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# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 6

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## CRIME STORIES

### ARTHUR I. STREET SHOWS THEY GET COMPARATIVELY SMALL SPACE IN PRESS.

Remarkable Analysis of 35,000 news Items of Last Year by the Publisher of Pandex of the News—Roosevelt, Taft and Bryan Lead Individuals in News Value, With Harriman Fourth—A Valuable Article for Publishers.

Arthur I. Street, publisher of Street's Pandex of the News, in Chicago, has written and copyrighted an article, compiled largely from the 1908 volume of the Pandex, showing the character of the matter printed by the leading newspapers of the country last year, as indicated by 35,000 items which he examined.

The article is likely to be read with great interest by all citizens who give even a moderate amount of thought to the moral and intellectual tendency of the newspaper of to-day.

The tables showing the comparative space and news value of many subjects before the public throw a clear light and will cause a renewed exaltation among consistent optimists. Mr. Street writes in his introduction:

"Railroads receive more attention from the newspapers than murders and suicides? Impossible!

"Educational and scientific matters receive more attention than divorce and scandal? Impossible! Beyond belief!

"Yet these are facts, absolute, undeniable.

"For more than sixteen years the author of this article has made it his business to index and analyze the contents of the leading newspapers in all the principal cities of the United States. And his itemized record offers incontestable proof of the above statements. It shows beyond any possible cavil that the amount of serious and important matter printed in the daily press of the country far outweighs the sensational and the superficial. It demonstrates that the newspapers are even more alive to things that make for real progress than they are to crimes or any of the baser evils of society. And it thoroughly substantiates the claims of those who understand the newspaper best that it is the most comprehensive, valuable, and effective factor in modern human advancement."

The author, for purposes of his record, has taken account mostly of the news items which were handled by telegraphic press associations and special correspondence. He says this does not include all the accounts of crime, and neither does it include all the items non-crime, but the proportion is the same as in an exact total.

Here is a comparative table that ought to silence some who charge that newspapers nowadays are "not fit to be allowed in the home."

Topic	No. items
Thaw case	139
Sagan-Castellane	84
Dynamite bombs	67
Black Hand	66
New York police assault	14
Hart McKee	8
Earle (contin)	8

(Continued on page 4.)



FRANK L. FRUGONE,

PUBLISHER OF THE BOLLETTINO DELLA SERA, THE ITALIAN EVENING DAILY OF NEW YORK, WHO ENTERTAINED THE CIRCULATION MANAGERS OF GREATER NEW YORK AT THE VILLA FRANCHI, MIDVALE, N. J.

## MUST STAY IN JAIL.

### Pennsylvania Board of Pardons Refuses to Intervene in Pasco's Behalf.

The State Board of Pardons of Pennsylvania in session at Harrisburg last Tuesday refused a pardon for David M. Pascoe, editor of the Germantown Telegraph, sentenced to six months in jail for alleged libel of Sheriff W. N. Brown of Philadelphia. Pascoe has served seven weeks of his sentence.

The board met in special session and the decision to withhold the pardon was rendered almost immediately. Sheriff Brown, who is at present in Arizona, sent a letter to the board asking for the prisoner's pardon. A petition representing thousands of voters of all parties was also presented to the board. The board, as is customary, gave no reasons for its action.

E. H. Kinney will launch a paper at Columbus, Ind., to be called the Democrat.

## CALVIN WELLS DEAD.

### Former Owner of the Philadelphia Press Suddenly Stricken.

Calvin Wells, formerly the owner of the Philadelphia Press, died suddenly at his home in Pittsburg last Monday evening. He was eighty-two years old.

Calvin Wells was born in Genesee County, New York, December 26, 1827, and was graduated from the Western University. He went to Philadelphia in 1858 and for many years was actively engaged in the manufacture of steel. He was president of the Pittsburg Forge and Iron Company for many years.

Mr. Wells acquired the Philadelphia Press in 1878, and successfully managed that property until January 30, 1908, when he turned it over to his son, Benjamin G. Wells, secretary and treasurer of the concern, and John B. Townsend, the business manager. He was a resident of Pittsburg, where his business interests were centered for many years.

## THE TAFT TARIFF

### JOHN NORRIS SAYS PRESIDENT DECIDED PAPER RATES WITHOUT COMPLETE DATA.

He Points Out What Looks Like a Joker in the Bill—Serious Tangle with Canada and Trade War May Come—Mr. Norris Launches New Idea for Paper Mills Near Tide-Water.

