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RICHARD A. FARRELLY

THE NEW HEAD OF THE HEARST NEWS SERVICE AND HEARST SYNDICATE.

Has Long Been Identified with the Hearst Publications—Plans to Build Up Largest News Service in the World—Reorganization Now Under way—News Centers Will Be Established in European Capitals.

Richard A. Farrelly is the new head of the Hearst News Service and the Hearst Syndicate, succeeding Curtis J. Mar, who resigned.

He is already planning, it is stated, to make it the biggest news service in the world.

It will be reorganized in every way and new life and energy infused all along the line. Every department will be filled by men who have long been trained on the Hearst papers.

The foreign service will also be thoroughly reorganized and news centers will be established in every capital of Europe in charge of the best men obtainable.

Charles Norcross sails for Europe on Tuesday next to take charge of the European bureau, with headquarters in London.

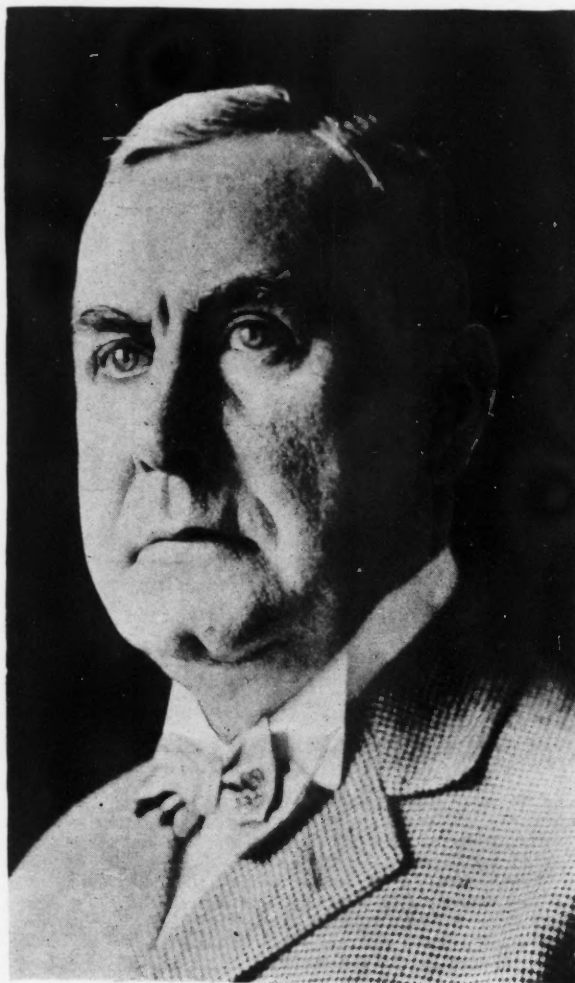
No expense will be spared in making the service as complete as possible in every detail. A perfect network of correspondents will be established all over the country that no locality may remain uncovered. Both morning and afternoon papers will be served.

Mr. Farrelly, the new executive head of the service, is regarded as the best and most experienced newspaper man identified with the Hearst publications. He was born in New York City and began his career as a copy boy on the New York World. During his entire career he has been identified with but two interests, those of Mr. Pulitzer and Mr. Hearst. He has been managing editor of the Morning World, the Evening World, the Chicago American, Los Angeles Examiner, New York Evening Journal, New York American, and in addition to the latter position was managing editor and publisher of the Boston American.

Mr. Farrelly is a man of remarkable executive ability and has that capacity for doing things that is essential in building up a great news organization.

Southern Paper Incorporates.

The Tullahoma (Tenn.) Guardian Publishing Company has been converted into a \$10,000 incorporated stock company, and will hereafter be known as "The Tullahoma Guardian Publishing and Printing Company." The Tullahoma Guardian is the oldest paper published in Coffee county, having been founded by the late Tennyson J. Wilson more than a third of a century ago. Under the new management the Guardian will be an eight-page, all-home print paper, and will be published every Friday. James A. Leiper, who has been connected with the paper for the past eight years, has accepted the position of editor, and assumed the editorial management.



RICHARD A. FARRELLY,

THE NEW EXECUTIVE HEAD OF THE HEARST NEWS SERVICE AND THE HEARST SYNDICATE.

PAPER MANUFACTURERS

Meet in West and Hear Tariff Bill Discussed.

Paper manufacturers representing nearly one hundred mills were present at a meeting held in Appleton, Wis., last Wednesday to hear the report of George F. Steele of Port Edwards in regard to his labors in Washington over the tariff on pulp and paper.

Mr. Steele stated that the tariff had been cut lower than the manufacturers desired, but they would be able to run at the present scale, provided Canada does not take a hand in the matter by putting an export duty on all pulp wood.

It is believed that the meeting was actually called to prepare for an increase in the price of print paper throughout the West.

The F. C. Reitter Co., of Saginaw, Mich., publishers, have been incorporated with a capital stock of \$15,000.

W. S. Goldie will launch a new paper at Carroll, Neb.

A SCRIPPS-McRAE WEDDING.

Son and Daughter of Well-Known Publishers to Be Married.

Announcement has been made that John P. Scripps of San Diego, Cal., and Miss Edith McRae, of Detroit, will be married at the home of the bride September 8.

E. W. Scripps, the father of the bridegroom-to-be, and Milton A. McRae, the father of the prospective bride, have been associated for many years in the publishing of newspapers in the West and Middle West under the name of the Scripps-McRae League.

New Wyoming Daily.

Sheriden, the second largest city in Wyoming, will have a daily newspaper. The Enterprise Publishing Company, now issuing a semi-weekly, announces that it will issue a daily in the near future, and that it will have the Associated Press service.

The Althus (Okla.) News was damaged by fire to the extent of \$5,000.

ARDEN

HARRIMAN'S HOUSE NEWS CENTER OF THE NATION LAST WEEK.

Thirty Correspondents Covered the Wild Mountain Country Near the Sick Man—Story of the "Round Robin"—A Mystery for Years, the Railroad Magnate Suddenly Changed His Policy of Silence.

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

ARDEN.—A fine word, a more than pretty name. Around it for centuries has clung the warmest mystic haze of romance. Have we not seen Rosalind jaunting through the Forest of Arden? It was in France.

The newspaper men are saying it is fitting that the home of E. H. Harriman should be called Arden. Here, last week, was acted a great dramatic story—a modern romance, if you like, with mystery and romance as moving as any in the old Forest of Arden.

WHERE ARDEN IS ON THE MAP.

A little railway station of the Erie Railroad, forty-eight miles northward from New York City, is called Arden. It is in Orange County, in the neighborhood a little westward from West Point on the Hudson. It is the country of the Ramapo Mountains. New Yorkers call it a "wild country." From the station, across a level to the base of Tower Hill, is a distance of three miles, and thence up the road or trail to the top of the mountain, where the house and home of Mr. Harriman stands, is another mile.

Last week thirty newspaper correspondents were assigned to this territory. The following men covered for the press associations:

Associated Press—A. P. Ames, F. S. Hardy and H. D. Kingsbury; United Press Associations—E. Saitwell; Hearst News Service—Joseph Mulcahy and B. S. Markowitz.

REPORTERS IN A MOUNTAIN COUNTRY.

Private reports to THE EDITOR AND PUBLISHER show that the maneuvers of the force or forces of correspondents were somewhat after the manner of the late mimic war doings in eastern Massachusetts.

Four strategic points were held at all times by the reporters—Turners, Tuxedo Station, Arden Station and Harriman's house. These points are the corners of a very irregular quadrilateral and are distant each some miles from the camp or base of supplies at Silver Fox Inn, an ancient rural hotel three miles from the Harriman house. It is said there was no system of "syndicating," but casual agreements were made and thus the thirty men covered thirty square miles, more or less, of mountain, forest and farm.

They used horses. One correspondent said: "The expense accounts were something fierce. I'm afraid the boss will fire me."

THE ROUND ROBIN.

Another correspondent told me this story:

"It was disheartening work. The whole country wanted the news and there was never a body of newspaper men before who tried any harder to get it. They say we fell down. At the end of a week we all saw we were up against it. We realized that what little news we were getting was being distorted. There were so many denials from Dr. Lyle and Judge Lovett that we were almost in despair. We felt we had to get something authoritative or quit the job. So we signed a round robin and sent it to Mr. Harriman. We got his statement and our papers wired us to come home."

The round robin letter to Mr. Harriman was as follows:

To Mr. E. H. Harriman, Arden House, Arden, N. Y.

Dear Sir: Owing to the sensational stories sent out from irresponsible sources, the representatives of the New York morning papers ask that you issue an authoritative statement in respect to your physical condition. Nothing but that will refute the alarmist reports. We inclose with this an article published today. Another report has it that an operation was performed on you on Friday and that today is the first day you have been out since Friday.

Before leaving, the newspaper men sent this telegram to Mr. Harriman:

To E. H. Harriman, Esq., Arden House, Arden, N. Y.:

In reply to your letter we beg to inform you that all the representatives of the newspapers, both morning and evening, will return to New York this evening. We thank you for your courtesy, and heartily congratulate you on your improvement, hoping it will continue, and that in the near future we shall have the pleasure of seeing you back at your desk in New York.

THE SPHINX BREAKS SILENCE.

For thirty years Edward H. Harriman was a sphinx, inaccessible. And nearly all the time he was doing big things. Truly he was a name only. Until three years ago his personality was as veiled to the public as that of the Emperor of China.

He came out in the open about the time that his plans, so far as they are now known, were nearing consummation. The change from his policy of silence was so great that it seemed likely a new definite policy of openness, frankness to the public, had been adopted, either initiated by himself or suggested by the body of great interests he was leading.

In February, 1908, he was a guest at the annual dinner of the Amen Corner in New York. The gathering, mostly newspaper men, watched him closely. It was the first time they had him at close range. They "kidded" him in the usual gridiron manner. He laughed. They called on him for a speech. This is what one of the officers of the Amen Corner said:

HARRIMAN'S FIRST SPEECH.

"He looked like a country doctor or a village schoolmaster with his old-fashioned turned down collar and small black string tie. Certainly we would not give him an extra glance on Broadway if we didn't know who he was. He made a good speech—told frankly about himself and some of the things he wanted to do. So far as the newspaper men knew, it was the first platform speech he had ever made. He was altogether likable. Now I think of it, it was an amazing thing for E. H. Harriman to do—deliver that speech to newspaper men after a lifetime of silence."

WOOD PULP IMPORTS.

Treasury Department Rules on Retaliatory Provisions of Tariff.

The Treasury Department has issued several rulings in regard to the administration of the retaliatory provisions of the Payne tariff law, affecting the wood pulp and print paper industry of Canada.

