

UNIV. MAY 22 1909 GENERAL

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

PIONEER PRESS

ST. PAUL'S OLDEST DAILY SOLD TO OWNERS OF ST. PAUL DISPATCH.

No Open Announcement Made—Evening Pioneer Press to Be Discontinued—Proposition May Be Made to Merge Pioneer Press and Dispatch—Deal Shows Consistent Energy of C. H. Grasty.

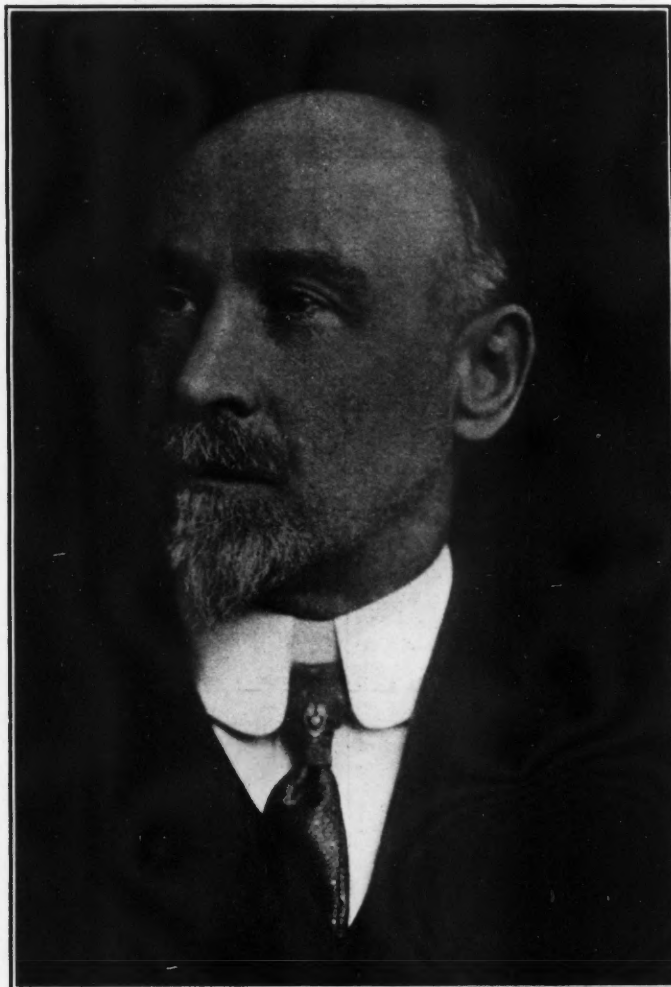
(Special to THE EDITOR AND PUBLISHER.)

ST. PAUL, Minn., May 18.—Persistent rumor has it that the Pioneer Press has been sold to Charles H. Grasty and George Thompson, owners of the St. Paul Dispatch. Although no public announcement has been made and the chief parties in interest will say nothing, the report is believed to be true. Tams Bixby, for many years a member of the Dawes Indian commission, who has for some years been proprietor of the Museogee (I. T.) Telegraph and was formerly one of the most prominent figures in Minnesota Republican politics, is general manager of the Pioneer Press.

Since Charles H. Grasty disposed of the Baltimore News and acquired a controlling interest in the St. Paul Dispatch, numerous changes have been made in the business and editorial staffs of the latter paper. To begin with, Walter J. Driscoll, business manager, resigned and resumed his old position as superintendent of the job printing department of the Pioneer Press. His successor, John Cavanaugh, was brought here from the Des Moines Register. Harry T. Black, after furnishing the editorials for several months, resumed his old post as managing editor. Mr. Grasty has personal charge of the business department. George Doran, for nineteen years circulation manager, stepped out to enter the insurance and real estate business. George W. Dodds, managing editor, who had previously served as city editor, being connected with the Dispatch for almost twenty years, resigned and will become assistant managing editor of the Spokane (Wash.) Spokesman Review. Willis L. Williams, for many years with the local force of the Pioneer Press and afterward editor and part owner of the Twin City Commercial Bulletin, became city editor in place of Ed. Hosking, who was transferred to the telegraph desk. D. K. Hoopes, telegraph editor, was made assistant city editor.

The Pioneer Press was established in 1853, and the title "Pioneer" comes from a bona fide commission as early newspaper leader of the Northwest. Twenty years ago its owners, who were a number of stockholders, erected a thirteen-story building at a cost of \$800,000. This building is one of the assets in the present deal.

In 1900 the company was placed under the management of Conde Hamlin, now business manager of the New York Tribune. Mr. Hamlin resigned the vice-presidency and general management in July, 1907, and was suc-



T. J. KEENAN,

FORMER OWNER OF THE PITTSBURG PRESS, ELECTED SECRETARY AND DIRECTOR OF THE EDITOR AND PUBLISHER COMPANY.

ceeded by Mr. Bixby. It was said that R. S. Gillette, the well-known iron and steel magnate of Minnesota, had become a leading stockholder.

Last November George Thompson, owner of the St. Paul Dispatch, evening paper, announced that he had sold a half interest to Charles H. Grasty, former owner of the Baltimore News, and that Mr. Grasty would take charge of the business affairs of the Dispatch.

Supplementing the above special to the Editor and Publisher, it is rumored that the evening edition of the Pioneer Press will be discontinued, and its contracts turned over to the Dispatch. Also it is rumored that there will be an attempt to merge the Pioneer Press and the Dispatch with the consent of all stockholders of the Pioneer Press.

Dr. King Retires.

After forty-nine years of service, Dr. John H. King has retired from the Anglo-American Drug Co., manufacturers of Mrs. Winslow's soothing syrup.

WALTER E. CLARK

Nominated by President Taft as Governor of Alaska.

Walter E. Clark, Washington correspondent for the Seattle (Wash.) Post-Intelligencer, and also connected with the Washington Bureau of the New York Sun, has been nominated by President Taft as Governor of Alaska, to succeed Gov. Hoggatt, resigned.

Mr. Clark is thoroughly familiar with Alaska and the position was offered him three years ago by President Roosevelt. At that time he declined because he wished to remain in the newspaper field. He was not an applicant for the place at this time, but President Taft particularly wanted his services, owing to his special knowledge of the country. He paid his first visit to the Territory in 1900 to seek his fortune in the gold fields. He failed in his purpose, but acquired such interest in the country that he paid many subsequent visits.

Mr. Clark was born in Ashford, Conn., in 1869, and he has been in the newspaper profession since he left college.

PHOTOGRAPHS

PUBLISHERS WHO REPRODUCE THEM MUST LOOK OUT FOR THE COPYRIGHT MARK.

New Law in Effect July 1—Cuts Down Damages But Makes Proof Easier for Photographers—George P. W. Bain Warns Publishers to Be Sure and Print Date in Giving Credit for Pictures.

On July 1, the new copyright law enacted by the last Congress will go into effect. The paragraphs covering reproduction of photographs most directly concern newspaper publishers. The text of the old and the new laws covering photographs are printed below for comparison:

PRESENT LAW, ENACTED MARCH 2, 1905:

SEC. 4965. If any person, after the recording of the title of any . . . photograph, . . . shall within the term limited, contrary to the provisions of this act, and without the consent of the proprietor of the copyright first obtained in writing, signed in presence of two or more witnesses, . . . print, publish . . . sell or expose to sale any copy of such article, as aforesaid, he shall forfeit to the proprietor all the plates on which the same shall be copied, and every sheet thereof, either copied or printed, and shall further forfeit one dollar for every sheet of the same found in his possession, either printing, printed, copied, published, imported, or exposed for sale. . . . Provided, however, That in case of any such infringement of the copyright of a photograph made from any object not a work of fine arts, the sum to be recovered in any action brought under the provisions of this section shall be not less than one hundred dollars, nor more than five thousand dollars.

NEW LAW ENACTED MARCH 3, 1909, IN EFFECT JULY 1, 1909:

SEC. 25. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

(a) To an injunction restraining such infringement;

(b) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only and the defendant shall be required to prove every element of cost which he claims, or in lieu of actual damages and profits such damages as to the court shall appear to be just, and in assessing such damages the court may, in its discretion, allow the amounts as hereinafter stated, but in the case of a newspaper reproduction of a copyrighted photograph such damages shall not exceed the sum of two hundred dollars nor be less than the sum of fifty dollars, and such damages shall in no other case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars, and shall not be regarded as a penalty.

From the above it is seen that the publisher who infringes may no longer be compelled to forfeit one dollar for every copy of the paper found in his possession, but, on the other hand, the plaintiff against him is not required to find sheets "in possession," but may show the number of "sales."

While the law will do away with the possibility of great forfeits, it is likely to make it easier for the holders of copyrights to prove their cases.

Concerning the new law, George G.

Bain of the Daily News Service, Illustrated, New York, said to THE EDITOR AND PUBLISHER:

"I am not aware that the photographers made any organized effort in their own behalf before the committees of Congress which reported the bill that was enacted last March. I did nothing in the matter.

"Publishers complained about the old law, yet, as a matter of fact, it was almost impossible for the photographers to collect damages. He had to find the copies of the paper 'in possession' of the publisher, right in the office of the paper. It was a very rare case where he could find any. I recall one case where the photographer collected \$800 damages.

"It will be easier to prove 'sales' against a newspaper, though the maximum damages is cut down.

"I do not think the new law changes the ruling of the courts as to what constitutes a proper credit to the holder of the copyright. When consent is obtained to publish, the publisher must print the full record of the copyright. It is not enough to print 'Copyrighted by Blank & Co.' The date of the copyright must also be printed, else it is an infringement.

"Many photographers put the word 'copyright' on their pictures when they have no right to it. They may be fined \$100 for doing it. They have no title to the copyright until they have a complete recorded copyright."

T. J. KEENAN.

Elected Secretary and Director of The Editor and Publisher Company.

The annual meeting of THE EDITOR AND PUBLISHER Company was held at 21 Park Row, New York, on Wednesday of this week. The treasurer's report showed the affairs of the company in a prosperous light. The following officers were elected: J. B. Shale, president; T. J. Keenan, secretary; George P. Lefler, treasurer.

Mr. Keenan was elected also a director, and was welcomed as a stockholder and new officer. He is one of the best known newspaper men in the country. For fifteen years he was the publisher of the Pittsburg Press. He was one of the founders of the Publishers' Press Association in 1897, and served as secretary of that organization until its consolidation with the United Press Associations in 1906. He has been in business retirement for three years. His election to the directorate of THE EDITOR AND PUBLISHER marks his re-entry into active newspaper work.

Editor Burns to Death.

Richard Nash, treasurer of the Rainier Valley Record Publishing Co. of Columbia, Wash., was burned to death following the explosion of gasoline in his office. Mr. Nash was forty years old and leaves a wife and six children.

