

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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## ROBERT HOE DEAD

HEAD OF BIG PRINTING PRESS FIRM DIES IN LONDON AFTER BRIEF ILLNESS.

Achieved Fame as Greatest in Distinguished Family—Inventive Genius Did Much to Bring Mechanical Art of Printing to Present High Perfection—Was also Inventor of Color Printing Presses.

Robert Hoe, head of R. Hoe & Co., printing press manufacturers, of New York and London, died in the latter city, last Wednesday, after a short illness, of kidney trouble. He was seventy years old.

Mr. Hoe had been in London for some time in his annual business trip and was taken suddenly ill about ten days previous to his death.

Robert Hoe was born in New York City, March 10, 1839, son of Robert Hoe, and grandson of Robert Hoe, of the Hamlet of Hoes, Leicestershire, Eng., who came to New York in 1803 and commenced the manufacture of printing presses, constructing and introducing into America the first iron and steel machines—the wooden plates and screw presses being then the only ones in use.

He succeeded his father, Robert H. Hoe, in the management of the printing press factory established by his grandfather, Robert. He achieved fame as the greatest in a distinguished family which had brought the mechanical art of printing to its present high perfection.

As in the case of his predecessors in the business, he spared neither effort nor expense to meet the constantly increasing requirements of the printer in all departments of the art.

With his partners, he greatly enlarged what were already considered very extensive works. Those fronting on Grand, Sheriff, Broome and Columbia streets, New York, have floor room equivalent to five acres, and contain a plant of the highest order. The London works are proportionately well equipped. They already occupy a block of ground on Mandfield street, Borough Road, and are being rapidly increased to meet the demands of Great Britain and the colonies.

The "Hoe" machines are now in a great many of the principal printing offices of the United States, England, Scotland, Ireland and Australia. Mr. Hoe always resided in New York, and identified himself with its interests and prosperity.

He was actively interested in institutions and all matters relating to the promotion of literature and the fine arts; was one of the founders of the Metropolitan Museum of Arts, and of the Industrial Art Schools connected with that institution. He collected and possessed one of the finest private libraries in the United States. He also conducted a model stock farm in Westchester County, where he had his summer residence.

He was also the inventor of color-printing presses.



ROBERT HOE

HEAD OF GREAT PRINTING PRESS FIRM, WHO DIED IN LONDON, ENG., LAST WEDNESDAY AFTER A BRIEF ILLNESS.

## ROBERT H. NICOL

Made Assistant General Manager Western Publishers' Union.

Robert H. Nicol, for the past seven years city editor and business manager of the Charles City (Ia.) Daily Press, has resigned his position to become assistant general manager of the Western Publishers' Union, with headquarters at Deadwood, S. D.

The company controls twenty-five weekly papers, eight semi-weeklies and the Deadwood Daily Telegram. Mr. Nicol is one of the best known newspaper men in northern Iowa.

## Merger of Michigan Paper.

W. B. Robertson has purchased the Alpena (Mich.) Daily News and the Weekly Pioneer of Homer K. Bryan. A new corporation will be organized shortly to take over the Weekly Argus, the Daily News and the Weekly Pioneer. James Collins, editor of the Weekly Argus, is to be the editor of the consolidated papers, with Mr. Robertson as business manager.

## BUY ALASKA PAPER.

Steel Brothers Take Over Cordova's Premier Journal.

Will A. Steel and Harry G. Steel have purchased the Cordova Daily Alaskan. A new and improved Mergenthaler linotype and other improvements will at once be installed with the idea of making The Alaskan one of the best newspapers in the territory.

During the past ten years Mr. Steel and his brother have owned and managed daily papers in Dawson, Nome and Fairbanks. At the recent meeting of the National Editorial Association in Seattle, Will A. Steel was elected treasurer for the third time.

## New Wisconsin Daily.

Kenosha, Wis., may have a third daily newspaper to be of the old Jacksonian brand, with W. T. McCraight, a Chicago man, as its editor and publisher. The plans for the printing of the new paper are not as yet fully matured, but it is said that it will be issued with the opening of the new year.

## HELEN ROWLAND

FAMOUS WRITER OF CYNICAL EPIGRAMS TALKS ABOUT WOMEN IN JOURNALISM.

Woman's Page Has Not Improved in a Generation—Women Could Fill Minor and Even Managing Editorships, but the Office Boy Is Promoted Over Their Heads—Editors Make Women Do Only "Frills."

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

A plural number of years ago, Helen Rowland was assistant Sunday editor of the New York Press. The Press was then beginning to be famous because of the daily epigrams under the heading "Reflections of a Bachelor."

Miss Rowland, a Virginia girl with blue black hair and lashes and blue eyes of a tint and shape belonging first to the women of the Basque provinces of Spain, had no patience with the self-assured "Bachelor." She wrote "Reflections of a Bachelor Girl," each epigram a Roland for the man's Oliver.

The book was published, was widely and gleefully read by women, and men. The author became the champion of her sex in the battlefield of epigrammatics. She published "Digressions of Polly" and "The Widow."

Her picture and philosophy are now a daily feature of the New York Evening World, which syndicates her writings over the country. The series which has been running for several months is entitled "Sayings of Mrs. Solomon—Being the Confessions of the 700th Wife of Solomon." The wisest men, and women, marvel at her knowledge of the processes of courtship and matrimony.

## INTERVIEWING A WOMAN WRITER.

With fear, badly screened, I began the assignment to interview this woman. I had, with some cunning, prepared a typewritten list of questions. Quickly I asked:

"May we print your picture?"

Miss Rowland is very handsome. It was a calculated shrewdness to ask for her picture—an ambuscade, so to speak as a man.

She opened wide her eyes, exclaiming: "Goodness! What do you want with my picture?"

This, being bromidic and acutely feminine, partly allayed my fear of her, so we soon agreed about the picture. Then I shot the question:

"Does experience beget the epigrams you write?"

"No, no! When I write about Mrs. Solomon, people say to me—'Helen, I wouldn't give myself away,' just as if—but—are you interviewing me?"

"Yes."

"I won't be interviewed this way. I must have time to think."

I said cynically:

"A woman can talk without thinking. Mrs. Solomon said that. Men politicians write out their interviews."

"What do you want me to talk about?"

"About the newspaper woman. I want optimism."

"Then why me?"

"Because Miss Rowland is classified as a 'cynic.'"

#### WHY THE "WOMAN'S PAGE"?

Without more ado I read aloud from my list. "Why should there be a 'Woman's page?' Should there be a special 'Man's page?'"

I poised my pencil for a shorthand report. She accepted the situation like a consistent sulphide, and spoke.

"I don't know why there should be a 'Woman's page,' but there should certainly be a Fashion page, for women, just as there is a Sporting page and a Financial page for men. Every time a skirt or a sleeve changes its cut, there is a vital piece of news to be published, much more important to thousands of us than the flight of an aeroplane or Taft's latest golf game. My dear sir, we are just as anxious to learn whether puffs or plaits are going to be worn during the coming week as your man reader is to know whether Lou Dillon won or lost. Then let our lights shine, you in your little corner, and I in mine! Of course the average 'Woman's page' as it is, is not the ideal thing of its kind. It is full of slush and nonsense: It should contain more news, news of women's clubs, the suffrage movement, society events and everything that women are doing and thinking about. But leave us our recipes for puddings, as long as you print your recipes for making money. I have just as much right to hear about Doucet's latest triumph as you to read about the Giants' latest score. As for a special Man's page—he has all the special pages except one, already."

"Do you find the Woman's page of today different from the Woman's page of your mother's time?"

"Alas, no! The Women's page of today is a libel on the sex. It should be called the 'Baby page,' since it seems designed to appeal to the immature mind. It merely shows the opinion men have of the feminine intellect that such rubbish is printed for our tender little eyes. Tell me the subject of any article on a woman's page and I can shut my eyes and repeat it for you word for word from the dear old time-worn introduction to the sad little petered-out conclusion. Some day editors may wake up to the fact that it would pay to give a clever intelligent woman a good salary for editing the Woman's page. At present the average Woman's page is run either by a man in his odd hours, or a sweet young thing who needs pin money and makes a bright spot of color in the office."

#### EDITORSHIP NOT FOR WOMEN.

"May not Woman write for Man as successfully as Man writes for Woman?"

"I hope so! If we judge by the Man who writes the Woman's page."

### 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.



HELEN ROWLAND.

WRITER FOR THE NEW YORK EVENING WORLD, WHICH PAPER SYNDICATES HER "SAYINGS OF MRS. SOLOMON" AND OTHER CYNICAL HUMOROUS ARTICLES.

As a matter of fact lots of women reporters do write good news stories and I fancy we could turn out good, logical editorials and dramatic criticisms too. But when the dramatic critic or the editorial writer resigns or drops dead and there is no one else to fill his post, the woman reporter is passed over and the office boy gets the job, in preference to her. This is a part of newspaper religion. Now personally, I am willing to concede that God made Man first; but Woman was a great improvement over the original patent, even if editors won't acknowledge it."

#### WHY WOMEN FAIL

"Why do women fail in journalism—if they do fail?"

"Because they never get a chance to do anything but the frills. Women don't fail as novelists, as actresses, as store-keepers. Of course a lot of dear little soubretish young things yearning to burst into print, will try journalism and fail. But whether you are a woman or a man you have got to be cut out for journalism. Editors and reporters, like artists, are born, not made. It's in the blood and

usually looks like a cross between a chorus girl and a stenographer-going-to-a-tea."

Here I remarked: "Many who read your articles are amazed at your knowledge of women."

As the novelist says, she retorted: "I do not edit truth to satisfy your demand for optimism."