One of the provisions prescribes that if any province forbids the exportation of pulp wood for use in the manufacture of wood pulp and print paper an additional duty of one-tenth of one cent a pound shall be levied on print paper valued at 3 cents a pound or less which comes from that province, and that a duty of one-twelfth of a cent a pound shall be assessed upon mechanically ground wood pulp coming from such a province, and which would otherwise be admitted free of duty under the general provisions of the law. As the Province of Ontario prohibits the exportation of pulp wood cut on crown lands, higher rates will apply upon all print paper valued at 3 cents or less, and all mechanically ground wood pulp cut from crown lands in that province.

The additional duty of one-tenth of a cent a pound, together with a countervailing duty amounting to about 35 cents a ton, equivalent to the export duty of 25 cents a cord imposed by the Province of Quebec upon pulp wood shall be added to the regular duty on print paper which is manufactured from pulp wood cut from the crown lands in that province.

The letter of instruction to the collectors of customs issued by Acting Secretary Reynolds says that the countervailing duty will equal 35 cents a ton on the print paper, as it takes approximately 1.4 cords of pulp wood to produce a ton of paper.

The duty of one-twelfth of a cent a pound, in addition to a countervailing duty of 25 cents a cord, is placed on mechanically ground wood pulp produced from the wood cut on crown lands in Quebec. Chemical wood pulp imported from the Province of Quebec will be assessed with the additional countervailing duty equal to 25 cents a cord on the wood, the equivalent of a cord of wood being 1,400 pounds of chemical wood pulp or sulphite.

Will Entertain Japanese.

Jackson S. Elliott, the well-known Washington correspondent, has been appointed special representative of the Department of Commerce and Labor to receive and entertain the delegation of Japanese business men who are to visit America in October.

Chester C. Bashore has purchased the Newville (Pa.) Times.

NEW YORK HERALD

Prints First Details of Discovery of North Pole.

The New York Herald gave to its readers last Thursday morning the first details of the discovery of the North Pole by Dr. Cook.

It was one of the remarkable newspaper achievements of the century.

The first news of Dr. Cook's discovery received in America came to the Herald Wednesday morning in the shape of a cable dispatch dated at Lerwick in the Shetland Islands. It was as follows:

"Reached North Pole April 21, 1908. Discovered land far north. Have left sealed exclusive cable of 2,000 words for you with Danish consul at Lerwick. I go steamer *Hans Egede* to Copenhagen."

Early Wednesday night Dr. Cook's complete story of the finding of the pole was in the New York and Paris offices of the Herald.

In connection with the story the Herald printed the following notice:

Reproduction, in whole or in part, of Dr. Cook's story of the finding of the Pole without the permission of the New York Herald will be followed by prosecution of those who thus violate the copyright laws.

The Herald prints the only story written by Dr. Cook of his trip into the Far North. The article has been copyrighted in America and Europe. Dr. Cook gave to no other publication any account of what he accomplished in the North.

NORTHWEST PAPERS

Meet in Seattle and Organize a News Circuit.

Owners and representatives of the principle papers in the Northwest met in Seattle last week and organized the northwest news circuit. The meeting was held in accordance with the policy outlined at a meeting in New York last April.

Charles E. Kloer, Western superintendent of the Associated Press, with headquarters in San Francisco, attended the conference.

The papers and those representing them follow: W. H. Cowles, proprietor Spokesman-Review and Chronicle, Spokane; H. Pritchard, editor Walla Walla Union; Edgar B. Piper, managing editor Oregonian; Alden J. Blethen, editor Seattle Times; ex-Senator John L. Wilson, president, and A. P. Sawyer, secretary, Post-Intelligencer, and Jabez Nelson, representative of the Associated Press, Seattle.

The New York Review Appears.

The New York Review, a new weekly devoted to theatrical news, made its first appearance last Sunday. A "Declaration of Purpose" printed on the first page states that it will give everybody an even break and will deal with all theatrical news impartially. Milton Wolf is the president and Emanuel M. Klein secretary and treasurer of the new publication.

Tom C. Fields has established the Gazette at Wayne, Okla.

COSTLY PRINT PAPER.

Congressman Mann Says Payne Bill Gives Canada Advantage.

Congressman James R. Mann, of Illinois, who worked strenuously for cheaper print paper and a reduction of the tariff on wood pulp in the House, declares that Canada has the position of advantage in the matter of pulp and paper tariff and that he believes that the United States is on the verge of a great tariff war with the Dominion.

"Unless we can get pulp wood from Canada," stated Mr. Mann in an interview in Chicago this week, "many of our print paper mills will go out of business, and it is to the interest of cheap news print paper that we should have competition between American paper mills and Canadian paper mills.

"Whether the Canadian provinces will remove their restrictions is doubtful. Under the proposition I made to Congress, making a tariff of \$2 a ton on paper, if the restrictions were removed, the Canadian provinces would have agreed to our terms. But it is doubtful whether they will do that to get a reduction to \$3.75 a ton."

GOOD TIMES IN WEST.

J. F. Baxter, of Kansas City Journal, Says Things Are Booming.

The athletic figure of J. F. Baxter, of the Kansas City Journal, was seen in New York this week.

"Summer advertising is quiet out our way as elsewhere," he said to a representative of The Editor and Publisher. "Local advertising, I mean. We in the Journal office have been kept pretty busy with other lines of business, notably with automobile and school advertising. The Western farmers are prosperous and the automakers do well to go after them.

"Yes, I like New York, although I don't get a chance to visit it often. I find the weather here much cooler than at home, where we have had a temperature over 90 for days on a stretch."

Veteran Editor Retires.

Marcus D. Raymond, one of the best known editors in Westchester County, N. Y., and owner of the Tarrytown Argus, has sold that paper to Van Tessel & Odell, owners of the Tarrytown News. Mr. Raymond, who is seventy-six years old, will devote his time to travel, and will contribute to various historical publications. He has been engaged in newspaper work for more than a half century, and purchased the Argus in 1875.

Will Take Over Old Ohio Paper.

A company has been organized to take over the Lisbon (O.) Daily Patriot, said to be the oldest paper in the State. W. S. Potts will be the editor. The paper has not missed a weekly issue in more than 100 years.

In Philadelphia
The Bulletin

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

Net Paid Average for July,

242,542

copies a day

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

WILLIAM L. McLEAN, Publisher.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

HARRY B. JOHNSTON, Acting Advertising Manager.

ADVERTISING CLUBS

HOLD LIVELY MEETING AT LOUISVILLE AND ELECT NEW OFFICERS.

Samuel C. Dobbs, of the Coco Cola Interests, the New President—Omaha Chosen as the Next Place of Meeting After Spectacular Battle in Which Richmond Nearly Secured the Honor.

More than eight hundred members attended the fifth annual convention of the Associated Advertising Clubs of America at Louisville last week.

Samuel C. Dobbs, advertising and general sales manager of the Coco Cola Company of Atlanta, was unanimously chosen president. Other officers elected were: W. E. Campbell, Kansas City, first vice-president; P. S. Florea, Indianapolis, secretary; Leo Landau, St. Louis, treasurer; Ray Woltz, Chicago, permanent sergeant-at-arms.

Directors: Will M. Clemens, Memphis, Southwestern District; I. H. Sawyer, St. Louis, Southwestern District; Orva G. Williams, Chicago, Central District; S. K. Evans, New York, Eastern District; P. V. Collins, Minneapolis, Northwestern District. Mr. Landau was the only officer re-elected.

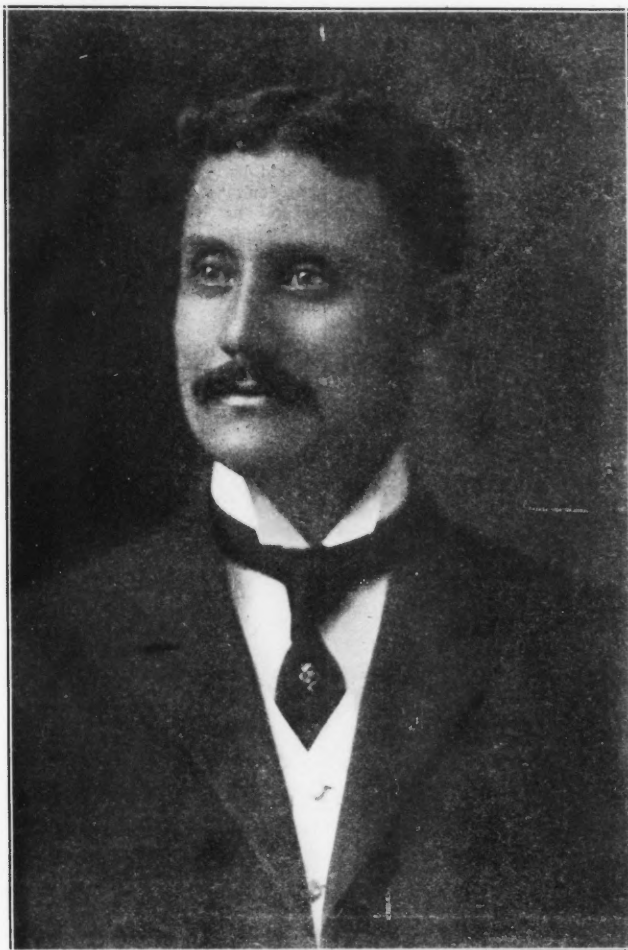
Omaha was chosen as the next place of meeting after a fight which developed the most spectacular features of the convention. Richmond, Va., was a close contestant for the honor, and the final vote was Omaha, 140, and Richmond, 107.

In the election of officers, S. C. Dobbs proved an easy winner in the fight for president, James Rodgers, of New York, withdrawing and making the nominating speech for Dobbs.

In a brief speech Mr. Dobbs pledged his strength for the association and said that "Honesty in Advertising" was the slogan the advertising men must nail to the masthead. The selection of Mr. Dobbs for president was regarded on all sides as a very happy one, because, being one of the largest buyers of space in the country and using all mediums, he will do much to cement every branch of the business.

At the Friday morning session President Gibbs introduced Ingalls Kimball, of New York, who addressed the convention on "The Printing Art in Advertising."

"I should never have chosen that subject," said Mr. Kimball, "because there isn't any such thing. The printer has changed from an artist, as he was at the beginning, into a business man and an executive, and



SAMUEL C. DOBBS.

ADVERTISING AND GENERAL SALES MANAGER OF THE COCO COLA CO., OF ATLANTA, GA., THE NEWLY-ELECTED PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

therefore the artistic part of the job is almost lost."

The afternoon session was given over to the election of officers and voting for the place of convention. Throughout the day the Kazoo Band, of which President Gibbs was the organizer, and which is always a feature at every convention, entertained the delegates.

The Central District convened on Friday morning and re-elected its old officers. Smith B. Queal, of Cincinnati, is president. The Southeastern association chose the following Executive Committee: V. H. Hanson, Birmingham, chairman; E. M. Foster, Nashville; T. E. Basham, Louisville; B. W. Orr, Richmond, and G. W. Weever, Montgomery.