PHILADELPHIA BULLETIN

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

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

Net average for March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.

SAILED TO BERMUDA.

Delegates to League of Press Club's Convention Had Gay Departure.

The quartermaster of the good ship *Bermudian* struck four bells forenoon of Thursday this week. From her berth at the foot of West 10th street, New York, beside the White Star liner *Adriatic* she moved out into the Hudson River, English flag at jackstaff, American ensign at peak, Blue Peter at the fore and the international code flags waving from rigging, and away she sailed—or rather steamed, making a course for the Island of Bermuda, bearing the delegates of the International League of Press Clubs to the annual convention.

The busiest man on board—excepting the first mate of the ship—was Lewis G. Earley, of Reading, Pa., secretary of the organization, who was responsible for the arrangements for the voyage. There were many ladies from all sections of the country to be cared for.

The largest delegations represented New York, Philadelphia, Washington, Boston, Providence, Reading, Pittsburg and Knoxville. Pennsylvania was represented also by delegations from Bradford, Seranton, Wilkes-Barre and Shoemakersville. President Daniel L. Hart represented Wilkes-Barre. The programme provided that the delegates would sail home from Bermuda on Thursday, May 27.

Kansas Editor Meets Violent Death.

A. P. Riddle, for twenty-five years editor and owner of the Minneapolis (Kan.) Messenger and former lieutenant governor of Kansas, was instantly killed in an automobile accident last week. Mr. Riddle was en route from Minneapolis, Kan., to his home in Salina and was accompanied by a party of four. When near Salina the machine struck an embankment throwing the occupants into a ditch. Mr. Riddle struck on his head and lived but an hour.

Reporters Win Victory.

A report from Hollidaysburg, Pa., says that for the first time in the history of Blair County newspaper reporters have been granted access to the office of the recorder of deeds for the purpose of publishing real estate transfers. Blair County was the only county in the State that denied the newspapers this privilege.

Scrapps Interests Start New Paper.

The latest paper established by the Scrapps interests is The Oakland Mail, launched in Oakland, Cal., on May 3, 1909, with W. D. Wasson as editor and publisher, and G. W. McKim as business manager. Mr. Wasson was for five years editor of The Daily News of San Francisco, and is still a large stockholder in that property.

American Company Moves.

The American Company, of Buffalo, N. Y., publishers of the illustrated Spanish magazine *America*, and the English monthly *How to Export* has moved their headquarters to New York City. The new offices will occupy the entire thirty-third floor of the Metropolitan Life Building.

The Gospel Trumpet Publishing Company, of Anderson, Ind., will erect a \$50,000 publishing house at Park Place, a suburb of Anderson.

PICTURE MAY BE LIBELOUS.

Supreme Court So Decides in Case of Mrs. Peck Vs. Chicago Tribune.

The United States Supreme Court has decided that pictures may be libelous. The decision was given in the case of Elizabeth Peck against the Chicago Sunday Tribune.

The Tribune printed her portrait as part of an advertisement endorsing a certain brand of whiskey. The picture was printed over the name of a Chicago nurse, who was quoted as strongly endorsing the whiskey.

Justice Holmes held that the publication represented Mrs. Peck, notwithstanding the use of another name. He says in part:

"Many might recognize the plaintiff's face without recognizing her name, and those who did know might be led to infer that she had sanctioned the publication under an alias." He also held that, even though the publication had been by mistake, the publisher was not relieved from responsibility. Discussing the question as to whether the publication was libelous, the Court said: "It seems to us impossible to say that the obvious tendency of what is imputed to the plaintiff by this advertisement is not seriously to hurt her standing with a considerable and respectable class in the community."

Editor Assaulted by Park Gardener.

James H. Ferris, editor of the Joliet (Ill.) Daily News and a well-known reformer, was assaulted last week by Charles Kahler, a park gardener, and severely injured. Ferris was walking through West Park, Joliet, when Kahler threw a large stone and knocked the editor down. The stone struck Ferris just behind the ear and rendered him unconscious. Kahler, believing he had killed his victim, gave himself up. The assault, it is said, is the result of a campaign Editor Ferris has carried on against vice.

Tacoma Papers at War.

The Tacoma (Wash.) Times has begun suit against the Tribune of that city for alleged libel. Both are evening papers. The Tribune printed an article to the effect that S. A. Perkins, owner of the News and Ledger, had purchased the Times. It is alleged by the Times that this publication was designed to injure its standing as an independent paper.

Train Kills Aged Editor.

A. H. Herron, seventy-six years old, and one of the oldest newspaper men in Michigan, was instantly killed by being struck by a Grand Trunk passenger train at Pontiac last week. He was slightly deaf, and did not hear the approach of the train. He founded the St. Johns Republican, and has owned and managed many small papers in the State.

The San Antonio (Tex.) Light and Gazette has been elected to membership in the American Newspaper Publishers' Association.

CINCINNATI AD. CLUB.

Is Conducting Course On Higher Education in Advertising.

(Special to THE EDITOR AND PUBLISHER.) CINCINNATI, O., May 18.—"Higher Education in Advertising" is the platform of The Advertisers' Club of Cincinnati, and along these lines the Welfare Committee is working. The plan is to resume at evening sessions in the early fall the course which has already embraced two papers. The committee gave the first assignment to the club's president—Ren Mulford, Jr.—and he talked on "Art in Advertising," giving in brief a history of the use of illustrations in American newspaper and magazine advertising.

The second paper was on "Booklet and Circular Work," and C. Lee Downey, of The Circular Advertising Co., treated the subject. Both papers were applauded.



At the quarterly dinner of the club at the Hotel Munro, the members enjoyed a personally conducted trip "Through Yellowstone Park," in which George T. Foyes acted as guide and lecturer. This is a clever advertising stunt of the Northern Pacific Railroad. At the last meeting eight new members were welcomed, making a total of 32 since the commencement of the new administration.

The Advertisers' Club of Cincinnati has been wrestling with the question of a slogan that will represent to the country at large the sort of place Cincinnati occupies on the international map. Richard L. Prather of the Julian-Kokenge Co., James L. Megrue of the H. W. Weisbrodt Co., and William H. Kauffmann of the Rapid Electrotype Co., were the committeemen chosen by President Ren Mulford, Jr., to receive suggestions. They came in a perfect flood. The design which had the endorsement of the committee emphasized that Cincinnati is the City of the Square Deal and that she "Supplies the World."

Outing Appraisers Complete Work.

The work of the appraisers in the bankrupt proceedings of the Outing Publishing Company has been completed. The liabilities are \$890,000, exclusive of the capital stock, which is \$200,000. The appraised value of all the assets of the company is \$174,491.35. The good will of the Outing Magazine is figured at \$50,000 in this valuation.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

COLLIER'S CRITICIZED.

Emporia (Kas.) Claims It Has Better Artists Who Work for Fifty Cents.

William Allen White, owner and editor of the Emporia (Kas.) Gazette and master of Western Anglo-Saxon speech, prints in his paper the following, which is partly intended to focus the eyes of the nation upon Emporia, the art center:

"The current number of 'Collier's' is the worst that has been issued from the print shop for a long time. 'Collier's' is nearly always good, but once in a while it has an off week, like other publications, and the present number is fierce. Like most of the magazines, 'Collier's' has the idea that the cover is an important feature, whereas nobody ever buys a paper or book for its cover, and few people pay any attention to it.

"The 'Collier's' cover this week is wretched. One of those broad-shouldered young men who pose for pictures for ready-made clothing advertisements has been caught naked by the 'Collier' artist, and he is found squatting on the front page, with an expression on his face suggesting that the chiggers are already getting in their work. On another page is a picture of Maxfield Parrish, for which a large sum of money was undoubtedly paid. It represents a paint shop struck by lightning, and is just one big blotch of discordant colors.

"Of course, there are people who will call it Art, but it isn't Art. Any sign painter in Emporia will make you a better picture for fifty cents, and feel that he has robbed you. This department has a chromo, called 'A Yard of Dandelions.' It is inclosed in a rustic frame, and hangs just over the phonograph, and it is far better than anything that has been done by Maxfield Parrish for 'Collier's.'"

Will Edit His Own Paper.

Albert Johnson, news editor of the Seattle (Wash.) Times for two years and for many years managing editor of the Tacoma (Wash.) News, has purchased the Hoquiam Washingtonian, and will become its editor and manager. Mr. Johnson is president of the Washington State Editors' Association.

Accepted as Juror Despite Comment.

A striking feature of a murder trial at Durham, N. C., last week, was the selection, as juror, of Editor Joe King. The defense asked for his removal on the grounds of unfavorable editorial comment concerning the defendant, but both sides finally accepted him.

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



CHARLES H. GRASTY,

WITH GEORGE THOMPSON HE OWNS THE ST. PAUL DISPATCH, AND THEY HAVE PURCHASED THE ST. PAUL PIONEER PRESS.

UTAH CONSOLIDATION.

Ogden Journal and Examiner Combined as Democratic Daily.

The Journal and Examiner of Ogden, Utah, have been consolidated and will henceforth be published as a Democratic morning daily under the name of the Examiner-Journal.

A. R. Bowman and Bert R. Bowman, who recently purchased the Journal, have taken a five-year lease on the combined plants, with a privilege of renewing for another five years or purchasing outright at the end of five years. The reason for the leasing of the plant is said to be the outcome of the refusal of two of the stockholders to be associated with a Democratic paper.

Enters New Field of Endeavor.

J. M. Gledhill, for the past thirteen years connected with the editorial staff of the Warren (O.) Daily Chronicle, has purchased a half interest in the Potter County Enterprise, published at Coudersport, Pa. Mr. Gledhill will become the managing editor of the paper and vice-president of the company.

The Valley View, a weekly newspaper published at East Grand Forks, Minn., by W. R. Stoughton and H. Stimber, will be sold at auction May 25. Stoughton was committed to an asylum a year ago hopelessly insane and the paper will be sold to round up the partnership.

The Taylor County Herald, published at Perry, Fla., has moved into a new home.

SCHOOL IS DOOMED.

Legislators Will Not Allow It to Compete with Private Newspapers.

The State Senate of Missouri adopted an amendment to the Educational Appropriation bill last week which practically abolishes the School of Journalism at the State University. The amendment prohibits the use of any money appropriated in the bill for the university to be used for the support of a newspaper which solicits advertisements or subscriptions.

Senator McAllister, in offering the amendment, declared that the State ought not to be in competition with the private newspapers of the State.

Scribes Banqueted.

Newspaper men of Buffalo were the guests of honor at a beefsteak dinner tendered by Sylvester B. Eagan, president of the Hotel Broezel Company, last week. Covers were laid for twenty. Music, songs and stories furnished the entertainment feature.

Popular Women to Visit Europe.