Under date of Aug. 3, John Norris, of the Committee on Paper of the American Newspaper Publishers' Association, issued a special bulletin to the members of the Association, pointing out salient weaknesses in the paper schedule of the tariff bill which came out of the conference.

Mr. Norris was asked by THE EDITOR AND PUBLISHER—"Are you satisfied with the new bill?"

"No!" he answered with sharp emphasis.

He would not say whether a campaign for an amendment would be commenced after the passage of the present bill.

The following is a reprint of the bulletin, in full:

#### MR. TAFT'S "EX-PARTE" DECISION.

In the proposed tariff bill publishers have secured the abolition of the duty of \$1.67 per ton on ground wood. They obtained a reduction from \$6 per ton to \$3.75 per ton on print paper—a saving of approximately \$2,700,000 per annum in the cost of news print paper to consumers. The publishers had asked for free print paper. The Select Committee of the House had recommended \$2 per ton. The Senate raised the rate to \$4 per ton and the conferees had substantially agreed on a compromise rate of \$3 per ton when President Taft announced to Congressional callers on or about Saturday, July 24, that a \$4 rate was necessary for the application of the protection principle to print paper. The President made this "ex parte" decision without that full and impartial ascertainment of cost to which the consumers were entitled, and in disregard of numerous assurances volunteered by him in favor of the lower rate. In accordance with that intimation from the President, the conferees reported \$3.75 per ton which will probably be adopted. If the publishers had not inaugurated their campaign of education for a reduction of duty, it is likely that the paper makers would have secured an increase from \$6 per ton to \$8 or \$10 per ton on print paper upon their representations that American wood had increased in cost to the extent of \$6 per ton of paper produced.

#### LOOKS LIKE A "JOKER."

Under the new schedules, each province of Canada is regarded as a unit so that Nova Scotia and New Brunswick, which have no restrictions of any kind upon exportation of wood or pulp, can immediately avail themselves of the new tariff rate. Quebec has a stumpage tax of twenty-five (25) cents per cord of wood cut from Crow

lands for exportation, from which the Province obtains a revenue of \$25,000 per annum. There is no stumpage tax in Quebec on wood cut from other lands. Ontario prohibits absolutely the exportation of wood cut from Crown lands. Newfoundland also prohibits the exportation of pulp wood.

The pulp and paper paragraphs of the proposed law contain retaliatory provisions against these restrictions of Quebec and Ontario. The House rate of \$2 per ton on print paper was believed to be satisfactory to each Province of Canada, and these retaliatory provisions would have been negligible with the House rate. But when coupled with the conferee rate of \$3.75, these retaliatory provisions add substantially \$2 per ton to the print paper rate of \$3.75, or a total of \$5.75 per ton if these provinces continue to restrict or forbid the exportation of pulp wood.

Canada exports about eleven million dollars' worth of pulp wood, pulp and paper per annum, of which eight and one-half million dollars go to the United States. The Province of Quebec has been watching the progress of the paper legislation at Washington with keen anticipation and the Premier of Quebec recently announced that the provincial authorities had decided to follow the example set by Ontario ten years ago and would prohibit the exportation of pulp wood. That statement was predicated upon the outcome of the tariff legislation and upon the assumption that the rate fixed by Congress would not be satisfactory to the Province.

#### TRADE WAR WITH CANADA.

American paper makers hold leases on 12,000 square miles of Crown lands in the Province of Quebec for which they pay an annual rental and in addition a fixed price of 65 cents for every cord cut. These leases expire in 1910, and it is given out that within three weeks from the date of the signing of the Payne Bill the terms of the new Quebec lease will be promulgated. It is barely possible that Quebec may regard the new legislation as the best obtainable and abolish its stumpage tax. If it should prohibit the exportation of pulp wood cut from Crown lands, the American owners of timber rights are prepared to set up a complaint of confiscation. A serious tangle is threatened with possibilities of a pulp wood shortage and a trade war between Canada and the United States which have business interchanges to the extent of two hundred and fifty million dollars per annum.

The application of the maximum and minimum clauses of the new bill are also a menace because of a treaty wherein Canada undertook to give special preferential rates to France. The application of the maximum tariff to Canada would add about \$8.75 per ton to the duty on print paper, which, with the duty of \$3.75, and the retaliatory duty of two dollars per ton

### PHILADELPHIA BULLETIN

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

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

Net average for June, 1909

**254,150**

copies a day

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

WILLIAM L. McLEAN, Publisher.