Two New Ones for Hand, Knox & Co.

Everybody connected with Hand, Knox & Co., special agents, Brunswick Building, New York, was in a joyful state of mind this week over the addition to the agency's expanding list of two new papers, the Philadelphia Telegraph and the Richmond Times-Dispatch. Heretofore the Telegraph has had no representative in New York and the Times-Dispatch has been cared for by the Sheffield Special Agency, Tribune Building.

Chas. H. Stuart has disposed of his interests in the Paragould (Ark.) Democrat Printing Company.

SAMUEL C. DOBBS.

New President of the Associated Advertising Clubs of America.

Samuel C. Dobbs, the newly elected president of the Associated Advertising Clubs of America, is the publicity and sales manager of the Coco Cola Co., of Atlanta, Ga., one of the largest advertising concerns in the world.

Mr. Dobbs was born in Carroll county, Ga., in 1868, and secured his education at the country school. When eighteen years old he went to Atlanta and entered the drug store of his uncle, Asa G. Candler, the originator and present proprietor of the Coco Cola plants. He advanced rapidly from a salesman to the publicity department of the company, which involves an expenditure of nearly a million dollars a year.

Mr. Dobbs is well known to publishers throughout the country and is recognized in the advertising field as one of the most successful and highest paid men in the business.

Business Manager of La Follette's.

R. D. Holmes, formerly connected with the Madison (Wis.) State Journal, has been made business manager of La Follette's Weekly.

F. L. Gillespie, of Guthrie, Okla., has purchased the Cleveland (Okla.)

"HIGHER IDEALS."

Lewis Scurlock of Kansas City Would Raise Standard of Advertising.

Talking on the subject of "Higher Ideals in Advertising" before the Associated Advertising Clubs of America at Louisville, Ky., last week, Lewis Scurlock, president of the Provident Land Company of Kansas City, said in part:

The man who did the first advertising was honest, in my opinion. He had something to sell. He believed he could sell it faster by using printers' ink than by going or sending salesmen to see his customers. His product had merit. He believed in it. He could conscientiously tell the truth about it. He advertised guardedly at first. He found it paid. His customers soon came to find out that his product came up to the expectations made in his advertising. The news spread. His business grew until the product of this man's factory is a byword in every household. He succeeded. Why? Because he founded his business upon facts and truth, which are as lasting and enduring as the rock-ribbed hills of ancient Judea.

Contrast with this successful advertiser the cunning competitor, a close student of advertising and its psychological effect upon so-called human nature. The Golden Rule idea is unknown to his make-up. He puts an article on the market similar in every way to the one mentioned and accepted as standard. It cost to manufacture half the money. His representation place is above everything in its line as to quality and merit. His advertisements, newspaper and mail order, billboard, in every conceivable form, flash out over the entire country. Success apparently comes immediately. Others want the short route to wealth. One new thing comes so fast after the other that the public can't keep up. The new things do not all last like the standard goods which have always met requirement. Failure overtakes many. Millions of dollars are wasted annually in the short cut to wealth schemes, while the business firm which sticks close to the truth, adds to its advertising appropriation from year to year and its stockholders get larger dividends.

It is the pure ideals in advertising, like pure water from the flowing spring, which hold up the high standing of the profession and will eventually purify it to such an extent that all of our papers instead of a few will scrutinize more closely the character of some of the advertising which they accept.

Trade Paper Becomes a Daily.

The Iron Trade Review, published at Cleveland, O., made its appearance as a daily last Thursday. The weekly edition will be published Wednesday.

350,000 GERMANS IN PHILADELPHIA

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

- Morgen Gazette**
- Evening Demokrat**
- Sonntags Gazette**
- Weekly Staats Gazette**

Examined by the Association of American Advertisers.

IF YOU MAINTAIN



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

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

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

A WOMAN REPORTER

Must Be a Combination of Many Desirable Things to Make Progress in Her Work—Helpless in Grip of Present Newspaper System.

Writing in Collier's Weekly, Anne Eliot says that the newspaper woman to make a success of journalism must sacrifice her self-respect and forget her sex. She says in part:

"It is impossible for a woman to make a success of yellow journalism and maintain her self-respect.

"In this country to-day there are thousands of ambitious young women eager to take up newspaper work. This is equivalent to saying they are headed for the yellow journals, for it is mainly papers of this class that offer the big prizes for feminine talent.

"The writer feels that it is not only advisable, but urgent, that these aspirants should know before they take the initial step just what it really means to be a woman reporter. For newspaper work, in its most usual application, means reporting.

WOULD ASK EIGHT QUESTIONS.

"Here are eight questions I wish to ask the girl candidate for journalistic honors:

"Would you be willing to sacrifice a sister woman's reputation in order to gain a piece of news?

"Would you be willing to hobnob with servants and bribe them, if necessary, to secure information for your paper?

"Could you, after a man had refused to receive you at his office, follow him to his train, force yourself into his private car, and literally hold him up for an interview?

"Could you follow a man about in a cab, striving to waylay him and compel an interview; and, as a final desperate move, deliberately block his automobile in order to force his attention?

"Could you become sufficiently callous to play spy upon the wife of a bank defaulter, haunting her house, pursuing her to the train, traveling with her, and trapping her into an interview?

"Could you bring yourself to 'interview' a murderer's wife an hour before her husband was executed, and write of her sufferings and agonies?

"Would you be willing to frequent police courts, jails, divorce courts and murder trials, living in a perpetual atmosphere of crime and scandal?

"Lastly, could you endure the personal humiliation of being bodily ejected from a private home—literally pushed out of the door by the head of the house?

"These are perfectly fair test questions. They do not in the least exaggerate the nature of the work re-

quired of a live reporter by the enterprising newspaper of to-day. The writer, during her six years' newspaper experience, has faced every one of the exigencies mentioned and hundreds of others equally distressing.

HANDLES SUBJECT WITHOUT GLOVES.

"There is no use attempting to handle the subject with gloves. The only way to treat this question is with strict honesty. Therefore I ask the would-be newspaper woman, point-blank: Are you willing to take up a profession that requires you to do things a gentlewoman would shrink from doing?

"It is almost incredible that a profession which is nominally so desirable should in its real nature be so debasing. Indeed, it is doubtful if there is any other calling open to woman which offers her such excellent rewards, and at the same time carries with it such bitter penalties and humiliations.

"The newspaper girl should know at the outset that she belongs to a class as unwelcome as the book agent. The revelation of this fact is one of the great shocks that come to disillusionize the beginner.

"No doubt the innocent candidate has imagined herself in quite a different role. Her fancy has painted the woman journalist as a picturesque and favored individual, with unlimited opportunities for 'seeing the world' and coming into contact with its great people.

"In mind she has doubtless pictured herself smartly gowned and groomed, going about to the homes of the rich and the studios of the famous, received on an equal footing with other workers who use their brains for a living.

"Instead of this she finds that she is a shunned and dreaded person, the very mention of whose errand is the signal for emphatic rebuffs and closed doors. She discovers that her only hope of 'seeing people' is by force, or persistence, or stratagem, or by wheedling and persuasion that involve personal humiliation. And that even when she does triumph in gaining an audience with one of the mighty, she is received, not as a woman of brains, but as a distinct inferior.

"There are, of course, exceptions to this latter condition, as the writer's own experience bears witness. Nevertheless, these exceptions only emphasize the rule.

MUST FORGET SEX.

"In order to make any progress in her work, she must break over the barriers raised against one of her profession. This means that she must be aggressive instead of gentle, pushing herself where she is not wanted. That she must be rude if necessary, persistent, impertinent, callous—anything to gain her point. In short, she must forget that she is a woman.

"To be frank, the girl reporter must be a combination of several undesirable things. She must be detective, adventuress, errand boy, scout, scandal-monger, thief. For is it not thieving if one secures an interview by other than fair means?

"None of this is the fault of any special individual or set of individuals. The editors themselves are not to blame. An editor may personally hold the highest ideals of honesty and may wholly disapprove of the methods he is pursuing. But he is helpless in the grip of the present newspaper system. He is a tool, just as the reporter is a tool, to serve the ends of that system.

It is a perfectly cold-blooded proposition. His business is to get the news. How he gets it, who get it, who suffers for it—these questions to him are not germane. The personal equation cannot enter into his calculations.

"If a woman has scruples against present-day journalistic methods, she should know it before she accepts a position on a newspaper. If she rebels when questionable assignments are given her, if she suffers compunctions and misgivings, it is her fault rather than the editor's. So long as she takes the position, it is presumed she is willing to conform to the conditions. If she cannot do so, the only thing for her to do is to resign. The editor has neither time nor patience to listen to her complainings. He will not tolerate anything save cheerful, energetic, whole-hearted work.

"The writer, however, has never yet been able to understand how it is possible for any woman to long remain cheerful, energetic, and enthusiastic in the chains of newspaper reporting. So far as my own experience is concerned, I do not hesitate to say that, although conscientiously performing the tasks assigned me during six years of such labor, I worked forever under protest. There was never a time when I was not opposed to the system whose tool I was.

DANGER OF BEING SELF DECEIVED.

"As I review my experiences to-day, apart from the atmosphere and environment that produced them, the thing I marvel at is that I could ever have forced myself to acts which wholly contradicted my personal standards of justice—acts which were a menace to my womanliness.

"It is this that urges me to warn ambitious girls against the danger of becoming self-deceived about journalism. It is so easy to lose one's own views in the great maelstrom of energy and enterprise that create the daily paper. It is so easy to get the newspaper viewpoint. The more receptive, ardent, and ambitious a girl is, the sooner is she won over.

"Under the pressure of an editor's expectations, with the sanction of an entire office back of her, the woman reporter throws herself, heart and soul, into an undertaking which in its real nature is unscrupulous. The newspaper viewpoint makes it seem perfectly legitimate. Even an act which is brazen takes on the color of a heroic performance when the girl journalist attempts it. Deeds of daring and impertinence which, as an individual she would regard with horror she executes, in the service of her paper, with all the abandonment of a soldier fighting for his country. But if she is a girl with a conscience, the reaction is inevitable. Away from the office or from the scene of conquest these acts, which had seemed 'perfectly legitimate,' loom before her in their true light—large, hideous, and impossible.

"I went into newspaper work, not from choice, but from necessity. I had always been ambitious to write, but had not thought of the daily paper as the medium of development. Circumstances definitely decided the channel for my efforts.

"It is advisable that the newspaper woman should have nothing about her appearance to betray her profession. She should dress with care and taste, and when she starts out on an assignment should look no different from women of leisure who sally forth for calls or shopping or the theater.

"Time was when the mannish type

of female reporter was in demand, but to-day the woman who makes the greatest success in reporting is the one who is most truly feminine. She must be the softest, sweetest, gentlest sort of person in appearance, and yet—such are the exactions and inconsistencies of her profession!—she must at the same time equal the strongest man in determination, force, persistence, and physical endurance.