The York (Pa.) Gazette will send on a tour of Europe six of the most popular young ladies of the county in which the paper is published. The contest is being conducted by the Publishers' Circulation Service of New York.

New Typewriting Speed Record.

E. A. Trefzger, of New York, made a new speed record for typewriting in Kansas City last week, when he wrote an average of 109 words from copy each minute for fifteen minutes.

AGRICULTURAL PRESS LEAGUE

Holds Annual Convention in New York and Elects Officers.

The National Agricultural Press League, which is an organization comprising nearly all of the American farm publications, met in annual convention at Hotel Victoria, New York City, Saturday, May 15th, 1909. At the meeting the following new officers were elected:

President, Frank E. Long, National Stockman and Farmer's Review; vice-president, William J. Thompson, Metropolitan and Rural Home; treasurer, Arthur Jenkins, Farm Journal, Philadelphia; secretary, John M. Stahl, Farmer's Call, Quincy, Ill.

Executive Committee—William J. Thompson, chairman; C. F. Jenkins, James Pierce.

The president was instructed to call a meeting of the executive committee within thirty days to take into consideration several recommendations made by members present. A committee was appointed on literature and another on publicity.

In the evening the members of the league and their guests participated in a banquet. Mr. William J. Thompson was toast-master, and the speakers at the dinner included Hon. Wm. Thompson, president of the Kalamazoo Stove Co., Kalamazoo, Mich.; Mr. Pierce, of the Oklahoma Farm Journal; Mr. H. H. Charles, of the Charles Advertising Service, New York; Mr. F. J. Merriam, of the Southern Ruralist, Atlanta; Mr. M. P. Linn, of Farm Progress, St. Louis, and Prairie Farmer, Chicago, and Mr. Wallace Richardson, of New York.

Amateur Editors Will Meet.

The Western Amateur Press Association will hold its semi-annual gathering in Grand Rapids, Mich., May 30 and 31. The association is composed of amateur journalists and editors from Chicago, Milwaukee, St. Louis, Grand Rapids, and other Western cities. Among those who will attend are: W. C. Ahlhauser of Milwaukee, editor of The Cynosure Magazine; Miss Bessie Jacobs, W. G. Wall-schlaeger, W. F. and H. G. Zahn, Benjamin F. Fuellaman, of the Milwaukee Sentinel, and other delegates from the Milwaukee Press Club.

New Company Organized.

A new company, to be known as the Macdonald-Eisley Publishing Co., of Fremont, Mich., has been incorporated to publish the News Indicator. The company is capitalized at \$10,000. A new building will be erected and the plant will be enlarged and improved in every department.

350,000 GERMANS IN PHILADELPHIA

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

Morgen Gazette
Evening Demokrat
Sonntags Gazette
Weekly Staats Gazette

Examined by the Association of American Advertisers.

PICTURE OF ROGERS

Newspaper Men Had Desperate Time Getting Photo of the Standard Oil Magnate, But They Won.

All Park Row was shocked by the death of H. H. Rogers this week. He was a fascinating figure to newspaper men. He was unlike what is known as the Wall street type. He was vivid, intense and nearly as outspoken as Theodore Roosevelt.

He hated newspaper photographers—but not individually. So they always had troublous times getting his picture.

In June, 1907, Attorney General Hadley of Missouri, appeared in the metropolis to gridiron Mr. Rogers before United States Commissioner Woolman at 74 Broadway, in the Standard Oil investigations. A camera battalion was in position, ready for the big men who had been summoned to testify. But Rogers and the other big men were in a reserved room.

The snapshot men conferred and selected Howard Doncourt, of the Newspaper Enterprise Association, to tackle Mr. Rogers. Doncourt is slight, physically, and has an engaging manner. He opened the door and said to the magnate:

"Is this Mr. Rogers?"

"No! that's him!" said Rogers, indicating his bodyguard.

"No it isn't! I know you, Mr. Rogers!" said Doncourt steadily eyeing him.

"What d'ye want?" said Rogers beligerently.

"We want to make a photo of you."

"I'll see my wife about it."

"We can't wait. We've got to have it now."

"Can't help it. I've got to see my wife."

Doncourt appealed tremulously: "If I don't get your picture I'll lose my job!"

"Never mind. If you lose your job send the bill to me. I'll foot it," and he waved Doncourt out. But the artists wouldn't quit the trail.

They followed Rogers down the elevator and out on Broadway. The magnate called a policeman and demanded "protection."

"I can't stop these men," said the copper.

Rogers started down Broadway and the battalion marched after. He stopped and made a fierce rush at Doncourt. The artist sidestepped. Then three of the bodyguard rushed the unfortunate artist and footballed him into a side street. A thousand of the Broadway crowd stopped and hoarse cries were heard—"Shoot him! Shoot Rogers!"

A riot was imminent. Several of the camera brigade snapped the magnate. He suddenly made a dive after his husky bodyguards and swiftly rushed into the Standard Oil Building at 26 Broadway. The pursuing artists were foiled.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

EACH MONTH MORE PRONOUNCED IS THE

New York World's Supremacy

Total Advertising Carried in April, 1909, as Compiled by the Statistical Bureau of the New York Evening Post:

Table with 2 columns: Newspaper Name and Circulation. Includes New York World (1,028,232), New York Herald (975,102), New York American (684,180), and combined totals for Morning and Sunday editions.

The net paid week day morning circulation of The WORLD averaged

352,361

copies per day during the year 1908.

BOOKS OPEN TO ALL!

The LARGEST in NEW YORK

Several days later they planned a surprise. Rogers entered the court room and saw the battery planted. He commanded—"Mr. Hadley, have these photographers put out—"

A flash—a puff—a shock—a glare—and he was shot!

He stood immovable for several moments, as one paralyzed, his face white. He turned and went out without a word.

THE FRIARS' FESTIVAL

Held Last Saturday Nets Organization \$8,000.

The chief feature of the Friar's second annual festival, held at the New York Theatre last Saturday afternoon, was the concert hall scene from "Nellie, the Beautiful Cloak Model," played by well known actors.

The bill included three other short plays, "An Interlude," by Channing Pollock; "The Order of the Bath," by H. H. Morell, and the "One Woman."

"The Friars' Frolic," arranged by Friar Harry Leonhard, closed the entertainment, which netted about \$8,000.

The San Diego Sun, Los Angeles Record, Sacramento Star and the Oakland Mail, all California papers controlled by the Scripps interests, have purchased new linotypes.

NEW YORK CITY.

The first number of the Taxpayers' News, "non-partisan" and "non-political," and "published in the interest of the taxpayer and rent payer of Greater New York," was issued this week from 1451 Broadway. Joseph B. Laughry is the editor and publisher. George H. Nichols, formerly of the Herald and the Journal, has been appointed to the charge of the news desk. The paper has eight pages, size 11 inches by 15 inches, and four columns. The makeup is bright and crisp. Local newspaper men are showing an exceptional interest in it.

Joseph Fitzgerald, star humorist of the World, has gone to the Herald staff.

George Harrison McAdam and former Senator John M. Quinn, editorial writers on the Ledger, are doing much to make that paper a literary force like the Spectator of Joe Addison and Dick Steele, or mayhap the Federalist of Alex. Hamilton.

Frazer Becomes Advertising Manager.

Arthur C. Frazer, for the past four years connected with The Brooklyn Daily Times, has been appointed advertising manager of The Tablet, the Catholic weekly of the Brooklyn diocese. This publication is the only one of its kind in Brooklyn. The advertising patronage looks strong.

THE DAILY NEWSPAPER CLUB.

Fred I. Thompson Will Have Charge of New York Headquarters.

Edward Payson Call has resigned the chairmanship of the Executive Committee and management of the Daily Newspaper Club to identify himself in an important capacity with the business department of The New York Times.

Fred I. Thompson, one of the owners of the New Orleans Item, has been added to the Executive Committee, and will take charge of its work, with headquarters in New York. M. F. Hanson, general manager of the Philadelphia Record, and John H. Fahey, publisher of the Boston Traveler, have also been added to the Executive Committee.

Tremaine Entertains Staff.

John F. Tremaine, manager of the Albany (N. Y.) bureau of the Associated Press, entertained his staff at dinner at his home in Albany last week. Each guest was given as a souvenir of the occasion a volume entitled "An Extra Session," containing photographs of and comments concerning the local Associated Press staff. Among those present were Edward R. Anker, George H. Boothby, John C. Cray, Stephen C. Dermott, Frederick T. Cardoze, William J. Killea and John E. Long.

Brandenburg Now in Tombs.

Broughton Brandenburg, the writer who has been indicted for grand larceny in connection with an article alleged to have been written by the late Grover Cleveland, and who jumped his bail on February 1 last, when his case was called in the Criminal Court Branch of the Supreme Court of New York, was on Monday committed to the Tombs to await trial. Nobody appeared to offer bail. Apparently the public has lost interest in the case.

Son of Julian Ralph Shoots Himself.

Willard Ralph, twenty-nine years old, son of the late Julian Ralph, well-known newspaper writer and journalist, attempted to commit suicide by shooting himself in the side, at Coney Island, New York, Monday evening. Letters found on his person indicated that his act had been carefully deliberated. He was removed to the Coney Island hospital in a dying condition.

Amateur Press Agents Wanted.

William Hammerstein, of New York, announced last week that instead of employing a regular press agent to write "stuff" for the papers about his Roof Garden this year he will invite contributions. He will pay space rates for such contributions as make good. Outlines of the stories must first be filed at his office.

The New York Times Saturday Review, with a circulation exceeding 175,000 copies, represents the largest army of book readers in the country.

PLAYWRIGHTS

Newspaper Writers in Drama—Their Success Furnishes Interesting Problem—Self-critical Training Largely Responsible.

Writing in the New York Press, William Bullock, dramatic critic for that paper, declares that more and more newspaper workers are rising to undisputed power in playmaking and that the popular play of to-day is written in newspaper English. Mr. Bullock says:

A correspondent puts the question: "What is the secret of the success of newspaper writers as playwrights?" A big and interesting problem is involved here. The question, in fact, bears upon a revolution not only in the making of plays but of the theatre as a whole. Still more, it has an application to our development in the last twenty-five years as a nation of newspaper readers. Thomas, Armstrong, Forbes, Walter, Buchanan, Moffett, Pollock, Browne, Harris, Mapes, Davis and Foster, all are graduates of the newspaper office.

MOST PLAYWRIGHTS NEWSPAPER MEN.

It is the exception to-day to find a play written by a man without newspaper experience, where a couple of decades ago exactly the opposite was the case. More and more newspaper workers are rising to undisputed power in playmaking, and the condition is not isolated in America, but covers England, France and Germany. Again, Franz Molnar, author of "The Devil," is a newspaper editor in Budapest.