#### PRESERVING THE FEMINE.

"Does the woman journalist need qualities or faculties different from the man journalist?"

"Certainly. It takes two sexes to make a world or a newspaper interesting. God willing, we shall never grow so much alike that our sex-individuality will be lost. It seems to be the ambition of some women to write 'like a man,' but why should not the feminine in art and literature be as beautiful as the feminine in real life?"

"Do you think that newspaper women are, as a class, developing the faculties of observation and judgment along the same lines as the up-to-date man editors?"

"Mercy! How can they be when they never have a chance to practice?"

#### THE WOMAN MANAGING EDITOR.

"Do you think a woman managing editor could direct the handling of such news stories as The North Pole Discovery and the Illness of Mr. Harriman?"

"Oh dear me! Do you think that if it should be clear tomorrow, it would rain on the day after? Give the women minor editorships first, and before you make them managing editors, just let me know so that I can go into some other business. Personally the great attraction of newspaper work for me is that I don't have to deal with any women—just nice sensible men with no jealousies, nor petty envy, nor 'little ways.' You are getting too deep for me."

#### WHEN A WOMAN IS SERIOUS.

"Does it pay for a woman to be serious always in her work?"

"A woman, like a man, should be serious always about her work, but a woman who would always be serious in her work would certainly be tedious. A sense of humor is necessary to every newspaper man and woman. Personally, I find it necessary to write an average epigram over at least four times. I am as serious and anxious about it as though I were writing Paradise Lost. There is no calling so sad and serious as that of the humorist. Being funny every day for a living, rain or shine, sick or well, is no joke. It takes heavy work to make light reading. It's as hard to give your jokes that just 'tossed-it-off' effect as it is to give your hair that 'careless' effect."

"In fact the only thing in the world worth taking seriously is your work."

#### THE STAR WOMAN WRITER'S MAIL.

It was not on my list but I thought to ask—"Do you get many personal letters from the people who read your articles?"

(Continued on page 4.)

## 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, Manager Advertising Department.

There's Nothing to it, But

# The Kansas City Weekly Journal

Year In and Year Out It Carries More Advertising  
than Any Similar Newspaper in the World

¶ Published in the Gate City to the Southwest, the territory of Billion-Dollar crops, The Kansas City Weekly Journal offers the first line of least resistance to the Southwestern Farmers' opulent Bank accounts which will be augmented by their record-breaking 1909 crop returns by October 21, 1909, the date upon which we issue our Annual

## Harvest Number

250,000 CIRCULATION

40c. A LINE, FLAT

¶ The Kansas City Weekly Journal has attained its lead of the world by 55 years' labor, welding itself to its readers' confidence.

¶ In telegraphic news, rural notes, editorials, Farm, Garden, Dairy and Poultry items, The Journal keeps its Rural subscriber informed in all things.

¶ You can reach a Quarter Million prosperous rural buyers best and cheapest through the Harvest Number of The Kansas City Weekly Journal.

¶ *Send copy and instructions today and be first man after the proceeds of the Southwestern Farmers' Billion-Dollar crop.*

**The Kansas City Journal**

ESTABLISHED 1854

Kansas City, Mo.

**HAND, KNOX & COMPANY**

PUBLISHERS' REPRESENTATIVES

NEW YORK  
Brunswick Building

CHICAGO  
Boyce Building

ST. LOUIS  
Victoria Building

KANSAS CITY  
Journal Building

**HELEN ROWLAND***(Continued from page 2.)*

"Do I? Well, if I only could print them! They come from all over the country and include everything from the sweet and simple 'mash note' to the bitterest sort of philippic. A few come from grateful women who thank me for showing the men up—with tears of joy in their pens. But most of them come from men. One anxious husband assured me that I had broken up his home with my insidious writings. Another young man kindly offered to find me a husband, suggesting that if I could get anybody to marry me it 'might take that bitter taste out' of my mouth. A gentleman who had tried matrimony and found it a failure, hopefully suggested that as we were two disillusioned beings we might try it together and see if we could make anything out of marriage.

"A good many men write saying that they admire my wonderful mind and philosophical writings, but adding tentatively, 'Do you look like that picture of you in the World?' Nearly all the letters I receive are from clever people, and the majority of them are good-natured. I have been astonished and almost touched to observe the broad-mindedness and generosity with which the men whom I so much abuse have accepted my writings. They seem to realize that I don't mean half I say and that in reality men are my favorite part of the human race."

"Thank you! That is all." I finished and closed the note-book.

And Miss Rowland stated decisively—"I will never again be interviewed this way."

**HOMER W. HEDGE CO.****Announces that Corporation Will Continue Business Without Cessation.**

The Homer W. Hedge Company, of New York, advertising agents, following the death of its president makes this announcement:

"The company, being a corporation, will continue business without cessation; W. P. Scott, Jr., the vice-president, is now leading its affairs.

"New officers will be elected at the next meeting of the board of directors, which will be held in the near future."

**Gleason Goes to Newfoundland.**

Joseph T. Gleason, United States representative of the Amalgamated Press, Limited, will leave New York Sunday for Grand Falls, N. F., where he will join the Lord Northcliff party. Special ceremonies will be held at Grand Falls Oct. 8 and 9 in connection with the opening of the Harmsworth paper mills.

The Robert M. La Follette Co., of Madison, Wis., publishers of La Follette's Magazine, has been incorporated with a capital stock of \$150,000.

**Has a Business PULL**

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

**The Pittsburg Dispatch**

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

SPECIAL REPRESENTATIVES:

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

**COLONEL HARVEY****Suffers Broken Collarbone in Automobile Accident.**

Col. George Harvey, editor of Harper's Weekly and of the North American Review, suffered a serious injury last Sunday when an automobile in which he was traveling to Atlantic City turned turtle near Manahawkin, N. J., through an effort to avoid running down a motorcycle.

In the car with Col. Harvey were J. Henry Harper, of Harper Bros., and the latter's seventeen year old son. All three were thrown from the car and Col. Harvey suffered a broken collarbone besides lesser injuries. Mr. Harper and his son escaped with a few slight scratches.

Col. Harvey and his guests were on their way from the editor's summer home near Deal Beach, N. J., to Atlantic City to attend the funeral of Mayo Williamson Hazeltine, who for many years had been book reviewer and special editorial writer for the New York Sun.

Running southward, Col. Harvey's car was traveling at a lively gait along the shore boulevard in the direction of Barnegat, when Col. Harvey noticed a motorcyclist just ahead going in the same direction.

A moment later a large touring car, also going in the same direction, passed the Harvey car, and the motorcyclist in endeavoring to get out of its way, turned directly in front of the Harvey machine. Col. Harvey, seeing that a collision was imminent, ordered his chauffeur to pull into the embankment on one side of the road. The order was obeyed so quickly that the machine, after running a little way up the slope, turned completely over, pinning the owner underneath and hurling the members of his party headlong in every direction.

Col. Harvey was removed to the National Hotel in Manahawkin and beyond small bruises and nervous shock he was pronounced uninjured and was removed to his home in Deal, N. J. A later examination, however, disclosed the fact that the Colonel had suffered a broken collarbone and severe confusions of the shoulder. He will be confined to his bed for some time.

**CHAS. W. SCOTT****Made Superintendent of the Cleveland (O.) News Plant.**

Chas. W. Scott, for the past five years circulation manager of the Cleveland (O.) News, has been appointed superintendent of the News plant and now has the entire supervision of labor, purchases, etc.

Mr. Scott is a thorough newspaper man and well informed in every branch of the business. He is largely responsible for the large circulation now enjoyed by the News and has earned the promotion accorded him.

His newspaper experience was largely gained while circulation manager of some Chicago and Detroit largest dailies.

**Successful Subscription Contest.**

The Nashville Tennessean has just closed a remarkably successful subscription contest. Prizes to the amount of 15,000 were distributed to the fortunate contestants. The first grand prize was a \$6,700 home. Other prizes were two building lots, six automobiles, cash prizes, etc. The contest attracted attention throughout the State of Tennessee.

Use good paste in the mailer.

**GOV. JOHN A. JOHNSON.****Late Executive of Minnesota Made First Success as Country Editor.**

The death of Gov. John A. Johnson, of Minnesota, last Tuesday morning, following an operation performed some days before, marked the closing of a career that has always been of more than passing interest to newspaper men.

It was as the editor of a country weekly that he first achieved prominence and began that steady climb that led to his twice becoming the chief executive of Minnesota, and a figure on whom the attention of the nation was focused.

Gov. Johnson was born in St. Peter, Minn., in 1861, and became a breadwinner at the age of twelve. He worked first as a boy in the village drug store, then in the office of a contractor building a new railway line. Later he secured a place in the office of the local weekly newspaper, the Saint Peter Herald.

He began to read. A neighbor interested him in securing good books that would improve his mind. With some borrowed money he bought an interest in the newspaper, eventually becoming its editor and chief owner.

The Herald was a democratic newspaper because its owner had been a Democrat, but the county was Republican. Naturally there was not much financial profit, but the new editor, by hard work and close application, eventually achieved two successes. He made a comfortable living out of the property and he converted the County to democracy."

**WILL TEACH JOURNALISM.****New York University Creates New Department.**

The New York University has created a department of Journalism in charge of men who have had practical newspaper experience.

The instructors are Professor Joseph French Johnson, who was formerly head of the school of journalism at the University of Pennsylvania; Frank J. Warne, who is to be the director of the new department, a practical newspaper man of many years' experience; G. B. Hotchkiss, of the New York Evening Sun, and a graduate of Yale University; A. W. Atwood, financial editor of the New York Press, and Professor W. H. Lough, Jr., formerly of the Wall Street Journal.