"The newspaper wants her tact and charm and poise, and her fetching appearance, but it also demands that she shall have pluck and fearlessness and an iron constitution.

"Very early in my career I discovered that if I permitted feminine traits of sensitiveness or weakness to interfere with my tasks, I incurred the immediate displeasure of an editor. There are no special privileges for the woman who goes into newspaper work.

"No editor wishes to be reminded that it is difficult to stand in a driving storm seeking to waylay some one for an interview. What he wants is the interview. He will not be bothered with the difficulties in the way."

ST. ELMO MASSENGALE

Tells Advertising Men About Conditions in the South.

Speaking to the members of the Associated Advertising Clubs of America, in convention at Louisville last week, about advertising in the South, St. Elmo Massengale said in part:

The value of Southern newspapers as advertising mediums is increasing rapidly through wonderful increases in circulation. How rapid are these increases, especially from the business centers of the South, is thoroughly appreciated by you who have the fact impressed upon you every day. The rural free delivery system has wrought wonders in bringing these results in all parts of the land, but in no section has the result been proportionately as great as in the South. The circulation of the daily has not been affected so much as that of the semi and tri-weekly and of the great farm papers, whose circulations have increased with wonderful rapidity and to enormous totals. For reaching the farmer no mediums surpass these, and the farmer is worth reaching to an extent never dreamed of before. His purchasing power is growing with strides and bounds in many parts of the South. Luxuries are becoming necessities and the list of necessities is receiving substantial additions.

The mail-order business in the South is growing. The experiences of Southern pioneers in this field have attracted others to this method of selling and the forms of advertising peculiar to this business are filling larger space in the farm and weekly journals.

Character of Circulation

The remarkable increase of real estate, dry goods, transportation, school and financial advertising in The New York Times is a natural tribute to the high character of its circulation. The first six months of this year showed an increase of 649,402 lines over the same period of last year, a gain of 100,000 lines more than was made by any New York newspaper, morning or evening.

THE NEW YORK TIMES.
"All the news that's fit to print."

Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 5,500,000.

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKS, HORACE M. FORD,
525 Fifth Ave., Marquette Bldg.,
New York, Chicago.

"PROSPERITY"

Additional Letters from Representative Advertising Agencies, Showing that a Feeling of Optimism Prevails All Over the Country.

CLAGUE-PAINTER-JONES CO., ADVERTISING AGENTS, CHICAGO.

EDITOR AND PUBLISHER: Answering yours of the 21st, my opinion on the outlook of the advertising business for the coming year is, "Never better."

The crops are almost beyond danger, and we are going to have one of the greatest bumper years the country has ever had. We have plenty of money to spend, the tariff out of the way, and nothing short of a national calamity can prevent 1909-1910 reaping a bumper crop also for the advertiser and publisher.

STANLEY CLAGUE.

J. J. GIBBONS, LIMITED, ADVERTISING, TORONTO, MONTREAL, ST. JOHN, N. B.

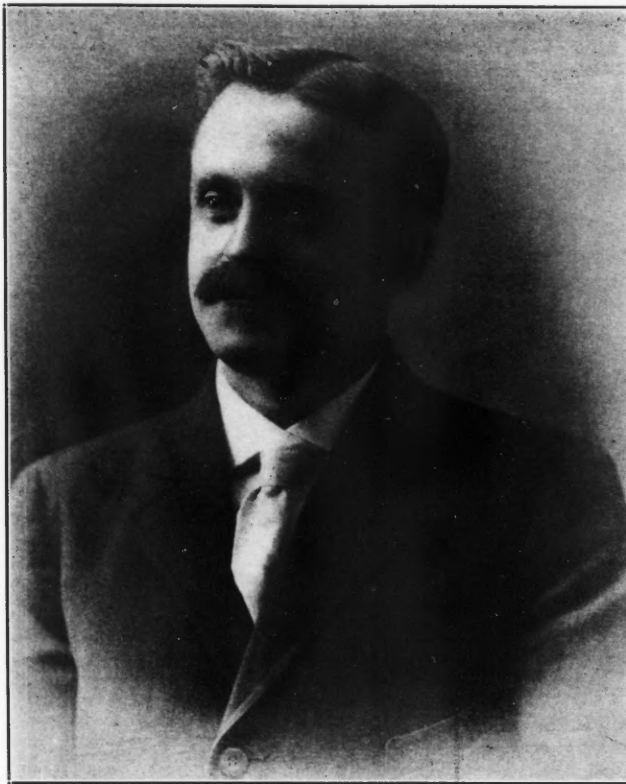
EDITOR AND PUBLISHER: So far as Canada is concerned prospects are good. One peculiar phase of the advertising business is that when times were bad the manufacturer complained that he could not afford to spend any money—and when times are good he tells us he cannot fill his orders, and why advertise? However, the prospects look to be very good.

The recent hard times resulted in the manufacturer taking a good deal more interest in his advertising agents producing some tangible results, so that the hard times has been good for the agent, and hard on the incompetent—after all, when you come to sum it all up, business is just about as good as you make it.

J. J. GIBBONS.

HORN-BAKER ADVERTISING COMPANY, KANSAS CITY, MO

From present indications and after



FRANK A. MUSGROVE,

EDITOR OF THE HANOVER (N. H.) GAZETTE, WHO HAS BEEN APPOINTED SUPERVISOR OF THE CENSUS BY PRESIDENT TAFT.

FRANK A. MUSGROVE.

New Hampshire Editor Appointed Supervisor of the Census.

President Taft has announced his decision to appoint Frank A. Musgrove, editor and publisher of the Hanover Gazette, supervisor of the census for the State of New Hampshire.

Mr. Musgrove is one of the younger leaders in State affairs, and is well known as an aggressive and fearless champion of the principles of the so-called platform Republicans, or reform wing of the party. He is well qualified for the duties of the office, and the appointment is considered an exceptionally good one.

Mr. Musgrove is thirty-seven years old, was born at Bristol, N. H., and is the son of Col. R. W. Musgrove, a veteran of the Civil War, a well-known editor, and the publisher of the Bristol Enterprise.

After graduating from Dartmouth College in 1899, Mr. Musgrove purchased the plant of the Dartmouth Press, which under his management has become one of the largest printing establishments in New England north of Boston. He was elected to represent the town of Hanover in the Legislature of 1907, and re-elected to the session of 1909. He was one of the leaders of his party in the House and was especially prominent in opposing corporation or railroad influence in State politics, and was active in the movement to secure the adoption of reform in taxation. He is a logical speaker and a forceful advocate of honest and representative State government.

The Topeka Daily Capital

I guarantee a larger circulation in Topeka.

A larger circulation in Shawnee and adjoining counties.

A larger circulation in Kansas than any other daily newspaper in the State. Circulation now more than

30,000

reaching every postoffice in the State, every day in the year.

The Capital is absolutely supreme in its own city and in its State.

ARTHUR CAPPER PUBLISHER

Topeka, Kansas

BARNARD & BRANHAM

Publishers Representative

NEW YORK CHICAGO Brunswick Bldg. Boyce Bldg.

taking account of all the principal factors that go to make up the business situation, I have no hesitation in saying that the total volume of advertising during the coming fall and winter is likely to be the largest ever recorded. I am also of the opinion that this enormous amount of advertising will prove extraordinarily profitable for advertisers themselves. Such an outcome is almost bound to result from the new conditions now obtaining in the publishing world. Thanks to the efforts of the Postoffice Department, and of the publishers themselves, waste circulation has been largely eliminated; and advertisers will have better assurance than ever before that they are receiving their money's worth in full for every dollar of their advertising appropriation.

On the other hand the entire advertising business as today conducted stands on a higher plane than ever before; and the public has been educated to believe that there is safety as well as profit in dealing with advertisers whose announcements have been accepted by reputable publishers.

In the business world it is the well-nigh universal sentiment that the period of readjustment has run its course. Every business man conversant with the general situation looks forward to a period of extraordinary prosperity reaching well into the present decade or longer.

Late advices from many sources indicate big crops and abundant harvests. The railroads in consequence are placing heavier orders for steel rails and equipment than for several years past. Wall street, viewed merely as a barometer of trade, has been systematically discounting these conditions for many weeks past; and the present market prices of all classes of securities tell an eloquent story. From my personal observation of conditions in the Middle West, I am convinced that this section will be an important contributor to the complete restoration of prosperity in the advertising business. This section is prosperous, and its prosperity is everywhere recognized. Kansas City's ho-

tels today are having their capacity tested to the uttermost to furnish accommodations for the army of commercial men that are invading the city. The weekly Clearing House reports tell a similar story. When business is prosperous advertisers are the first to feel the benefits, and those benefits are already in evidence.

E. S. HORN, President.

A. T. BOND, ADVERTISING AGENT, BOSTON, MASS.

EDITOR AND PUBLISHER: Present commercial conditions are quite normal. Money is easy. Prosperity is in the ascendant. Business men of solid financial standing recognize the science of advertising as a component department in their organizations—as necessary as the processes by which their wares are evolved—and as the fruitful example of these successful men—successful entirely as the result of judicious advertising—is already perpetuated in monumental fame, it is logical to expect not only a continuance of but an increase in advertising output.

Modern advertising is so searching in its greed for trade; so ingratiating, plausible, and so comprehensive in its action that no earthly power will ever be able to weaken mankind's interest in it—either as an instructive, entertaining, educating element, or as the medium through whose efforts fortunes are made and "empires founded."

Advertising is as necessary as the very air we breathe. Its future is bound to be progressive.

By "advertising" I mean the type of publicity carefully adapted and adjusted to the individual case, honest, sincere, unexaggerated, direct and appealing.

ARTHUR T. BOND.

New Paper for New Mexico.

The Amistad (N. M.) Tribune, a weekly, has made its initial appearance. It is edited and owned by W. M. Kin-kade and C. E. Hargreaves. Mr. Kin-kade was formerly State editor of the Pueblo (Col.) Chieftain.

New York Herald Syndicate

SPECIAL CABLE AND TELEGRAPH SERVICE

"In the Day of the Duel"

and

"The Society Wolf"

Good titles—Don't you think? They attract attention. So do the stories. They are up-to-date Sunday features.

Daily features: News matrices, comic matrices, women's features and daily photographs.

For particulars of any service apply to

NEW YORK HERALDSYNDICATE

Herald Square, New York City

CANADIAN BRANCH:—

Desbarats Building, Montreal, Canada.



Marbridge Bldg., New York

Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.

Results Count—Write for References

CHICAGO PRESS CLUB

President Taft Expected to Assist at Dedication of New Home—Has Long Made a Practice of Entertaining Distinguished Men.