## JULY SHOWS

# The Biggest Midsummer Gain

In Advertising in the History of

## The Memphis News Scimitar

Local Display Gain

Over July, 1908 - **29,386 Lines**

Classified Advertising

Gain Over July, 1908 - - - - **18,172 Lines**

Local Readers Gain

Over July, 1908 - **4,382 Lines**

Total Gain in Local Advertising

**51,940 Lines**

Total Net Gain in all Advertising

**48,510 Lines**

THE LOCAL ADVERTISER KNOWS

CHICAGO OFFICE:

Paul Block  
Hartford Building

NEW YORK OFFICE:

Paul Block  
290 Fifth Avenue

would make a prohibitive rate of \$14.50 per ton.

#### ARGUMENT FOR "TIDE-WATER" MILLS.

If these troubles are averted and the rates of the bill become available, the free ground wood concession will promptly induce the setting up of paper machines at tide water by large consumers in the United States at comparatively small outlay and at a cost of operation which, with the payment of interest and depreciation, will not exceed one and three-quarter cents per pound sidewalk delivery and thus end all chances of a repetition of the recent attempts by paper makers at price agreement.

Such mills would obtain their pulps and their coal and their supplies at the lowest competitive prices because of their tide water facilities. They would truck their product to the press room without railroad charges upon the raw or finished railroad rates on about four tons of raw materials to every ton of finished production, or a total transportation on five tons. The tide water mills would have the benefit of foreign competition at lowest prices on free pulp. They would be located in the large labor markets of the country. They would have no expense for wrappers which cost approximately 90 cents per ton. They would save the expense of transportation and losses on tare and white waste at a cost of 80 cents per ton. The cost of installation would be approximately \$6,000 per ton of daily product as compared with \$20,000 per ton for a paper mill with pulp grinding and sulphite auxiliaries.

The International Paper Co. turns over its capital once in forty-two months. A paper machine located at

the front door of the consumer will turn over its capital in eight months. The Portsmouth failure of the Publishers' Paper Company had numerous reasons for failure, but there are two reasons why it is not attractive. It is located on salt water and it is not near a large consumer.

The best and most economical and efficient paper machine could be built and set up ready for use within eight months from date of giving order.

JOHN NORRIS,

Chairman of Committee on Paper.

#### SHOOTS CUBAN EDITOR.

Postmaster General Takes Exception to Cartoon in *Politica Comica*.

Senor Torrientes, editor of *Politica Comica*, an illustrated weekly of Havana, was shot and seriously wounded last Saturday evening by Postmaster-General Orenco Vadarse.

The shooting, which took place in the editor's home, is said to have been the result of a cartoon of General Vadarse that appeared in the *Politica Comica*.

#### Buys Outing Magazine.

The Outing Magazine of New York has been purchased by Thomas H. Blodgett, formerly of Cincinnati, O.

# The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

#### PRESS TO TAKE PART.

Newspapers Will Be Given Place in Advertisers' Convention.

The newspapers will be given a prominent part at the fifth annual convention of the Associated Advertising Clubs, which will be held at Louisville August 25-27.

James Schermerhorn, editor of the Detroit Times, will address the association on the topic "Upstairs and Downstairs." He is expected to discuss the problem of harmonizing the editorial department and the business office.

The headquarters of the association, with offices in Chicago, announce the appointment of the following committee on newspapers: George W. Mason, Omaha Bee, chairman; Louis Wiley, New York Times; C. C. Rosewater, Omaha Bee; Henry Watterson, Courier-Journal; A. P. Johnson, Chicago Record-Herald; F. P. Glass, Montgomery Advertiser; Charles W. Hornick, San Francisco Call; M. E. Foster, Houston Chronicle; La Fayette Young, Des Moines Capitol; W. MacKay Barbour, Minneapolis Tribune; Harry M. Coudrey, Congressman from Missouri; Lester L. Jones, Chicago Tribune; Clark Howell, Atlanta Constitution.

#### THE BLERIOT AIRSHIP.

Was Exhibited in American Department Store in London.

Henry G. Selfridge, proprietor of the new American department store in London, again startled England last week by securing the monoplane on which Bleriot flew across the channel, and exhibiting it free in his store.

Through the London Daily Mail, which brought about the airship flight, Mr. Selfridge donated \$2,500 to the London County Hospital, and, presumably in recognition of the gift was given the airship to exhibit for a few days.

#### PRESS WILL PARTICIPATE

In Automobile Floral Parade to Be Held in Washington, September 30.

There will be a newspaper division in the Chamber of Commerce automobile parade, which will be given in Washington, D. C., September 30.

It will differ from other divisions of the parade in that outside cars will be allowed to participate. The winning car will be awarded a handsome cup.