The department announces eight courses. They comprise news writing, including some practice in copy reading and proofreading; current topics and sources of information; editorial and business management; advertising and circulation; the writing of special articles and editorials; the law of libel and copyright.

"The usual criticism directed against the teaching of journalism," said Dean Johnson, "is based on the claim that it can be taught only through actual experience. My experience, however, both as a practical newspaper man and as a teacher, makes me confident that a university can be of great service to any young man or woman who wishes to do newspaper work. Many of the young men who studied with me in the school of journalism at the University of Pennsylvania a dozen years ago are now doing very successful work, and I am quite certain that their university education and training have made them much better newspaper men than they would have been without it."

**INTERESTING LEGAL POINT.****Can Publisher Retain Topical Manuscript Until News Value Is Lost?**

This is an action (in re Lodian versus Collier) now pending in the Second District Court, Manhattan, involving a judicial decision as to what constitutes a "prompt decision."

Plaintiff is a specialist writer; and last March wrote suggesting to Collier's an article re Petrosini and the Sicilian secret societies, and outlining information which probably he alone (with his knowledge of the Sicilian and Italian hordes both in this and their own country) could supply. The price quoted was \$100. Defendant replied, through his editor, requesting a sight of manuscript, and promising a "prompt decision." On the strength of this, plaintiff devoted a couple of days writing out the article, and sent it in. The title was "Seven Years in a Sicilian Tenement, and What I Saw There" (plaintiff having had a workshop for more than that period in one of the Italian quarters). There was no reply. A week later, recognizing the urgency of the matter (the Petrosini funeral coming off in a few days), plaintiff wrote asking if there would be any proof. No reply. At the end of another week—after Petrosini was in his tomb, and interest in the matter past—the manuscript was returned without comment. Plaintiff, — although knowing the hopelessness of the task,—at once set to work to try to dispose of the article to some Sunday newspaper or weekly, and tried over a score of papers (losing about \$100 worth of time in the effort), but in vain: the manuscript had lost its news-value, and was as unsalable as would be a copy of last month's American or Journal. The forlorn hope was preserved in for the double motive of getting information as to the time actually required by the different publications in considering a manuscript. This ranged from a couple of minutes to a couple of hours.

WHAT CONSTITUTES A PROMPT DECISION? Plaintiff contends that had defendant lived up to his agreement to render a "prompt decision"—returning the article within, say, a couple of days—its news-value would not have been destroyed, and he could have sold it to another publication. Defendant disclaiming liability, suit was instituted in a friendly spirit last month in the Second District Court; and at the first hearing on Aug. 31, trial day was fixed for Oct. 6. The amount involved is the nominal one stipulated for the article, \$100. Plaintiff conducts his own case.—*Publisher and Retailer.*

C. M. Palmer, newspaper broker, with offices at 277 Broadway, New York, reports the sale of the Muncie (Ind.) Press to J. E. Clarey and the Brazil (Ind.) News-Democrat to A. C. Hatch.

The Charity Organization Society reports one-third of the Help and Situation Wanted advertisements in the New York newspapers are fraudulent.

Not one of these advertisements is in The New York Times; the Want columns of which are recognized for Cleanliness and Reliability.

The New York Times—  
"All the news that's fit to print."

**NEWSPAPER VICTORY**

**PHILADELPHIA REPORTER ACQUITTED ON THE CHARGE OF CRIMINAL LIBEL.**

Action Was Brought by Pennsylvania Political Boss in Revenge for Unsavory Disclosures—Strong Editorial Comment on Case by Trenton (N. J.) True American.

R. M. Johnson, a member of the staff of the Philadelphia North American, who was prosecuted for criminal libel by Paul W. Houck, a politician of Schuylkill County, was acquitted by a jury at Pottsville, last Sunday. The case was deliberated for nearly twenty-four hours.

Johnson had been sent by his paper to investigate political conditions in Schuylkill, and his disclosures, it seemed, proved interesting reading.

In retaliation, Paul W. Houck, a politician of the county, brought proceedings against Johnson for criminal libel. The North American nobly stood by the reporter and retained eminent counsel to defend the action.

In commenting upon the case the Trenton (N. J.) True American said editorially:

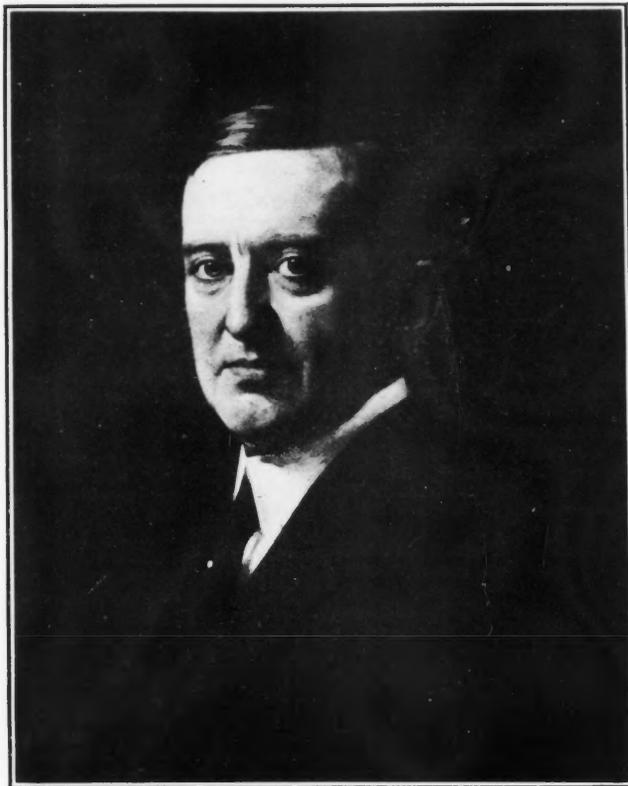
"The respectable newspapers of America have a habit of tramping upon the toes of public enemies. It follows naturally that the respectable newspapers haven't many friends among the enemies of the public.

"Whenever a newspaper begins to camp pretty hard on the trail of some grafter, or political boss, or magnate, you begin to hear talk about putting the editor or reporter in jail, or some other condign punishment.

"But gagging a newspaper isn't always as easy as it looks, and the man who essays to shut up the average American editor usually undertakes a mighty ticklish business. It isn't because newspaper men are better or smarter than other people. It's just because they have good, common, horse sense and they know enough not to attack a man or a gang or a vulnerable corporation unless they have mighty good ground upon which to base their attack and unless they have effective weapons with which to repel a counter attack in case the attacked individual shows fight.

"Over in Schuylkill County, Pennsylvania, the other day, a gang of politicians got it into their heads to put a reporter for the Philadelphia North American in jail and incidentally deal to that newspaper a body blow, because the reporter had been writing up some of the scandalous political affairs of the county.

"The editor of the North American knew from the awful smell that there was something rotten in Schuylkill and he sent the reporter up there to find out what the trouble was. The reporter soon found out and his paper pub-



FORMER JUDGE JAMES GAY GORDON.

THE FAMOUS PHILADELPHIA LAWYER WHO SECURED THE ACQUITTAL OF R. M. JOHNSON, REPORTER OF THE PHILADELPHIA NORTH AMERICAN, ON THE CHARGE OF CRIMINAL LIBEL, PREFERRED BY SCHUYLKILL COUNTY, (PENNA.) POLITICIANS IN WHAT LOOKED LIKE AN ATTEMPT "TO MUZZLE THE PRESS."

lished some very interesting reading matter in and around Pottsville.

"The big boss of the county decided on revenge. He took stock of what he seemed to look upon as his political property and found that it included a bunch of henchmen, a jury wheel, a prosecuting attorney and a judge or two—a pretty good equipment for jailing an enemy.

"So the boss had one of his henchmen bring a criminal libel proceeding against the pestiferous reporter.

"Some people thought that the boss would have everything his own way. He had been cock of the walk in Schuylkill for a good while and he had been accustomed to having his word go with most everybody. He didn't anticipate much trouble in disposing of a common "pencil-pusher."

"The North American went to the defense of its reporter. Mr. Van Valkenburg, its editor, went to Pottsville with his counsel, former Judge James Gay Gordon, of Philadelphia, and Messrs. Scarlett, of Danville, and Reilley, of Pottsville, were retained to defend the young man.

"The first step in the defense was an effort to get the case out of the hands of the Schuylkill judges, so a motion was made for a change of venue. The judges overruled this motion, but intimated that they would have the case tried by some outside judge. However, a few days ago notice was sent to the North American that the case was to be tried forthwith, and when the North American attorneys appeared on the scene, they found the boss and the prosecutor and the sheriff and the two Schuylkill judges and a few dozen jurymen in the court room prepared for the slaughter. They all wore a hungry

look as if they were about to carve a turkey.

"A jury was selected and then the trial began. Every step was fought with dogged resolution. The North American opened its news columns to the proceeding. Every procedure of the trial was described in detail. There was no complaint, no misrepresentation, no fanciful coloring to the story—just plain, unvarnished truth. The North American was relying upon the shamefulness of the proceeding to arouse public opinion, and it relied upon public opinion to help to win the battle.

"And it didn't take the public long to see through it all, and soon waves of popular indignation were breaking against the very doors of the jury room.

"But the boss retained his nerve. The court machinery continued to grind. The two judges remained in action. It became a matter of serious inquiry which of them would get the chance of administering the final kick that would land the obstreperous reporter behind the bars.

"Finally, the evidence was all in, the arguments of the attorneys were made, the court delivered its charge and the case went to the jury.

"The jury—ah, there's where the boss made a miscalculation. There was something wrong—or right—about that jury. Either it had caught the drift of public opinion or its own sense of justice was aroused.