It is expected that President Taft during his stop over in Chicago next month will assist in the formal opening of the new home of the Press Club of that city, located at 116-118 Dearborn street, in the very heart of the "Loop." The occasion promises to be one in which not only the newspaper men and writers of Chicago, but of the West, and to a great degree of the country at large, will take a deep interest, since the membership of the organization ramifies practically throughout the nation.

The Press Club of Chicago is in its twenty-ninth year, and during its lifetime it has accomplished many worthy things. Its ideals have always been high. Its first chief officers were Franc B. Wilkie, a famous war correspondent, and Melville E. Stone, now general manager of the Associated Press. Among its presidents have been Joseph Medill of the Chicago Tribune, James W. Scott of the Chicago Herald, now the Record-Herald; Samuel J. Medill, managing editor of the Tribune; William E. Curtis, the well-known correspondent; Frank Vanderlip, now president of the City National Bank of New York; John E. Wilkie, now chief of the United States secret service; E. C. Packard, Stanley Waterloo, W. K. Sullivan, William Knox, William H. Freeman, Homer Carr, Richard Henry Little and many other men well known to literature and to journalism.

The Press Club of Chicago is one of the largest press clubs in the world, and it ranks among the best. It represents and works for all that is high and creditable, not only in journalism and literature but in the related arts and crafts. Its membership is made up of newspaper men of all grades, from the reporter to the editor-in-chief, of publishers and managers, authors, poets, illustrators and others whose energies find expression through the instrumentality of the printing press.

The Press Club of Chicago has long made a practise of entertaining distinguished people, and especially those who have made their mark in the world of letters. Its hospitality has been extended to hundreds of public men, to actors, to painters, to



FRED J. WILLOCK.

WHO WILL FILL THE VACANCY IN THE BUSINESS STAFF OF THE HOUSEWIFE, CREATED BY THE DEATH OF C. M. MORTON.

explorers, to women as well as to men who have done things. While this hospitality, doubtless, has contributed much toward making the club favorably known far and wide, its fame is attributed primarily to the character of its own membership.

The president of the club is by common consent almost invariably drawn from the ranks of working journalists. Only one exception, indeed, has been made to this rule. Some of its most efficient under-officers, however, have always been members engaged upon literary work purely, or managers and editors of trade publications.

If any old member of the club were asked what he valued most in his membership, he would unhesitatingly say the associations. In this club he finds true democracy. The government of the organization is purely democratic, for it may be actively participated in by the newest member. Not infrequently have its officers been instructed by the monthly meetings of the membership to change or to reverse their policy in certain particulars.

The club holds frequent entertainments and receptions, gives dinners and luncheons, takes outings and goes on excursions. It enters into the spirit of progress in Chicago and the West, and is abreast with the great civic organizations of the country on all live questions.

In its roll of life members may be found the names of many men who have assisted and who are assisting in the making of the history of the nation. Perhaps one of the finest tributes ever paid to the club fell from the lips of Vice-President Fairbanks on the occasion of a reception tendered him about two years ago. He said:

"No one who has not enjoyed the hospitality of the Press Club of Chicago knows what he has missed. I am deeply sensible of the fact that I have never known Chicago at her best until today, have never known the real source of her strength and the secret of her renown. Chicago is here. The Press Club is Chicago incarnate. This is what makes Chicago famous."

President Taft, William Jennings Bryan and other notable men have spoken in similar terms of this club. Its present officers are: President,

Henry Barrett Chamberlain, Record-Herald and editor of Voter; first vice-president, Frank M. Morris, the Book Shop; second vice-president, Duncan M. Smith, Daily News; third vice-president, Wright A. Patterson, editor-in-chief of the A. N. Kellogg syndicate; treasurer, Frank W. Smith, cashier, Corn Exchange National Bank; financial secretary, Henry J. Bohn, the Hotel World; recording secretary, Harry Irving Greene, magazine writer; librarian, Joseph F. Henderson, daily newspaper writer. Directors: J. E. Deffebaugh, J. Newton Nind, Otto G. Hottinger, George W. Webber, A. W. Glessner.

The new home of the Press Club is one of the finest club buildings in Chicago, and the club itself is conducted as well as the best. The clubhouse is handsomely furnished throughout, and every convenience is provided here for the newspaper writer and the author, as well as for those who are connected with the business side of publishing. In the arrangement of the club the ladies have also been provided for, a handsome suite, including a lunch room, having been set aside for their use.

FRED J. WILLOCK.

Joins the Business Staff of the Housewife.

Fred J. Willock, formerly art manager of the New York Times and for the past two years business manager of the Powers Photo Engraving Co., has accepted the position on the business staff of the Housewife made vacant by the death of C. M. Morton.

Mr. Willock, who was born in New York thirty-three years ago, has been identified with the graphic arts nearly all his life. He began his career as an apprentice in the large Hoe plant and later became a printer's devil on the New York Times. Shortly after joining the forces of the Times he began the study of art at the Pratt Institute in Brooklyn, and for seven years he studied art by day and worked on the Times by night. He served the New York Times fourteen years as a printer and finally became art manager, which position he filled for four years. He also started the pictorial section of the Times.

DAILY FEATURES

Our "dailies" include Comics, Cartoons, two Puzzle features, Line and Half-tone Fashions, Portrait, Pattern and Weather Report services.

Sample matrices for the asking

The International Syndicate

Features for Newspapers

Baltimore, Maryland

Country Publishers

can print more news and later news

IF THEY USE A

JUNIOR LINOTYPE

3000 ems an hour guaranteed

Sets Heads Sets Ads
Casts Rules, Dashes and Borders

Price \$1,500 Easy Terms



Change from Body Type to Head Letter Instantly

Send for Latest Specimens of Faces

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

COUNTRY PAPERS

Their Relation to the Metropolitan Dailies—They Plant Ambition and Inspirations in the Minds of Men that Larger Papers Cannot Touch.

In an address before the National Editorial Association at Seattle on the Relation of a Country Newspaper to the Metropolitan Daily, Leon Westmoreland, publisher of the Greenwood (Ark.) Democrat, in speaking of the value of local mention, said in part:

"They plant ambitions and inspirations in the minds of men and women

town in a short time with white shirt and collar and awakened energy.

"One of the proudest days of my life was when, after I had been to the county seat and returned, I picked up the county paper and read, 'Leon Westmoreland, one of Magazine's hustling young men, was in town Saturday.'

"I read that over a dozen times and it looked better every time.

"I wanted to be an editor at once, and it is more than probable that but for that three line local I would not be here talking to you.

"The country papers must make men great before the metropolitan paper discovers them.

known world bowed at his feet, while he sighed that there were not other worlds to conquer.

"It is such little items as to-day appear in the country papers that start the flames of ambition that are later fanned by the big daily.

"It is too often the case that to gain favor with the news department of a metropolitan daily, one must commit some terrible crime, the more diabolical the more favor, and only the known great are admitted to its sacred columns.

"From an editorial standpoint it is as Mr. Bryan says 'a great deal of difference in a man writing what he is told to write and what he believes,'

that you can count the editors of our country on the fingers of one hand that have gained national prominence, and then have some to spare, and every one of them so recorded have been sending forth honest opinions from the deepest recesses of their own hearts.

"Rehashing the words of one of America's greatest patriots, I would exclaim, is a livelihood so dear or money so sweet that our honest convictions are to sold at a price of silver or gold? Forbid it, Almighty God. I don't know what others may do, but for me, give me liberty of thought or give me the poorhouse.

"It is my great ambition to some day become an editor of a great daily, but when my ambition is realized only honest convictions shall go into its editorial columns, and a special easy chair shall be provided in the most comfortable part of the sanctum for the country editors when they come to see me and they shall get preferred positions, reading matter along both sides and top of column.

"The power of the press is a potent factor in any government where the freedom of the press is tolerated, and it should be the greatest ambition of this association to encourage the freedom of the press, which is often throttled here in this country as well as in Russia, not from the edict of the throne, but from financial transactions inaugurated behind closed doors and in committee rooms by interests inimical to the public welfare.

"Too often the country press is controlled by the subsidized press. They too often let them set the pace."

DAINTY BUSINESS OFFICE.

Syracuse People Gaze at Journal's Front Room.

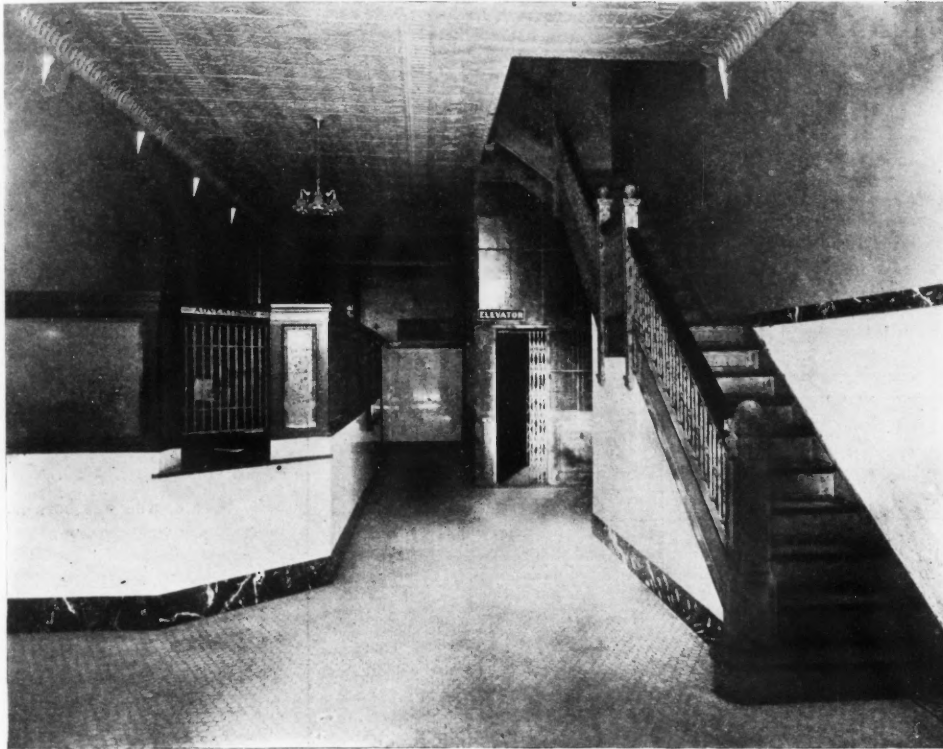
The recently completed business office of the Syracuse (N. Y.) Journal has attracted much attention, because of the remarkable combination of architectural beauty and utility. The office is on the ground floor of the seven-story building—every floor of which is occupied by the Journal.

White Italian marble with verde antique marble borders give the walls an impressive daintiness. The trimmings are in mahogany and gold. The floor is modern tile. The elevator is inclosed in verde antique grill with wireglass. The ceiling is steel, decorated. The stairway is of iron and slate.

Will Open New England Office.