It is expected that newspapers from all the principal cities of the South and East will enter cars in the pageant.

#### Editors Follow Suit.

The two daily papers published in Manitowoc, Wis., have decided to close their offices at noon on Saturdays. The action was prompted by the fact that the courthouse offices, city hall, physicians and dental offices and all the factories of the city close Saturday afternoons. It is stated that the plan will be followed until September 1.

**NEWSPAPERS**

**President Hadley of Yale Declares the Press Has Supplanted Courts of Law and Political Assemblies as a Forum of Public Discussion.**

Writing in the Youth's Companion on "The Public Duty of Newspaper Readers," President Arthur T. Hadley, of Yale, says that "It can be shown that our choice of newspapers and our way of reading them have an important bearing on the government of the country." He says in part:

"Among the many reforms which are needed in American politics, a reform in the spirit in which we read our newspapers is one of the most important.

"Our statute books are full of instances of laws which are evaded or nullified because they have not the public sentiment of the people behind them. The newspapers are the chief agents in forming public opinion. This used to be done by courts of law and by political assemblies, but the modern newspaper has supplanted both as a forum of public discussion and as a means of public education.

"A hundred years ago intelligent men used to learn about the workings of the law either by serving on juries or by reading the decisions of the judges, but the jury service is to-day managed so badly that in most of the states no intelligent man wishes to serve on a jury if he can help it; and if he does have to serve on a jury he does not gain an understanding of the law as much as a contempt for the way in which criminal lawyers are allowed to misapply it. And most of the decisions of present day judges on questions like railroad management or the equities of taxation are so much occupied with precedents and so little actual facts that they have very slight effect on public opinion.

"Nor do the people get the instruction from a political speech which they did two or three generations ago. Political speakers may address enthusiastic meetings, but their addresses are appeals to the emotions of men who have already formed their views, rather than deliberate discussions with a view to aid in their formation.

"Long before the great public speeches have been made on questions at issue the facts have been set before the people in the news columns of their papers and the arguments drawn from them with more or less care in the editorials, so that a speech in the senate or house of representatives serves rather to register the reason for a decision already formed



**COL. HENRY WATTERSON,**  
THE VETERAN EDITOR OF THE LOUISVILLE COURIER-JOURNAL, WHO SAILED THIS WEEK FOR EUROPE.

by the voters than as a means of influencing any man or arriving at a common understanding on any measure.

"The invention of the telegraph and the immense use of news gathering agencies have made the newspaper press the source through which the people go to get their facts and the real forum in which public issues are discussed.

"If we want responsible government we must have responsible newspapers. If we are to have responsible newspapers the reform must begin with the readers themselves. The newspaper reader must get into the habit of seeing whether the statements of facts in his paper are supported by evidence or not. It is not possible for a country to be well governed unless the people who do the reading are in the habit of weighing evidence. If they shut their eyes to all facts, except those that they like, the government will be at the mercy of passion and prejudice.

"If every boy can understand that it is a political duty to give to the public business of the country the same kind of treatment that a successful man gives to his private business and to adapt his conduct to the facts instead of trying to adapt the facts to his conduct, our public business will quickly be brought up to the same level of our best private business. And there is no way in which this can be done so surely as by beginning at the bottom and reading newspapers in that spirit."

**COL. HENRY WATTERSON**

**Spends Pleasant Week in New York While En Route to Europe.**

Col. Henry Watterson, the veteran editor of the Louisville Courier-Journal, arrived in New York this week on his way to Europe. He was accompanied by Mrs. Watterson and they expect to remain abroad until late in the fall.

This is Col. Watterson's first visit to the city since early last fall and he spent the greater part of the week in greeting old friends. During his stay in the city Mr. Watterson was quartered at the Manhattan Club.

**Bullet Wound Proved Fatal.**

Mark Bassett, editor of the Tusla (Okla.) Daily News, and former publisher at Mallone and Kankakee, Ill., who was found shot in a printing office in that city, died without regaining consciousness. Whether his death was due to murder, suicide or as a result of accident will probably never be known. The burial was made at Tuscola, Ill., his boyhood home.

**Clark Returns From Coast Trip.**

Hamilton B. Clark, president of the United Press Association, has returned to New York after a tour of inspection in the Pacific Coast. Mr. Clark reports conditions in that section of the country to be very flourishing.

F. D. Vore will publish the Democrat at Clarksville, Ark.

**INCORPORATIONS.**

McBride, Winston & Co., New York; manufacture magazines, periodicals, newspapers, etc. Capital, \$50,000. Incorporators: Robert M. McBride, No. 6 West 29th street; Conde Nast, No. 1 Madison avenue; Charles W. Floyd, No. 55 Broadway, all of New York.