"It 'hung' for hours, during all of which time the boss and his minions rubbed their hands in gleeful anticipation and the reporter and his friends trembled with forebodings of a verdict of guilty.

"When the jury did finally report its verdict, there was consternation in the

camp of the bosses and a jollification among those interested in the defense, for it was a verdict of acquittal.

"Well, the results go farther than that, for they saw now that the power of the boss in Schuylkill is broken. The real effect of it all was to advertise the workings of his machine to a wondering world. Public sentiment, long slumbering or prejudiced by partisanship, has been aroused to the true conditions in that county and the justice-loving people of that community are vowing that nevermore shall this particular boss jeopardize the liberty of an individual for telling the truth.

"So it is always. The American people love fair play. They despise the arrogant use of power to crush rightful opposition. Their sympathies are always to be trusted when their eyes are open."

**ADVERTISING.**

**New York Y. M. C. A. Begins Annual Course October 6.**

The fifth annual course in the Theory and Practice of Advertising at the Twenty-third street branch of the New York Y. M. C. A. will begin Wednesday evening, October 6, and continue each Wednesday evening until April.

The list of lecturers is unusually strong and includes George F. Barright, advertising manager of the Prudential Insurance Company; Theodore A. DeWeese, advertising manager of the Shredded Wheat Company, Niagara Falls, N. Y.; F. H. Gale, advertising manager of the General Electric Company, Schenectady, N. Y.; Don C. Seitz, business manager, New York World; Herbert C. Houston, vice-president Doubleday, Page & Co.

Manley M. Gillam, advertising counsel New York Herald; George H. Perry, advertising manager Siegel-Cooper Co.; J. George Frederick, managing editor Printers' Ink; Ernest Elmer Calkins of Calkins & Holden; E. St. Elmo Lewis, advertising manager Burroughs Adding Machine Co., Detroit, Mich.; William Bradley, art manager Colliers' Weekly; Ingalls Kimball, manager Cheltenham Press; Emerson P. Harris, publisher Advertising-Selling Magazine; O. J. Gude, president of the O. J. Gude Co.; L. B. Palmer, secretary American Newspaper Publishers Association; C. F. Southard, advertising manager A. D. Matthews Sons Company; Lewis Pelletier, advertising manager Machiners; Leroy S. Fairman, managing editor George Ethridge Company; John Budd, of Smith & Budd; Joseph P. Day, real estate broker.

The course will be given, as in former years, under the direction of Frank L. Blanchard, assisted by Raymond R. Glenn.

A paper will be started at Fuling, Tex.

**PUBLISHERS CIRCULATION SERVICE CO.**  
**MAKES GOOD**  
 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

**BARNARD & BRANHAM**  
 Publishers Representative  
 NEW YORK CHICAGO  
 Brunswick Bldg. Boyce Bldg.

## WILLIAM WINTER

Reminiscence Gossip of Critics by  
Writer of "On the Tip of  
the Tongue" Column in  
the New York Press.

Fifty years ago next December, at the beginning of his career here, William Winter wrote for a newspaper published at 9 Spruce street, New York City. Recently he contributed an article to The Sunday Press, published at 7, 9 and 11 Spruce street, New York City. The name of the newspaper for which "W. W." wrote fifty years ago was The Saturday Press, Henry Clapp editor, to whom Mr. Winter refers in his book on "Old Friends." The coincidence struck Tip as still more remarkable—that The Press was the only daily newspaper in New York to deplore the gagging of the peer, contemporary and friend of Horace Greeley, Henry Wadsworth Longfellow and Oliver Wendell Holmes.

Few of the new generation know that William Winter is one of the last of the old school of orators; that he was in great demand as a lecturer; that he learned law from Rufus Choate, and is a member of the Suffolk bar, in Massachusetts. In his fifty-seven years of journalism, though he has never hesitated to lash the enemies of the truth and the foes of art, he never involved a newspaper in a libel suit.

### WINTER'S INCOME.

Until recently, when his business affairs were taken in hand by his son, Jefferson Winter, the veteran has not pursued the dollar with agility. Now his lowest rate for contributions is twelve and one-half cents a word, and he cannot fill the demand of newspapers and magazines. His salary from the New York Tribune was \$50 a week at the end, \$25 when he joined the staff. His biography of Mansfield, now in preparation, will bring him thousands of dollars, and his publishers are putting out a new edition of his works, beginning with a volume of poems. The last years of his activity may be more profitable than half a century of toil.

Like many of his temperament, Mr. Winter cannot do half so well for himself as he can for others. Through his favorite son, Arthur, who died at 14, he became interested in the Staten Island Academy. It was a struggling little school. He worked for it, built it up, and today it has a handsome building and a large body of students. It was at a lecture delivered by William Winter for the benefit of this institution that Jefferson Winter, to the query of a late arrival at the event, who asked at

the door, "Is he winding up?" replied, "No, madam, he is running down."

### HIS STATEN ISLAND HOME.

To the Winter home on Staten Island pilgrimage has been made by all the great players of their period. Name all who have adorned the stage in the last thirty years and you will have a fairly accurate list of his best known guests. A certain sofa in the lounging room inspired these lines from the Sage of Staten Island: "Here Irving sat, and here forevermore Affection mourns what time can ne'er restore."

When William Warren paid his call the host informed that fine comedian how often he, as a boy, had paid twenty-five cents for a gallery seat to behold Warren in the role of Captain Cuttle or Touchstone. It was a proud privilege for the ripened scholar to confirm the impression of his youth with influential tributes to the actor he still admired. "Thank God!" said the critic, in reply to the sneer that he had prejudices, "I have my friends. But I never wrote a word about one of them that I did not believe to be deserved, and it was because of what I wrote that I made them my friends." William Winter is a devoted friend and an equally earnest foe.

### WROTE STANDING.

There are various legends about the eccentricities of this master of controversy. One is that he wrote his theatrical reviews on the desk of the Tribune counting-room, standing, by preference. That is where the sage wrote for many years, but whether by preference or from necessity probably is debatable, for there was a feud with the editorial powers. The following story, however, is accurate.

One day he startled Jefferson Winter by the despairing announcement: "Boy, I'm going blind!" Five minutes before he had finished a page of copy. When he tried to read it he couldn't see a word. Everything was blurred. When Jefferson had recovered from the shock and used his eyes, he ventured: "Father, if you will take off that extra pair of glasses I have no doubt your sight will be instantly restored." Father had absent-mindedly put on his duplicate lenses over the others.

## BURTON H. ALLBEE.

New Editor of the Hackensack (N. J.) Record.

Burton H. Allbee has been made editor of the Hackensack (N. J.) Evening Record.

Mr. Allbee has had long experience in daily newspaper work, occupying numerous positions of trust and responsibility in different parts of the country.

For the past twelve years he has been identified with trade journalism in New York and still retains a contributing editorial connection with two publications.

### Moves into New Home.

The Sentinel Publishing Company, owners and publishers of the Winston-Salem (N. C.) Daily and Weekly Sentinel, now occupies its new home on South Liberty street.

The structure is two stories in height and is built of brick. It is conveniently arranged and is said to be one of the best lighted newspaper plants in North Carolina.

The increase in advertising and circulation of the Daily and Semi-Weekly Sentinel has shown such a steady growth the past two years that larger quarters became a necessity.

## MACHINIST TO REPORTER.

A Brief and Interesting Story of Evolution.

Making a newspaper man out of a machinist seems a rather curious evolution, but I know from my own experience that it can be done, says a writer in Spare Moments.

My father was a mechanic and naturally it was held by the other members of the family that I had a latent genius for mechanics concealed about my person. This and fate in the shape of a friend who was superintendent of a machine shop soon placed me at work with a drill press, miller, shaper, and finally the lathe.

For eleven years I stuck to it, with only an occasional intermission, and so became proficient. Eleven years is a long time to experiment with a particular occupation and then look in another direction, but that is what I did. When the final resolution came I quit the machine shop cold-bloodedly.

While at work in the shops I spent some of my nights in learning to operate a typewriter and in getting on easy terms with spelling and punctuation and a smattering of grammar. When, after many trials, I secured my first place on the editorial staff of a newspaper, I found that much of my book learning had to be forgotten. Every newspaper has a style peculiar to itself, which must be learned. Then, too, as a beginner, I was inclined to be dramatic instead of preparing an item as tersely as my ability would permit. These were hindrances which had to be overcome.

After receiving as high as \$18 a week in the machine shop I went to work on a newspaper for \$8 a week. This was later increased to \$10 and then to \$12 and with the money I earned on the outside I managed to live reasonably well and keep out of debt. Now, after four years, it is possible for me to earn more than when I was in the shop.

## HOE PRESSES.

Canadian Papers Order New Mechanical Equipment.

The Montreal Star has ordered from R. Hoe & Co. a new sextuple press, with fast-speed folders and all the latest improvements. It will print papers of any number of pages up to 48, and is guaranteed to turn them out at the rate of 40,000 16 or 18 pages per hour.

At the same time, the present Star Hoe presses are to be enlarged to sextuples and also brought up to date by the addition of fast speed folders and other improvements. When these changes are made the Star will have a splendid printing plant, the largest in Canada, it is said, and capable of turning out newspapers at a rate equivalent to nearly one-quarter of a million eight-page papers every hour.

The same firm has shipped to Montreal a large double stereotype perfecting press for the new French daily, La Publicite, soon to be issued there.

The press has a capacity of 48,000 papers per hour, and will print 16 pages or less at a single operation.

The Corning (N. Y.) Leader is enlarging its premises, and has bought from R. Hoe & Co. a four-deck press, which will be installed in a couple of months.

