

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 48

NEW YORK, MAY 28, 1910

5 CENTS A COPY

FRAUDULENT ADS.

PIANO DEALERS WOULD HAVE A GOVERNMENT COMMISSION TO REGULATE ADVERTISING.

President Clement Makes a Strong Appeal for Honesty in Advertising—England and Germany Supervise by Law—Government Commission Would Do Better Work Than the Postoffice Department.

The National Association of Piano Dealers of America, an organization having upwards of one thousand members, two years ago in convention adopted a series of resolutions dealing with so-called fake advertising. One of these resolutions read:

"Resolved, That it is the sense of this association that a commission, similar to that established by the Pure Food Laws, should be established to pass upon fraudulent advertising, and through warnings and other means seek to suppress such advertising, and to be empowered to institute proceedings against those who, after, due notification, persist in such advertising."

Among the piano dealers, the leading advocate of reform in methods of newspaper advertising was Lewis H. Clement, manager of the New York house of Mason & Hamlin. Mr. Clement has steadfastly opposed what are usually called "puzzle" and "coupon" schemes of advertising. At the annual convention of the association in Richmond, Va., last week, the piano dealers indorsed Mr. Clement's position on this issue by unanimously electing him president of the organization.

After his return from the Richmond convention, Mr. Clement was interviewed by a representative of THE EDITOR AND PUBLISHER. He said:

LAWS AGAINST FRAUDULENT ADVERTISING.

"Three years ago, after the close of the Chicago convention of the National Association of Piano Dealers, I was asked to investigate the matter of fraudulent advertising, and read a paper on the subject at the New York convention of 1908.

"I wrote to the Secretary of State of each State in the United States, and to United States consuls in all important foreign countries, to learn of what laws, if any existed, were in force regulating advertising.

"I learned that in New York such a law was in the statutes, and also in several foreign countries, notably Germany and England, prohibiting fraudulent advertising. The information thus obtained was given in my address to the New York convention two years ago, and by unanimous vote was ordered printed and distributed to our members. The convention adopted strong resolutions intended to bring about a general reform and prevent fraudulent advertising. It was suggested that Congress establish a commission similar to the Pure Food Commission, with power to pass on advertisements submitted.

CENSORING ADS IN GERMANY.

"In Germany such a commission, or several commissions in various cities, (Continued on page 4.)



LOUIS H. CLEMENT, NEWLY ELECTED HEAD OF THE NATIONAL ASSOCIATION OF PIANO DEALERS AND LEADING ADVOCATE FOR REFORM IN NEWSPAPER ADVERTISING.

NOW SOLE OWNER.

James M. Thompson Purchases All Stock of New Orleans Item.

James M. Thompson has purchased all of the stock in the New Orleans Item Company, Ltd., formerly held by Frederick I. Thompson, of New York and Mobile.

In a printed announcement Mr. Thompson says, in part:

"I have controlled the affairs of the New Orleans Item through my stock holdings and because of my position as publisher since I first came to New Orleans.

"The addition of Mr. Frederick I. Thompson's interest to my holdings will not result in any change of any character in the personnel of the working force or in the policy of the New Orleans Item."

Buys Ohio Paper.

H. M. Pomeroy, a well-known Toledo (O.) newspaper man, has purchased the Maumee (O.) Advance-Era and will greatly enlarge and improve it.

ALBANY (N. Y.) PAPER SOLD.

Press - Knickerbocker - Express Purchased by Syndicate.

The Albany (N. Y.) Press-Knickerbocker-Express, one of the oldest papers in the State, which was founded in 1842, has been purchased by a syndicate of which Judge Lynn J. Arnold, Edward S. Clark and Stephen C. Clark, all of Cooperstown, are the leading members. William Rich Cross, until recently with the Oneonta Star, is the new managing editor, and Frederick C. Clayton, of New York city, the business manager.

The paper was purchased from Mrs. John A. McCarthy, daughter of the late Myron Rooker, who founded the Press in the early 70's.

Washington Star Reduces Price.

The Washington (D. C.) Evening Star, the oldest newspaper in the city, reduced its price Sunday from two cents to one cent a copy. The Star was recently enlarged by changing its form from seven to eight columns.

PAPER SITUATION.

EXPERTS PREDICT A RAPID DROP IN PRICES WITHIN THIRTY DAYS.

Many Papers, in View of Possible Famine, Ordered Far Ahead and Some Have From Two to Three Months' Supply on Hand—Foreign Shipments in Past Month Heavy. International Strike Settled.

Experts, who are in close touch with the paper situation, declare that American newspaper publishers have been needlessly alarmed over the possibility of a paper famine and that unless all signs fail news print will be a glut in the market within the next thirty days.

With the strike of the International Paper Company settled, and its plants operating to their fullest capacity, and the fact that large contracts are being taken care of by other mills, together with the foreign shipments, means, say these experts, that prices will rapidly drop.

Mills that heretofore have been solely engaged in the manufacture of paper for other uses, attracted by the high price of news print, promptly began its manufacture. Foreign mills, also attracted by high prices, offered immense quantities of paper for immediate delivery.

Numerous papers, foreseeing a possible paper famine, ordered far ahead of their usual quantities, and it is said that many have from two to three months' supply on hand or contracted for. With these deliveries coming on and the International Paper Company's plants being operated to their fullest capacity, those in touch with the situation declare that the market will be rapidly overstocked.

The fact must also be taken into consideration that during June, July and August the demand for news print falls off rapidly, owing to the fact that the majority of newspapers, on account of the usual decrease of advertising patronage during the three summer months, reduce the size of their papers.

Foreign shipments alone during the past month have amounted, it is said, to more than five thousand tons. This paper came largely from English, Norwegian and Swedish mills. Aside from this, the Hearst publications last week received over a thousand tons from the Harmsworth mill in Newfoundland.

Westfield (N. J.) Leader Sold.

The Westfield (N. J.) Leader Publishing Company, headed by Walter J. Lee, has taken over the interest of George A. V. Hankinson in the Westfield Leader. Mr. Lee, who is a leading real estate broker in Westfield, began his career as an office boy on the New York World. Four years later he entered the advertising department of the Mail and Express, going from there to the Brooklyn Citizen as advertising manager.

PRINT WHAT PEOPLE WANT.**Tragedy and Comedy More Entertaining Than Prosaic.**

Writing in the New York Evening Journal of May 23, Dr. C. H. Parkhurst answers the criticism recently directed against New York newspapers. He says:

"A gentleman from the South, who has been recently passing a little time in this city, asks in regard to our newspapers: 'Don't your journals publish anything that will make people cheerful and happy? I have been here five days and have read nothing but about murders, burglaries, disasters and all kinds of horrible things.'

"Even after liberally discounting the exaggeration of his statement, there remains in it still a pretty generous residue of truth. And that it is so is no more the fault of the papers than it is of the reading public, and not so much so.

"The newspapers can become a financial success only by catering to the tastes of their readers. The newspapers print what the people want to read. To the majority tragedy and comedy are more entertaining than the prosaic. The extraordinary is more taking than the ordinary.

"Sensationalism in the press merely reflects the sensational impulses that are in the people. What is bad is more exciting than what is good.

"There are more features of attraction in the story of one man falling from the Brooklyn Bridge than in the fact of a hundred men dying quietly in their beds.

"One woman divorced counts for more in point of piquancy than the married life of a whole horde of women living in decent marital relations with their husbands and gentle maternal relations with their children.

"Newspapers are not generally read as means of instruction, but as means of quick entertainment. It is unfortunate that it is so, but people will have it so. The journals will be only too glad to furnish instruction if the public will give evidence of their desire for that sort of pabulum. Corn bread is more wholesome than plum cake, but of the two the popular taste seems rather to be keyed to plum cake.

"The newspapers, at the expense of reducing somewhat their subscription and advertising lists, can do something to improve the condition; but only to the extent that they have the co-operation of the reading public."

Illinois Papers Consolidated.

Hon. John M. Rapp, editor of the Fairfield (Ill.) Record, has purchased the Fairfield Sun of Edward McClung and will consolidate the two.

In
Philadelphia
it's
The Bulletin

"Covers the Philadelphia field at one cost."
FEBRUARY CIRCULATION:

287,963 COPIES
A DAY

A copy for nearly every Philadelphia home.
"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

BAN ON SPICY PICTURES.**Poster Printers' Association Takes Radical Step.**

The International Poster Printers' Association, in session at Cincinnati last week, decided not to print anything a reputable newspaper or magazine would reject.

According to a statement by Clarence E. Runey, secretary of the association, abbreviated skirts and tights must go from the billboards, and from the decision of the committee there will be no appeal.

The organization represents \$150,000,000 of investments in show poster printing houses.

F. D. CARUTHERS**Back at Desk on New York World After Serious Illness.**

F. D. Caruthers, assistant business manager of the New York World, is



F. D. CARUTHERS.

again at his desk after an absence of several weeks.

The above picture was taken a few days ago at Atlantic City, N. J., where Mr. Caruthers has been recuperating from a recent operation.

Indiana Daily Changes Hands.

Edward A. Remy, of the firm of Smith & Remy, publishers of the Seymour (Ind.) Daily and Weekly Republican, has disposed of his interest to Harry J. Martin, of Franklin, Ind. The new firm of Smith & Martin will continue the paper. Mr. Remy was recently appointed postmaster at Seymour.

Will Represent Boston News Bureau

E. Medley Scoville, formerly in charge of the financial advertising for the New York Evening Post, and later in charge of the same department on the New York Times for many years, has been made advertising manager of the New York advertising office of the Boston News Bureau.

LEWIS H. CLEMENT**Elected President National Association of Piano Dealers.**

At the ninth annual convention of the National Association of Piano Dealers of America, held at Richmond, Va., last week, Lewis H. Clement, manager of the New York house of Mason & Hamlin, was unanimously elected president of the association.

The convention was notable from the fact that for the first time the selection of the president turned on a definite issue—that of fraudulent advertising. Mr. Clement's campaign rested on his well-known and oft-expressed attitude in opposition to certain phases of questionable advertising, particularly that in which coupons or certificates purporting to have a certain value are offered to solvers of simple rebus or "puzzle" pictures. Mr. Clement's stand on fraudulent advertising has been indorsed in letters by such prominent advertising experts as Louis Wiley, business manager of the New York Times; Conde Hamlin, business manager of the New York Tribune; W. C. Freeman, advertising manager of the New York Evening Mail, and others.

