus	The Springfield (Mass.) Union will install a new Goss sextuple straightline press, when it moves into its new home at Main and First streets.	
ILLINOIS.		The Des Moines (Ia.) Capital states that the paper printed 8,355 inches more advertising in the first months of 1909 than in the same months in 1908.	
HERALD	Joliet	The Culpeper Exponent recently issued a historical and industrial edition of twenty-eight pages. The issue was printed on an extra quality of white paper and was well illustrated with pictures and write-ups of Culpeper, its institutions and its people. The edition was issued under the direction of Albert E. Walker, publisher of special newspaper editions.	
JOURNAL	Peoria	Enters Publicity Field.	
IOWA.		William F. Parkhurst, well known in the Southern newspaper field, has established an office in Atlanta for the purpose of conducting publicity campaigns. Mr. Parkhurst was long associated with the Georgian.	
CAPITAL	Des Moines	THE NORWALK HOUR	
THE TIMES-JOURNAL	Dubuque	NORWALK, CT.	
KANSAS.		Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.	
GLOBE	Atchison	THE ASBURY PARK PRESS	
CAPITAL	Topoka	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.	
GAZETTE	Hutchinson	J. LYLE KINMONTH, Publisher	
EAGLE	Wichita	ASBURY PARK, N. J.	
KENTUCKY.		Statement of	
COURIER-JOURNAL	Louisville	FEBRUARY CIRCULATION	
TIMES	Louisville	SPRINGFIELD (Mass.) DAILY NEWS	
LOUISIANA.		DAILY AVERAGE 10,453	
ITEM	New Orleans	Being 428 more than February, 1908, and 119 more than last month's (January, 1909) average.	
TIMES DEMOCRAT	New Orleans	American Home Monthly	
STATES	New Orleans	A Household Magazine	
MASSACHUSETTS.		Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.	
LYNN EVENING NEWS	Lynn	HENRY RIDDER, Publisher.	
MISSOURI.		27 Spruce Street, New York.	
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		

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Two Combined**

SMITH & BUDD

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

ANNUAL GOLF TOURNAMENT.

Of the American Golf Association of Advertising Interests.

The annual tournament of the American Golf Association of Advertising Interests, will be played at Breton Woods, N. H., July 13 to 18, inclusive.

Fifty-eight handsome trophies will be awarded to the winners of the various contests scheduled for the tournament.

The list of players numbers 125, and, including the ladies, about 200, all told, will take part in the tournament.

The contestant making the best gross score in the qualifying round will be awarded the association gold medal and possession of the John Dewar Cup for one year, and have his name engraved thereon. Prizes will also be awarded for the first and second best net scores in each division. The final event, which takes place on Saturday, will be a match between teams from the East and West. Each member of the winning team will receive an association silver medal.

TROY RECORD.

Occupies New Three-story Fireproof Home.

The Troy (N. Y.) Record has erected a new three-story fireproof home. The building is constructed of brick, terra cotta, steel and concrete, and was especially designed to meet the needs of the paper.

The first floor is of terra cotta. The second and third floor exteriors are Harvard bricks with terra cotta window and gable trimmings.

All the steel work, with the exception of the roof trusses, is fireproofed, and the only woodwork is found in the doors and windows, some of the base boards, and the composing room floor, which is maple laid on cement. The stereotyping room floor is of boiler plate. The other floors are of cement.

The Record building contains no power boilers or steam engines. All its machinery is driven by electricity furnished by a local company, with gas engines for emergency use.

WILL HARMONIZE INTERESTS.

Two Big Advertising Agencies Will Occupy Same Office.

The removal of W. F. Hamblin & Company, of New York, advertising agents at 42 East 23d street, to the same office as is occupied by the C. E. Sherin Company at 40th street and Fifth avenue, is the result of an arrangement just completed between Mr. Sherin and Mr. Hamblin, through which their interests are harmonized under one management and the business conducted under one roof.

There is no change in the personnel of either agency, and the identity of each will be kept as heretofore. The economy of office detail and the use of abundant capital in development work will result in a substantial increase in the business of both agencies, one of which has been devoted almost entirely to newspaper business, and the other equally so to magazine business.

Weekly Papers Organize.

A special committee from the weekly newspaper editors of Louisiana composed of Iric Robinson, of St. Francisville; E. J. Locq, of New Roads; F. J. Whitehead, of Port Allen, and J. Van Lettler, of Donaldsonville, met in Baton Rouge last week for the purpose of organizing the Louisiana Weekly Newspaper Bureau, with a view in mind of handling their own foreign matter, instead of giving it to a New York or Chicago representative to handle.