The Wyckoff Advertising Company, Boston office, is placing 300 inches in Southern papers for Williams & Clark, La France Shoes, Lynn, Mass.

## ADDITIONAL AD TIPS.

Otto J. Koch, Milwaukee, is making contracts in the Southwest and Pacific coast papers for David Adler & Son, clothing, same city.

The Mahin Advertising Agency, Chicago, is placing 3,000 line orders in Southern papers for Acme, Evans & Co., same city.

An extensive list of Mail Order Journals is being used by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia, to advertise an original Sewing Machine proposition under the name of M. W. Buckley & Company.

H. M. Lindenthal & Sons, Clothiers, Chicago and New York, are using 300 lines in a selected list of New England newspapers, as well as the Middle West and South. This campaign is being placed by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia.

Roberts & MacAvineche, 114 Dearborn street, Chicago, are placing 5,000 line contracts in larger Western dailies for the Wolfe Brothers Shoe Company, Columbus, Ohio.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing large copy in the principal cities for the O'Sullivan Rubber Company, O'Sullivan Rubber Heels, Lowell, Mass. This agency is also asking for rates in New England dailies on three inches for nine months.

Mail Order Magazines are being used by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia, in the interests of Everybody's Corporation, a new Insurance Company intended to own and control Companies writing Life as well as Accident and Casualty insurance.

James T. Wetherall, 221 Columbus avenue, Boston, is placing four inches e. o. d. for six months, for Chester Kent & Co., Vinol, Boston.

A selected list of newspapers is being used by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia, to advertise Van Stone's Coats and Suits.

An extensive newspaper campaign, in behalf of Old James E. Pepper Whiskey, is being conducted in twenty papers, throughout the East, South and West, by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia.

Eastern newspapers, including publications in New York and Philadelphia, are used by the Leven-Nichols-Foley Company, Chicago, New York and Philadelphia, to promote the sale of irrigated land for the Oregon Land and Cattle Company. This is a new irrigation project that is making a record in the matter of speedy sales to selected land investors.

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

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

**Here is a definite field, to be covered in a definite manner.**

It is the German-speaking population of Philadelphia, consisting of 350,000 persons. The papers are the following, all published by the German Gazette Publishing Company:

**MORGEN GAZETTE**  
**EVENING DEMOKRAT**  
**SONNTAGS GAZETTE**  
**STAATS GAZETTE (weekly)**  
Examined by the Association of American Advertisers.

# WHY NOT HAVE THE BEST?

In Accuracy, Promptness and Impartiality no other Press Association can equal the daily news reports furnished for Morning, Evening and Sunday papers by

# THE HEARST NEWS SERVICE

It furnishes a twenty-four hour service every day in the year, its news being collected by its own correspondents in every important news centre in this country and abroad. The watchwords of every member of its vast organization throughout the world are

**GET THE FACTS! GET THEM FIRST!  
REPORT THEM WITHOUT FEAR OR FAVOR!**

A recent reorganization and expansion of the staff of the Hearst News Service makes

All the  
News of  
All the  
World

it possible for this organization to offer publishers throughout America a more comprehensive daily report than that which has won and held its satisfied patrons in the past. It is constantly making additions to and improvements in its facilities for gathering and forwarding the news of the world, and stands to-day unrivalled by any Press Association on earth in the

Always  
Accurate  
Always  
First

quality, accuracy or promptness of its service. A carefully organized and efficient

## FAST MAIL PICTURE BUREAU

is the latest addition made by the Hearst News Service to its facilities for meeting the requirements of its subscribers, and through this bureau it is able to place in the hands of its patrons photographic prints of the scenes and characters figuring in the important news of the day from twenty to twenty-four hours earlier than they have ever been able to get them before.

This is only one of many new features of the Hearst News Service which make it the strongest ally of the editor and publisher who aims at up-to-dateness and success. Let us tell you what we can do for your paper in the way of helping it to win

**CIRCULATION, ADVERTISING, PRESTIGE**

*Send for a copy of our new prospectus, and write for terms to*

# THE HEARST NEWS SERVICE

200 William Street,

NEW YORK CITY

# 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 25, 1909.

## TWO HUNDRETH ANNIVERSARY OF DR. SAMUEL JOHNSON, JOURNALIST.

Because of the avalanche of news last week, the bi-centenary of the birth of Dr. Samuel Johnson passed with little notice. Dr. Johnson was born in Lichfield, England, Sept. 18, 1709.

Newspaper men might well keep him in memory and mark with honor the 200th anniversary of his birth because he made Johnson's English Dictionary, and for that alone, if he had no other claims to the gratitude of the profession.

But Johnson was also a newspaperman, though the encyclopedists do not choose to identify any of his work as journalism.

He began his journalistic work at the age of twenty-nine years with the Gentleman's Magazine, about the year 1738, and this periodical was the only one then in England which had what was called a large circulation. In it were reported the speeches and doings of Parliament, as news.

Thirty-six years after Addison's paper, The Spectator, was stopped, Johnson started The Rambler. It was issued every Tuesday and Saturday from March, 1750, until March, 1752. It had a circulation of 500. When it stopped, the numbers were gathered and published in book form and Johnson lived to see the publisher's statement that 13,000 copies had been sold.

Whether or not the literateurs admit that a periodical published twice a week is, if only for want of an exact work to classify, a newspaper, Dr. Johnson was an editor, and one who wrote editorials for each number of his paper. The doctors of literature classify Johnson's editorials as "essays."

Arthur Brisbane's daily articles are classified as editorials customarily. In Johnson's time they would have been "essays."

We repeat, Dr. Johnson was a journalistic editor.

## JOHN A. JOHNSON, COUNTRY EDITOR.

Since the death of William McKinley many public men have passed, and the end of none was so sad, so deep with sorrow in the hearts of the nation as that of Governor John A. Johnson, of Minnesota. His work was uncompleted. He was not old.

He was a newspaper man, not only a writer for newspapers, but a country editor, an expert in every department of the country newspaper.

Many who live in cities, who know universities of learning, have marveled that a poor boy, reared in a little country town, a country editor without a university degree, should have such splendid equipment of talent for the administration of great affairs.

He knew the power of the country press. He believed the country press would grow and continue to be the backbone of the newspaper profession.

John A. Johnson, country editor, will not be forgotten.

## THE SALE OF THE IRON AGE.

The sale of the Iron Age last week for \$1,500,000 leads the public mind to sharp contemplation of the tremendous growth of trade journalism in America.

To those, who themselves are engaged in this branch of the profession, there is a fine lesson in the event.

The Iron Age was started in 1855. It began almost with the beginning of the iron industry.

From its beginning it was a leader, never a mere trailer. Its editors were men of large minds, trained experts in the practice and theory of the industry.

Its business management was fundamentally sound. The men in charge were never opportunists, looking with near-sighted eyes to the advertisements for the next issue. They planned to build solidly, if slowly, and thus the Iron Age became an institution, a proud name for its founders.

In short, it pays well to be fair and honorable in trade journalism and to seek for men of high class to head the departments.

The news of the death of Robert Hoe, head of the firm that is almost a household word to every printer and publisher in the world, came this week with a shock, even in a week of news shocks. In his field of life he was a great force. No statistician can measure his accomplishments. They were not spectacular, for the work of education is not spectacular, and his work, in the sum-up, was the work of the educator. Who shall say the work of building and installing Hoe printing presses throughout the world is not as great as the work of finding the North Pole, or making a flying machine?

First satisfy yourself that the space which you are offering for sale is worth what you are asking for it, then you will find it easy to convince the purchaser that the investment will produce good results.

## NEWSPAPERS

### Should Be Read With Same Mental Energy We Give to Books.

If you are an optimist, you can find plenty in each day's paper to sustain and rationalize your hopeful view of things, says the Columbia (S. C.) State.

Complaint is often made that the newspapers hunt for the bad things the world does, and take cognizance only of such good deeds as thrust themselves upon the journalistic gaze.

That criticism, if true at all, is applicable to a very few of the newspapers. Take the ordinary one that strives to make a faithful, impressionistic picture of the world day by day, and you will find three times as many items of hopeful as of depressing import. This fact would prove, if it were really true that the newspapers hunt chiefly for the bad things, either that as newsgatherers they are less efficient than they imagine, or that there is a remarkable scarcity of favored material.

There has grown up a cult, made up of men who have cultivated themselves into a state of constant misanthropy, who bemoan "the newspaper-reading habit." The utmost concession to be wrung from them is that the newspaper is a necessary nuisance. It is not improving, they complain; the reading of it is mostly a waste of time, and, what is worse, a practice that tends to bring about mental deterioration.

All of which is essentially not true. The active mind will find few books in the largest library that give a stronger stimulus to thinking men than the ordinary newspaper. The ordinary newspaper is not the exposition of theories, but the display of the stuff of which theories are made. It is not finished thought, but the raw material to be shaped and fabricated by thought. It is the record of men's doings, a record which in one day not only compasses the whole realm of motion, but presents motives in combinations of almost human variety. There is more of human comedy in one issue than Balzac's lusty mind could have conceived in ten times the span of his life.

For the mind of fertile imagination there is now browsing ground more inviting than the newspaper. It will find material for its fancy, whatever the mood. The newspaper has a hundred texts for sermons, as many suggestions for philosophical meditation, excitement for its humor and inspiration for its curiosity in all that pertains to art and science. Read newspapers too much? The fact is that few of us read them enough—leastwise not studiously enough. If we read newspapers with the same mental energy that we ordinarily give to a book, we should own more opinions and borrow fewer from our neighbors. The man who would develop the power of vigorous, independent thinking must esteem the newspaper of prime service.