Other officers elected were: First vice-president, R. O. Foster, of Foster & Waldo, Minneapolis; second vice-president, Otto Bollman, of Bollman & Bros., St. Louis; secretary, C. R. Pittman, of the Estey Piano Company, Boston; treasurer, D. E. Woolley, of the Estey Piano Company, Philadelphia.

NEWSPAPERS BEST MEDIUM.**Magazines Too Slow, Says National Biscuit Company's Head.**

"No advertising is so effective as newspaper advertising," A. W. Green, president of the National Biscuit Company, is quoted as saying in an interview in Chicago this week.

"Newspaper advertising we have found the best, taken all around," said Mr. Green. "Billboard advertising is good, but it requires too much time and attention. The boards have to be watched to see that they are in good condition and the advertisements constantly have to be renewed. We have very little trouble with the newspapers. Magazine advertising is well enough, but it is slow."

New Oklahoma Daily.

The Democrat Printing Company has been incorporated, with a capital stock of \$15,000, for the purpose of publishing the Durant (Okla.) Democrat and the Bryan County Democrat. Seventy-five of the leading business men of Durant are in the corporation. The directors are R. H. Glenn, G. W. Archibald, R. F. Story, E. B. Collins and H. A. Carroll. The officers are R. H. Glenn, president; R. F. Story, vice-president, and G. W. Archibald, secretary-treasurer. A first class plant, including a linotype machine, is being installed.

Old Long Island Weekly Sold.

Headed by Wilbur Coe Abbott, a syndicate has purchased the Babylon (L. I.) South Side Signal, a weekly founded in 1869 by the late Henry Livingston. The Signal has been owned by the Livingston family since it was founded, and during the forty-one years of its existence has had but three editors.

C. F. KELLY

Begs to announce that he has severed his connection with Hand, Knox & Company, and has opened offices of his own as

NEWSPAPER REPRESENTATIVE

Suite 7073-7075 -

**Metropolitan Building
New York City**

Telephone 3176 Gramercy

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list

PRESS LOSING INFLUENCE,**Declares Representative S. C. Smith of California.**

At the annual convention of the National Typothetae of America, in Washington last week, Representative S. C. Smith of California discussed newspapers and magazines and their relation to the public. He said, among other things:

"There never was a time when the newspapers and magazines had less influence for good than they have today. They deal only in superlatives. They are not leading the public. They can't elect a Mayor of a city. If I wanted to be elected Mayor of a city the first thing I would do would be to go out and slap every editor in the face. The people no longer follow the papers, and it is the papers' fault.

"The present day magazines are filled with utterly lurid tales about government affairs. Not one page in a hundred thousand is devoted to telling the good there is in the government. The people are being surfeited with superlative tales of wrongs that cannot be substantiated. The press of the country is riding for a great fall unless it gets back to the old-fashioned way of stating facts."

Bergen County Democrat.

The Bergen County Democrat of Hackensack, N. J., issued a 40-page pamphlet supplement last week devoted to the growth and industries of Hackensack. The Democrat is one of the brightest of New Jersey weeklies. The last issue prints correspondence from sixteen different towns. The scribe who writes the scintillating Oradell news and comment is easily a winner.

SUMMER LITERATURE

The Summer Reading Number of the New York Times Saturday Review of Books, Sunday, June 12th, will contain a list of one hundred books best adapted for vacation time, with brief explanatory notes, together with many other features of interest to readers, collectors, buyers, sellers and makers of books.

Reviews of new publications of a seasonable nature, essays on current literary and art movements, news of authors and publishers.

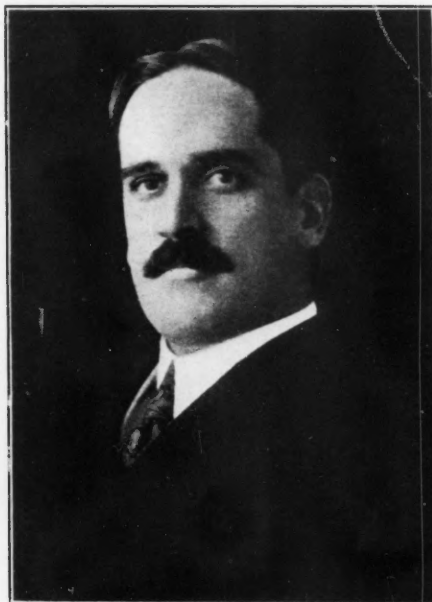
A Complete Compendium of Vacation Literature

THE NEW YORK TIMES

"All the News That's Fit to Print"



C. F. KELLY



W. H. SMITH



H. F. HOSLEY

MEMBERS OF THE SPECIAL AGENCY FIRM, C. F. KELLY & CO., WITH OFFICES IN NEW YORK AND CHICAGO.

NEW KING AND THE PRESS.

Attitude of England's Ruler Towards the Newspapers.

British newspapers recall at this time a speech made by King George of England at the eighty-second anniversary festival of the Printers' Pension Corporation, held at the Hotel Cecil in May of last year, and over which the then Prince of Wales presided.

"While we regard it as a matter of course that our newspapers are on the breakfast table every morning, do we realize the industry, thought, attention and accuracy which have been bestowed upon those pages not only by the printer, but by correspondents and reporters?"

"The printer is the invisible friend of all who have written and all who have read. The printing press is the source of the life blood of the civilized world—stop its pulsations, and collapse, social, political and commercial, must inevitably follow. The noble art of printing has been the generous giver of knowledge—religious, scientific and artistic; it has been the instrument of truth, liberty and freedom. It has added to life comfort, recreation and refinement."

The plant of the Hilton (N. Y.) Record was destroyed by fire recently.

C. F. KELLY & CO.

New Firm of Special Agents with Offices in Metropolitan Building.

Judging by the character of its personnel, the newly-organized special agency of C. F. Kelly & Co., with offices in the Metropolitan Building, New York, begins its career with every prospect of a successful and brilliant future.

C. F. Kelly, the head of the new agency, has been for the past two and one-half years treasurer of Hand, Knox & Co., and outside man soliciting for their list of newspapers. For two years previous to this association he was head solicitor for the well-known firm of special agents, Smith & Thompson. Mr. Kelly's newspaper training was secured in Fall River, Mass., where, for eleven years, he was business manager of the Daily Globe.

Wm. H. Smith was for many years senior partner of Smith & Thompson, the well-known specials. Previous to this, he was manager for the A. Frank Richardson Agency, a pioneer in the field of newspaper representation.

Henry F. Hosley will be the manager of the Chicago office, with offices in the People's Gas Building.

Mr. Hosley is well known in the East resigning his position as advertising manager of the Boston Sunday Post to take his new position. Previously he was business manager of the Boston Traveler. Mr. Hosley gained his newspaper experience as advertising manager of the New Haven (Conn.) Register, one of New England's influential dailies.

All three principals will devote their time to personal solicitation in the field.

Paper from Bamboo.

A number of Europeans have organized a company in Indo-China for the manufacture of paper from bamboo. Pulp to the amount of 6,000 tons will be turned out the first year, and it is planned to gradually expand the production to 50,000 tons. The Chinese are said to have made paper from bamboo 2,000 years ago.

CIRCULATION MEN.

National Association Meets in Montreal in June.

The National Association Members' Newspaper Circulation hold their annual convention at Montreal this year at the Windsor Hotel, Wednesday, Thursday and Friday, June 15th, 16th and 17th.

At the convention last year held at Cleveland, O., the Montreal members extended a cordial invitation to the members to come to their city this year, and as a recompense for their long trip, offered to pay the transportation expenses of every member from the nearest point to him in Canada. The convention unanimously accepted the offer.

Members of the association at Montreal who have been successful in making these arrangements and will look after the general welfare of the members are as follows: J. N. Chevrier, LaPatrie; W. J. Little, Daily Star (chairman); J. Taylor, the Herald, and James R. Henderson, the Gazette.

Many publishers are doubtless unaware of the value they derive by having their circulation managers become members of this association, the prime objects of which are the exchange of ideas and the protection of each other's interest.

The association maintains a list of the irresponsible news agents. In this item alone any member has the advantage of the other's experience. Any circulation manager, after becoming a member and attending the conventions, becomes acquainted with this large body of men who are constantly scheming to build the circulation of their various papers and who are daily mastering many intricate problems and adding thousands of subscribers to their lists.

The officers of the association are: President, Robert L. McLean, the Evening Bulletin, Philadelphia, Pa.; first vice-president, Harry H. First, the Enquirer, Cincinnati, O.; second vice-president, John D. Simmons, the Journal, Atlanta, Ga.; secretary-treasurer, Joseph R. Taylor, the Press, Grand Rapids, Mich.

PROFANE THE SABBATH.

Newspapers Violate Sanctity of the Day, Says Dr. Pierson.

Discussing the changes which have occurred in a half century in pulpit and church life, Dr. Arthur P. Pierson, of the Fifth Avenue Presbyterian Church, declared last Sunday that the newspaper has secularized the Holy Day.

"The Sunday newspaper," said Dr. Pierson, "is the most flagrant offender against the sanctity of the Sabbath and absorbs the attention which ought to be given to the Bible."

Awarded City Printing Contract.

The St. Louis Star has been awarded the city printing contract for publishing the proceedings of the Municipal Assembly in the English language. The Star's bid of four cents per nonpareil line was the lowest of five proposals.

1909

BIG YEAR OF THE

Big German Daily

Philadelphia

German Daily

Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 350,000 Germans in Philadelphia can be covered thoroughly by using the

Morning Gazette

Evening Demokrat

Sunday Gazette

WRITE FOR RATES

THE PUBLISHERS

of this Journal say that I am missing business because I do not change my ad copy once in a while. I claim that nothing short of dynamite will arouse the newspaper publishers to an interest in Rollers; that they will say that my copy is good, but I am not grinding out copy to amuse, but to bring business inquiries.

WHO WINS? Bingham thinks he does

SUMMER ROLLERS are needed. Who makes yours? Are they guaranteed?

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
 406 Pearl St., 521 Cherry St.,
 N. Y. Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND

FRAUDULENT ADS.

(Continued from page 1.)

had been shown to have exercised a most beneficial influence by their advice, and by their supervision of advertising. Thus had they been able to improve advertising conditions without resorting to any offensive legal measures which the law empowered them to use.

"At a meeting of the executive committee of our organization, I was empowered to visit Washington and talk with the President, the Attorney General and the Postmaster General, to learn the attitude of the Postoffice Department toward questionable advertisements. A report of my conference with the Government officials was made at the convention in Detroit a year ago. As a result, a resolution was offered, and, after discussion, was carried over to the convention at Richmond, just closed.