The explanation of all this lies in the wonderful growth of the modern newspaper. Even actors themselves have been unable to resist the present trend. The big, militant newspaper of to-day has killed off the last of the picturesque actors of a generation ago. The type now is found only in fiction and comic weeklies.

The old actor reflected the aspect of the stage of his youth. In those remote days the playwright gave himself to flowery phrases. He poured out adverbs and adjectives in a flood; he used long and overweighted sentences. He wrote in the floral style of Laura Jean Libbey and of Archibald Clavering Gunter, who spoke of "twinkling ankles" and of "brilliant, dazzling, alluring and bewitching eyes." Dion Boucicault, at the height of his popularity, employed extravagant language.

In private life the actors of the time lived out the characters they interpreted. At that time, too, the newspaper style of writing ran to hyperbole and fantastic flourishes. Then came transformation in the newspaper field. It has been followed naturally by a transformation in the theatre and the rise of newspaper men as the most successful playwrights.

POPULAR PLAYS IN NEWSPAPER ENGLISH.

The popular play of to-day is written in newspaper English. There is deliberate evasion of adverbs and adjectives. Sentences are crisp and natural. The phrasing is that of the man in the street. The style is simple sanity, but it is no easy thing to learn to write with simplicity and directness, hence the present ascendancy of the newspaper writer in the drama.

There is a completeness about the dialogue of the playwright graduated from newspaper work, which is not found in the dialogue of

such men as Fitch and Klein. This is the plain result of training in reportorial work. Fitch and Klein have never rolled up their shirtsleeves and sat down at a typewriter to pound out the news of a divorce trial or of a mysterious murder. They have never had the advantage of observing the improvement wrought in their copy by a merciless copyreader, and the proof of this is to be discerned in their ragged sentences.

It takes several years to turn out a competent newspaper man, and his education lies chiefly in the development of his own critical faculty. That is, the thorough newspaper man arrives when he is able to take up a pencil and cut his own copy to pieces. Take the plays of the reporters now drawing royalties and it will be seen they show careful editing.

The truth is, the reporter has taken the lead as a writer of plays because he has been trained as his own critic. The vanity that everything he writes must be good has been pounded out of his head in a hard school. He has been taught his lesson by the daily rejection, perhaps, of stories which he was positive were classics when he first handed them to his editor. He forgets pride in himself after a few of his stories have been rewritten by older heads.

STUDENTS OF REAL LIFE.

To remain a newspaper man he is forced to become a student of himself, and the playwright who has this self-critical training is the one who wins audiences nine times out of ten. Thomas, Armstrong, Forbes, Walter and all the rest prove that. It would pay Klein, even at this late date, to submit himself for a period to the chastening process of the newspaper office.

Walter says that any reporter who can write a good account of a murder can write a good play. There is a grain of truth in that, although Walter errs in making his statement general. His strict meaning is that the reporter will turn out a good play providing he has the instinctive gift for framing a dramatic story. The great majority of the successful plays now on view are purely newspaper plays, and the influence of the newspaper is shown in the average actor.

The trend is toward the practical and the actor has lost his picturesqueness and no longer invites ridicule as an irresponsible fellow approaching a vagabond. He is well-groomed, clean-cut and he would be the first to scoff at a florid outpouring of words. He reflects the plays in which he appears. He goes regularly to the barber; he is quick and pointed in his conversation; he stands for a new order of things. The latter-day progress of the theatre, in a word, has been that of the modern newspaper.

Farewell Dinner Tendered Rinehart.

G. F. Rinehart, formerly editor of the Des Moines (Ia.) Tribune, was the guest of honor at a farewell dinner at the Savoy last Tuesday evening, tendered by fellow newspaper men and prominent Iowa Democrats. Mr. Rinehart has purchased a newspaper at Clinton, Okla., and will make his future home there.

David S. Fry, editor of the Wilmerding (Pa.) News for the past year, has severed his connection with that publication and will take charge of the Newport (Pa.) News, July 1.

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MELVILLE E. STONE

Says Newspaper Is Chief Educational Factor in United States.

Melville E. Stone, general manager of the Associated Press, spoke before the students of Columbia University in St. Paul's Chapel last week. His subject was "The Ethics of Journalism." Among other things Mr. Stone said:

"The newspaper is the chief educational factor in the United States. I don't say that it is the best educational factor, but more people in the United States get their education from the newspapers than from any other source. A free and self-governing people presupposes a free press, and in our country there is a daily newspaper for every three persons over ten years of age.

"To those entering journalism I would say that here even more than in other professions honesty is the best policy.

"The editor is bound to publish that only which in good conscience the public ought to know. It should be his object to publish the truth.

"An editor should have neither friends nor enemies, and he should not allow his own opinions to interfere with his journalistic work."

NEW PUBLICATIONS.

L. R. Benjamin, editor of the Personal Liberty Journal, published in Girard, O., will establish a newspaper plant at Ravenna and publish a weekly Republican paper each Friday.

A new Republican journal will be launched in Geneva, N. Y., about June 1. It will be under the management of Edward A. Moree, formerly assistant night city editor of the New York Tribune. The paper will be called the Geneva Despatch.

A new publication devoted to outdoor sports has made its appearance in Minneapolis. It is called the Optic and will be published weekly. C. L. Gilman is the publisher.

The Marshalltown (Ia.) Evening Herald has made its appearance. The new paper is a daily edition of the Weekly Herald owned by James McNally. A. J. Boreman will be the business manager.

A new automobile publication has made its appearance in Cleveland, Ohio. It is published by the Chauffeur Publishing Co.

The American, a new weekly, has been launched at Homestead, Pa. It is edited and published by F. J. Sinclair.

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MAGAZINE PRESSES

Remarkable Mechanical Attachments for Printing Covers and Insert Pages and Delivering Them Like Newspapers.

The Curtis Publishing Company has ordered from R. Hoe & Co. four more 56-page Rotary Electrotpe Web Perfecting Presses, which will give them a battery of nine of these improved machines for printing the Saturday Evening Post. They have all the latest Hoe devices, including wire-stapling attachments and automatic feeders for feeding in the covers and colored inserts for center pages printed or lithographed in advance on highly calendered or coated paper. The new machine (six pages wide) will print and deliver complete periodicals of almost any size up to 56 pages.

The Hoe Company states that heretofore publishers of periodicals of large circulation having high-grade covers have been handicapped because of the necessity, when using rotary presses for the inside pages only, of putting the covers on by hand, after having been printed or lithographed in advance on slower presses. The putting on and stapling of covers by hand has always been so slow and expensive an operation that because of it many publishers have been deterred from issuing as fine covers as they would like.

These new presses for the Saturday Evening Post not only produce at high speed a fine grade of illustrated work for the inside pages, but are provided with automatic feeding-in arrangements for cover and insert sheets, and wire-stapling devices which enable the whole product to be assembled at one operation and delivered ready for the trimmer or even trimmed on the machine, if desired, ready for the mail. This improved method of production of periodicals with fine covers printed either in black or colors will appeal to all publishers of such, since the rapid printing of the inside sheets is not impeded in any way, as is necessary when adding to the press that prints the inside pages a color press for the covers, which, for high-grade work, has to be run relatively slower than the inside pages can be produced on rotary machines.

When feeding in a dry cover or an insert sheet for center pages, previously printed by methods which insure the best results, as is done with these Saturday Evening Post machines, the inside sheets of the periodical, printed on the rotary presses at fast speed, are sandwiched in between the two dry products, the wire stapler knits them together so that they cannot move or rub against one another, and the dry cover acts as an envelope, thus eliminating the possibility of smut and cutting out the bindery.

When it is considered, says the Hoe Company, that a complete product of almost any number of pages up to 72 can be delivered in this manner from a single machine and at one operation, ready for the trimmer or mail, it would seem that the method long looked for by publishers of periodicals for turning out their publications from fast presses in an economical manner, and at the same time retaining their finely printed or lithographed covers and insert sheets, had been reached.

Grundy County Publishing Co., Morris, Ill.; printing and publishing; capital, \$10,000. Incorporators: George A. Leach, John Ray, Richard F. Lawson.

CANADIAN PULP AND PAPER.

Sales to United States Have Increased During Last Fiscal Year.

The Canadian customs department has given out in Ottawa the following figures showing certain features of the Dominion's trade in pulp wood and paper:

During the fiscal year (ended March 31, 1909) the quantity of pulp exported was: To the United States, wood pulp, chemically prepared, 769,514 cwt., and mechanically ground, 3,033,885 cwt.; to Great Britain, chemically prepared, 13,660 cwt., and mechanically ground, 973,598 cwt. The export of paper during the same period was: To the United States, wall paper, rolls, 19,974, valued at \$6,440; felt paper, rolls, 109,863, valued at \$101,835; wrapping paper, 594,695 pounds, valued at \$24,264; printing paper, valued at \$791,533; paper of other kinds valued at \$34,673. To Great Britain, wall paper, 512 rolls, valued at \$159; felt paper, 5,060 rolls, valued at \$21,896; printing paper to a value of \$922,278, and other paper to a value of \$354,887. During the same period 901,861 cords of pulp wood were exported to the United States.

The department of trade and commerce has issued a statement showing a considerable decline in the importing of printing paper from the United States. For the nine months ended December 31, 1908, the value was \$145,000; the corresponding nine months of 1907, \$231,000; corresponding nine months of 1906, \$274,000. The imports of printing paper from Great Britain range from \$135,000 to \$165,000 for each nine months, and only a trifling amount was imported from any other country.

In the manner of export the sales of wood for wood pulp to the United States have increased. In the last nine months of 1908 the value was a little over \$3,500,000, compared with a shade above \$2,000,000 for the corresponding term of 1906. No other country was a purchaser from Canada. In wood pulp the sales in the last nine months of 1908 were \$2,000,000, the same as in 1908, and \$750,000 less than in 1907.

Star Publishing Co. Shows Surplus.

George C. Hitt, receiver for the Star Publishing Company of Indianapolis, has filed his report of the operations of the company for the month of April, 1909. The total earnings of the Indianapolis Star, the Muncie Star, and the Terre Haute Star were \$14,216.59. The surplus for the month, after deducting all charges, was \$10,086.30. The total net earnings of the three papers during the receivership from May 1, 1908, to April 30, 1909, were \$119,293.99, less total interest charges and receivership expenses of \$50,030.90 for the same period, leaving a total surplus earned for the twelve months of \$69,263.09.

Handles Twenty-three Weeklies.

The Dakota Publishing Company now handles the Senn syndicate of weekly newspapers from the office of the Deadwood (S. D.) Telegram. There are twenty-three weeklies comprised in the list.

Closed Successful Contest.

R. S. Coe closed a very successful voting contest for the Richmond (Va.) News-Leader on May 6. Over 7,000 new subscribers were secured.

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INCORPORATIONS.