## Pronunciation.

Edson C. Eastman, of Concord, N. H., formerly one of the most widely known publishers in New England, rode through the White Mountains in an old-fashioned stage-coach some time ago. The only other occupant of the vehicle, beside the driver, was Joseph Pulitzer, proprietor of the New York World.

Both being publishers, Mr. Pulitzer and Mr. Eastman conversed freely, and at the end of the journey the distinguished New Yorker extended his card to Mr. Eastman.

The latter remarked that he had always been in doubt as to the exact pronunciation of the editor's name.

"What process do you effect when you wish to open a door?" questioned Pulitzer.

"Lift the latch and push it," was the reply. "Ah, no," said his companion. "You Pull-it-sir! So with my name, Pulitzer."—E. J. G., *Short Stories*.

## ENCOURAGEMENT.

Kansas City, Mo., Sept. 17, 1909.

DEAR MR. SHALE:

I am leaving The Journal this week. Going out West to get heavier in weight and reserve power even tho' I incidentally become lighter in purse.

It's been great fun to be mixed up in the activities of Kansas City—the coming great city of the country. There's a great spirit of doing things here. The people are made of the right kind of stuff and Kansas City's possibilities are merely in their infancy.

The local advertising of The Journal in the future will be in charge of Mr. J. F. Baxter, and Mr. J. Broadway Dignam, of Hand, Knox & Company, will look after the foreign business.

I cannot recall any statement I ever made to you regarding the excellency of The Journal that I would want to withdraw now that I am leaving.

On the other hand, I feel that I could even emphasize the strongest statements I have made concerning its usefulness as a money-making medium for advertisers.

'Twas never so strong as it is to-day. The encouragement you have given through THE EDITOR AND PUBLISHER and Journalist in the four years I have been advertising manager has helped to increase the patronage of The Daily and Weekly Journal nearly \$100,000 a year and place The Weekly in the position of leading the world in amount of business carried.

I'm sorry I can't express my appreciation to you in a more personal manner, but here's a warm hand-clasp across the way and a sincere, earnest wish for your greater success in the days to come. Believe me,

Fraternally yours,  
W. G. BRYAN.

## LETTERS FROM FRIENDS.

Stroudsburg, Pa., Sept. 10, 1909.  
THE EDITOR AND PUBLISHER,  
17 Park Row, N. Y.

Gentlemen:

Enclosed herewith is my check for one dollar for a year's subscription to THE EDITOR AND PUBLISHER. I wish to compliment you on the improvements that have been made in the publication during the past year.

Very truly yours,  
C. L. DRAKE,  
Manager Times.

Norwalk, Ohio, Sept. 4, 1909.  
THE EDITOR AND PUBLISHER,  
New York City.

Gentlemen:

Enclosed find check for \$1, subscription to THE EDITOR AND PUBLISHER Sept. 12, 1909, to Sept. 12, 1910.

THE EDITOR AND PUBLISHER is an ever welcome guest and a valuable assistant.

Yours very truly,  
THE EVENING HERALD,  
S. N. LAWSON, manager.

## Dark Days Coming.

November, 1910, will be a dark month for the literary and newspaper world, for "Old Moore" says so. In the Old Moore's Almanack, for 1910, we are told to look out in November for "newspaper libel troubles." There are also to be "libels and slanders to literary people," likewise, "there will be much paper quarreling, libelous letter writing." But there is a silver lining to this cloud, for we observe a few lines further on, that "the hearts of the wealthy will warm toward the unfortunate." Authors, therefore, can face the "libels and slanders" with a light heart.—London Stationer, Printer & Fancy Trades Register.

**PERSONAL**

William J. Hofmann, advertising manager of the Portland (Ore.) Oregonian, is in the East on business.

Charles A. Goddard, editor of the Fayette (Ala.) Journal, has been postmaster of that city.

William F. O'Connell, formerly connected with the Corning (N. Y.) Leader, has been made managing editor of the Okmulgee (Okla.) Herald, a new daily.

E. A. K. Hackett, publisher of the Fort Wayne (Ind.) Sentinel, is in New York this week, attending the executive board of the Evangelistic Committee.

John R. Ross, business manager of the Charlotte (N. C.) Observer, is in New York this week in the interest of that paper.

George W. Bronson, Jr., business manager of the Greenville (N. C.) News, is in New York this week, calling on the general advertisers.

George H. Alcorn, of the MacQuoid-Alcorn Special Agency, Tribune Building, New York, has returned home from a successful trip through Northern and Central New York.

**OBITUARY.**

Fred Kannen, a well-known Finnish editor and newspaper owner of Calumet, Mich., died last week in Astoria, Ore.

Le Roy R. Brooks, proprietor of the Brooks Press of Milwaukee, and editor of the Publicist, died at St. Barnaby Hospital in that city, from acute pleuropneumonia. He was twenty-eight years old.

James H. Stevenson, formerly well known in the Iowa newspaper field, died last Sunday in Washington as the result of a street car accident. A widow and five children living in Topeka, Kan., and a son in Washington survive him.

Robert Smith, editor of the Richmond (O.) Gazette and at one time owner of papers in Marion and at Newcomerstown, O., died at his home in Marysville last week. He was fifty-five years old.

Mrs. Marion A. MacBride, journalist and club woman, died at her home in Arlington Heights, Mass., last Saturday. She was fifty-nine years old. She began her newspaper career on the New York Tribune in 1881 and later went to the Boston Post. For many years she contributed to Boston, New York, New Orleans and Cleveland papers, and also to many magazines.

**Editor Heir to a Fortune.**

Edwin H. Graham, editor of a newspaper at Clark Hill, Ind., has been advised that he was heir to an estate of \$400,000 in New York City, and that by the provision of the legacy immediate possession of the fortune is given.

**Elected Treasurer of Gary (Ind.) Daily.**

Hugh E. Corbett has been elected treasurer of the Gary (Ind.) Lake County Democrat. Attorney C. O. Sifton, the president, and Mr. Corbett are the resident officials. Edward Simon, the chief promoter, resides in Hammond, Ind.

**CLUBS AND ASSOCIATIONS.**

In response to a call made by the secretary of the former North Montana Association, an enthusiastic crowd of newspaper men met at Glasgow recently and organized the Northern Montana Press Association. The officers elected are as follows: J. F. Adams, of the Harlem News, president; G. H. Coulter, of the Culbertson Republican, vice-president; J. T. Farris, of the Hinsdale Homestead, secretary-treasurer.

The East Texas Editorial Association will meet at Palestine Sept. 24 and 25.

**WOMEN'S PRESS CLUBS.**

William Salisbury, of New York, will speak at the meeting of the New Jersey Women's Press Club, Oct. 4. The meeting will be held in the Newark Free Public Library. Among the speakers who will address the club at later meetings are John A. Rush, of Orange, who will speak in November, and Dr. Orison S. Marsden, who will speak in December. At the January meeting the Kate Upson Clark, literary editor of The Atlantic, will talk on "Literary Pursuits." Mrs. Clara V. Laddy, president of the New Jersey State Suffrage Association, will address the February meeting, and at the session of the month following Miss Jean Herendeen will speak on "To Write or Not to Write." The annual meeting and election of officers will be held in April. Invitations to speak at that time have been sent to Franklin Matthews, who was a correspondent with the battleship squadron which sailed 'round the world.

**KENOSHA (WIS.) JOURNAL.**

**Gives Boys and Girls Fine Outing in Milwaukee.**

The Kenosha (Wis.) Daily Journal gave its subscription contestants, about 50 boys and girls, a free ride via The Chicago, Milwaukee Electric line, to Milwaukee and return, Thursday, Sept. 16. The boys and girls were also taken to the Wisconsin State Fair while in Milwaukee.

The occasion was very successful. The whole affair was under the personal direction of Wm. L. Odett, editor of the Journal. While on the trip Mrs. Odett ably assisted in the entertainment of the youngsters.

**CHANGES IN INTEREST.**

G. F. Althouse, publisher of the Ackley (Ia.) World, has purchased the plant of the Norris Printing Company at Eldora. He will move the plant to Ackley.

S. B. Horton, of Poughkeepsie, N. Y., has purchased the St. Johnsville (N. Y.) Enterprise from Lou McWethy.

Samuel James, editor of the Pittsboro (Ind.) Sun, has disposed of his interests to George O. Dewey.

Frank Fairchild has sold his interest in the firm of Dennis & Fairchild, publishers of the Hastings (Mich.) Journal, to John Dennis, who has been editor of the paper for the past forty years. Mr. Fairchild's former interest has been purchased by C. F. Booram, formerly of Detroit, and till recently foreman of the job department of the Ypsilanti Daily Press. The firm will be known as Dennis & Booram.

**STAFF NEWS AND CHANGES.**

Thos. E. Burke, formerly of the Chicago Journal, has succeeded J. B. Anderson as city editor of the Joliet (Ill.) Republican. Mr. Anderson resigned to take up the study of law at the University of Wisconsin.

**Chicago Women's Press League.**

The Women's Press League of Chicago has started a campaign for 20 per cent. more pay for the school teachers. The movement is said to be the direct result of reports made to members of the Press League regarding manners and methods in which portions of the pedagogical staff of Chicago's schools were compelled to spend their vacations. It was found some worked as waiters in restaurants and did other menial work.

**UNITED PRESS BULLETINS**

Edwin C. Ranck, formerly of the Cincinnati Post and more recently of the Brooklyn Eagle, joins the New York staff of the United Press next Monday.

The Spectator at Hamilton, Ontario, has just started the full United Press leased wire report.

The United Press scored a clean beat of about seven hours on the recent anti-Jewish disorders at Kieff, Russia.