It is reported that the Special Agency of Paul Block, Inc., will soon open a permanent New England office, with headquarters in Boston. It will be in charge of a well-known New England advertising man who is thoroughly familiar with conditions in the New England field.

H. J. Cowgill, of Topeka, Kan., has purchased an interest in the Chickasha (Okla.) Journal.



THE BUSINESS OFFICE OF THE SYRACUSE (N. Y.) JOURNAL.

that the metropolitan dailies can never touch.

"They start the fires of inspiration where the dailies, if left alone, would fall like a mist or shadow.

"Like a mighty alarm clock they awake the slumbering souls reveling in air castles and day dreams into real efforts of indefatigable persistency to push onward to power and progress.

"The greatest inspiration in the world comes from the realization of the fact that others are watching your progress.

"I can take a ragged and dirty man who has common intelligence and by personal mention have him coming to

"The country papers make men, the metropolitan dailies make the fact known to the world.

"The country paper is the architect and builder, the metropolitan daily the decorator.

"The country paper is the great engines that turn the winding screws that move the great ships across the broad expanse of the oceans, the metropolitan daily the sentinels that stand on shore and announce their coming and either welcome or deplore their landing, owing to the contemplated influence.

WIELD GREAT INFLUENCE.

"Like the hand that rocks the cradle, the country newspaper lays the foundations for the ambitions that ultimately move the world.

"The influence emanating from the discussions at those great gatherings of the Forum in Rome afterwards drove Pompey to his death, set Cleopatra upon the Egyptian throne, crushed the despotic rule of the Patricians and put the Plebeians in possession of the Roman empire.

"The kind and resolute words of the teachers of Philip's son inculcated an inspiration that afterwards untied the famous knot, swept over three continents with an electrified arm until the

and it is generally true that the editorials of the country newspapers, whether daily or weekly, are heart throbs of sincere thought, while in the metropolitan daily it is too often machinations for the interests of some particular person or thing.

"There are too many editors writing what they are told to write.

"They are in slavery doing their master's will.

"Uncle Tom's Cabin is no bugbear to them.

"Ladies and gentlemen, is it right, is it elevating to the profession for editors to sell their honest opinions at auction?

"Has any editor in mental slavery ever gained more than the contents of his Saturday night envelope?

"It is lamentable, but true, today

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

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

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, SEPTEMBER 4, 1909.

HOW THE NEWSPAPERS OF SEATTLE COMPELLED HOSPITABLE TREATMENT OF VISITORS.

Travelers returning to the East from the exposition in Seattle seem to be in a frame of somewhat unique mind. They seem to be happy, or at least contented. When you ask them about the Fair, they say—"Fine. Great country out there. Great town—Seattle. Wide awake, square, hospitable people. Good place to live."

Right on its face, this certificate of character for Seattle is a thing of great value to the citizens of that city. It follows that much curiosity has been aroused about the proximate cause of this general satisfaction.

It seems that, at the time the exposition opened, hotel landlords and others who proposed to house and feed and otherwise entertain visitors, slid quite easily into the short-sighted belief that the stranger had money and had come prepared to leave it in Seattle, and, as time was short, each Seattle landlord or entertainer was justified in getting the stranger's money very quickly, so as to make room for others. This queer business policy was handed down to Seattle by certain so-called "wise" people who had got the money of visitors at other expositions during the past fifteen years.

Let there be lasting credit and great honor to the newspapers of Seattle. They smashed the fallacy—to call it mildly—that any city can benefit through a fair or spectacle at which visitors are fleeced.

At the beginning of the Seattle fair, prices for lodging and food went up. "Exorbitant" is the trite adjective. Trusting visitors reached to town intending to stay two weeks, went "broke" in a week, and rushed away angrily and anathematizing Seattle and its hotels.

Quick the newspapers planned a campaign for the defense of the honor of Seattle. They called out the civic pride of the citizens. They pounded unscrupulous men who cared little for the fair name of the city, or who did not look ahead to the inevitable disaster that would follow the ill treatment of visitors. They stirred up more fine, sound, public-spirited emotion than had ever found expression in Seattle.

Returning travelers everywhere in the country are telling the result of this newspaper crusade. Hotel land-

lords and restaurant keepers stopped their greedy unthinking struggle. By common consent prices were reduced to a reasonable basis and at the same time the quality of service was greatly bettered.

So it came about that visitors to the Fair do not now hurry away. On the contrary, they double the time of their intended stay and come away lauding Seattle and her people. Never before has a city of Seattle's size had so many "boosters."

We gladly honor the newspapers of Seattle and congratulate her people.

PROSPERITY PREDICTED IN STRIKING LETTERS.

If there are still skeptics who doubt the chronicled return of good times, we recommend to them a careful reading of the letters from leading advertising agencies published in last week's issue of The Editor and Publisher and continued this week.

When times are hard and sales decrease, the merchant is prone to cut his advertising appropriation. It is one of his first acts of "economy."

Conversely, when good times return, he increases the advertising appropriation the last thing. His logic may be wrong, but no one disputes the fact that he thus measures prosperity—or at least that he has done so in the past. Ergo, the advertising business is one of the best barometers.

The advertising agents unanimously predict prosperity greater than at any time in ten years.

From one of the letters we take this significant sentence: "There is a larger appreciation of the value of advertising in its various forms as a means of accomplishing large results."

If the coming season shall prove the truth of this keen assertion, we shall have entered upon a new epoch that will transcend all history in commercial publicity.

Will Edit Jersey Paper.

James C. Dalton, for several years editor of the Schenectady (N. Y.) Gazette, has resigned to become city editor of the Elizabeth (N. J.) Evening Journal.

Oklahoma Change.

John J. Murray has disposed of his interests in the Calvin (Okla.) News to W. H. Witt, who will edit the paper in the future.

The Stuart (Okla.) Educator, with T. J. Minnis as editor, has been removed to Atwood.

JOURNALISM

Has Established Close Connection with High Politics in the United States—In Two Instances the Association Is More Than Theoretical.

With an ex-President, Mr. Roosevelt, as an editorial writer for a prominent periodical, and with an exporter of a Cincinnati paper in the White House, it may be said that the fourth estate has established a pretty close connection with high politics in the United States, says Leslies Weekly. In these two instances, moreover, the association is more than theoretical. Some vigorous contributions to the columns of his paper may be expected from Mr. Roosevelt for a year or two, at least. For the journal with which he was connected, Mr. Taft did active work for two or three years. Several unsuccessful candidates for the presidency were editors or ex-editors. Horace Greeley resigned from control of the New York Tribune just after his nomination by the Liberal Republicans in 1872, and just before the Democrats indorsed him and his ticket. The Republican candidate in 1884, James G. Blaine, had, at an earlier period, been editor of the Kennebec (Me.) Journal. And he was a real and fighting editor, too. Mr. Bryan, who has three times been the nominee of his party and who may get the candidacy again, established the Commoner, a weekly paper, in Lincoln, Neb., in 1901, and has edited it ever since, except for a few months during the campaign of 1908.

In several European countries journalism has had a rather close connection with high political station. Disraeli and Salisbury were writers for the press before they became prime ministers of England. Sir William Vernon Harcourt, who was almost equally prominent in Great Britain, was also a journalist for many years. Premier Clemenceau, of France, was editor of an influential newspaper just before he entered his present post. Several of the leaders in the German Reichstag are editors or leader writers for well-known journals. Senator Joseph R. Hawley, whose name was often prominently coupled with the presidential candidacy, was connected with the Hartford Courant while he was in office, and for years before that time. It was said in those days that Lincoln's organ was the New York Times, edited by Henry J. Raymond. Thurlow Weed, of the Albany Journal, made and unmade Presidents, and for a generation was one of the first citizens of the republic.

Jefferson said, "Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter." According to his Federalist enemies, Jefferson "inspired" some of the editorials in one or two newspapers during his presidency. Jackson had a newspaper, the Capital, as his regularly accredited spokesman during his presidency, with the elder Francis P. Blair as the editor; and some of the Whigs pointed out certain editorials in it, from time to time, which they declared were written by Jackson personally. Van Buren also spoke through the Capital and Blair. Polk, however, in 1845, deposed Blair, changed the name of the Capital to the Union, and brought Thomas Ritchie, of the Richmond Enquirer, to Washington to edit it. This meant more than appeared on the surface

of things. It meant that the old Jacksonian-Unionist element of the Democracy, with Van Buren, Benton, and Blair among its chieftains, had lost control of that party, and that the Calhoun-Separatist faction was in the ascendancy. When Van Buren accepted the Presidential nomination of the Free Soil party in 1848, with Blair as one of his most ardent supporters, he split the Democracy in the middle in the decisive State of New York, defeated Cass, the regular Democratic candidate, and made Zachary Taylor, the Whig, President. The Calhoun element defeated Benton for a sixth term in the Senate in 1851, and in the deadlock a Whig, Geyer, succeeded him.

Except as the New York Times was said to be Lincoln's especial spokesman, no Republican President has had a regularly recognized newspaper organ, and Cleveland had none. By beginning his contributions to his New York periodical just before he stepped out of the White House, Mr. Roosevelt continued his business of precedent breaking, and may, in his new field, attract as much attention as John Quincy Adams did when, shortly after retiring from the presidency, he entered the House of Representatives, where he served seventeen years, dying literally in harness there.

CANADIAN PAPER MAKERS

Would Suspend Pulp Wood Tax of 25 Cents a Cord.

Every paper making concern in the province of Quebec, Can., was represented in a delegation which waited on Premier Sir Lomer Gouin and Jules Allard, Minister of Crown Lands, last week and presented a request that the government suspend the new tax of twenty-five cents a cord on pulp wood exported from that province before being manufactured.

The reason for the request, it is stated, is to enable the paper manufacturers of the province to comply with the requirements of the Payne bill.

Maryland Consolidation

The Baltimore County Union, published at Towson, Md., by Longnecker Bros., has been purchased by the Towson News Publishing Company, in which Robert Garrett has a controlling interest. The two papers will be consolidated under the ownership and control of the Union News Publishing Company. Henry C. Longnecker, the surviving member of the firm of Longnecker Bros., it is said, will retire from the newspaper business.

Gave Children an Outing.

The Mansfield (O.) News held its sixteenth annual outing for the children of its patrons last Monday. The children assembled in front of the News office where they enjoyed a brief band concert, after which a dozen street cars conveyed them to Casino Park, where an elaborate entertainment was provided.

Will Go to College.

Harold C. Sabin, city editor of the Dayton (O.) Journal for several years past, has resigned his position and in a few days will leave for New Haven, Conn., where he will enter Yale College.

A new paper will be launched at Clarksville, Ark., called the Democrat. Fred D. Vore is the publisher.

PERSONAL

A. M. C. Russell, editor of the Brooksville (Fla.) Southern Argus, has been nominated by his friends a candidate for State superintendent of public instruction.