COUPONS AND "REBUS" CONTESTS.

"This resolution referred particularly to the use of certificates and coupons in connection with guessing and "rebus" contests. A small but vigorous minority was not in favor of having the association take any action, but, through the election of officers, and by other recorded votes, the association clearly manifested its disapproval of this class of advertising.

"The National Association of Piano Dealers is a social organization, its avowed purpose being the mutual elevation of trade interests. It has no power to regulate the business methods of its members, nor does it desire such power, other than to recommend the use of methods which shall be elevating to the trade in general. With a membership of more than one thousand in the United States and Canada, it has exercised a very beneficial influence along the lines for which it was organized.

MORAL REFORM OF ADVERTISING.

"On the question of fraudulent and misleading advertising, the association believes that its own trade is less open to criticism than many other industries. It aims to do what it can in arousing public opinion to the point where the public shall demand the same truthfulness in advertising statements as is expected in business transactions between man and man."

At this paragraph in the interview Mr. Clement was asked: "In what way do you consider newspaper publishers are directly interested in this action of your association?"

Mr. Clement replied:

HOW PUBLISHERS ARE INTERESTED.

"The members of the association maintain that newspapers owe it to those honest advertisers who furnish

nine-tenths of the advertising income of the newspapers, not to depreciate the statements of honest advertisers by publishing, in the same paper statements of advertisers that deceive and mislead the public. When all advertising statements are honest, all advertisements will be believed, and their effectiveness will be increased many fold.

"Inasmuch as the value of newspaper space, to the advertiser is determined by the results, which results depend upon the confidence of the buyer in the truth of the advertising statement, the newspaper which establishes a reputation for the reliability of its advertisement columns can obtain higher rates for its space than others which do not in good faith investigate the character of the advertising offered.

"I believe that if a Federal law be passed, giving a commission the right to pass on advertising, such a commission would broadly exercise functions which now belong to the Postoffice Department, and would benefit publishers."

POSTOFFICE DEPARTMENT AS CENSOR.

Speaking informally, Mr. Clement thought that it is now difficult for publishers to exactly draw the line which the Postoffice Department sets up between a lottery and a legitimate enterprise. The Postoffice Department does not attempt to pass on the character of an advertisement as to its truth or falseness—except in certain flagrant cases—but only decides whether or not the ad complies with the technical restrictions the department has laid down. Therefore, said Mr. Clement, an advertisement may be positively deceitful in its character, and yet so carefully worded as to pass through the mails. Mr. Clement thought that a proper commission could pass on questions of this kind in a broader minded way, to the advantage of the newspapers and certainly to the advantage of the general public.

The penal code of the State of New York, in the matter of fraudulent advertising, provides as follows:

"Any person, firm, corporation or association or any employee thereof, who, in a newspaper, circular or other publication published in this State, knowingly makes or disseminates any statement or assertion of fact concerning the quantity, the quality, the value, the method of production or manufacture, or the reason for the price of his or their merchandise, or the manner or course of purchase of such merchandise, or the possessions, rewards, prizes or distinctions conferred on account of such merchandise, or the motive or purpose of a sale, intended to give the appearance of an offer advantageous to the purchaser, which is untrue or calculated to mislead, shall be guilty of a misdemeanor.

"Any person, firm, corporation or association, or any employee thereof, who violates any provision of this act, shall be liable to a fine of not less than \$25, or more than \$100 for each offense."

New York Dinner to Watterson.

A subscription dinner to Henry Watterson of the Louisville Courier-Journal, will be given in the club house of the New York Press Club on Saturday evening, May 28. The fee is \$5 a plate. The seating is in charge of the club treasurer, Charles R. Macaulay, who is the chief cartoonist of the New York World.

Kentucky Weekly Becomes Daily.

The Bowling Green (Ky.) Messenger, which has heretofore been issued as a semi-weekly, made its first appearance as a daily last week. This gives Bowling Green three daily papers. The Messenger is owned by Judge Henry B. Hines and E. O. Leigh.

AD MEN TO PLAY GOLF.**Big Tourney Planned for Thursday, June 2.**

A golf tournament for advertising men will be held Thursday, June 2, by the Dyker Meadow Club and Marine and Field Club on the Dyker course in Brooklyn.

Prizes will be given in the morning round for first gross, second gross, first net, second net, first match (holes up) and second match (next greatest up). There will also be a consolation prize for the highest net.

In the afternoon round there will be prizes for the best ball gross, for the best match, for the best ball net and for the second best match.

A dinner will be held at the Marine and Field Club at 7 o'clock in the evening, at which there will be a discussion of a permanent field club of advertising interests.

The executive committee is composed of Arthur S. Higgins, John H. Eggers, Erman J. Ridgway, William H. Johns, John H. Hawley, L. A. Hamilton, E. St. Elmo Calkins, William C. Freeman, W. E. Conklyn, John B. Woodward, Charles Presbrey, Joseph A. Judd, William H. Beers, chairman, and Don M. Parker, secretary.

WILL HONOR FREEMAN.**Advertising Manager of Evening Mail to Be Tendered Testimonial Dinner.**

The many friends of William C. Freeman, advertising manager of the New York Evening Mail, plan to tender him a testimonial dinner at the Waldorf-Astoria on July 9, the occasion being the twenty-fifth anniversary of Mr. Freeman's entrance into the advertising field.

The committee in charge of arrangements includes Philip Conne, chairman; Samuel Brill, secretary; James O'Flaherty, treasurer; Ralph Peck, George H. Perry, George B. Van Cleve, I. S. Jonas, William P. Scott, Martin C. Ready, Elmer Helms, Charles Dayton, H. E. Lesan, Jack Anderson, E. J. Ridgway, W. R. Hotchkin, Frank E. Colson, R. F. R. Huntsman, Justin McCarthy, Joseph E. Appel; M. F. Hanson, Philadelphia Record; W. Ray Gardiner, Chicago; H. B. Humphrey, Boston; Harry S. Thalheimer, Cleveland Leader.

Christian Herald Incorporated.

The Christian Herald was incorporated last Monday under the laws of New Jersey with a capital stock of \$525,000. The incorporators are: Otto Koenig, George H. Sandison, Theodore Waters, John R. Turner and Perley H. Noyes. The registered office is at 15 Exchange place, Jersey City.

New Canadian Publication.

S. R. Tarr, formerly editor of the Montreal (Can.) Finance and Insurance Chronicle, will launch the Canadian Finance at Winnipeg on June 2.

REFLECT CIVIC LIFE**Integrity of a City Gauged by Character of Its Newspapers.**

In a talk before the advertising class of the Buffalo Y. M. C. A. recently, Fenton M. Parks, secretary of the Buffalo Chamber of Commerce and Manufacturers' Club, declared that the newspapers of a city are its best advertisers.

"The intelligence, morality and integrity of a city," said Mr. Parks, "can be pretty accurately gauged by the character and standing of its newspapers. They reflect the civic life more faithfully than any other agency. A city that boasts of good newspapers is a good city. Newspapers are the greatest publicity agents of a municipality."

N. M. Sheffield Agency.

The N. M. Sheffield Special Agency of New York and Chicago has added the Columbus (O.) News to its list

The Proof of the Paste is in the Using

Your reporters don't accept mere hear-say evidence. They must know. We might talk forever and still fail to make you know that JELLITAC is the ideal paste for your plant, the most efficient and the most economical paste you can buy. To prove it, we will ship you on trial a 50-lb. box or a half-barrel. Use it—and if use does not prove our claims true, return the balance at our expense and don't pay us a cent. We claim—JELLITAC always sticks; is always smooth and even; is instantly prepared for use and never deteriorates. It is the only sanitary paste. JELLITAC costs 7c per pound in 50-lb. lots, 6½c. in half barrels, 6c. in barrel lots.

ARTHUR S. HOYT—NEW YORK
90-A. West Broadway

Headquarters for
TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market.

The S. T. Smith Company
11 Barclay St. New York City
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same.
DISCOUNTS ON APPLICATION.

★ Use Adams "Star" Features ★

Adams Small Features create and hold circulation. Ask for samples and quotations on "Uncle Walt," "Chit-Chat," "The Tickle-mouse," "Zimnic," "Snake Culture," "Little Bed-Time Tales," "The Appleton Family," "Greater America," "Mother's Corner," "Abe Martin," "Fano" and "Fancee" Sporting Service, and also the most complete "Want-Ad" Services. Everything sold on the Adams well-known "Make-Good" Plan. Write us to-day.
THE ADAMS NEWSPAPER SERVICE
2013 Peoples Gas Building, CHICAGO

The Pittsburg Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

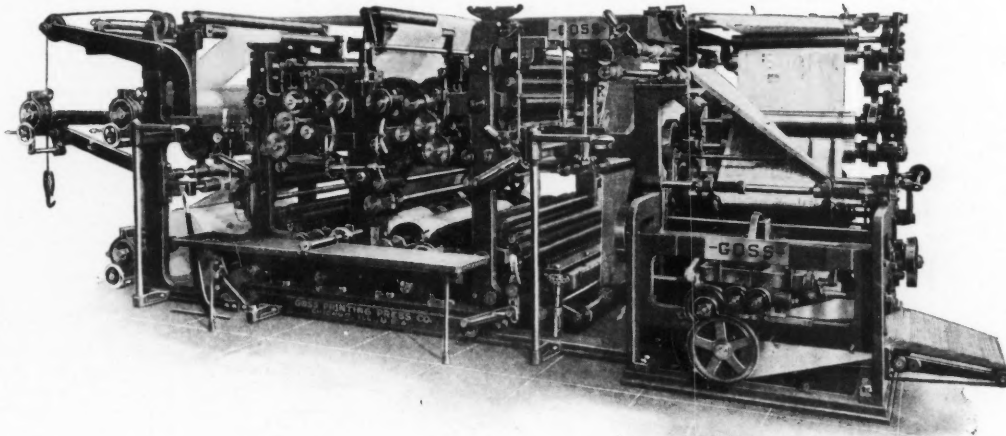
Foreign Advertising Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, N. Y. Boyce Bldg., Chicago

Our guaranteed News at 4c. pound
New York City, has the largest circulation
of one quality Black News Ink among
publishers who want a real Black Ink

AMERICAN INK CO. - 12 DUANE STREET

THE NEW GOSS "ACME"