Operators assignments.—J. H. Mason has been transferred from Bridgeport, Conn., to Hamilton, Ont.

**The Showalter Service Has Imitators—but No Real Competitors!**

Between four and five hundred newspapers buy and use the Showalter Advertising Promotion Service.

Not one of these papers would buy and use my copy if it did not pay to do so—or if better copy could be had!

W. D. SHOWALTER, 150 Nassau St., New York.

**\$10,000.00 CASH**

available for first payment on satisfactory daily newspaper property. Oklahoma, Oregon and Washington locations preferred. Buyer is reported to be a young man of good business ability, straight and thrifty. Proposition No. 543.

C. M. PALMER  
Newspaper Broker  
277 Broadway, N. Y.

**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.

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**FOR SALE**

**FOR SALE.**

Cox Duplex Flat Bed Press; prints 4, 6, 8, 10 and 12 page paper. Quick sale desired to make room for Scott High-Speed Press. Walter Scott & Co., Plainfield, N. J.

**MISCELLANEOUS.**

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

**ADVERTISING MEDIA.**

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

**Daily Illustrated News Service**

Photos and Text, Anti-Spelling and Correcting 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 Post, etc.

**NEW YORK HERALD SYNDICATE**

Cable and Feature Service  
Address  
Herald Square, New York City  
Canadian Branch  
Desbarats Building, Montreal

**THE INTERNATIONAL SYNDICATE**

Established 1899.  
**Features for Newspapers**  
**BALTIMORE, MD.**

**HAND, KNOX & CO.**

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

**J. WILBERDING**

Newspaper Representative  
225 FIFTH AVE. NEW YORK

**LET ME REPRESENT YOU**

"THERE'S A REASON"  
**F. P. ALCORN, Newspaper Representative**  
FLATIRON BUILDING, NEW YORK

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

The Whitman Advertising Service, 1 West Thirty-fourth street, New York, is placing an eight inch, double column ad. in New England papers.

Calkins & Holden, 250 Fifth avenue, New York, are placing orders for ten to twenty-five thousand lines, for the advertising of the National Phonograph Company, Orange, N. J.

The Allen Advertising Agency, West Thirty-third street, New York, is sending out order generally for the Tel-Electric Piano Player, New York.

The Morse International Agency, West Thirty-fourth street, New York, is sending out orders for the advertising of the Maine Central Railway Company.

George F. Baright, advertising manager of the Prudential Life Insurance Company, Newark, N. J., is opening up the State of Oklahoma, and is placing 1,000 inches to be used within six months.

The F. P. Shumway Agency, Boston, is sending out orders for eight inches, sixteen times, for the M. A. Packard Company, Packard Shoes, Brockton, Mass.

It is said that the Athlophorous Company, New York, will not advertise in the newspapers this season.

Louis Lewis, advertising agent, 220 Broadway, New York, will take up the daily newspaper advertising for Huyler's, Huyler's Candies and Cocoa, 64 Irving place, New York, after October.

The Humphrey's Homoeopathic Medicine Company, 111 William street, New York, are making contracts and sending out orders to newspapers generally for the fall-winter campaign.

The Chattanooga Medicine Company, Chattanooga Tenn., is placing 14,000 lines in Southern papers through Nelson Chesman & Co., same city.

The Charles H. Fuller Company, Chicago, is sending out 5,000 line orders to Southern papers for the Kazoo Suspender Company, Kalamazoo, Mich. This agency is also placing new contracts for 5,000 lines in Western papers and 7,000 lines in the Southwest, for the Knowlton Danderine Company, Chicago.

The Gardner Agency, St. Louis, is placing 1,000 lines in Western weeklies for the St. Louis and Southwestern Railway.

The Friend Advertising Agency, 41 Union Square, New York, are placing orders in California papers for Irving A.

Keene, Keene's Glad Pheet, 85 Franklin street, New York. This agency is also placing three inches double column, three times, in the smaller city dailies for the New York Knitting Mills, 141 Wooster street, New York.

L. A. Sandlass, Baltimore, Md., is placing 3,000 lines in Pacific coast papers for Schloss Brothers & Co., same city.

The Cochrane Advertising Agency, 112 Dearborn street, Chicago, is placing 3,000 lines in Western papers for L. Abt & Sons, clothing, same city.

The McManus-Kelley Company, Toledo, Ohio, are placing 3,000 lines in Southwestern papers for the Hupp Motor Car Company.

Proctor & Collier, Cincinnati, are placing 5,000 lines in Southern papers for the Milton Ochs Company, Cincinnati.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is placing 2,000 inches, to be used in two years in Pacific coast papers for the New York and Kentucky Company, same address.

Pape, Thompson & Pape, Cincinnati, are placing 1,000 inches in Pacific coast papers through the Blaine-Thompson Company, same city.

Nelson Chesman & Co. are placing 10,000 lines in Southern papers for the advertising of the Globe Pharmaceutical Company, Columbus, Ohio.

F. T. Short, Chicago, is placing 5,000 lines in Western papers for the Globe-Wernicke Company, Cincinnati.

The E. P. Remington Agency, Broadway, New York, is placing 2,500 lines in Western papers for the Hunyadi Janos advertising.

The C. Ironmonger Agency, Post Building, New York, is placing 1,000 lines in Pacific coast papers for Steinfeldt Brothers, food choppers, New York.

Louis Urmy, Temple Court, New York, is placing 2,500 lines in the Southwest and Pacific coast papers for Ed. Pinaud, Pinaud Perfumes, 84 Fifth avenue, New York.

The George Batten Co., East Twenty-fourth street, New York, is placing 10,000 lines in Southwestern papers for the F. M. Hoyt Shoe Company, Manchester, N. H.

J. W. Morgan, 40 East Twenty-third street, New York, is placing 1,000 line contracts for the advertising of the Woman's Home Companion.

W. Montague Pearsall, 203 Broadway, New York, is placing some advertising for the Goodyear Rubber Company, rain coats, New York.

Fred C. Williams, 108 Fulton street, New York, is placing seventy lines, e. o. d. t. f. for the Salada Tea advertising.

N. W. Ayer & Son, Philadelphia, are placing orders in Texas papers for D. Eppstein & Co., R. B. Cigar, Dallas, Tex.

C. I. Hood Company, Lowell, Mass., will resume advertising about October 1.

The Samuel Knopf Company, 32 Union Square, New York, is placing orders in Texas papers, for W. S. Peck & Co., Syracuse, N. Y.

# ROLL OF HONOR

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

<b>ALABAMA.</b>	
ADVERTISER .....	Montgomery
ITEM .....	Mobile
<b>ARIZONA.</b>	
GAZETTE .....	Phoenix
<b>ARKANSAS.</b>	
SOUTHWEST AMERICAN .....	Fort Smith
<b>CALIFORNIA.</b>	
BULLETIN .....	San Francisco
CALL .....	San Francisco
EXAMINER .....	San Francisco
<b>FLORIDA.</b>	
METROPOLIS .....	Jacksonville
<b>GEORGIA.</b>	
ENQUIRER-SUN .....	Columbus, Ga.
CHRONICLE .....	Augusta
THE ATLANTA JOURNAL .....	Atlanta, Ga.
LEDGER .....	Columbus
<b>ILLINOIS.</b>	
HERALD .....	Joliet
JOURNAL .....	Peoria
<b>IOWA.</b>	
CAPITAL .....	Des Moines
THE TIMES-JOURNAL .....	Dubuque
<b>KANSAS.</b>	
GLOBE .....	Atchison
CAPITAL .....	Topeka
GAZETTE .....	Hutchinson
EAGLE .....	Wichita
<b>KENTUCKY.</b>	
COURIER-JOURNAL .....	Louisville
TIMES .....	Louisville
<b>LOUISIANA.</b>	
ITEM .....	New Orleans
TIMES DEMOCRAT .....	New Orleans
STATES .....	New Orleans
<b>MASSACHUSETTS.</b>	
LYNN EVENING NEWS .....	Lynn
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE .....	Joplin
<b>NEW JERSEY.</b>	
PRESS .....	Asbury Park
JOURNAL .....	Elizabeth
TIMES .....	Elizabeth
COURIER-NEWS .....	Plainfield
<b>NEW YORK.</b>	
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
<b>OKLAHOMA.</b>	
OKLAHOMAN .....	Oklahoma City
<b>PENNSYLVANIA.</b>	
TIMES .....	Chester
DAILY DEMOCRAT .....	Johnstown
HERALD .....	New Castle
BULLETIN .....	Philadelphia
GERMAN GAZETTE .....	Philadelphia
DISPATCH .....	Pittsburg
PRESS .....	Pittsburg
TIMES-LEADER .....	Wilkes-Barre

<b>NORTH CAROLINA.</b>	
NEWS .....	Charlotte
(Average circulation month of August, 7,609)	
<b>TENNESSEE.</b>	
NEWS-SCIMITAR .....	Memphis
BANNER .....	Nashville
<b>TEXAS.</b>	
CHRONICLE .....	Houston
RECORD .....	Fort Worth
SEMI-WEEKLY TRIBUNE .....	Waco
TIMES-HERALD .....	Waco
<b>WASHINGTON.</b>	
TIMES .....	Seattle
<b>WEST VIRGINIA.</b>	
GAZETTE .....	Charleston
<b>WISCONSIN.</b>	
EVENING WISCONSIN .....	Milwaukee

## ADVERTISING NOTES.

Perry Lukens, Jr., special agent, Tribune Building, New York, has been appointed foreign advertising representative for the San Francisco Post.

Hand, Knox & Co., 225 Fifth avenue, New York, have been appointed foreign advertising representative of the Montgomery (Ala.) Advertiser.