J. W. Marksbury, of the Chicago office of the Associated Press, has been transferred to the Cincinnati office.

Walter E. Edge, editor of the Atlantic City (N. J.) Daily Press, is a candidate for the Assembly. Mr. Edge was for four years Secretary of the State Senate.

R. Tarking Baker, dramatic editor of the Indianapolis News, was in New York last week looking over the Broadway productions.

Mark D. Stiles, editor of The Mount Vernon (N. Y.) Argus, has recovered from his recent serious illness and has left the hospital in that city for his summer home in Connecticut.

Henry B. Varner, editor and proprietor of the Lexington (Ky.) Dispatch, was in New York this week on a pleasure trip.

Henry A. Reeves, editor of the Greenport (L. I.) Watchman, has been elected president of the Eastern Long Island Hospital.

Frank E. Williams, editor of the Cecil Whig, of Elkton, Md., has been nominated for State Comptroller on the Republican ticket.

R. B. Jones, of the Richmond News-Leader, was in New York this week, and greeted many friends in the newspaper fraternity. He says that things look well down in the Old Dominion, with prospects of a busy fall and winter.

W. H. Lawrence, of Williams & Lawrence, special agents, New York and Chicago, started this week on a trip through the West.

F. James Gibson, formerly connected with the Times and other New York dailies, is now connected with O'Flaherty's Suburban List.

P. Harvey Middleton, of New York, the widely known special writer of popular scientific articles for magazines and newspaper syndicates, has returned home after a long vacation at Saratoga Springs.

OBITUARY.

Edward T. Calnon, formerly well known in Detroit newspaper circles, died at his home in that city. He was at one time exchange editor of the Journal and retired two years ago to go in business. He was thirty-six years old.

Thomas Davis Stuart, representative of the Standard News Association in Long Island City, N. Y., for the past fifteen years, died at his home after several months' illness. He was forty-five years old and a brother of B. Cumberland Stuart, general manager of the association.

Hammond Goes to Tribune.

Percy Hammond, for many years dramatic editor of the Chicago Post and one of the best known writers on stage affairs in the West, has been made dramatic editor of the Chicago Tribune.

CLUBS AND ASSOCIATIONS.

The gridiron dinner which the Dallas (Tex.) Press Club had planned for the governors of six contiguous States has been declared off owing to the fact that several of the chief executives had other engagements. The dinner will be held possibly during the week of the State Fair in October.

The annual midsummer outing of the New Hampshire Press Association was held last Saturday and Sunday at the Isles of Shoals, with headquarters at the Appledore Hotel.

More than seventy-five members attended the annual outing of the Vermont Press Association at Lyndon on Speedwell Farms, the country estate of T. N. Vail. Among the members of the Vermont Press Association who attended were: President and Mrs. A. F. Stone, of St. Johnsbury; Secretary and Mrs. H. C. Whitehill, of Waterbury; Charles T. Walter, of St. Johnsbury; Mr. and Mrs. John B. Chase, of Lyndonville; Mr. and Mrs. C. W. Humphrey, of Poultney; Mr. and Mrs. H. L. Hindley, of Rutland; W. B. Howe and son, David, of Burlington; Mr. and Mrs. F. E. Howe, of Bennington; W. J. Bigelow, of Burlington; Harry E. Parker, Charles Parker and Miss Sarah Parker, of Bradford; W. H. Crockett, of Montpelier; R. W. McCuen, of Vergennes; L. M. Hays, Lynn M. Hays, Jr., and D. H. Lamberton, of Essex Junction; Mr. and Mrs. L. H. Lewis, of Hyde Park; Donald Tobin, of Swanton, Mr. and Mrs. A. D. Bradford, of Morrisville; J. R. Bennett, of Manchester; J. G. Norton, of St. Albans; M. J. Maloney and C. L. Reed, of Richford; Mr. and Mrs. Fred N. Whitney, of Northfield; Mr. and Mrs. R. C. Flood, of Brandon; Mr. and Mrs. C. R. Cummings, of White River Junction; C. H. Crane, H. P. Wright, and O. L. French, of Brattleboro; Mr. and Mrs. W. C. Belknap, of Bellows Falls; Mr. and Mrs. L. B. Johnson, of Randolph; C. A. Webb, S. S. Ballard and Miss Mabel Reynolds, of Montpelier; Misses Rae, of Boston; Miss Alice L. Soule, of St. Albans; Miss May Palmer, Miss Robie, Miss Wilds and Miss Florence J. May, of St. Johnsbury; State Highway Commissioner and Mrs. C. W. Gates, of Franklin; Gov. and Mrs. G. H. Prouty and Collector and Mrs. C. S. Emery, of Newport.

The members of the New Jersey Editorial Association enjoyed their annual shore dinner at Price's Hotel, Pleasure Bay, last Monday. Prior to the dinner a regular meeting of the association was held, President George C. Dunn, of Burlington, presiding. There were seventy-five at the dinner.

The meeting of the Western Iowa Editorial Association held at Woodbine was the most largely attended since the association was formed. The programme was an enjoyable one and every number was carried out as scheduled. The following officers were elected: President, Fred Hill, Hamburg Republican; vice-president, C. W. Bays, Woodbine Twinner; secretary-treasurer, E. A. Stevens, Silver City Times.

Heads Advertising Agency.

Earl Patton, formerly publisher of the Little Rock (Ark.) Advertiser, is now head of the Patton Advertising Agency in Dallas and Fort Worth, Texas.

STAFF NEWS AND CHANGES.

Paul C. Howe has been made managing editor of the Sioux City (Ia.) Tribune.

General R. C. Horn, formerly editor of the Muskogee (Okla.) Times-Democrat, has assumed the editorial management of the Ardmore (Okla.) Morning Democrat.

Louis H. Conger, of Grand Rapids, Mich., succeeds S. S. Shackleton as editor of the Holland (Mich.) Sentinel.

Joseph G. Ruff, city editor of the Waverly (N. Y.) Free Press, has resigned his position and will become traveling representative for a New York wallpaper firm.

BALTIMORE.

Several Changes Will Be Made in Office Assignments on Sun.

Several changes in the office assignments on the Sun of Baltimore have been decided upon and will go into effect shortly.

Henry L. Mencken, for some time past Sunday editor, will become editorial writer, and in addition he will have charge of the theatrical department. His place as Sunday editor will be taken by Harold E. West, since the death of Norval E. Foard, Maryland and Virginia editor, while Mr. West will be succeeded at the State desk by Richard M. Steuart, one of the assistants to the city editor.

Taft Refuses to Pardon Editor.

Charles Nickell, the Oregon editor and land dealer, who was sentenced to thirteen months' imprisonment at McNeil Island prison, in the State of Washington, must serve his sentence. President Taft has refused to pardon him or commute his sentence. Nickell was convicted of subornation of perjury.

Michigan Paper Changes Hands.

W. E. Campbell, editor and publisher of the Manistique (Mich.) Courier Record, has closed a deal for the purchase of the Stambaugh (Mich.) Journal plant and took possession September 1. He will continue the publication of the Journal.

Dean Trippler has secured control of the Canova (S. D.) Herald, and will take possession Sept. 1.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

FOR SALE

FOR SALE—DAILY

Sunday and Weekly newspaper in one of the best 30,000 cities in the South. First-class equipment, representing about \$25,000. Well established and money maker. Owner has other interests. Cash and terms. D. W., Editor and Publisher.

FOR SALE—DAILY

and Weekly newspaper in one of the best 10,000 cities in the South. Growing city and one of the most fertile and resourceful sections. Cash receipts past six months about \$1,500 per month. Two linotype machines. Well equipped newspaper and job plants. Cash and terms. D. W., Editor and Publisher.

MISCELLANEOUS.

BUSINESS OPPORTUNITIES.

Two experienced publishers owning and operating a newspaper with dividends of \$15,000 annually, desire to purchase another profitable or promising property, preferably in Middle West city of 75,000 or more. Correspondence desired. PRACTICAL, CARE EDITOR AND PUBLISHER.

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

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN

The Evening Wisconsin.

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

WASHINGTON.

THE SEATTLE TIMES

The wonder of Northwestern journalism: an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published.
Circulation—Daily, 64,222; Sunday, 80,700.

Daily Illustrated News Service

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

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

OWNER OF TWO PROMISING DAILIES

Wishes to sell one as they are so remote from each other that he cannot properly manage both. \$3,000.00 cash, balance deferred, will secure one of the properties. Total price, \$13,500.00. Equipment includes two linotypes. Will sell an interest to capable general manager. Proposition No. 510.

C. M. PALMER
Newspaper Broker

277 Broadway, N. Y.

WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotype Machinery.
444-446 Pearl Str NEW YORK

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Mail Order Advertising World, of Lockport, N. Y., is sending out small classified advertisements for the Press Syndicate, of Lockport.

Orders for advertising Haarlem Oil Tablets come direct from the Holland Medicine Company, of Scranton, Pa. Traveling agents of the company make contracts with dailies in towns where the goods are on sale. Some of the advertisements fill two inches, and others are twice as long.

The Booth-Hyomei Company, of Buffalo, is renewing contracts for advertising its treatment for catarrh, and is adding new papers to its list.

The Willis Sharpe Kilmer Agency, Binghamton, N. Y., has begun to take up with publishers and special agents the advertising of Dr. Kilmer's Swamp Root for the coming fall and winter.

C. J. Johnston, of the Wyckoff Agency's Rochester office, places orders for the Winter Rosenbloom Company, which manufactures clothing and has stores in several cities. Orders are given to dailies in stores where the company is represented.

Renewals of the advertising of J. C. Ayer & Co., makers of proprietary medicines, Lowell, Mass., are going out direct, as usual.

Hereafter the account of the Grand Rapids Furniture Company will be handled by the Cheltenham Advertising Service, 150 Fifth avenue, New York.

The W. B. Cowen Company, John Hancock Building, Boston, places orders for Library Bureau, maker of filing cabinets, record systems and office furniture of wood and steel. The headquarters of the Bureau are in Boston and branches are maintained in many large cities.

Calkins & Holden, 250 Fifth avenue, New York, make contracts with dailies for advertising the National Phonograph Company. Orders call for from 10,000 to 20,000 lines, according to the size of the city and the importance of the paper.

Renewals of orders for advertising Dr. Williams' Pink Pills for Pale People come direct from the W. T. Hanson Company, Schenectady, N. Y., as usual.

The Central New York Telephone and Telegraph Company, of Syracuse, sends out direct orders for 5,000 lines to New York State dailies.

W. H. Stewart, traveling representative of the World's Dispensary Medical Association, Buffalo, is making

his yearly trip among the publishers and arranging for the advertising of Dr. Pierce's medicines. The new orders call for from 10,000 to 15,000 lines.

The Dauchy Company, formerly Dauchy & Co., 15 Murray street, New York, is sending out new orders for Parker's Hair Balsam, which has been advertised through this agency for many years. Contracts provide for nine lines e. o. w. for a year.