Straightline Two Roll Rotary Perfecting Press, No. 3-D

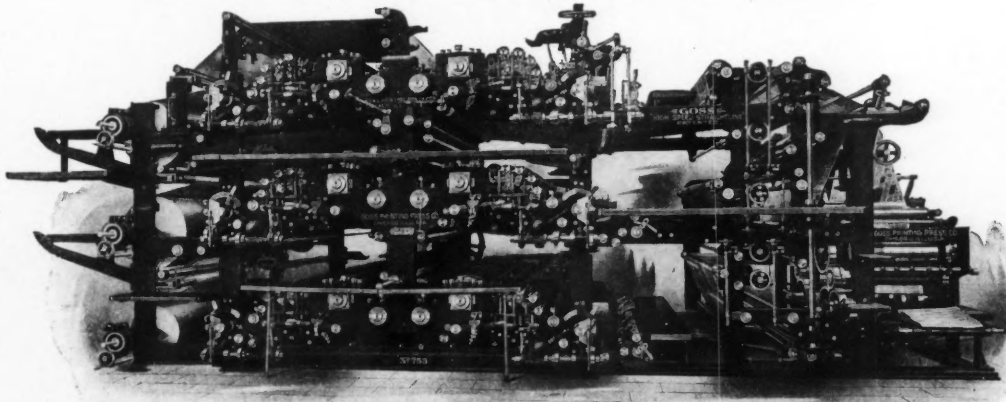


Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
It is practically a single plate machine, thus saving time in not having to make duplicate plates
Plates are cast from our regular standard stereotype machinery

The New GOSS High Speed Sextuple Press No. 160

Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the FULL run



Prints 4 - 6 - 8 - 10 - 12 - 14 - 16 - 18 - 20 - 22 - 24 - 28 - 32 - 36 - 40 - 44 - 48 pages
All products up to 24 pages can be made in one section (book form)

SPECIAL FEATURES:

Plates can be put on without removing ink rollers
Patented ink fountains, screws all at one end of fountains
(regular piano key action)
All roller sockets automatically locked

No ribbons whatever when collecting
Design prevents breaking of webs
Entirely New HIGH SPEED PATENTED FOLDING AND DELIVERING DEVICE

New York Office:
1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by
THE GOSS PRINTING PRESS CO.
16th Street and Ashland Avenue
CHICAGO, ILL.

London Office:
93 Fleet Street
LONDON - E. C.
ENGLAND

OUR NEWSPAPERS.

Have They Been Supplanted as Leaders of Thought by the Magazines? People at Large Feel That the Newspaper Has Ceased to Battle for Their Cause.

(Charles Edward Russell in La Follette's Magazine.)

Here is the way the modern press (aside from a few independent journals), is at present arranged:

1. The newspapers whose stock is owned by public service corporations or by the men who own public service corporations.

2. The newspapers owned by men closely associated in business with banks, railroads, trolley companies, gas or electric light companies.

3. The newspapers controlled through loans by the banks, insurance companies, public service corporations and by the men interested therein.

4. The newspapers that are owned or managed by individuals whose investments are in the power of the public enemy or whose natural sympathies are on the side of reaction and class supremacy.

5. The newspapers owned or managed by men that would like to be decent but are coerced by the tremendous power of the advertisers.

The last is the most formidable condition and in every instance supplements all the others.

THE POWER OF THE BIG ADVERTISER.

Here is the way the thing works: In this country we have a vicious system by which we manufacture newspapers at a loss on the manufacture. No other nation tolerates any such folly. We tolerate it and it is almost universal and we pay a terrific price for it, as you will presently see.

We manufacture at a loss on the product. That is to say that the money received for a single copy of a newspaper usually does not pay for the paper and ink used in making that copy.

The result is that the newspaper publisher is thrown upon the advertising not merely for the profits but for a great part of the manufacturing cost.

THE CHAIN OF INFLUENCE.

Now, the bulk of the display newspaper advertising comes from department stores. Hence the newspaper leaps upon the department store.

The department store must have money from a bank. Hence the department store leans on the bank.

The bank is owned by the Interests that own the public service corporations, or is closely associated with them.

All of these Interests constantly become more closely interwoven all about the country. The street railroad companies in different cities are drifting into one ownership. Great combinations own electric light and gas companies in many places. In turn these great combinations are interwoven so that the control of steam railroads and trolley lines and of the public supplies of artificial light and heat lead back to about the same hands.

Therefore the chain is complete. The Interests pull the bank, the bank pulls the department store, the department store pulls the newspaper, and the newspaper pulls the public.

It is not necessary that any explicit command be given, although that is sometimes done. The bank understands what the Interests want, the newspaper understands what its advertisers want. For the general trend of policy that is enough.

The newspaper has also direct relations with the bank and in some instances with the Interests, and as before stated, the newspaper ownership is often complicated in various ways that make for reaction. But aside from all these considerations the pull of the advertising is in almost every case sufficient to bring the newspaper into line.

No newspaper proprietor desires to do business at a loss.

NEWSPAPERS AT MERCY OF THE INTERESTS.

It will be seen at once that what is to be blamed here is chiefly a system. In most cases the newspaper owner does not consciously desire to be a valet for the Interests, but under existing conditions he can't do anything else. He must steer the course laid down for him, and that course is really decided by his advertisers who lean upon the bank, which leans upon the Interests, whose sympathies are and must be extremely reactionary and opposed to the public, for the simple reason that the Interests thrive upon Privilege and upon nothing else.

Hence we have practically no such thing as a free press in America.

It is not the editorial utterances of the controlled newspaper that hurt the popular cause.

Nobody reads editorials except the proofreader who is paid to read them, and, all things considered, is much underpaid. The newspaper editorial has become a mere piece of stage property. It exists not to influence public opinion, but for the sake of appearances. A newspaper without editorials would not look right. The newspaper reader likes to feel that the newspaper he is reading is thundering about something. He doesn't care what, but it must have some opinions and some serious purpose as a backbone and skeleton for the rest of it.

EDITORIALS LOSING THEIR INFLUENCE.

The conclusion that as a rule newspaper editorials are not read is not reached haphazard, but is based upon years of careful observation and many interesting tests. For instance, when I was in charge of a newspaper property I tried the experiment of printing the same thing in the editorial columns and then in the news pages. I found that nobody would respond if it were in the editorial columns; many persons would respond as soon as it appeared in the news columns.

For this the real reason is fundamental and not at all discreditable. The American people have formed the habit of making up their minds for

themselves and from events, not from editorials.

Until a few years ago the average American newspaper, whatever might be its editorial policy, felt or professed to feel an obligation to be impartial in its news columns.

This condition has largely passed away. It is in the news columns now that the greatest injuries are inflicted upon the people's cause, both in the suppressing of news and in the distorting and coloring of what is printed.

The advertiser is editing the news columns even more carefully than he edits the newspaper's opinions.

"COLORING" THE NEWS.

To ridicule a man obnoxious to the newspaper's policy, to distort his sayings, to lie or to print half-truths about him, to discredit him in every way, is now a part of the policy of the newspaper conducted for the Interests. As much a part of its policy as to suppress disagreeable facts or misrepresent conditions.

About three years ago a very prominent merchant and extensive advertiser of Philadelphia was arrested in New York on a sensational charge. After he had been released on bail he committed suicide. No mention of the story appeared in any Philadelphia paper. If he had not been an advertiser and if he had been unconnected with the Interests these papers would have printed many columns about the affair.

At the time of the Philadelphia street car strike in March of this year the local department stores desired to have the strike "minimized" because it was hurting business. All but one of the newspapers faithfully obeyed instructions. As a result, a great part of the people of Philadelphia never really knew anything about the strike. Bloody riots in the streets were briefly mentioned as "slight disturbances," and daily events of the gravest import to the citizens were never printed at all. On one occasion nearly 100,000 men and women joined in a sympathetic strike and the number appeared in the "minimizing" newspapers as 17,000.

When the panic of 1907 had run as long as its projectors decided to have it run, the newspaper managers of New York were told in very forcible terms what they must and what they must not print about it. When the Traction Interests were foisting a trick franchise ordinance upon Chicago, they caused most of the newspapers to print untruthful news about it and then to lie about any one that opposed it.

These are only a few trifling illustrations of a universal condition. They could be multiplied indefinitely and from every city of the country. I have no need to go further into them, but I desire to ask one serious question of the readers of this magazine:

HOW ABOUT OUR "RIGHTS"?

The newspaper of to-day is regarded with general distrust. People at large do not know why, but they feel that the newspapers have ceased to battle for their cause. That is the reason why the magazine has supplanted the newspaper as the leader of public thought.

This fact everybody acknowledges. Here is the reason for the change.

If, then, the right of a free press has been so largely lost in this country—by whatsoever means—how about our other rights?

It was a free press that maintained and safeguarded every other right.

\$532,685,245

That's the value of Kansas crops and livestock for 1909. Want some of that money?

Topeka Daily Capital

Reaches every post-office in that state; guarantees 33,500 circulation; is the only Kansas daily with State-wide circulation; only Topeka daily that gives definite circulation statement.

Arthur Capper
Publisher

J. C. FEELEY
Flatiron Building, New York

JUSTIN E. BROWN
Hartford Building, Chicago

If this great champion has been taken from us, not by statutory enactment but by secret encroachment and sinister control, how sure can we be of any other fundamental right?

Including the right of fair trial, the right of peaceable assembly, the right to a share in the government, the right to freedom from unjustifiable arrest and illegal imprisonment?

Can one fundamental right be interfered with or abolished and other fundamental rights remain in unimpaired respect?

League of American Pen Women.

The League of American Pen Women at its recent annual meeting in Washington, D. C., elected the following officers: President, Mrs. Rachel Tongate Beck; first vice-president, Mrs. Anna Sanborn Hamilton; second vice-president, Mrs. Edith Kingman Kern; corresponding secretary, Mrs. Blanche Tyler Beaton; assistant corresponding secretary, Mrs. Emma V. Triepel; recording secretary, Mrs. J. O. Estabrook; treasurer, Miss Jessie A. Griswold; auditor, Mrs. Virginia King Frye; historian, Mrs. Annie A. Wilder; reporter, Mrs. Lydia J. Young Withee. Changes in State representatives were made as follows: Mrs. Cornelia Templeton Jewett, editor Union Signal, Evanston, Ill., was made representative to Alaska; Miss Jennie Chapin was made the representative for Colorado, and Miss Marie F. Ryerson, of the Newark News, and recently elected president of the New Jersey Women's Press Club, was made representative for that State.

Oklahoma Papers Consolidate.

E. L. Lucas, publisher of the Tishomingo (Okla.) Johnson County Democrat, has purchased the Chickasaw Capital of Col R. H. Simpson. Both papers will be consolidated as the Capital-Democrat.