The South Jersey Publishing Co., Laurel Springs, N. J.; printers, publishers, etc.; capital, \$50,000. Incorporators: J. J. Harper, E. J. Forhan and H. M. Browne, all of No. 154 Nassau street, New York.

The Amateur Sportsman Co., New York; job printers, publish newspapers, magazines, etc.; capital, \$10,000. Incorporators: Dix W. Noel, William B. Davis and H. Clark Barber, No. 1 Broadway, all of New York.

Imperialists Publishing Co., New York; print and publish newspapers, books, etc.; capital, \$50,000. Incorporators: Nellie B. Van Slingerland,

No. 99 Madison avenue; Amelia R. Van Norman, No. 154 East Ninety-first street, both of New York; Henry Koster, No. 109 Belmont avenue, Jersey City, N. J.

Morning Herald Co., Clarksburg, W. Va.; publishing. Incorporated with \$10,000 capital stock by James B. Smith, Louis A. Carr, J. Wade Coffman and others.

Valley Publishing Co., Oregon City, Ore.; incorporated; capital stock, \$1,000. Incorporators: J. L. Hoskinson, L. V. Carothers and E. I. Sias.

Greater Colorado Publishing Co.; E. M. De Le Vergne, S. N. Francis, Lloyd K. Jones; \$50,000; Denver.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

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

Price, \$30,000. Address, Valuable, c/o THE EDITOR AND PUBLISHER CO.

AMERICAN PAPERS

Printed in Early Colonial Days Are Highly Prized by Collectors of Americana and Bring High Prices.

(ROBERT F. RODEN in Scrap Book.)

Early American newspapers and magazines, particularly of the Colonial and Revolutionary times, are highly prized by collectors of Americana, and bring enormous prices on the few occasions when complete or lengthy files are offered for sale. The interest taken in these excessively rare and valuable items is natural enough, for no other publications offer material so fresh and ample for illustrating the history, the social life, and the literature of the early periods of our history.

LONDON GAZETTE IN 1665.

The earliest newspaper printed in the English language is the London Gazette, the publication of which was begun in Oxford, England, during the residence of the court there in 1665, Nos. 1—23 being called in consequence the Oxford Gazette.

The first regular newspaper printed in America is the Boston News Letter, 1704; but several native journalistic attempts had been made prior to this.

The credit for making the earliest attempt at newspaper publication on this side of the Atlantic Ocean must be given to Samuel Green, Jr., a prominent Boston printer, who issued, in the fall of 1689, a broadside called "The Present State of New English Affairs," printed in two columns on one side of a folio sheet. The only known copy (preserved in the Massachusetts Archives) gives extracts from three letters written by Increase Mather (then in England) on questions of public interest and importance to the Colony of the Massachusetts Bay.

This broadside was evidently intended to take the place of a manuscript newspaper so common in those days. The fact is significant as showing a phase of journalistic evolution in New England, which began with the written letter and then developed into a sheet like "The Present State of New English Affairs." During the years just before the issue of this pioneer journal, it was not unusual among persons accustomed to the use of the pen to write long letters concerning items of public interest and to send them through private hands to kinsfolk and friends living in the other American Colonies or in England. Such communications were called "News Letters" or "Letters of News."

BOSTON PUBLIC OCCURRENCES; 1690.

"The Present State of New English Affairs" was the forerunner of a small folio newspaper of three pages called Public Occurrences, the first and only issue of which was printed in Boston on Thursday, September 25, 1690, by Richard Pierce, and would have been published monthly if the Colonial

authorities had not interfered. We find very little contemporary record in regard to this newspaper, as it was suppressed by the Council on September 29, only four days later, and suppressed so thoroughly that but one copy of the first number has survived the one in the Public Record Office, London.

This act of intolerance for some years retarded any attempt to publish another newspaper, and it was not until April 17, 1704, that one was started in New England on a permanent basis, under the title of the Boston News Letter. This was the earliest newspaper established on this continent which had a continuous existence.

Printed at the beginning by Bartholomew Green and sold by Nicholas Boone, it was published weekly for a period of seventy-two years, its final issue appearing in March, 1776, with the termination of the siege of Boston. Of No. 1 only three copies are known to exist, and no complete file is extant.

EDITOR JOHN CAMPBELL IN 1776.

Its first editor was John Campbell, a Scotch bookseller, who was postmaster of Boston at the time. The early numbers were single sheets of two pages each, and the succeeding numbers so continued, although occasionally the paper was enlarged, according to the amount of news on hand. In December, 1762, its title was changed to the Boston Weekly News Letter and New England Chronicle, and in 1763 to the Massachusetts Gazette and Boston News Letter.

In 1768 the News Letter and a paper called the Boston Post Boy and Advertiser were united, as official organs of the government, under the title of the Massachusetts Gazette; but this mode of publication was discontinued in September, 1769, and the News Letter went back to its old name. A long file of this highly important paper, including several of the early years, would bring an extraordinary price at auction.

The first rival of the Boston News Letter, and the first newspaper printed in the Middle Colonies, was the American Weekly Mercury, which appeared in Philadelphia in 1719 under the management of Andrew Bradford, whose father, William Bradford, the first printer in Philadelphia and New York, six years later began in this city our first paper, the New York Gazette.

We know of no complete file of the American Weekly Mercury and separate volumes are highly valued. Fifty-three numbers, comprising the issues between December 31, 1735, and January 6, 1736, sold for \$279.75 in Philadelphia three years ago. Volumes covering earlier years would probably realize from \$500 to \$1,000 each.

BOSTON GAZETTE, 1710.

A second rival of the Boston News Letter was the Boston Gazette, the first number of which was published on December 21, 1710, by William Brooker, who had succeeded John Campbell as postmaster. It passed through various ownerships, and in October, 1741, was incorporated with the New England Weekly Journal. One hundred and thirty-seven numbers of the Boston Gazette, ranging in date between October 25, 1736, and July 23, 1739, sold for \$369.90 in 1898, and would bring much more at the present time.

One of the papers which attracted the most attention in early Colonial days was the New England Courant, established on August 17, 1721, by James Franklin, the printer. Its criticism of public officials and public events created such a sensation that in 1723 the Legislature issued an order forbidding Franklin to publish the Courant or any other paper without official supervision. His

name was consequently taken from the paper, and that of his eventually more famous brother, Benjamin, was substituted.

BENJAMIN FRANKLIN'S PAPER.

The first issue bearing Benjamin Franklin's name was No. 80, dated February 4, 1723, which has become one of the most valuable items of Americana. The paper was continued with his name for more than three years, although his actual connection with it lasted only a short time. It finally ceased publication early in 1727.

The New England Courant was followed by a number of other newspapers, including the New England Weekly Journal, which began on March 20, 1727, was incorporated in 1741 with the Boston Gazette, and discontinued in 1752; the Boston Weekly Post Boy, which was started in 1734, and lasted about twenty years; the Boston Evening Post, first issued in 1735, and continued as the Weekly Rehearsal; the Independent Advertiser, published between January, 1748, and April, 1750; the Boston Gazette and Country Journal, which ran from April 7, 1755, to September 17, 1798, being discontinued at the close of the forty-third year of its existence; the Boston Weekly Advertiser, started in 1757, and discontinued in 1775; the Boston Chronicle, published from December 21, 1767, to June 25, 1770; the Massachusetts Spy, founded in July, 1770, by Isaiah Thomas, and still in existence as the Worcester Spy, etc.

Complete files of these journals are enormously valuable, particularly those of the Boston Gazette and Country Journal, and the Massachusetts Spy, which vigorously fought the fight of the colonists in their efforts to resist the encroachments of tyranny.

NEW YORK GAZETTE, 1725.

The journalistic event of 1725 was the publication, on November 8, of William Bradford's New York Gazette, the first newspaper printed in New York City. Until 1729 the paper was usually printed on a single leaf, although it occasionally contained four pages. The journalistic supremacy of this city was not asserted at the start, for the New York Gazette was at all times during the nineteen years of its existence a meager and badly printed sheet. No perfect file of it exists; the earliest number known is No. 18, March 7, 1726. It expired with No. 993, on November 19, 1744, and was succeeded by Henry De Forest's New York Evening Post, the first evening newspaper published in this city.

During the last year of the Gazette's existence, De Forest was an equal partner with Bradford, whose apprentice he had previously been. Although his New York Evening Post was well printed and edited, it was not a success, and was discontinued toward the beginning of April, 1752. Fifty-one numbers, covering the year 1751, sold for \$193.80 in 1898.

The second newspaper founded in this city was the New York Weekly Journal, established on November 5, 1733, by John Peter Zenger, a former apprentice and partner of Bradford, and the hero of the most important trial which took place in Colonial America. A remarkable file of this very rare paper, embracing, with few exceptions, Nos. 1 to 198, sold for \$650 at a New York sale a few years ago. This file included No. 7 and the other issues which were condemned to be burned by the sheriff, and for the publication of which Zenger was finally tried. The paper was continued by Zenger until his death in July, 1746, and after that was carried on for sev-

eral years by his widow and his eldest son.

NEW YORK WEEKLY POST BOY, 1743.

In January, 1743, James Parker established the third newspaper published in this city under the name of the New York Weekly Post Boy. The earliest known issue is No. 5, dated February 1, 1743. In 1744, on the death of Bradford's New York Gazette, Parker changed the title of his paper to the New York Gazette Review in the Weekly Post Boy. The paper was finally suspended in 1773. A file, practically covering the years 1746 to 1752 brought \$340 in 1894; while a file embracing 1755 to 1758 sold for \$360.

A notable newspaper was Hugh Caine's New York Mercury, started on August 31, 1752, and later known as the New York Gazette and Weekly Mercury. The earliest extant issue is No. 5. It was discontinued with the British evacuation of New York. This journal, and James Rivington's New York Gazetteer, first issued in April, 1773, were widely known as Tory papers. A file embracing three years of the latter brought \$195 in 1884, but would now bring several times that sum.

The most valuable of the early Philadelphia newspapers is Benjamin Franklin's Pennsylvania Gazette, which has survived to the present day under another title. The first thirty-nine numbers, issued by Samuel Keimer, were called The Universal Instructor in All Arts and Sciences. With No. 40, dated October 2, 1729, Franklin changed its name and character. A file extending over a period of thirty-seven years, 1749 to 1785, was valued at \$4,000 in 1895. The first two years were sold for \$560 in 1880.

Dedicates Music to Publisher.

Fred W. Clement, of Worcester, Mass., one of the leading composers and bandmasters of New England, has written a stirring march, dedicated to Publisher George F. Booth, of the Worcester Gazette and the Gazette staff, entitled "The Worcester Gazette March." The march has already scored a tremendous hit. The front cover of the march is a reproduction of the Inauguration Day edition of the Gazette. Printed in red over the reproduction is a drawing showing a newspaper press in action, the copies as they leave the press forming the words "The Worcester Gazette March."