Alton Daily Times, Alton, Ill. Printing and publishing. Capital, \$10,000. Incorporators: Edward E. Campbell, William H. Murphy, Kathryn S. Campbell, E. E. Campbell, all of Alton, Ill.

The Ocean County Publishing Co., Toms River, N. J. Printers and publishers, etc. Capital, \$10,000. Incorporators: C. Leland Haslett, Oren E. Payne, Frank L. Zabriskit, all of Toms River, N. J.

News Printing and Publishing Co., Murphysboro, Ill. Printing and publishing. Capital, \$5,000. Incorporators: Jas. H. Martin, Jos. H. Davis, Reynolds Gardner, Jas. H. Martin, Murphysboro, Ill.

Little Falls Eagle, Little Falls, N. J. Printing, publishing, etc. Capital, \$10,000. Incorporators: Harry C. Carlock, Henry F. Hummer and John S. Udall.

Urban Publishing Co., Manhattan. Publish magazines, "Smart Set," etc. Capital, \$300,000. Incorporators: F. Splint, N. Boyer, J. J. Wilson, New York City.

Oklahoma Stockman Co., Oklahoma City, Okla. Publishing. Capital, \$50,000. Incorporators: J. J. Mitchell, Jr., E. E. Mitchell, J. Carl Shafer, all of Oklahoma City, and J. J. Mitchell, Arcadia, Okla.

Bancroft Society, Chicago; publishing; capital, \$25,000. P. de L. Rankin, No. 100 Washington street, Chicago, Ill.

Tri-State News Association and Publishing Co., Manhattan; print and publish periodicals, newspapers, news gathering and publishing; capital, \$25,000. Incorporators: W. J. R. Johnson, C. O. Teskey, C. M. Bogard, New York City; H. R. Shearman, Springfield, Mass.

**Iowa Weeklies Consolidated.**

The two weekly papers of Grand Junction, Ia., have consolidated. G. W. DeWald sold the Headlight printing property, consisting of office building, machinery, type, plant, etc., to W. H. Kettell, of the Globe. The Headlight was a Democratic paper, and is said to be the oldest of its kind in the county. Kettell expects to continue publishing the Globe, but DeWald will take up his residence elsewhere.

Welty and Helms succeed A. R. Carter as publishers of the Spirit Lake (Ia.) Herald.

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

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

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

**IF YOU MAINTAIN**



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

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

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

## CRIME STORIES

(Continued from page 1.)

	No. items.
Hains murder .....	31
Heinrich's assassination .....	11
Roy, Remy and Steinhil .....	15
<b>Total</b> .....	<b>443</b>
Topic .....	No. items.
Foreign news .....	2,280
Congress .....	1,140
Railroads .....	679
Roosevelt .....	550
Taft .....	450
Banks .....	396
Democratic party .....	336
Educational .....	325
Germany .....	317
Republican party .....	305

Total ..... 6,778

Another table shows crime items in addition to the above, and leaves the "decent" news still vastly in the ascendency:

Suicides, chronicled one to three times ..	317
Murders, chronicled one to three times ..	307
Bank robberies .....	50
Embezzlements, other than banks .....	48
Embezzlements .....	45
Swindling .....	67
Robbery and safe blowing .....	19
Burglary .....	14
Arson .....	11
Extortion and blackmail .....	9
Forgery .....	9
Outlaws .....	4

Total ..... 900

Previously mentioned ..... 443

Grand total ..... 1,343

One of the most striking tables shows the comparative news value of men in the public eye, eliminating Roosevelt, Taft and Bryan:

	No. items.
Edward H. Harriman .....	90
J. Pierpont Morgan .....	51
Charles W. Morse .....	44
Samuel Gompers .....	44
Joseph B. Foraker .....	34
John D. Rockefeller .....	30
Gov. Hughes .....	49
Grover Cleveland .....	28
John A. Johnson .....	28
George B. Cortelyou .....	28
Leslie M. Shaw .....	28
William T. Jerome .....	23
Charles W. Fairbanks .....	19
John Mitchell .....	17
Chancellor Day .....	14
<b>Total</b> .....	<b>527</b>

Commenting on the above, Mr. Steel says:

"This table is full of interest. It contains not only the relative proportions of attention received by the various public men other than Roosevelt, Taft, and Bryan, but it tells a whole story of the rise and fall of leaders, as observed throughout the years by the newspaper columns. There is the decline of Charles W. Morse, of Joseph B. Foraker, of August Heinze, and of the retiring vice-president. There is the advance and retreat of Cortelyou in his presidential candidacy, and there might

## Has a Business PULL

In the great industrial center embracing Western Pennsylvania, West Virginia and Eastern Ohio with a population of over 2,400,000.