The Evening Wisconsin.

Milwaukee's Leading Home Paper
SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average, daily circulation is over 40,000 copies.

It regularly carries the advertisements of every leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6013 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,
225 Fifth Ave., Marquette Bldg.,
New York, Chicago.

CANADA ADVERTISES

Secures 103,789 Immigrants from the States as Result of Campaign.

An example of what can be done by the systematic advertising of a country in the interest of immigration is shown by the official reports concerning emigration to Canada secured by Daniel J. Keefe, Commissioner General of Immigration of the United States.

As the result of the extensive publicity campaign being waged by Canada, 103,789 people from the United States went to Canada during the year ending March 31, 1910. A total of 57,930 came from that country to the United States.

During the preceding year 146,908 migrated to Canada from all countries, of whom 42,865 were farmers and farm laborers from the United States. Only 3,268 persons of the same class came from Canada to this country. During the same period 2,066 clerks and merchants and 6,001 persons with occupations not classified emigrated from the United States to Canada, while 1,634 clerks and merchants and 22,320 persons with occupations not classified came from Canada. Thirty per cent, of the immigration into Canada during the last eight years was English, eight per cent. Scotch, thirty-three per cent. from the United States and four per cent. Italian.

The general estimate is that each emigrant going to Canada from this country has about \$1,000 in money and chattels.

Will Build New Home.

The Easton (Pa.) Free Press Publishing Company will shortly begin the erection of a four-story brick home. The building will be 61 by 65 feet. The first floor will be occupied by the offices of the company and two store rooms. The presses will be located in the basement, and the upper floors will be devoted to the editorial and composing rooms and job department.

Inspected Brooklyn Eagle Plant.

Members of the advertising forum of the West Side Young Men's Christian Association of New York City visited the plant of the Brooklyn Eagle last week. Following the tour of inspection, the students proceeded to the Eagle auditorium, on the second floor of the Eagle building, where Benjamin T. Butterworth, advertising manager of the paper, delivered an address on classified advertising.

WHEN YOU WANT
NEWSPAPER
CLIPPINGS

communicate with

BURRELLE

45 Lafayette Street
New York

Phone, Franklin 4735

Established a Quarter Century
SPECIAL SERVICE TO ADVERTISING
AGENTS AND THEIR CUSTOMERS



FRANK POWERS,

VICE-PRESIDENT OF THE POWERS PHOTO ENGRAVING CO. OF NEW YORK AND FORMER WELL-KNOWN NEWSPAPER MAN WHO WAS MARRIED LAST WEEK TO MISS EMMA AUGER.

FRANK POWERS MARRIED.

Vice-President of Powers Photo Engraving Co. Weds Miss Emma Auger.

Frank Powers, vice-president of the Powers Photo Engraving Co., of New York, and well known in newspaper circles, was married last week to Miss Emma Auger, eldest daughter of Mr. and Mrs. Charles Auger, of Paterson, N. J.

The ceremony was performed at St Patrick's Cathedral by the Rev. Father Byrne and was followed by a wedding dinner which was served at Delmonico's.

The young couple are now on their wedding trip which will extend through the South and West, and upon their return will take up their residence in their handsome home at Orange, N. J.

Miss Auger is well known in the social world as an expert autoist. Charles Auger, her father is one of New Jersey's prominent business men, being president of the National Silk Dyeing Company and a director of several banks.

Mr. Powers is well known in the newspaper fraternity, having been connected with several papers in New Jersey, where he was born. He is better known through the Powers Photo-Engraving Co., which has set a standard in speed and quality, executing the illustrations for some of the largest metropolitan dailies. He is an expert in his business, having

perfected a number of valuable inventions.

His brothers, A. J. Powers, who was Assistant District Attorney under Jerome, and J. M. Powers, who acted as his best man, are connected with him in business.

VOICE FROM THE PAST.

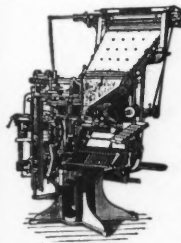
Col. John A. Cockerill Was "Wise in His Day and Generation."

(From Life.)

The retirement of that veteran journalist, Mr. Joseph B. Gilder, from his post as associate editor of Putnam's Magazine—now no more—recalls a conversation many years ago with that astute editor, the late Col. John A. Cockerill, chief of staff under Joseph Pulitzer. Colonel Cockerill had come to St. Louis, where Mr. Pulitzer's paper, the Post-Dispatch, is published, and was chatting with his old friend, John W. Norton—theatrical sponsor of Mary Anderson—in the corridor of the Laclede Hotel. Apropos of the competent Gilder family, Colonel Cockerill remarked: "Why, Joseph Gilder came to me with a plan for finding the North Pole and suggested that I employ him to carry it out. It wasn't a bad plan, and, of course, it would have been a great 'beat' if Gilder had gilded that pole. But he wanted to go it alone, so I said to him: 'Perhaps you would find the pole, and I like your pluck—but how on earth would you prove it?'"

Which would seem to indicate that Colonel John was wise in his day and generation, and that a polar "party" named Cook might profitably have taken a leaf from the New York editor's diary.

It was Colonel Cockerill, by the way, who, as editor of the Post-Dispatch, gave employment to an obscure reporter named Lafcadio Hearn. That strabismic genius was forthwith assigned to "write up" the Mississippi River levee, and proceeded to turn out literature at something less than \$4 per newspaper column. It was too much for the Colonel, as he himself afterward acknowledged. He knew what he was getting, but to pay more than \$4 for 1,500 words was in violation of all traditions since Vide Poche (Carondelet) was settled by the French. And as his conscience pricked him he had to let Hearn go. Yes, as you say, it is a very sad tale. But cheer up. Hearn didn't go hungry—and St. Louis did.



GEN. HARRISON GREY OTIS'

Monumental Newspaper
of the Pacific Coast

THE LOS ANGELES TIMES

cleverly utilizes its battery of

28 LINOTYPES

not only on straight news matter during the week but also to the greatest extent

possible on department store ad work in its great Sunday edition, running from 120 to 180 pages.

11 Linotypes are operated almost continuously in the Ad Department, and three of these are equipped with our Display Ad Figure Attachment.

Results are what count, and the results obtained with the Linotype save more time and money than is possible by any other method.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortlandt.

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.

Reading Notices, 25 cents per agate line.

Classified, 1 cent per word.

Liberal discount for time contracts.

NEW YORK, SATURDAY, MAY 28, 1910.

WHO AND WHAT IS A NEW YORKER?

The New York Tribune, rarely perturbed to acrimony, is frankly incensed at the class it calls "Little New Yorkers," who, it says, are always grumbling at things in the metropolis and who complain of New York's "provincialism."

The Tribune's viewpoint is new, and so is of interest especially to newspaper men who live away from Broadway and Park Row. The article is printed in another column of this issue.

This question of New York's "provincialism" has got to be settled some time. The metropolis keeps on growing and eating with bigger appetite every meal; it sort of feeds on the rest of the country. More and more it breaks into the news rooms of 2,300 dailies outside the scurrilous, sneaking little creek called Bronx River, and is flagrantly annoying in its persistence. Western and Southern editors, and lots of other people, call the dwellers in the metropolis "provincial." The word is paradoxical, but there isn't any other word that comes anywhere near describing that curious, even nebulous, substance—the "New Yorker."

Here is what Webster's International Dictionary prints:

"PROVINCIALISM (specifically)—A word, or a manner of speaking peculiar to a province or a district remote from the mother country or from the metropolis."

Of course, everybody understands the word, applied to a habit of mind of New Yorkers, as indicating what the dictionary says is "a certain narrowness, illiberality, or lack of polish or enlightenment," and something more. That "something more" is the baffling thing.

Who and what is a New Yorker?

Consider this: That about 90 per cent. of the entire newspaper contingent earning a living or making a fortune in the big city were born, reared and trained outside the present boundaries of the city. And more

newspaper men keep coming into the town all the time.

Those of us who learned to write items and then came to New York to make a fortune, sometimes figure out that every county in the United States has sent at least one literary or business worker to the big town.

It is the "outsiders" who run New York. They have assimilated New York like the tiger assimilated the lady. They are "New Yorkers" like William's Normans became Englishmen.

Now, it ought to follow that the man who was reared on the waving prairie grasses or the high hills north, west and south of Denver, and graduated to New York and there mixed up in the riot for fame, ought not to be "provincial."

New York has never been harmed by the intelligent criticism of those who became her citizens after a schooling in the real life away from Broadway. It is well for New York that the nation watches her and criticizes her.

The Newspaper Man.

The newspaper man must forget himself, forget his personal and selfish interests, and place himself in the position of the great majority, who are, so to speak, out in the vast audience and not behind the scenes. His position is not that of a superior mortal. Far from it. He is where his work must be done. He is where none of the glamour exists. He must not permit the darkness and gloom, the cramped condition and the prosaic mechanism of his surroundings, to warp and dwarf him until he thinks his individual life is the life of great humanity. He must, despite his handicaps, keep his vision clear, his power to see through the eyes of others unimpaired, his ability to judge in true and human perspective, unerring. If he fails, he misses the purpose of his calling.—*Brockton (Mass.) Times.*

Ad Man Wins Slogan Contest.

F. Ernest Wallace, advertising manager of the Elizabeth (N. J.) Daily Journal, is the winner of a twenty-five dollar prize offered by the Board of Trade of that city for the best advertising slogan. "Elizabeth, the Rail and Harbor City" was the motto suggested by Mr. Wallace.

"LITTLE NEW YORKERS."

New York Editor Resents Criticism of the Metropolis.

(From the New York Tribune.)

The charge of "provincialism" is so often brought against New York that it may be not amiss to inquire, quite casually and with proper recognition of the utter unimportance of the quest, into the cause of the charge.

New York is, after all, a state of mind. So are all the great urban centers of the world; and so, if we remember aright, is Boston. There are New Yorkers in spirit, and New Yorkers by mere accident of residence—immigrants from all parts of the country, provincials who can never shed their provincialism. These "Little New Yorkers," as we may call them, never learn to cross Broadway without wearing blinkers, they never stop shying at surface cars, they never cease grumbling at everything here that is or isn't. They never lose the habit of reading their home paper, all four pages of it, believing in their hearts it is superior to all the metropolitan dailies combined. They even cannot visit the Actors' Fund fair without comparing it unfavorably with the strawberry festival at home. Their idea of a world city is their provincial home town magnified four hundred fold. What does not fit in with that idea is to them not different and generally inevitable, but to be deplored and condemned.