Contracts With Unions.

There are between newspapers, members of the American Newspaper Publishers' Association, and the several international unions, arbitration contracts to the number of 176 with the International Typographical Union, 129 with the International Printing Pressmen and Assistants' Union, and 40 with the International Photo Engravers' Union.

Hutchinson Goes to Columbus.

Wm. E. Hutchinson, for the past three years manager of the classified advertising department of the Daily News, Lorain, O., has resigned his position and within a few days will leave for Columbus, where he will engage in special advertising work on the Press-Post.



NEW HOME OF TROY RECORD.

DES MOINES PRESS CLUB.

Newly-elected Officers Installed and Committees Appointed.

At a recent meeting of the Des Moines (Ia.) Press Club the newly-elected officers were installed and permanent committees appointed. The committees were chosen as follows: House Committee—E. F. Faville, H. C. Wilson, George Gallarno, W. C. Jarnagin and William Bowers. Entertainment Committee—W. H. Wiseman, Neal Jones, J. L. Shipley, H. E. Stout and M. H. Morrison. Art Committee—J. N. Darling and Arthur Barkalow. President J. M. Pierce presided at the meeting and C. C. Nye and W. H. Wiseman were elected to fill vacancies in the offices of secretary and treasurer respectively. Officers announced that the affairs of the organization are in a flourishing condition and a number of "booster" talks were made by the various members.

Would Complete Files.

The Librarian of Congress has issued a circular letter to librarians and others giving a list of 352 newspapers published in this country prior to 1800, of which the files in the periodical division of the library are incomplete, and appealing for duplicate copies either for exchange or otherwise.

EDITOR BEACH RETIRES

After Thirty Years as Editor, Printer and Publisher.

After thirty years as printer, publisher and editor of the Orleans Republican, published at Albion, N. Y., Lafayette H. Beach has retired from the journalistic profession. He began his career as a printer in March, 1871, as editor in 1882, and as publisher and sole proprietor in 1900. The new owners, Attorneys W. Crawford Ramsdale and Sanford T. Church, will operate the plant as the Orleans Republican Company.

The Ben Leven-Nichols Agency.

Ben Leven-Nichols Advertising Company, Chicago-New York, is placing copy in Western newspapers for the Erie Railroad. For the present Chicago newspapers are being used. The company has also been awarded the exclusive contract for the L. Fish Furniture Company. The mail order branch of this concern will be developed, with the end in view of increasing interest in the trading stamp department. A selected list of farm journals throughout the West will be used. Copy for a new irrigation project, owned and controlled by the Oregon Land & Capital Company, will soon be placed with a selected list of magazines and Sunday newspapers.

NEW PUBLICATIONS.

A new Socialist paper called "The People's Friend" has been established at Rogers, Ark. W. A. Daugherty is the editor.

The Cadillac (Mich.) Daily Globe appeared for the first time on July 1.

H. Lehmann will establish a new German newspaper in Marlin, Texas, about August 1.

L. R. Benjamin is about to launch a new paper at Ravenna, Ohio, which he will call the Personal Liberty Journal.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

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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 Shiedelwend & Co., Chicago.

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

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

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

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

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

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

Send for sample copy.

THE CHEMICAL ENGRAVING CO.
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LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

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Practical, practical, facts through every page of **The American Printer** for articles are written by men who have learned with authority—men whose words will put dollars and cents into the pockets of employers and employees—makers, buyers and sellers of printing. You should be reading this magazine. It is the only journal of its kind—planned and carried out on a scale attempted by no other publication. The many reproductions of fine printing and engraving which appear on its pages are alone worth far more than the subscription price. Every department that concerns the up-to-date printing office receives adequate treatment. Composition, Commercial Art, Paper, Ink, Designing, Process Engraving, Business Services, Bookmaking—all are handled in an intensely practical way. As an advertising medium **The American Printer** is a class by itself. It gives no duplicate of circulation. The greatest sellers of printing machinery and printing office equipment use its columns liberally, for it yields them greater returns for their money than any other publication in the world. Write today for sample copy. If you have anything to sell that is used in the modern printshop, get our rate card. Subscription price of **The American Printer** is \$1.00 a year—three months \$0.50. Oswald Publishing Company, 25 City Hall Place, New York City.

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¶ We employ the BEST TALENT that money will secure, and the service furnished is crisp, authentic, and is handled with the greatest possible dispatch.

¶ Every wide-awake, up-to-date newspaper that has not already arranged for THE HEARST NEWS SERVICE should so without delay.

¶ THE HEARST NEWS SERVICE has demonstrated time and again its efficiency in covering great news events.

The Hearst News Service

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