## The Pittsburg Dispatch

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

## SPECIAL REPRESENTATIVES:

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

## The Evening Wisconsin

MILWAUKEE, WIS.

## The Great Home Paper

JOHN W. CAMPSIE  
Business ManagerDAILY CIRCULATION  
—OVER—

40,000 Copies

AND GROWING EVERY DAY

☞ This Paper deserves first consideration when advertising appropriations are being made.

☞ Better tell these readers what you have to offer them.

CHAS. H. EDDY, Foreign Representative

6013 Metropolitan Building, NEW YORK

403 Marquette Building, CHICAGO

have been appended the unhappy dénouement of Jeff Davis, the former senator from Arkansas, who was accredited with retreating from Chicago before the shadow of a liquid concoction of his own making."

In his final table, the author sums up as follows:

	No. items.
Total crimes and scandals .....	1,343
Educational and scientific .....	397
Medical and surgical .....	268
Religious .....	390
Some States and cities .....	695
Panics, banks, business .....	442
Railroads .....	1,140
Foreign news .....	2,280
President of United States .....	550
Prominent men .....	527
Labor .....	659
<b>Total</b> .....	<b>7,348</b>

He concludes with these questions:

"Does the count show that the newspapers are overgiven to sensationalism? Does it show that the newspaper is "yellow" and immoral and unfit for the youth?"

The entire article, well illustrated, is one which, if printed throughout the country, would surely affect current public opinion.

## THE LATE GILBERT EVANS.

The New York City News Association  
Eulogizes Brooklyn Editor.

The New York City News Association adopted the following resolution in memory of the late Gilbert Evans, assistant managing editor of the Brooklyn Daily Eagle.

"Whereas, In the death of Gilbert Evans, assistant managing editor of the Brooklyn Daily Eagle, the New York City News Association has lost its vice-president; and

"Whereas, The board of officers feel that the loss is not only that of a valued business associate, but of a dear personal friend, be it

"Resolved, That this resolution of deep sorrow at his untimely taking off be unanimously passed and spread upon the minutes of this association."

## New Paper at Oklahoma City.

The New State Tribune has made its appearance in Oklahoma City. It is published by Gov. C. N. Haskell.

## FRANK L. FRUGONE

## Entertains Circulation Managers' Association of Greater New York.

As the guests of Frank L. Frugone, general manager of the Italian Evening Bulletin, of New York, the members of the circulation Managers' Association of Greater New York attended an outing Sunday last to the Villa Franchi at Midvale, N. J.

A special car on the 9.15 a. m. train of the Erie Railroad conveyed the guests to this beautiful spot in the mountains near Greenwood Lake. Carriages and automobiles carried the party to and from the station. They arrived at the villa shortly before noon and in quick succession games of every description were participated in. Some took advantage of the fresh water stream nearby and a happier lot of "boys" would be hard to find in any pool.

The banquet hall was thrown open at two o'clock and such a feast as the genial host tendered, in royal Italian style, would be difficult to excel. The tables were most beautifully decorated with the foliage of the surrounding fields and woods, while from the basket of each bottle of "Tito" wine waved the American and Italian colors.

Of course there were speeches—plenty of them, and good ones. High compliments were paid the Italians in America and much credit was given the Italian Evening Bulletin for its work in their behalf. Several appropriate songs were rendered by some of the popular singers in the party. Alfred Zimmerman acted as toastmaster and was ably assisted by James McKernan, president of the association.

There was not a "dry" moment throughout the day. The weather was ideal and everything passed off without one single scratch.

Fred Studt and Richard S. Barrett of The World furnished abundance of amusement and kept things humming constantly.

Mr. Frugone was presented with a handsome engraved set of resolutions together with an enlarged photograph which was taken of the party on the grounds.