These "Little New Yorkers" see only the dark side; they miss the inspiration of endeavor and battle, the significance of unwearying activity, in the face of much discouragement, for great causes, cultural as well as material. They reside in New York, but do not live here, nor do they ever reside here long as a rule; they move into the suburbs, whither their provincialism follows them, for even a suburb of New York is not in the least like a country town.

Indeed, as an atmosphere, a state of mind, New York far outstrikes its official limits. It stretches in a sweeping circle up Sound and Hudson, into Westchester, New Jersey and Connecticut. Your true New Yorker may reside in Rye or Nutley, yet have his being in New York. The "Little New Yorker," on the other hand, may reside, a discontented exile in the 70's, yet dwell in the atmosphere of Kansas or Vermont, an excellent atmosphere, we hasten to add, but unsuitable to our civic climate. Yet, by a strange paradox, these grumblers boast hardest of being New Yorkers the moment they begin to travel.

The "Little New Yorker" from Chicago is in a category by himself. Unable, like his home city, to look down upon us, he, like it, looks at us sideways. Still, him we can forgive, for were it not for New York Chicago might be some day the first city of the continent.

Another class of "Little New Yorkers" comes to us from abroad. We do not object if a real Parisian or Londoner or Berliner or Viennese prefers his native city to ours, for we know that, as a metropolitan, he will soon recognize what we have to offer him. But when some European provincial, who has, perhaps, spent a hurried day in his national capital on his way to the steamer, puts on "side," we confess to a feeling of irritation. Him, however, we usually educate up to a realization of his foolishness.

There is room for improvement in New York, as elsewhere in this world

of imperfection, but if our city be provincial it is only with this imported provincialism of the "Little New Yorker," which is the state of mind, the atmosphere, of the very localities that bring the charge against us.

LETTERS.

F. C. Farrington,
Advertising Agency,
150 Nassau St.

New York, May 23, 1910.

THE EDITOR AND PUBLISHER,
13 to 21 Park Row,
New York.

Dear Sirs: Any paper published in the interest of those directly interested in the general good of the press, which has the good judgment to note the somewhat remarkable letter to the editor of the Evening Journal, and the still more remarkable editorial reproduction with comments and the printing of the Sermon on the Mount, deserves a large subscription list. Here's my check for \$1.00. The story of the Burrell Press Clipping Bureau brings forcibly to my mind its founder and old Chicago days.

Sincerely yours,

F. C. FARRINGTON.

Green River, Wyo., May 18, 1910.

J. B. SHALE, President,
THE EDITOR AND PUBLISHER,
New York City.

Sir: Please accept congratulations for the magnificent manner in which you produced your issue of April 30. It portrays every evidence of the ability of the men who handle its destinies.

Yours sincerely,

CHAS. W. FLODIN.

Written on board "Overland Limited," Union Pacific Railway.

H. A. Austin & Son,
Groceries,
Flour, Fruits and Vegetables.
Ravenna, O., May 22, 1910.

THE EDITOR AND PUBLISHER:

Please change my address from 844 Woodward avenue, Detroit, Mich., to Ravenna, O. Cannot miss one copy of your valuable paper.

V. H. AUSTIN.

Take on Retail Advertising Service.

The following papers have recently taken on the service of the Retail Advertisers' Service (Ltd.) of New York City: San Francisco (Cal.) Call, Omaha (Neb.) Bee, Ft. Worth (Tex.) Record, Atlanta (Ga.) Georgian, Mobile (Ala.) Register, Scranton (Pa.) Times, Reading (Pa.) Telegram, Harrisburg (Pa.) Telegraph, Bridgeport (Conn.) Telegram, Amsterdam (N. Y.) Recorder, Sandusky (O.) Register, Schenectady (N. Y.) Star, Buffalo (N. Y.) Times, Erie (Pa.) Dispatch, Montgomery (Ala.) Advertiser, Waterbury (Conn.) Republican.

Have Installed Scott Presses.

The following newspapers have recently installed new presses built by Walter Scott & Co., Plainfield, N. J.: The Journal, of Sioux City, Iowa, a newspaper press known as the Speed-King. It is a three-tired two-page-wide machine, fitted with the latest devices for developing speed, and is capable of printing from four-page to twenty-four-page papers. The Dispatch, Erie, Pa., a three-deck high-speed machine; the News, Paterson, N. J., two job presses and added a multi-color attachment to their newspaper press; the Press, Paterson, N. J., a three-deck newspaper press and two job presses.

PERSONAL.

Joseph Edgar Chamberlin, of the New York Evening Mail, is in Iowa, gathering material for a series of political articles.

J. W. Jarnagin, editor of the Cedar Falls Record and one of the best-known newspaper men of Iowa, has been named by Governor Carroll as chairman of a committee of three to represent the State of Iowa at the annual meeting of the International Tax Association, which will be held in Milwaukee this summer.

Capt. J. H. Stone, editor of the Neenah (Wis.) Times, is being mentioned as a probable candidate for the office of State senator from his district at the coming fall election. He will run on the Democratic ticket. Mr. Stone recently was elected Mayor of Neenah.

L. Wesley Moffet, for some time connected with the staff of the Rockford (Ill.) Register-Gazette, has resigned to become city editor of the Janesville (Ill.) Recorder.

James Schermerhorn, general manager of the Detroit (Mich.) Times, spent the greater part of last week in New York.

C. J. Mining, business manager of the Erie (Pa.) Dispatch, has returned home after a business trip to New York.

Francis P. Daily, one of the best-known newspaper men in Wheeling, W. Va., has accepted a position as editor of the Moundsville (W. Va.) Echo.

Capt. David A. Murphy, managing editor of the Oxford (O.) Herald, was a visitor in Washington last week. Capt. Murphy is a veteran of the Civil War and served under Grant, Sherman and Thomas.

Hugh Steele has resigned from the staff of the Norfolk (Va.) Landmark to become the head of the publicity department of the Wells Amusement Syndicate, with headquarters in Norfolk.

St. George Bryan, publisher of the Richmond (Va.) Times-Dispatch, was in New York this week on business connected with his paper.

John S. Case, editor of the Lovelock (Nev.) Tribune, was married recently to Miss Harriet A. Hunter.

J. N. Darling, cartoonist for the Des Moines (Ia.) Register and Leader, has recovered from an operation recently performed in Chicago and has returned to his home.

Charles Ernest McCormick, managing editor of the Princeton (Ind.) Clarion-News, was married last week to Miss Eunice Edith Little, of Princeton.

Robert B. Jans, business manager of the Richmond (Va.) News-Leader, was looking after business interests in New York this week.

Thomas Flynn, of the New York office of the S. C. Beckwith Special Agency, has returned home after a trip through New England.

W. C. Boothby, chief of the Bureau of Printing at Manila, P. I., arrived in this country last week on a leave of

absence. Mr. Boothby has been in the Philippines since 1901.

M. Fallin, connected with the staff of the Great Bend (Kan.) Democrat, was married last week to Miss Carrie Ingalls of Hutchinson, Kan.

OBITUARY.

J. H. Banning, formerly publisher of the South Bend (Ind.) Tribune and Irvington News, died at his home in Akron, O., following a week's illness.

C. S. Orcott, for many years editor of the Kirksville (Mo.) Democrat and later connected with the Kirksville Evening Express, died last week. He was fifty-eight years old and was prominently connected with the Missouri Press Association.

C. H. Rowe, who at one time controlled the St. Paul Dispatch, died in Minneapolis last week. He was sixty-five years old.

Mrs. Katherine Rebar Layman, wife of Frank A. Layman, of the editorial staff of the Pittsburg (Pa.) Post, died suddenly last week.

George McDonald, baseball editor of the Chicago Journal, died last week from injuries sustained when an auto in which he was riding collided with a street car. He was at one time connected with the Milwaukee Sentinel.

NEWSPAPER GOLF TOURNEY.

W. C. Freeman Winner of Medal in Qualifying Round.

The qualifying round in the June handicap tournament of the New York Newspaper Golf Club, played at Fox Hills last Sunday, was won by William C. Freeman, scratch man, with a card of 78. This was also the best gross score, Mr. Freeman tying with Herbert F. Jones. Mr. Jones, with a handicap of plus 3, tied for second place with P. Godfrey, who had a score of 121-40-81.

There were forty-four entries, and in spite of wetherly conditions the scores were considered unusually good. The summary:

W. C. Freeman, 78-0-78; P. Godfrey, 121-40-81; H. F. Jones, 78-3-81; G. Cooper, 105-22-83; S. Frankel, 119-35-84; H. A. Haines, 93-8-85; J. W. Ferguson, 101-15-86; C. Bayer, 137-50-87; K. N. Petrie, 91-3-88; M. J. Hynes, 104-16-88; T. A. Dugan, 120-32-88; J. Hennings, 123-35-88; A. Murray, 129-40-89; E. C. Rich, 99-10-89; F. K. Sprague, 115-25-90; B. H. Ridder, 90-0-90; E. C. Knight, 105-15-90; H. C. Martin, 98-8-90; J. Rickey, 116-25-91; T. Vivian, 109-17-92; W. P. Eaton, 100-8-92; A. Hedley, 103-10-93; C. Legendre, 105-12-93; C. M. Van Slyck, 113-20-93; G. E. Westcott, 109-15-94; C. E. T. Sharps, 134-40-94; R. Wheeler, 116-22-94; F. L. Hawthorne, 103-9-94; J. H. Williams, 118-23-95; R. F. Foster, 109-13-96; R. S. Durstine, 104-8-96; A. J. Coleman, 114-15-99; F. Mahon, 134-35-99; W. J. McBeth, 140-40-100; C. S. Lanty, 140-40-100; M. J. Sullivan, 135-35-100; F. F. Pope, 132-30-102; H. G. Daley, 114-10-104; F. L. O'Connell, 127-22-105; H. A. Igoe, 145-38-107; W. J. Taub, 193-50-143.

New Daily for Carlisle, Pa.

It is reported that a new morning Republican daily will be launched at Carlisle, Pa., early in June.

Newspaper Editors

The most successful New York papers use original illustrations. Good pictures boom circulation. Why not emulate the Metropolitan dailies? Write us for particulars.

The Ethridge Company

ILLUSTRATORS
Madison Square Building, New York
DAY AND NIGHT STAFFS

Small, middle west evening daily. In the 7½ months ending May 1, 1910, had gross earnings of \$8,769.19. Owner paid operating expenses out of the income, paid \$510.00 for betterments and took out \$1,757.20 in cash for his personal effort and investment while increasing the good receivables over \$1,000.00. Adequately equipped. Account personal reasons owner will sell for \$15,000.00; \$6,000 cash necessary, balance can be deferred. Price includes subscription and ledger accounts. Proposition No. 3.