## Anderson (S. C.) Mail

You can cover the best field in South Carolina at the lowest cost by using the Daily Mail. No general advertiser can afford to overlook this field.  
MacQuoid-Alcorn Special Agency  
Tribune Building, N. Y.  
Marquette Building, Chicago

## THE 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  
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg  
New York St. Louis Chicago

**GERMAN WOOD PULP**

**Manufacturers Are Exporting Cellulose to This Country.**

Consul-General Robert P. Skinner writes from Hamburg that American high-grade bleached sulphite fiber or cellulose for paper making can hardly be sold in Germany because of the low prices there. He describes the trade as follows:

The German manufacturers themselves are exporting cellulose to the United States, that chemically prepared amounting in the first 5 months of 1909 to 9,945 tons, against 7,470 tons in the 1908 period. The total German exportations January 1 to June 1, 1909, were 53,537 tons, against 48,511 tons in the 1908 period.

One of the largest German concerns for the manufacture of sulphite pulp is at Königsberg, in which 200 tons of white and red pine are transformed daily. The raw material is cut into blocks of 4 centimeters (1.5748 inches) square, which are carried from the ground floor of the factory to the one above, where they fall into horizontal cylinders of wire netting. These cylinders revolve rapidly, allowing the blocks of the proper dimensions to pass through the meshes, and retaining such as are of improper size. The blocks of even dimensions are now taken to immense vats of a capacity of 250 cubic meters (8,828.5 cubic feet) and of which the establishment has four. Eighty cubic meters (2,825.16 cubic feet) of wood are charged into each vat to be boiled about three hours.

The wood fiber, being now softened, is inundated with bisulphite of calcium, in which it remains 36 hours, after which the resin is withdrawn with the water, and the wood remaining is a completely softened product. The softened wood is next kneaded mechanically, and being then reduced to a pulp, is poured off into basins where the impurities which it contains fall to the bottom, after which the pulp is again worked and again allowed to settle, then finally passed under warm rolls, during which process it coagulates, issuing therefrom in a solid moist sheet, and is again passed between hot rolls, from which it issues almost completely dry.

The band of pulp is finally cut into sheets and punched upon steel teeth, in order that it may be exported to various countries as cellulose at the most favorable rate of duty.

The works at Königsberg produce nine carloads of cellulose per day. Russian laborers are employed chiefly, working ten hours at an average wage of 75 cents per day.

In this market cellulose must test not exceeding 10 or 12 per cent. of moisture. There is no fixed rule regarding the perforations, which are from 4 to 5 inches apart and always sufficiently large and numerous to prevent the possibility of the merchandise being used in its original condition. Bleached sulphite fiber is now quoted per ton in Hamburg as follows: Entirely bleached, 200 marks (\$47.60); three-quarters bleached, 190 marks (\$45.22); half bleached, 180 marks (\$42.84).

**Muzzled the Press.**

A judge of the Court of Common Pleas in Youngstown, O., has enjoined the newspapers from printing reports of an investigation into charges of dishonesty in the conduct of the local government.

The Worthington (Minn.) Advance-Herald has been sold to Herbert H. Smith of St. Paul.

**INDIANAPOLIS NEWS**

**Will Erect New Ten-Story Fireproof Home.**

Work has been commenced on the new home of the Indianapolis News, and it is expected that the building will be completed and ready for occupancy about April 1, 1910.

The new structure, which is immediately east of the present News office, will be ten stories high, with a thirteen-foot basement.

There will be light on three sides, with a frontage of thirty-six feet in Washington street and in Court street and a depth of 120 feet. The building will be of fireproof, skeleton steel construction with terra cotta casings for all structural members and floors, fireproof wireglass windows in the office section, two electric elevators, complete wiring installation for electric light and power and for telephone and telegraph service. The steam heating system will employ both the direct and indirect method, and there will be a ventilating system for the business office and editorial rooms.

The exterior will be treated in Gothic style, with indented white vitrified terra cotta, marbled surface, which material is non-absorbant and can always be kept as clean and white as glazed tile, but which is an entirely different material. The sides and rear will be of white vitrified brick, with terra cotta cornice. The entire exterior can be easily washed free of dust and smoke and thus kept white and clean. The interior office section will be finished in dull tile and the building above this section will be finished in quarter-sawed oak, with plate glass doors and bronze hardware.

The corridors will have tile floors, with marble base. The building throughout will be modern. There will be a mail chute, a vacuum cleaning system, a drinking water supply, and everything that experience has shown to be necessary in such a structure.

**Indian Reservation Edition.**

The Aberdeen (S. D.) Daily American issued on Sept. 12 an Indian Reservation edition. The edition was printed on high-quality book paper, profusely illustrated, and contained the rules governing the registration for lands to be opened for settlement 100 miles west of Aberdeen in October. There are 2,800,000 acres to be opened, and it is expected that 200,000 people will visit Aberdeen during the three weeks. Twenty-five thousand copies of the edition were printed, it is said, and they were given to local parties who would mail them to distant friends to acquaint them with the Aberdeen and the Dakotas. The local Commercial Club sent out several thousand copies, while the whole edition was exhausted a few days after publication. This is said to be the most effective advertising Aberdeen has ever received, and many complimentary remarks were given the publishers.

**BUSINESS OFFICE NOTES.**

The management of the Charlotte (N. C.) News states that for the first six months of 1909 the circulation of the News averaged 1,706 each issue more than the first six months of 1908.

In an advertising statement for June, July and August, 1909, the management of the Peoria (Ill.) Herald-Transcript states that the paper made a gain of over 11,000 inches over the corresponding months of 1908.

**CINCINNATI AD CLUB**

**Is Preparing for an Autumn of Activity.**

The Advertisers' Club of Cincinnati, after a summer of quietude, is preparing for an autumn of activity. The monotony of the dog days was broken by a little visit from President O'Brien and a delegation of the St. Joseph Ad Club men, who were informally entertained by several of the Cincinnati club men.

An official function of much interest was a luncheon at the Hotel Munro in greeting to Samuel C. Dobbs, the president of the Associated Advertising Clubs of America.

The September gathering of the Cincinnati Club was called "A Harvest of Ad-Ideas." Many of the more than two dozen who attended the recent Louisville conclave gave their impressions of that convention.

The Wednesday afternoon luncheons will be resumed in October.

Cincinnati has had a commercial league of amateur baseballists this season and the championship fight ended with a tie between The Blaine-Thompson Company advertising boys and the Hyde Park Lumber Company team. A post-season series for the pennant and the A. G. Spalding silver cup was ordered played and The Blaine-Thompsons took upper outside positions in both games played. They won the decisive games 7 to 0 and 9 to 2.

**NEW PUBLICATIONS.**

The American Coal Journal has been added to the list of industrial publications issued in Kansas City.

The Daily News will be launched at Milwaukee, Ore., by W. E. Thresher. It will be an evening publication.

The River Valley News is the name of a new weekly that has made its appearance at Fuling, Tex. H. F. Bridges is the editor.

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

**THE LOVEJOY CO.,** Established 1853.  
**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery.  
444-446 Pearl Str NEW YORK

**MR. PUBLISHER: We Can Save You 20% on Your Metal Bill—There is A Reason**  
Do you want to be shown? May we send to you the names of two leading metropolitan dailies which adopted our system a year ago and effected a saving of more than 20%?  
**THE PUBLISHERS METAL CO., 134 Metropolitan Ave., Brooklyn**  
Hygrade Autoplate, Senior or Junior, Stereotype, Combination or Linotype Metals.

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

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

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

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.  
Annual Subscription (52 Issues), post free, \$3.00.

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

**SOME TRADE OPINIONS.**

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

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

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

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

**Gets At The Kernel**

With a wealth of practical information on every issue, The American Printer comes necessarily of the highest value as an Advertising Medium.  
Its pages bring rich results to the firms that make and sell things of the printing office from brass rule to mowers, from silk to presses, the most successful manufacturers get into our columns.  
Right down to the meat and bone—Facts not Accidents—Practical Suggestions—Actual Experience—Fried and Tinned Plans—that's what you get every month in  
**The American Printer**  
In Departments of Commercial Art, Trade, the Printer, Photo Engraving, and Bookbinding, second to none. All small jobs of America's best and authorities in their respective lines. It brings to the attention and before a discerning audience, the most valuable material and offers on terms a credit which thought and action in the advertising department.  
Subscription Price \$2.00 per Year (Nine Copies 1 Year)  
**Oswald Publishing Company**  
11 City Hall Place, New York, C.

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS OUT OF 24  
THE FASTEST ENGRAVERS ON EARTH  
MON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4990-4 Bookman

## To the Publisher:

In making a plate of the average weight by hand with the best pump boxes, the work your stereotyper does in lifting and carrying it, and its tail, IS EQUAL TO 400 POUNDS. In making the same plate by means of a JUNIOR AUTOPLATE and an AUTOSHAVER his work is equal to only 180 pounds.

Therefore, for every plate made by these machines your stereotyper will save the lifting and carrying of 220 pounds of metal, or IN EVERY TEN PLATES MADE HE WILL SAVE 2,200 POUNDS OF HARD LABOR—OVER A TON OF WORK.

It is obvious that an office equipped with a JUNIOR AUTOPLATE and an AUTOSHAVER can secure results in speed, economy and comfort of operation which cannot be obtained by one having the best hand-worked plant.

This fact explains why there is less friction between the management and its workmen in stereotyping plants using AUTOPLATE machinery.

We strongly advise that you take up the subject of modernizing your stereotyping facilities at once.

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### THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

One Madison Avenue

New York City