Among those present were: Cy E. Cooper, Alfred Zimmerman, Walter

Dempsey, James McKernan, Edward Wiseman, Louis Biederman, and Wm. A. Johnston, New York World; C. F. Stout and Mrs. C. F. Stout, Courier-News, Plainfield, N. J.; Hon. Henry Hudson, Hudson, N. Y.; C. L. Cowpan, New York; Chas. Wolfarth, New York; John Ring, Tribune, New York; H. W. Connelly, Supt. Newspaper Mail, N. Y. P. O.; John J. A. Fenton, The Press, New York City; Chas. Newman, Eagle, Brooklyn; E. A. Elcock, Post, New York; Victor Ryberg, Telegraph, New York; Samuel Booth, Globe, New York; Victor Ridder, Staats-Zeitung, New York; Chas. Flanagan, Times, New York; Mr. Richard Barrett, The Hart House, Catskill, N. Y.; Mr. Fred J. Turner, The Fourth Estate, New York; Al Kennedy, Supt. Postoffice, Hoboken; Wm. B. Bryant, Tribune, New York; Thos. A. McCue, Sun, New York; F. S. Stone, Citizen, Brooklyn; J. L. Matthews, Times, Brooklyn; J. Hennessey, Standard Union, Brooklyn; I. O. Friedman, Jewish Journal, New York; Chas. F. Hogan, Journal, Jersey City; Chas. Strasse, Evening News, Newark, N. J.; J. W. Tiedeman, Grand Central Station, N. Y.; Fred A. Hertzog, Star, Newark, N. J.; Louis Hannon, Call, Newark, N. J.; John Holdgson, Times, Trenton, N. J.; Wm. Henry, Circulation Dept. Journal, New York; T. Kessel, Staats-Zeitung, New York; H. A. Boylan, Newark News Co., Newark, N. J.; Geo. Haubler, Union News Co., New York; Ned Cunningham, The Barton, 302 2d avenue, Asbury Park, N. J.; D. Nicoll, Mail, New York; E. Rasch, N. Y. Staats-Zeitung; Fred Nison, Hampton's Magazine, New York.

## NEW PUBLICATIONS.

Henry M. Burns, editor and owner of the Nacona (Tex.) Times Post, will establish a new paper at Bonita, Tex. It will be called the Standard and will be in charge of H. G. Collins.

It is reported that C. C. Bausell, formerly connected with Lebanon (Va.) News, will launch a new paper at Honaker, Va.

The Sun is the name of a new weekly launched at Monette, Ark. It is published by Oscar Momany and I. M. Hammock.

The Polish people of Utica, N. Y., and vicinity are to have a weekly newspaper called the Eagle. The editor and manager is B. Szymanski.

The Monitor has made its initial appearance at McIntire, Pa. It is published by D. H. Murphy.

The Sunday Morning Herald is the name of a new paper launched at Morgantown, W. Va. Newton H. Manown is editor and manager.

Steelton, Pa., is to be the home of the only Croatian newspaper published between New York and Pittsburgh. Frank Howath is the owner.

Of all the New York morning newspapers The New York Times alone gained in advertising space for the six months ended June 30, 1909, compared with the six months ended June 30, 1907—264,737 agate lines.

**HIS FIRST SPEECH**

**New York Newspaper Man, Under Strange Influence, Delivers Eloquent Eulogy of a Political Candidate He Was Opposing.**

(Special to THE EDITOR AND PUBLISHER.)

Eli D. Zaring, cable editor of the United Press Association, at New York, went to Indianapolis last week for a vacation rest and delivered the first public political speech of his life, whereof much is being talked in Indianapolis and Park Row.

There was a hot mayoralty campaign being played in Indianapolis. One of the candidates is Mr. Lew Shank, who is known to Cable Editor Zaring. The newspaper man mortally disapproves of candidate Shank.

But candidate's Shank's press agent and manager is a friend of Zaring.

"Come on down to the meeting and hear Mr. Shank speak and he'll win you," urged the manager.

"He'll never win. I know him," asseverated Zaring, with tired cynicism. But he consented, and they went to the submerged tenth of the city where a big crowd of citizens, lately from farms and villages and other places of Europe, had gathered.

Several speakers unloaded their pieces, but candidate Shank did not come. The crowd was getting tired waiting. The manager, a resourceful man, addressed them, telling how "we have with us to-night one of the most famous editors of the nation," who had come from New York to address them. He introduced "the Honorable Eli D. Zaring!"

Zaring was shocked to dumb ice. As



EDWIN WILDMAN,

PRESIDENT OF THE WILDMAN MAGAZINE AND NEWS SERVICE OF NEW YORK, WHICH HAS TAKEN OVER THE M. A. P. MAGAZINE AND NEWS SERVICE.

the noise of a distant railroad train comes, so was the applause of the audience to him. And he had never made a speech in his life.

He got up and delivered an eloquent, corking eulogy of candidate Shank, whom he had always opposed. He was the orator of the meeting.