C. M. PALMER, Newspaper Broker
277 Broadway - New York

BAIN NEWS SERVICE

sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.
GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible.
Features for Newspapers. Baltimore

HAND, KNOX & CO.

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

WILBERDING

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday Newspaper west of New York, and the great Home medium of the Middle West.

NEW YORK.

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

WASHINGTON.

THE SEATTLE TIMES

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED—ENERGETIC YOUNG NEWSPAPER MAN, NOW ON NEW YORK DAILY, FORMERLY CITY EDITOR OF DAILIES IN CITIES OF 50,000 AND 90,000, WANTS EDITORSHIP ON SMALL DAILY. ADDRESS, J. H., CARE THE EDITOR AND PUBLISHER.

EDITORIALS

Experienced Newspaper Writer will do editorial work at reasonable rates. Best of references. Sample copy sent on application. Address, "WRITER," care THE EDITOR AND PUBLISHER.

ELDERLY MAN

wants editorial work on periodical or weekly, or on daily in small city. Original and vigorous writer, neat and polished style. Can also write good specials, edit copy, report meetings, etc., if required. J. T. MUNSON, 467 W. 23rd St., New York.

NEWSPAPER PRESSMAN.

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

FOR SALE

AN OPPORTUNITY

to buy all or part interest in well established class magazine. This publication has an excellent field, catering to the large business men of the country. My reason for selling all or part interest is due to the fact that other interests require my attention, and I have been unable to secure a man who, not having a financial interest, will give the magazine the requisite amount of attention. A bright opening for an up-to-date business manager. Address, Owner, CARE THE EDITOR AND PUBLISHER.

NEWSPAPERS FOR SALE

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

\$1,800 PER YEAR.

For sale—Controlling interest in daily paper doing \$20,000 business to man who can take management at \$1,800. Proposition will stand closest scrutiny; and to person who assures me he can raise \$8,000 will disclose full particulars. Address "INVESTMENT," care OF THE EDITOR AND PUBLISHER.

FOR SALE.

Democratic Daily and Weekly with job office in two-paper city of 22,000 in north central State. County seat and only Democrat paper in county. Circulation: daily, 3,400; weekly, 1,000. Both circulation and advertising can be greatly increased. Full test investigation will be given. Price, \$40,000 with terms, or will sell half interest to right man. Address E. E., c/o EDITOR AND PUBLISHER.

MISCELLANEOUS

EXCLUSIVE WASHINGTON SPECIALS

Short, snappy telegraph news "scops" on national and other subjects. Valuable addition to regular press reports. Cost reasonable. Big dailies in 38 States take them. Newspapers without Washington representation write for our inexpensive and attractive correspondence proposition. PRESS NEWS ASSOCIATION, Metropolitan Bank Building, Washington, D. C.

RESULTS GUARANTEED

Do business with a reliable concern. THE UNITED CONTENT COMPANY, Incorporated, Cleveland, Ohio. Circulation and Advertising Promoters.

DAILY NEWS

Reports for evening papers, league ball scores daily, special and Chicago news. YARD'S NEWS BUREAU, 166 Washington st., Chicago, Ill.

Addresses

WANTED of unprinted authors. Those having books in Manuscript should write us for a publisher. N. Y. AUTHOR'S EXCHANGE, 145 NASSAU ST., N. Y.

BUS. OPPORTUNITIES

\$54,486.04 PROFIT

During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The Morse International Agency, Dodd-Mead Building, New York, is placing thirty lines three times in a large list of papers for L. C. Page & Co., publishers, Boston.

The Allen Agency, Marbridge Buidin, is placing in New York State and Connecticut papers orders for Williams & Carleton, Williams' Root Beer Extract, Hartford, Conn.

The Blackman-Ross Agency, 10 East Thirty-third street, New York, is making reservation orders for 5,000 lines in the same list of papers that were used last year for Lewis A. Crossett, Inc., Crossett Shoes, North Abington, Mass.

The E. E. Vreeland Agency, 113 West Thirty-first street, is placing forty-two lines thirty-nine times for the Sterling Rubber Works, Sterling Tires, Rutherford, N. J.

The Morse International Agency, Dodd-Mead Building, New York, is making new contracts for seven inches fifty-two times for the Rumford Chemical Works, Rumford Baking Powder, Providence, R. I.

The Maxwell-Briscoe Motor Company, Tarrytown, N. Y., is making new contracts for 5,000 lines through the Seaman Agency, 30 West Thirty-third street, New York.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is making renewal orders for the Thomas Gill Soap Company, Johnson's Foot Soap, Brooklyn.

The Robert Buggeln Company, Marbridge Building, New York, is making 5,000-line contracts for the Woodbury Company, in papers in cities where their goods are on sale.

The A. A. Banner Company, 17 State street, New York, is placing twenty-three lines forty-eight times in the larger city dailies through the J. Walter Thompson Company, 44 East Twenty-third street, New York.

Henry S. Howland, 20 New street, New York, is placing orders in daily papers east of Detroit, Mich., for the Lehigh Valley Railway Company, New York.

N. W. Ayer & Son, Philadelphia, are placing fourteen lines twenty-six times in Western papers for the advertising of Christman College. This agency is also placing orders in Pittsburg papers for Graf Bros., Hair Goods, 812 Broadway, New York.

The Wyckoff Agency, Buffalo, is placing 1,000 lines in Western papers for the Continental Caoutchouc Company. This agency is also placing 5,000-line contracts in Western papers for the Bartholomay Brewing Company, Rochester, N. Y.

The Dorland Agency, Atlantic City, N. J., is placing twenty-five lines twenty-six times in Southern papers for the Hotel Denis, same city. This agency is also placing 100 lines five times in Middle West papers for the advertising of Atlantic City.

N. W. Ayer & Son, Philadelphia, are placing a line of classified advertising for the International Text Book Company.

Lord & Thomas, 250 Fifth avenue, New York, are placing new contracts for 5,000 lines in Pacific Coast papers for the E. V. Neal and C. S. Clarke Enterprises, Rochester, N. Y.

Sambucette & Co., Memphis, Tenn., are placing 5,000 inches in Southern papers direct.

W. W. Sharpe & Co., 99 Nassau street, New York, are placing twenty-five times t. f. for the East Maine Steamship Company.

Charles L. Doughty, Cincinnati, is placing 10,000-line contracts in Southern papers for F. Westheimer & Sons, Red Top Rye, same city.

The Blaine-Thompson Company, Cincinnati, is placing 650-inch contracts in Southern papers for the Wertheimer-Swartz Shoe Company.

E. Burnham, Chicago, is placing 300-inch contracts in Southwestern papers direct.

The Frank Seaman Agency, 30 West Twenty-third street, New York, is placing new orders for 100 lines double column three times for the Isle of Pines Company, 225 Fifth avenue, New York.

The R. A. Foley Agency, Philadelphia, is asking for rates on 2,000 and 5,000 lines.

N. W. Ayer & Son, Philadelphia, have started a campaign in New York City for the H. J. Heinz Company, Heinz Products, Pittsburg.

The Charles H. Fuller Agency, Chicago, is placing orders in Middle West papers for Buffalo Oil, Paint & Varnish Company, Buffalo.

The H. B. Humphrey Company, Boston, is placing t. f. orders in the larger city dailies for the George Frost Company, Boston Garter, same city.

The H. H. Levey Agency, Marbridge Building, New York, is placing the advertising of the Quebec Steamship Company, 29 Broadway, New York, on an exchange basis.

Lord & Thomas, Chicago, are placing orders in Southern papers for the Hessig-Ellis Drug Company, Fan Taz, Memphis, Tenn. This agency is also placing orders in Sunday papers for the Popular Electricity Publishing Company, Chicago.

Harriet Coates, 24 West Thirty-ninth street, New York, is asking for rates in daily papers that run a woman's page.

ROLL OF HONOR

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

ALABAMA.		NORTH CAROLINA.	
ITEM	Mobile	NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte
ARIZONA.		SOUTH CAROLINA.	
GAZETTE	Phoenix	DAILY RECORD	Columbia
ARKANSAS.		OHIO.	
SOUTHWEST AMERICAN	Fort Smith	PLAIN DEALER	Cleveland
CALIFORNIA.		(April, D. 83,285—S. 112,442.)	
BULLETIN	San Francisco	VINDICATOR	Youngstown
CALL	San Francisco	OKLAHOMA.	
EXAMINER	San Francisco	OKLAHOMAN	Oklahoma City
FLORIDA.		PENNSYLVANIA.	
METROPOLIS	Jacksonville	TIMES	Chester
GEORGIA.		DAILY DEMOCRAT	Johnstown
THE ATLANTA JOURNAL (Cir. 53,163) ..	Atlanta	JOURNAL	Johnstown
CHRONICLE	Augusta	BULLETIN	Philadelphia
ENQUIRER-SUN	Columbus	DISPATCH	Pittsburg
LEDGER	Columbus	GERMAN GAZETTE	Philadelphia
ILLINOIS.		PRESS	Pittsburg
POLISH DAILY ZGODA	Chicago	TIMES-LEADER	Wilkes-Barre
SKANDINAVEN	Chicago	DISPATCH AND DAILY	York
HERALD	Joliet	TENNESSEE.	
HERALD-TRANSCRIPT	Peoria	NEWS-SCIMITAR	Memphis
JOURNAL	Peoria	BANNER	Nashville
INDIANA.		TEXAS.	
JOURNAL-GAZETTE	Ft. Wayne	RECORD	Fort Worth
NEWS-TRIBUNE	Marion	CHRONICLE	Houston
TRIBUNE	Terre Haute	SEMI-WEEKLY TRIBUNE	Waco
THE AVE MARIA	Notre Dame	TIMES-HERALD	Waco
IOWA.		WASHINGTON.	
EVENING GAZETTE	Burlington	MORNING TRIBUNE	Everett
CAPITAL	Des Moines	TIMES	Seattle
REGISTER AND LEADER	Des Moines	WISCONSIN.	
THE TIMES-JOURNAL	Dubuque	EVENING WISCONSIN	Milwaukee
KANSAS.		CANADA.	
GLOBE	Atchison	ALBERTA.	
GAZETTE	Hutchinson	HERALD	Calgary
CAPITAL	Topeka	BRITISH COLUMBIA.	
KENTUCKY.		WORLD	Vancouver
COURIER-JOURNAL	Louisville	TIMES	Victoria
TIMES	Louisville	ONTARIO.	
LOUISIANA.		EXAMINER	Peterborough
ITEM	New Orleans	FREE PRESS	London
STATES	New Orleans	QUEBEC.	
TIMES DEMOCRAT	New Orleans	LA PATRIE	Montreal
MAINE.		LA PRESSE	Montreal
JOURNAL	Lewiston	JORNAL DO COMMERCIO	
MICHIGAN.		OF RIO DE JANEIRO, BRAZIL	
PATRIOT—(April D 11,028—S 12,024)—	Jackson	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
MINNESOTA.		VASCO ABREU, Representative Tribune Building - New York	
TRIBUNE (Morning and Evening) ..	Minneapolis	NEW BEDFORD TIMES	
MISSOURI.		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
DAILY AND SUNDAY GLOBE	Joplin	Average to May 1, 1910	
MONTANA.		Evening, 7,803 Sunday, 13,990	
MINER	Butte	ALFRED B. LUKENS Tribune Bldg. New York Representative New York	
NEBRASKA.		FRANK W. HENKELL Tribune Bldg. Western Representative Chicago	
FREE PRESSE (aver. circ. 142,440) ..	Lincoln	Anderson (S.C.) Mail	
NEW JERSEY.		You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
PRESS	Asbury Park	MacQuoid-Alcorn Special Agency	
JOURNAL	Elizabeth	Tribune Building, N. Y. Boise Building, Chicago	
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW MEXICO.			
MORNING JOURNAL	Albuquerque		
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
MESSENGER OF THE SACRED HEART ..	New York		
RECORD	Troy		