Club Plans Series of Lectures.

A series of lectures by men of national prominence is planned for next winter by the Journalists' Club of Baltimore. At a meeting of the club, held last week, the president was authorized to appoint a lecture committee to arrange for the course. Cardinal Gibbons, Hon. James Brice, British Ambassador at Washington, and others will be extended invitations to speak.

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NEW YORK, SATURDAY, MAY 22, 1909.

STORES AND NEWSPAPERS LACKING FULL IDENTIFICATION MARKS.

A. T. Stewart, a generation ago, had a big department store in New York. He put up a big building for his store. It was so big, at the time, that "everybody" in New York knew the building—at least Mr. Stewart thought they did.

There was no sign on the outside of the building to show that it was Stewart's. But Stewart made a great success of the business.

Did Stewart succeed because he didn't have his name on the outside of his building?

Lately, in New York—and perhaps in other cities, fine new buildings have been put up for well-known mercantile firms, and these firms have not put up their sign on the outside of the building.

Does "everybody" know Tiffany, the great jewelry and gold and silver concern? They have put up a handsome building in Fifth avenue. The name "Tiffany" is nowhere seen from the outside of the building. People ask "why?" And some publicity authorities argue that the public feels an accelerated curiosity because of the absence of the sign, and therefore the public will hunt and will be pleased to find the store.

Nevertheless, we have been prosperous looking people standing in Fifth avenue looking at the new Tiffany building, admiring the architecture, and inquiring—"What building is that?" And it is a fact that but a small percentage of the people who passed could answer the question correctly.

We do not know the motive of the Tiffany management in keeping the name out of sight. We have heard it said: "Everybody knows Tiffany's. They don't have to hang out a sign."

In our opinion, the merchant who says—"Everybody knows me. I don't have to put up a sign or advertise in the newspapers"—is fooling himself.

For several hundred years, right up to the present time, the old finger board has stood at cross road corners. Civilization hasn't done away with the finger board. It hasn't even improved it much. Did any one ever hear a sane person object to the finger board that pointed correctly?

The great State road may be mapped big on the chart, yet will the traveller demand the finger board at cross roads. There are never too many finger boards for him.

So does the traveler demand the sign board of the merchant, whether the merchant's name be Tiffany or Smith.

Now, this lesson may well be conned

by owners of newspapers who do not put complete identification marks on their sheets. Some time ago we called attention to the incomplete identifications of many newspapers.

Advertising agents say they often pick up a paper with which they are not familiar, and, being somewhat interested by the good makeup, look on title pages for the location of the publishing office and fail to find the name of the State in which the paper is issued. They throw the paper away with some resentment.

It is better to put a plethora of identification marks on your store or your newspaper than none, or too few.

CUTTING OFF DEAD WOOD.

The Joplin (Mo.) Daily Globe prints the following very remarkable statement:

SWORN CIRCULATION.

Daily average for 1907..... 17,055
Daily average for 1908..... 16,537
Loss due to cutting off all returns from news dealers and agents, and putting mail lists on a paid in advance basis.

Here is a statement from the business office saying frankly to readers and advertisers, in effect: "We have lost 500 of our circulation during the year." And they tell just how it was lost.

Has the Joplin Daily Globe lost prestige by issuing such a statement? THE EDITOR AND PUBLISHER believes that the Globe has gained prestige because of the statement, and that it will get back the lost circulation and more in six months.

It requires more than the moral conviction of right and wrong to cut off "dead" circulation. The woodman will not hesitate about cutting off dead wood, because he knows the tree will be better for it, and his neighbors will not criticize him for the act. But "circulation" is not as palpable as the growing tree, though its philosophy of life is very similar. Advertisers cannot see "dead" circulation as they see dead wood on a tree.

It does require courage for a publisher to cut off his dead circulation and then frankly tell his advertisers about what he has done. But rarely is such a courageous publisher penalized for his frankness and truthfulness. The advertiser will have a growing trust in such a publisher. He will not lose in the end.

A member of the German Reichstag describes the new American copyright law as "a crazy pot-pouri of modern ideas and peanut protectionism." The

American Newspaper Publishers' Association was responsible for that part of the new law which covers the subject and business of photographs and their production in periodicals. The Germans have not criticised this section.

INK ROLLERS.

Glue and Molasses in Connecticut—
Piute Indians Ate Them in West.

NEW YORK, May 19.

MY DEAR MR. DILLON:

I read with considerable interest the article in THE EDITOR AND PUBLISHER of the 15th, regarding "Ink Rollers." It carried me back to times about the beginning of the Civil War. As a boy I used to spend more or less time around the old printing office of the Bridgeport (Conn.) Standard. The editorial rooms, the press room and the typesetting room were all on one floor, separated only by thin board partitions, and this one floor was over a fish market. The big press was on this same floor, a boy on top to feed, and a big husky Irishman the motive power, turning the crank wheel by hand. Only one side of a double sheet was printed at a time. This was before the introduction of rubber rollers, in that office, any way. Every printer in those days made his own ink rolls, and the principle ingredients were glue and molasses, in what proportions I do not know. You can perhaps judge better than I what troubles would arise with the ink rolls under those circumstances, and with the very crude methods then prevailing in making them hard.

Yours sincerely,

H. G. ELY,

41 East 21st street.

NEW YORK, May 18.

DEAR DILLON:

That story about Ink Rollers in THE EDITOR AND PUBLISHER last week recalled to me my early days in Nevada. We used to feed the old rollers to the Piute Indians. The Piutes had a fierce appetite for roller composition. I remember well a buck Piute who used to come into Carson City and hang around the office of the Appeal to get the rollers. When nobody was looking he would sneak up and take a bite out of the roller on the press. Those Piutes used to like the rollers best in summer when the rubber was softer. They would chew and eat them like caramels.

Sincerely,

R. H. DAVIS,

(Editor of Scrap Book and All Story Magazines.)

Woman Editor Will Speak.

Miss Goldie Perry, associate editor of the Winchester (Ky.) Sun-Sentinel and also a member of the editorial staff of the Daily News, has been chosen to read a paper before the National Editorial Association, which meets in Seattle in July. Miss Perry's subject will be, "Starting a Daily Paper."

County Editors Meet at Long Branch.

Newspaper editors of Monmouth County, N. J., met last Saturday at the office of the Long Branch Record. Provisions of the law passed by the last legislature increasing rates on legal or public printing were discussed.

The Hutchinson (Kan.) Gazette will in the near future commence the construction of a new home.

OBITUARY.

Ernest Walter, editor of the Pittsburg (Pa.) Volksblatt and Freiheits-Freund, died on Sunday last at his home in Pittsburg after a three days' illness of heart trouble. Mr. Walter was born on June 26, 1861, in Jackobeny, in the Austrian crown land Bukowina. He leaves a widow and two children.

Charles Barnum, senior editor of the Monticello (N. Y.) Watchman, died at his home in that city last week. He was seventy-three years old.

Hebert J. Miller, for more than twenty-five years owner and editor of the Lucerne (Minn.) Herald, died at his home of locomotor ataxia from which he had been a sufferer for many years. He was fifty-five years old.

Clark Wilson, of Parker, Pa., and publisher of the first newspaper in Punxsutawney, Pa., died of infirmities of old age. He was ninety years old.

Mrs. M. T. Corson, wife of Dr. E. M. Corson, died in Norristown, Pa., of heart disease. She was the daughter of Samuel Wilkeson, war correspondent, and for many years associated in the ownership and editorial work of the New York Tribune.

The Sagacious Editor.

"I want a motor catalogue compiled for 1909," stated the manufacturer of automobiles. "I understand you do something in a literary way."

"Yes," admitted the author.

"What'll you charge for something artistic?"

"Fifty dollars."

"Give you thirty."

"I s'pose I'll have to take it. I need the money."

"How about that catalogue?" demanded the manufacturer, meeting the author in the grill room of a fashionable hotel. "Expect me to wait a year for it?"

"Aw, say," laughed the author genially. "Sit down and have something. Waiter, take the gentleman's order. I want to tell you about that catalogue."

"Well, sir?"

"I had the thing neatly compiled, and was about to deliver it, when a great white light struck me. Instead of turning it over to you for a measly thirty dollars, I merely supplied it with dialogue and made a motor novel of it."

"How's that?"

"Made a motor novel of it. Now in its 250th thousand. Send your agent to see me about a touring car. Under the circumstances, I feel I ought to give your make the preference."—*Will S. Adkin, in Puck.*

THE MURDERER'S BREAKFAST.

ASSISTANT—I don't think this new reporter will do.

CITY EDITOR—What's the matter with him?
ASSISTANT—Here he has written up that story of the execution down at Moyamensing and never mentioned that the condemned ate a hearty breakfast and what it consisted of.—*St. Paul Daily News.*

THE PRESS AGENT PROPOSES.

"Your pulchritude is peerless. You are an astounding aggregation of feminine faultlessness. Be mine!"

"Sure," responded the girl. "I never could resist that press-agent language."—*Louisville Courier-Journal.*

Mexico has for over a generation supported a daily newspaper published in English.

PERSONAL.

James Leroy Nixon, managing editor of the Buffalo (N. Y.) Enquirer, is the author of a serial story now running in that paper, entitled "An Exile of Dixie," a southern New York romance of the Civil War period.

William G. Hower, editor of the Bryn Mawr (Pa.) News, and a member of Bryn Mawr Manor Fire Company, was severely injured last week while attempting to jump on the foot board of the engine during a run to a fire.

Mortimer L. Berkowitz, for many years connected with various Boston papers, has been placed in charge of the United Improvement Association of that city.

E. H. Farr, editor of the Whitney (Ind.) Call, is the proud possessor of a new automobile. He won it last week with a fifty-cent lottery ticket which he accepted in the cancellation of a debt.

Edward E. Davis, State editor of the Philadelphia Ledger, paid the Munsie Club a visit at their trout preserves at Helfrich's Springs, Pa., last week. He was rewarded with a fine catch.

W. A. Fair, editor of the Lincolnton (N. C.) News, has been appointed mayor of that city by the board of aldermen to fill the vacancy created by the resignation of C. C. Wrenshall.

J. Otis Hull, editor of the Rock Hill (S. C.) Herald, was married to Miss Fay Burns of Hickory, N. C.

The Honorable A. Nevin Pomeroy, of Chambersburg, Pa., who has been connected with the Pennsylvania State Editorial Association for many years, is a candidate for the presidency of the National Editorial Association.

A. C. Dalton, for thirty-four years editor of the Newfield (N. J.) Item, was badly bitten last Monday by a vicious dog.

C. A. Dagley, circulation manager of the Chattanooga (Tenn.) News, has resigned his position, and will enter the real estate and insurance business.