The Heller-Barnham Agency, 709 Union Building, Newark, sends to dailies some classified advertising for the Sorosis Health Waist Company.

Gossip about the American Tobacco Company's account is put to sleep by the announcement that hereafter this business will be handled by the Frank Seaman Agency. Victor Young, the agency's space-buyer, is sending out instructions to the newspapers.

WALTER SCOTT & CO.

Large Plant at Plainfield Working Day and Night.

Walter Scott & Co. report that on account of the many orders received for latest improved Scott presses their large plant in Plainfield, N. J., is working day and night. This concern has been busily engaged in the making up of newly designed printing presses.

In the flat bed line they have placed on the market a new drum cylinder press especially designed for newspaper offices in smaller towns. They state that although the first machine of this kind was shipped in January of this year, over twenty are now in operation and more than thirty have been sold and are now being constructed.

Their rotary offset press also met with instant success, and several orders have already been procured.

Their sheet-feed rotary two-revolution press has been in successful operation for over five years, and this experience has enabled them to further improve that machine so that a new style of this press is now on the market.

The company also state that orders for a number of rotary magazine presses are also being executed. The most interesting of these are mammoth machines which are capable of printing high-class magazines in any desired number of pages, in as many colors as wanted, and the still more interesting part is that additional flat printed cover and insert sheets are associated with the product of the rotary press and the entire magazine is delivered completely bound and wire-stitched, in book form, open on three sides. These machines are about forty feet long, twelve feet high, and twelve feet wide, yet the design is so perfect that every part of the machine is instantly accessible and no tapes touch the web printed portion of the product.

Boston Agency Moves.

The J. W. Barber Advertising Agency, of Boston, which was founded in 1866 and which for the past five years has maintained offices at 24 Milk street, announces its fourth move in forty-three years, to the entire sixth floor of the building at 258 Washington street. With Mr. Barber are associated his son, Harold P. Barber and H. W. Curtis, formerly secretary of the American Advertising Agents' Association.

ROLL OF HONOR

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

ALABAMA.		TENNESSEE.	
ADVERTISER	Montgomery	NEWS-SCIMITAR	Memphis
ITEM	Mobile	BANNER	Nashville
ARKANSAS.		TEXAS.	
SOUTHWEST AMERICAN	Fort Smith	CHRONICLE	Houston
CALIFORNIA.		RECORD	Fort Worth
BULLETIN	San Francisco	SEMI-WEEKLY TRIBUNE	Waco
CALL	San Francisco	TIMES-HERALD	Waco
EXAMINER	San Francisco	WASHINGTON.	
FLORIDA.		TIMES	Seattle
METROPOLIS	Jacksonville	WEST VIRGINIA.	
GEORGIA.		GAZETTE	Charleston
ENQUIRER-SUN	Columbus, Ga.	WISCONSIN.	
CHRONICLE	Augusta	EVENING WISCONSIN	Milwaukee
THE ATLANTA JOURNAL	Atlanta, Ga.	INCORPORATIONS.	
LEDGER	Columbus	The Lackawanna Publishing company, Mount Holly, N. J.; capital, \$50,000; incorporators, Arthur E. Douglass, James Mercer Davis and Ethel Snyder. The company will engage in the printing and publishing business.	
ILLINOIS.		Nashua Publishing Co., Boston. General publishing company; capital, \$50,000. President, A. Terrien; treasurer, B. LeRoy Woodbury, Nashua, N. H.	
HERALD	Joliet		
JOURNAL	Peoria		
IOWA.			
CAPITAL	Des Moines		
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
PARIS MODES	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TIMES	Chester		
DAILY DEMOCRAT	Johnstown		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		

Anderson (S. C.) Mail
 You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
 ADDRESS MAIL, ANDERSON, S. C.

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

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

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

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

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

OLDEST LONDON NEWSPAPER.

Was First Published in 1665 and Is Property of Government.

The London Gazette of Tuesday night contained the announcement: "This journal has just been registered at the general postoffice for transmission by inland post as a newspaper."

It is understood that this Rip Van Winkle proceeding is due to a desire on the part of the government to raise funds.

The Gazette, which thus becomes the youngest newspaper, is also the oldest, for it was first published on Nov. 7, 1665, in the reign of Charles II. The issue containing the announcement that it is a newspaper is numbered 28,185. A journal, out of which it grew, was published "by authority" in Cromwell's time, but the title Gazette dates from 1665. It was first published at Oxford, as the court was in residence there during the plague, but when the plague abated it was brought to London, and has ever since been published twice a week, with supplementary issues now and then, if required. These have been published at all times of the day and night.

For more than one hundred and thirty years the Gazette has been published by Messrs. Harrison in St. Martin's lane, but it is the property of the government, and yields a profit of about £20,000 a year.

As the Gazette varies in size from one page to 450 pages, according to the amount of matter to be published, Messrs. Harrison have to employ a very large staff, and it is a matter of pride that although there are a thousand employees no official secret sent to the Gazette for publication has ever leaked out prematurely.

The Gazette is the only news journal to which cabinet ministers are frequent contributors, and to which the monarch now and then sends paragraphs authorized with his own initials. Important state announcements are sent to the Gazette by the secretaries of state concerned, and are not published until they have seen the proofs. The Gazette is probably the only paper which returns the original "copy" to its authors, along with the proof. This is done in the case of the sovereign and of cabinet ministers.

The Gazette has many peculiarities. It is the only paper whose advertisements are controlled by acts of parliament, in which numerous people are compelled by law to advertise and in which other advertisements are absolutely prohibited. It is the only paper whose statements may be accepted as conclusive evidence in a court of law.

The Gazette has chronicled official history for nearly two hundred and fifty years, and the lord chamberlain's record of Queen Victoria's Diamond Jubilee had a whole issue to itself. In 1847, the "railway year," so many parliamentary notices had to be published one week that the Gazette for the week totaled about 3,000 pages.

As recent as the Crimean War the Gazette was the first to publish an important item of war news—the victory of the Alma—and at one time the London newspapers had to wait for the publication of the Gazette in order to secure such news of public importance as lists of casualties, which the War Office in these days sends direct to Fleet street.

The Gazette's news is now always

"stolen" by other newspapers, which receive copies of it over night, and it is the only newspaper which does not object to such procedure.

The only people who buy it are those who must—such as officials and lawyers, an Express representative was told. To these may be added many persons who secure official promotion of some kind, of which they wish to keep an official record, and—possibly—bankrupts.—*London Express.*

H. F. PERINE

Makes Application for Recognition as Agent by Quoin Club.

H. F. Perine, advertising agent for the Standard Oil Company, has made application for recognition as an agent by the Quoin Club. He has also asked for recognition from the American Newspaper Publishers' Association.

The matter of Mr. Perine's application has caused much comment among advertising agents, and it is understood that much of the talk is misinformed.

The assumption that Mr. Perine, as advertising manager of the Standard Oil Company, is seeking to place the business direct and is therefore asking commission direct to the advertiser is incorrect.

Mr. Perine makes application for recognition upon the ground that he is an agent and that his claims are the same as the claims of other advertising agents asking recognition.

Mr. Perine claims to have nine different accounts and feels that he is exactly on the same footing as other recognized agents.

It is stated in many quarters that the recognition of Mr. Perine means the abandonment of the policy of the newspapers and magazines to stand by those agents who have been of material assistance in building up their advertising. The question as to whether the newspapers and magazines will give the desired recognition has aroused a lively interest among advertising men and has caused much discussion.

While some take a position against the granting of this application, others are unable to see why it should not be promptly approved in view of the precedent established in the case of the Grandin Agency, at Battle Creek, Mich., which has been recognized by even such concerns as the Curtis Publishing Co. and the Butterick Trio.

There are others who go further and say that if it is true, as reported, that Mr. Perine is the agent for the requisite number of different concerns not owned by an individual or his company, he is in a much better position than the Grandin or any similar agency, and in reality has all the qualifications which entitle him to the customary recognition as an agent.

BRIEFS.

Out of every 1,000 of the world's newspapers sixty-eight are printed in the English language.

W. H. Kettell has purchased the publishing business of G. W. De Wald at Grand Junction, Ia.

Celebrated First Anniversary.

The American-Star, as the evening edition of the Baltimore American is called, celebrated its first anniversary recently with a special edition of 24 pages, and contained nearly one hundred columns of advertising. Among other matter, the edition contained a number of letters from prominent men commending the Star.

FRANK VAN CAMP.

Head of Packing Company Tells How to Advertise.

How to advertise effectively was the subject of a talk delivered before the convention of Advertising Clubs by Frank Van Camp of Indianapolis. He said in part:

Many a business man is talked into signing an order for advertising, but having no faith in his purchase he refuses to spend either time or money on his copy, he tells himself that he made a bad purchase and when called on the second time he says that advertising is a failure as far as he is concerned; that there is too much competition in his line, not sufficient margin and a dozen other familiar excuses.

The man who studies the game believes in it and never condemns advertising. If his campaign is unprofitable he still believes in the principle but knows there has been a mistake in the application.

I am solicited every week by some man who insists that if I will only use his medium once I will have such profitable returns that I will order space by mail thereafter.

Such men are a detriment to the business, as they have no standing with the old advertiser, and when they get an order from a new man they are spoiling a good prospect unless the article to be advertised is a mail-order proposition.

I think the man offering advertising for sale should study the business of his prospective customer in order that his advice may be good, and if he secures an order he should see that the space is filled with good copy and that the advertising dovetails with the buyer's sales organization.

He should never forget that one hundred dollars' worth of space and twenty dollars' worth of copy will produce more business than double the amount of space and poor copy. He should also remember that you can't sell threshing machines in the city or typewriters in the country. He should never sell a man with No. 10 feet a pair of No. 5 shoes; it isn't fair, and then the second call might be disagreeable.

Club Play Made Hit.

The skit entitled "An Hour at City Hall," which was presented by the Des Moines (Ia.) Press Club at Ingersoll Park in that city last week, proved a great hit. The Press Club realized several hundred dollars through its efforts and the larger part of the sum will be spent in furnishing the new club rooms.

New Sporting Paper for Richmond.

A new weekly paper called the Theater and World of Sport has made its appearance in Richmond, Va. It is devoted entirely to the fields that its name implies, and is issued every Friday. T. D. Eaton is editor-in-chief and M. F. Eaton is associate editor.

H. La Salle has secured control of the Alamogordo (N. M.) News.

INCORPORATION.

Thomas Todd Co., Boston. General printing and publishing; capital, \$10,000. President, Thomas Todd; treasurer, Thomas Todd, Jr., both of Concord; clerk, Grace M. Newhall, Cliftondale.

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- "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 B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
- American firms contemplating opening up foreign trade should place their announcements in this paper.
- Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.
- Send for sample copy.

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