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

DIRECTORY OF ADVERTISING AGENTS

General Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- BALLARD & ALVORD**
1328 Broadway, New York
Tel. 38th 2246
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
45 West 34th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Rector 4398
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FROWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mexico

American Home Monthly
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, at rate, 40 cents a line.
HENRY RIDDER, Publisher
27 Spruce Street. New York.

NO ADVERTISER can overlook the clientele of "THE PANHELLENIC" New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address "THE PANHELLENIC" 50 Church Street, New York, N. Y. Phone 7623 Cortlandt

Most everybody that's anybody in Augusta (Ga.) and territory reads **The Augusta Chronicle** "The South's Oldest Newspaper" Leads in volume of paid advertising—gaining every month—both local and foreign. Take a month's file and prove this. Send for free copy "Chronicle Chronicalings" C. B. HANSON, Adv. Mgr. Augusta, Ga. S. C. BECKWITH SPECIAL AGENCY New York Chicago Kansas City

Publishers' Representatives

- KELLY, C. F. & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- FRANK R. NORTHRUP**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- SMITH & BUDD**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- THE FISHER AGENCY**
118 East 28th St., New York
Tel. 6556 Madison Square
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

PRESS AND PUBLIC SPEAKING.

Speakers Needed to Expose Misrepresentations of Newspapers.

In an address before the Public Speaking Club of America at Terrace Garden, New York, last week, William Jennings Bryan declared that the newspapers have not removed the necessity for public speech, but have created a greater necessity for it. "You must have speakers to oppose the misrepresentations of the press I think any one who knows anything about this country knows that. So many papers conceal the truth and so many misrepresent it that it is necessary for those who represent the public to get to the people and tell the people the truth."

Celebrates Anniversary.

The Prairie du Chien (Wis.) Courier celebrated its fifty-eighth anniversary last week. The Courier is one of the oldest papers in the State and was founded in 1852 by Burt E. Hutchinson and J. Hurd. The Courier passed into the hands of its present editor, William D. Merrill, in 1858. The Courier preceded the telegraph and railroad in Prairie du Chien by five years.

D'Arcy Agency Moves.

The D'Arcy Advertising Company of St. Louis has moved to larger and more commodious quarters on the tenth floor of the Fullerton Building, Seventh and Pine streets.

AUGUSTA HERALD

Augusta, Ga.
Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.

Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

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.

NOW COLONEL MAYES.

Editor of Pensacola (Fla.) Journal
Member of Governor's Staff.

Friends of Frank L. Mayes, well-known editor of the Pensacola (Fla.) Journal, may address him as "Colonel" in the future, Mr. Mayes having recently been appointed to a colonelcy on Governor Gilchrist's staff. Mr. Mayes has just closed a contract for the purchase of a new three-deck, 24-page, straight-line Goss printing press to be delivered September next. The press is now being built at the Goss factory in Chicago and when it is completed and installed it will constitute not only the finest press in Pensacola, but will have few superiors in the South.

Licenses for Newsboys.

Holyoke, Mass., has passed an ordinance licensing newsboys. The ordinance requires registration and the wearing of a badge. A boy may have a number of registered substitutes to whom he can turn over his papers in case of illness or necessity.

Will Feature Civic Improvements.

The Waco (Tex.) Times-Herald has inaugurated as one of its regular Sunday features a special department devoted to civic improvement. The department will be edited by Miss Mary Ross.

Walla Walla (Wash.) Papers Merged.

The Walla Walla (Wash.) Evening Statesman has been merged with the Walla Walla Morning Union, owned by Levi Ankeny. The Evening Statesman was established in 1861 as a weekly and was the oldest paper in the State of Washington.

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

Best Work at Lowest Price
Let us estimate on your next order.
Once a customer always a customer.

THE LOVEJOY CO. Established 1852
ELECTROTYPERS
and Manufacturers of Electrotype Machinery
444-446 Pearl Street New York

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

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

SOME TRADE OPINIONS.

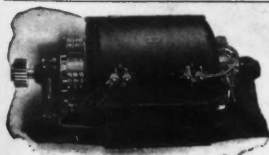
"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shniedewend & Co., Chicago.
"Very popular publication."—Challenges Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Littleton, Mo.
"American firms contemplating opening up foreign trade should place their announcements in this paper."
Rates on application to ALBERT O'DONOGHUE, 634 W. 125th St., New York.
Send for sample copy.



PROFIT IN EVERY PAGE
There's profit in every page of THE AMERICAN PRINTER. It is a treasury of information, inspiration and education in typography, presswork, designing, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.
Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.
The employing printers, managers and pressmen who read THE AMERICAN PRINTER find their views broadened, their product bettered, their office and shop systems made more productive.
Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power.
Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.
Send 20 cents today for sample copy. Price per year \$2.00.
OWALD PUBLISHING COMPANY, 25 CITY HALL PLACE, NEW YORK.



TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman



The Garwood Electric System
Allows the press to be slowed down smoothly from highest speed down to slowest speed without breaking the web, saving both power and time.
Garwood Electric Company
New York
Philadelphia. Chicago. St. Louis. Pittsburg. Boston

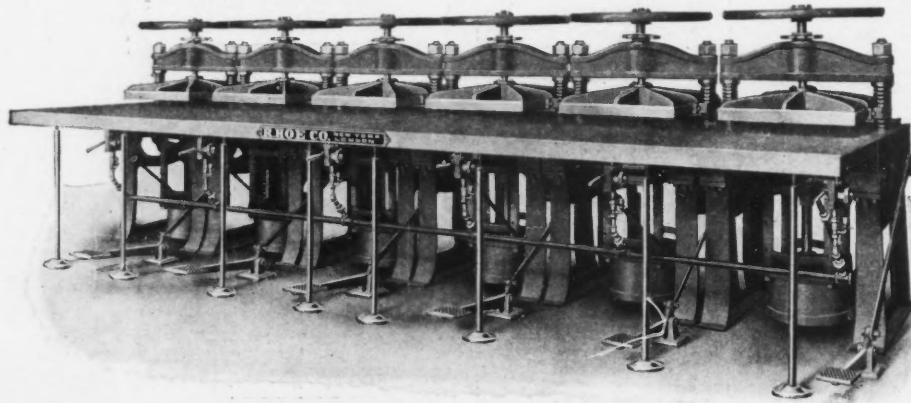


Send To-day for the List of Users of
"The Kohler System"
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: NEW YORK: 56 Ludgate Hill, E.C. No. 1 Madison Avenue

YOUR WISE CONTEMPORARIES

FIND IT PROFITABLE TO INSTALL HOE PNEUMATIC DRYING PRESSES

YOU CANNOT AFFORD TO BE WITHOUT THEM



A BATTERY OF SIX HOE PNEUMATIC DRYING PRESSES

Made with Electric Heaters When Required

Among the recent purchasers of our Pneumatic Presses are :

NEW YORK AMERICAN	6	PHILADELPHIA BULLETIN	4
PHILADELPHIA TELEGRAPH	4	ST. LOUIS POST-DISPATCH	4
KANSAS CITY POST	4	MINNEAPOLIS TRIBUNE	4
PORTLAND OREGONIAN	4	DETROIT JOURNAL	3
HARTFORD TIMES	3	LYNN ITEM	2
BROCKTON ENTERPRISE	2	NEW BEDFORD STANDARD	2
BOSTON TRAVELER	1	DECATUR HERALD	2
SALEM NEWS	1	ATLANTA JOURNAL	4
NEW HAVEN UNION	1	ONEONTA STAR	2

**“Better Mats and Output Increased More
Than 25 Per Cent”**

NEW YORK AMERICAN
Executive Offices

NEW YORK, MAY 10th, 1910.

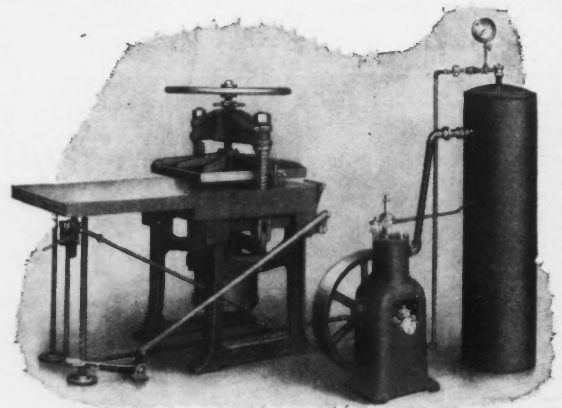
R. HOE & Co.,
New York City.

Gentlemen :

Your Pneumatic Steam Tables have increased the output of our syndicate department more than twenty-five per cent., and the mats are much better owing to the constant and equal pressure. They are very satisfactory.

Very truly yours,

GEO. E. PANCOAST



Any number of tables can be placed side by side and worked from one compressor

R. HOE & CO. 504-5 N. YORK, N. Y.

ALSO AT

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