W. H. McEwen, editor of the Albion (Ind.) Democrat, is attending the general conference of the U. B. Church, at Canton, O.

CLUBS AND ASSOCIATIONS.

The members of the California Press Association enjoyed their twenty-first annual excursion and outing last week. The start was made from San Francisco and more than 100 editors and their wives made the trip which included visits to Yosemite, Wawona and the Mariposa big trees.

The new club rooms of the Schenectady (N. Y.) Press Club were christened last week. The members of the organization kept open house and the occasion proved a pleasant one. Invitations were extended to their fellow scribes of Gloversville, Johnstown, Amsterdam, Ballston, Saratoga and Glens Falls.

Among those who accepted were J. K. Walbridge, Saratogian; W. J. Burnham, Saratoga Sun; W. H. Grose, Ballston Journal; Bethume M. Grant, Gloversville Herald; F. M. Waterbury, Saratoga Eagle; Messrs. McMasters, of Ballston, and Sansouei, of Glens Falls; J. F. Murray, of Johnstown; J. Stowits, of the Johnstown Republican; Edward A. Frye, of the

Gloversville Leader, and Mr. Benedict, of Saratoga.

The new rooms are located on the third floor of the Juno building, overlooking Crescent Park, and are conveniently fitted up for their purposes.

The San Francisco Press Club celebrated the opening of their new home last week with an informal house warming and dance. Nearly 500 guests enjoyed the hospitality of the club. An entertaining programme was rendered during the evening, with extemporaneous contributions by Fred Mace, James Stevens, Joaquin Warrnell, Alma Tuehler, Captain Leale, the Press Club Quartet, Mrs. Sam Bernhard, John F. Carrington and others.

At the annual meeting of the Louisiana Press Association held in Covington last week, the following officers were elected: E. D. Gianelloni, Assumption Pioneer, Napoleonville, president; Robert Roberts, Jr., Democrat, Minden, vice-president; Mrs. Lottie A. Weir, Daily States, New Orleans, second vice-president; L. E. Bentley of the Donaldsonville Chief was re-elected secretary, as was Albert Bienvenu of the St. Martinville Messenger as treasurer. W. D. Robinson of the New Orleans Picayune was one of the presidential nominees, but withdrew in favor of Mr. Gianelloni.

The Executive Committee of the New York Press Association met in Syracuse last week to make plans for the annual meeting which will probably be held at the Hotel O-te-saga at Cooperstown in July.

The Northern Michigan Press Association, which has been in session at Petoskey, elected Herbert Haarley, publisher of the Manistee News, president for the ensuing year. The next meeting of the association will be held in Manistee next September.

At the May meeting of the Eastern Idaho Press Club, held at Gooding last week, the following officers were elected for the ensuing year: President, James H. Wallis, of the Rexburg Standard; first vice-president, O. H. Barber, of the American Falls Press; second vice-president, Karl P. Brown, of the Blackfoot Optimist; secretary, J. W. Jones, of the Rigby Star; treasurer, Wilbur S. Hill, of the Twin Falls Times.

The Texas Press Association will meet at Martin, May 27-29.

The Arkansas Editorial Association in convention at Fort Smith, last week elected the following officers for the ensuing year: S. B. Baird of Hamburg, president; R. E. Bradford of Lonoke, first vice-president; Arthur Livingston of Russellville, second vice-president; J. H. Hand of Yellville, third vice-president; Earle W. Hodges of Little Rock, corresponding secretary; T. R. Pound of Danville, recording secretary; P. S. Carden of Malvern, financial secretary; Miss Meah Merritt of Fayetteville, poet.

At the annual meeting of the Missouri Press Association held at Fulton last week the following officers were elected: C. M. Harrison, president; J. R. Lowell, first vice-president; J. P. Campbell, recording secretary; Kelley Pool, corresponding secretary; H. A. Goss, treasurer. The association will hold two meetings next year, the winter meeting to be in Jefferson City; summer meeting at Cape Girardeau.

PITTSBURG DISPATCH CLUB.

Enjoyed Evening of First-Class Vaudeville.

The Dispatch Club, composed of the members of the various departments of the Pittsburg (Pa.) Dispatch, gave a very interesting vaudeville entertainment on the third floor auditorium of the Dispatch building last week.

Congressman James Francis Burke opened the programme with a brief talk upon the successful growth of the club. He said in part:

I congratulate the members of The Dispatch Club, not only upon its existence and the success which has marked its growth but also upon the evidence it gives of the genuine friendship and good will which exist between the various departments of one of the great newspaper establishments of America, and the further mutual interest in each other's success which is manifested by employer and employee.

The policy of mutual interest which I have always found to mark the career of The Dispatch and its employees has never been more strikingly apparent than under the administration of its fair-minded, able and public-spirited president, Colonel Charles A. Rock.

I congratulate both him and you upon the spirit that pervades The Dispatch atmosphere, and wish you both the success and prosperity you deserve.

Several headlines from the Pittsburg Grand Opera House contributed to the programme, as did many members of the club.

STAFF NEWS AND CHANGES.

Ray A. Mowers, for several years connected with the reportorial staff of the Gloversville (N. Y.) Daily Leader, has been made city editor of that paper.

Walter H. Gilbert has been made editor of the Vermont Phoenix, published at Brattleboro. Mr. Gilbert succeeds W. E. Hubbard, who will hereafter devote his time to general supervision of the business end of the paper.

122 East 25th St., New York
 Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.
Results Count—Write for References

\$5,000.00 CASH

available for investment in Democratic daily. Undeveloped properties preferred and locations in Kentucky or Southern or Western States. Would consider half or controlling interests. Experienced in all departments. Proposition No. 486.

C. M. PALMER
 Newspaper Broker
277 Broadway NEW YORK

THE INTERNATIONAL SYNDICATE
 Established 1890.
Features for Newspapers
BALTIMORE, MD.

THE LOVEJOY CO., Established 1853.
ELECTROTYPERS
 and Manufacturers of Electrotvne Machinery,
444-446 Pearl Street NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

FOR SALE.

FOR SALE—AFTERNOON

and Weekly, with well-equipped job plant, in one of the best towns in the South. Two linotypes—investment about \$12,000. Cash receipts from Jan. 1 to May 1, \$6,502.06. Cash and terms. Other and greater interests in another State require owner's personal attention. D., care of EDITOR AND PUBLISHER.

SMALL NEWSPAPER

and job outfit in Georgia; with or without Simplex, 10-point; also Inland Printers, October, 1902 to 1908, and two Apple-sparkers for gasoline engines. Address A. E. Robinson, 1108 Taylor St., Columbus, S. C. 31

BALTIMORE JOBBER

8 x 12, throw-off; foot power; 3 chases; 5 roller cores; wrenches; \$45 cash. Address C. S. TUSNES, Nassawadox, Va.

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.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended of any other paper on the Pacific Coast.

Issued Daily and Sunday. Classified ads, 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

MISCELLANEOUS.

WANTED—FIRST-CLASS

Comic Stuff; short—not over 250 to 300 words—shorter preferred. Will pay good price for acceptances. Address A. H. Pleasants, 215 W. Lexington St., Baltimore, Md.

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.

Daily News Service Illustrated
 News by Mail—600 Words Daily—
 With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cl'tl Times Star, Detroit Free Press, etc. **TRIAL FREE.**
GEORGE GRANTHAM BAIN
 32 Union Sq., E., New York 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

C. E. Sherin Agency, 452 Fifth avenue, New York, is using a list of morning papers for the Knox Hat Mfg. Co., Knox Hats, same address. The space to be used is 42 lines, 52 times. It is said that there will be a supplemental list of papers to be made up for this advertising.

Calkins & Holden, 250 Fifth avenue, New York, are sending out 5,640 lines for the Smith-Premier Typewriter Co., Syracuse, N. Y. The copy now going out is 560 lines, 4 times, and the remainder of the schedule for this advertising will be taken up in September.

The Morse Agency, 19 West Thirty-fourth street, New York, is going out of weekly papers for the advertising of Charles N. Crittenton Company, Glenn's Sulphur Soap, 115 Fulton street, New York.

The Durham Duplex Razor Company, 111 Fifth avenue, New York, will likely take up advertising in the New York City dailies in the near future.

The Anglo-American Drug Company, Fulton street, New York, will not place any advertising for Mother Winslow's Soothing Syrup until next fall.

The D'Arcy Agency, St. Louis, is placing 5,000 lines in Southwestern papers for the Brown Cracker & Candy Company. This agency is also placing 5,000 lines in the same territory for the advertising of the George A. Dickel Company, Cascade Whiskey, Nashville, Tenn.

H. W. Kastor & Sons, St. Louis, is placing 7,000 lines in Southwestern papers for the advertising of the Friedman Shelby Company.

The Kenosha Chemical Company, Kenosha, Wis., is placing new contracts for 4,200 lines in the Southwest through the Charles H. Fuller Company, Chicago.

The D'Arcy Agency, St. Louis, is placing new contracts in the Southwest for the advertising of A. H. Lewis.

The Cramer-Krasselt Agency, Milwaukee, is placing 7,000 lines in the Southwest for the Miller Brewing Company, same city. This agency is also placing 7,000 lines in Western papers for the advertising of Pabst Brewing Company, Milwaukee.

H. W. Kastor & Sons, St. Louis, are placing new contracts for 2,800 lines in papers in the Southwest for the advertising of the Restoral Chemical Company.

The D'Arcy Agency, St. Louis, is placing 5,000 lines in Southwestern

papers for the advertising of the Rhuma Sulphur Company, Littell's Liquid Sulphur, St. Louis.

The New York & Kentucky Company, New York, is placing 5,000 inches to be used in 32 months through the C. E. Sherin Agency, 452 Fifth avenue, New York.

The Allen Advertising Agency, 30 West Thirty-third street, New York, is placing 14 lines, 18 times, in Southern papers for the advertising of the Iroquois Hotel, New York.

Arnold & Dyer, Philadelphia, are placing fifty-six lines fifty-three times, for M. D. Neumann & Company, White Knight Cigar, same city.

The George Batten Company, 11 East Twenty-fourth street, New York, is using Connecticut and New Jersey papers for the advertising of the Ultramarine Co., 38 Park Row, New York.

The Corning Advertising Agency, St. Paul, Minn., is making contracts for 1,000 inches with Pacific Coast papers for McKibbin, Driscoll & Dorsey, same city.

The L. P. Fisher Agency, San Francisco, is placing experimental orders in the State of Colorado for the John H. Fulton Company, Fulton's Compound, same city.

Alfred Gratz, Philadelphia, is placing orders in Pennsylvania papers for the Auto Sales Company, same city.

The Hiels Newspaper Advertising Agency, 130 Nassau street, New York, is using papers in the South and Southwest for the advertising of the Columbian, Thousand Island Park, N. Y.

Hill & Stocking, Pittsburg, are placing orders for 100 inches in Pennsylvania papers for the Standard Mutual Life Insurance Company, same city.

Frank Kiernan & Co., 156 Broadway, New York, are using the larger papers in the East for the advertising of Bowning & Co., steamships, New York.

Lord & Thomas, Chicago, are placing in Southern papers 1,120 lines, seven times, for Peabody, Houghtaling Co., First National Bank Building, Chicago. This agency is also using Western papers for the advertising of Hargadine, McKittrick Dry Goods Co., Chicago.

The Lovett-Chandler Co., 6 Beacon street, Boston, is using New England papers for the advertising of Surelax.

The Publicity Service Co., Cincinnati, are placing orders in Western papers for the advertising of the J. H. Lucke Co., Lucke's Stogie, same city.

Irving Rosenbaum, 1123 Broadway, New York, is placing fourteen lines, two times a week, t.f., in New York State papers for G. S. Smith, same city.

The J. Walter Thompson Company, 44 West Twenty-third street, New York, is placing orders in the larger city dailies for the advertising of the United States Floral Corporation, Pittsburg. This agency is also placing orders in Southern papers for the advertising of the Vendome Hotel.

Frank Seaman, 30 West Thirty-third street, New York, is placing orders in the larger city dailies for the advertising of the Chicago, Rock Island and Pacific Railway, Chicago.

ROLL OF HONOR

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

ALABAMA.		TEXAS.	
ADVERTISER	Montgomery	CHRONICLE	Houston
ITEM	Mobile	RECORD	Fort Worth
		LIGHT	San Antonio
CALIFORNIA.		WASHINGTON.	
BULLETIN	San Francisco	TIMES	Seattle
EXAMINER	San Francisco		
FLORIDA.		WEST VIRGINIA.	
METROPOLIS	Jacksonville	GAZETTE	Charleston
		WISCONSIN.	
GEORGIA.		EVENING WISCONSIN	
CHRONICLE	Augusta	Milwaukee	
LEDGER	Columbus		
ILLINOIS.			
HERALD	Joliet		
JOURNAL	Peoria		
IOWA.			
CAPITAL	Des Moines		
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
NEW JERSEY.			
PRESS	Ashbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) ..	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCHMITZ	Memphis		
BANNER	Nashville		

ADVERTISING NOTES.

The Fisher Agency, of 119 Nassau street, New York, and 506 Boyce Building, Chicago, have been appointed the sole foreign advertising representative of the Reading (Pa.) Times and the Lawrence (Mass.) Sun and American.

Charles H. Eddy, special agent, New York and Chicago, returned home from a Western trip last week. Mr. Eddy states that the outlook for business in that section is very promising.

Howard C. Story, the well-known and popular advertising manager of the German Daily Gazette Publishing Company, Philadelphia, accompanied by his wife, is on a trip to New England this week.

Cal J. McCarthy, advertising manager of the Lewis publications, St. Louis, is in New York this week in the interest of these publications.

Ben Leven, of the Ben Leven-Niehols Advertising Company, has gone to Florida to prepare the most extensive advertising campaign for the sale of land yet undertaken. This new deal follows fast on the record-breaking sale of over 100,000 acres in St. John's Park and near Jacksonville, Florida. The new proposition includes approximately 700,000 acres in the neighborhood of Fort Meyer, 300 miles south of the Florida metropolis. Double pages will be used in magazines and metropolitan Sunday newspapers. The first gun in this big campaign will be fired early in July.

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
 Circulation 100,000 COPIES Guaranteed Every Month. Flat rate 40 cents a line.
HENRY RIDDER, Publisher,
 5 Barclay 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

A PUBLICITY BUREAU

For All New England Business Associations Will Be Established by Pilgrim Publicity Association, Formerly the Boston Ad. Men's Club.

(Special to THE EDITOR AND PUBLISHER.)
 BOSTON, May 15.—One of the chief factors in the great success achieved by the Boston Ad-Men's Club—now the Pilgrim Publicity Association—during the club year just closed, has been the weekly gatherings of the Board of Directors of the club.

On almost every Wednesday noon throughout the year the Board of Directors have met at lunch at the City Club and talked over the different matters which have come up for discussion among the members of the club, and a great deal of good work has resulted. Throughout the coming year this course will be continued.

Under the new organization of the Pilgrim Publicity Association, the Board of Directors will be made up as follows: President, George W. Coleman, publisher Christian Endeavor World; first vice-president, George B. Gallup, New England representative Cosmopolitan; second vice-president, Wm. M. Fairbanks, advertising manager J. C. Ayer Co.; secretary, Carroll J. Swan, newspaper and magazine representative; treasurer, D. N. Graves, manager Makaroff Cigarette Co. Members of Executive Committee—H. B. Humphrey, president H. B. Humphrey Co.; A. B. Harlow, advertising manager Mellen's Food Co.; W. L. Weeden, of the Wood, Putnam & Wood Agency; Chas. E. Dorr, New England representative newspapers and magazines; Jas. T. Wetherald, president J. T. Wetherald Advertising Agency; E. S. Butler, advertising manager Christian Endeavor World; Henry F. Hosley, advertising manager The Traveller; Egerton Chichester, New England representative Century; J. W. Barber, president J. W. Barber Advertising Agency; Wm. E. Hall, treasurer Shaw Stocking Co., Lowell; Tilton S. Bell, of Kimball & Patterson.

Mr. H. B. Humphrey will preside at the meetings of the Board, and from the weekly gatherings of this representative body of New England advertising men big things are promised. At the first meeting following the reorganization, twelve names were presented for membership, and it is hoped that before the year is over the association, which now numbers 110 members, will have 1,000 men enrolled for the furtherance of the club work.

This work, by the way, as outlined in the new constitution, is "to assist in the advancement of New England by studying and improving the methods of promoting business through advertising; to serve as a publicity bureau for all New England business associations which may desire expert assistance on questions relating to advertising and general publicity; to promote among New England merchants and manufacturers a thorough understanding of the power of good advertising when applied to the building up of business for individuals, corporations, cities, States or sections; and in other ways to assist in the development of New England's commercial enterprises and its resources."

It was after much persuasion that George W. Coleman was prevailed upon to take the presidency of the Pilgrim Publicity Association. The persuasion was necessary, not because

Mr. Coleman did not appreciate the honor offered him by the nominating committee, but because he is an extremely busy man, for instance, in addition to his duties as publisher of the Christian Endeavor World, the official organ of the Christian Endeavor movement of the United States, he has found time to establish and manage the Ford Hall Sunday evening meetings. These services are open to, and participated in, by members of all religious faiths.

He is also head of the Sociological Congress, which holds a three-days' session every year at Sagamore, on Cape Cod Bay, and treasurer of a summer Chautauqua Association which owns 300 acres at Sagamore and which plans to develop a great seashore Chautauqua there. This movement is in its fifth season.

When Mr. Ford, the publisher of the Youth's Companion, died, he provided that Mr. Coleman should be chairman of the committee to take charge of a million-dollar fund for church work. This committee spends about \$18,000 annually as it thinks best.

As president of the Massachusetts Sunday School Association, a director in the Boston Y. M. C. A., a member of the City Club, the Baptist Social Union, the Twentieth Century Club and other organizations, Mr. Coleman has made his influence felt in many directions.

He is one of the broadest minded men in religious work in New England, and during his term of five years as treasurer of the Boston Ad. Men's Club he has won a warm place in the hearts of all his fellow members.

The Ben Leven-Nichols Agency.

The Ben Leven-Nichols Advertising Company, Chicago, are planning an extensive newspaper campaign for the James E. Pepper Distilling Company. Page copy will be used, followed by large advertisements to run for three months. Orders are also being placed with a large list of newspapers for the classified display advertising of Samuel M. Adams Company, advertising Arkansas lands. The company is placing orders with a selected list of mail order publications for Conney Brothers and the South African Importing Company. A large list of metropolitan newspapers will be favored with 120 line copy for Bogey & Harlan, to promote the sale of their Texas lands. The magazines will be used by the company for the advertising of the Excelsior Supply Company, and Glogau & Company, both of Chicago. A selected list of magazines will also be used for half page advertisements of the Identification Company of America.

Will Hold Tennis Tourney.

Advertising men of the city of New York will hold a lawn tennis tournament in the city some time the latter part of June. More than fifty men have already signified their intention to compete. Information concerning the tournament may be had from Raymond D. Little, of Pearson's Magazine, or E. C. Conlin of Munsey's Magazine.

Frank D. Sullivan, publisher of the West Allis (Wis.) Independent and proprietor of the Sullivan Printing Company at Milwaukee, has filed a petition in bankruptcy. Liabilities, \$4,305.58; assets, \$1,500.

The Sacramento (Cal.) News Publishing Co. has been incorporated with a capital stock of \$10,000.

BUSINESS OFFICE NOTES.

The Jackson (Miss.) Daily News announces that their sworn daily average circulation for the past twelve months ending April 30, 1909, is 10,246.

Although only two years old the St. Louis Times is making rapid strides. According to a statement just issued for the month of April the Times made a net gain of eighty-four columns, or 25,000 lines, over the corresponding month of 1908.

The Kalamazoo Evening Press is less than a year old. Its growth since its inception has been steady and healthful and the amount of advertising carried has practically doubled each month over the preceding one. The month of May promises to greatly exceed the April record. Its circulation has grown just as steadily, and a sworn statement for the month of May credits the paper with a net daily average of 6,059.

The Scranton (Pa.) "Truth" is about to install a new press which is being manufactured by Hoe & Co., of New York, and which the manufacturers state will be one of the fastest newspaper press in the world. It will have a capacity of 40,000 complete copies per hour and will print, fold and count papers of any number of pages from four to forty.

A circulation statement of the Philadelphia Evening Bulletin for the month of April credits that paper with a net paid daily average of 257,977. Of this number 212,006 were distributed in the city of Philadelphia and Camden, 24,789 within thirty-five miles of the city limits, and beyond the thirty-five-mile limit 20,282 copies were sold.

The Bradford (Pa.) Era has been greatly improved of late under the direction of its proprietors, D. A. Denison and H. J. Bryan.

On Monday last, the Philadelphia Press made a new departure by printing in the first column of the editorial page a detailed statement of its circulation. The statement credits the Press for the

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month of April with a net daily average circulation of 93,613, and a Sunday average of 169,842.

William Elder, manager of the circulation department of the Toronto (Can.) Evening Telegram, in a sworn statement, declares that the average daily circulation of that paper for the month ending April 30 last was 50,246.

James H. Cutter, circulation manager of the Observer, Utica, N. Y., swears to an average circulation of 16,616 copies during the month of April.

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