He has since been despondent. It is said that the American Branch of the Society for Psychic Research are interested in the case, and also Professor Hugo Munsterberg, of Harvard.

**ASSOCIATED FARMER.**

**Chas. H. May's New Publication Will Make Its Appearance August 9.**

Chas. H. May's Associated Farmer starts publication on August 9, with a sworn circulation of from forty to fifty thousand. The publication will be printed in the Herald-Transcript office at Peoria.

The circulation is mostly in Illinois, and a little extends into Wisconsin and Indiana. The Associated Farmer is devoted to all departments of the farm and farm home. C. C. Carlin is editor, and P. A. Folsom manager.

**Japanese Editor Stabbed.**

Sometara Sheba, editor of the Hawaii Shimpo, a Japanese newspaper published in Honolulu, and which has opposed the plantation strikers, was stabbed in the neck last Wednesday by a Japanese delegate to a convention of laborers. Sheba was only slightly wounded.

**EDWIN WILDMAN**  
Incorporates Magazine and News Service With Capital Stock of \$50,000.

The Wildman Magazine and News Service, of 41 Union Square, has taken over the M. A. P. Magazine and News Service. The company was incorporated last week with a capital of \$50,000, paid in stock.

The president is Edwin Wildman, formerly proprietor of the M. A. P. News Service; the secretary and treasurer is C. H. Wildman. The directors are Edwin Wildman, E. K. Martin, formerly president of the American Real Estate Company, 7 Fifth avenue, N. Y.; Bartlett Arkell, president of the Beech Nut Packing Company, and formerly owner of Judge and Leslie's Weekly; N. B. Payne, of the Manning Maxwell & Moore Company, and C. H. Wildman, formerly of the Westinghouse Company.

Edwin Wildman, the president of the new company, has long been known to journalism. At one time he was on the staff of Leslie's Weekly, representing that publication abroad, and subsequently doing editorial work. For several years he was chief of staff and special commissioner to the Philippines and China for the Hearst papers, acting as correspondent through the war in the Philippines and during the Boxer rebellion in China.

He secured many important interviews with the famous men of the time, notably the one in which Admiral

Dewey, from Manila, refused the proffer of the Presidency, and the one in which Marquis Ito, during the Boxer rebellion, declared for a concerted action of the powers with regard to China. Afterward he traveled throughout this country for the Hearst papers, investigating the Trust question when the agitation first began against corporate industries. Mr. Wildman was later connected with the New York World and the Outing Magazine. He is the author of "Aguinaldo, a Narrative of Filipino Aspiration," a book giving an eye record of the Filipino war history and the leaders of the revolution.

Mr. Wildman was born in 1867, was educated at the Genesee Wesleyan Seminary, Lima, N. Y., at Elmira Academy, at Phillips-Exeter and Harvard University, but cut short his collegiate course to take charge of the Rome, Ga., "Tribune" in 1881. Shortly after the outbreak of the Spanish-American War he resigned his post as vice and deputy consul general of the United States at Hong Kong to re-enter journalism and follow the war in the Philippines, remaining there until the end of organized hostility.

Mr. C. H. Wildman is a graduate of Syracuse University, and has had a successful business experience in New York and Pittsburg.

Franklin P. Aleorn, special agent, Flatiron Building, New York, has added the Harrisburg (Pa.) Patriot to his list of papers.

A permanent receiver has been appointed for the A.-Y.-P. News, a daily paper published on the grounds of the Alaska-Yukon-Pacific Exposition at Seattle.

**New York Herald Syndicate**

SPECIAL CABLE AND TELEGRAPH SERVICE FEATURES FOR SUNDAY PAPERS INCLUDE

Advance Paris Fashions, the Page for Misses, the Story of a Society Girl, Would You Convict on Circumstantial Evidence? The Children's Page, Thrilling Lives and Adventures of Chevalier de Gadabout, &c.

These are in addition to the Sunday Comic and Color pages, which include Little Nemo in Slumberland, Cythiana Elythe, Buster Brown, Marselen, Tiny Tads and Johnny Quack.

The Daily Features Include News Matrices and Photographs on All Interesting Subjects.

For particulars of any service apply to **NEW YORK HERALD SYNDICATE** Herald Square, New York City

CANADIAN BRANCH:—Desbarats Building, Montreal, Canada.

**BARNARD & BRANHAM**

**Publishers Representative**

**NEW YORK** Brunswick Bldg. **CHICAGO** Boyce Bldg.

**The Topeka Daily Capital**

I guarantee a larger circulation in Topeka.

A larger circulation in Shawnee and adjoining counties.

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

**30,000**

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

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

**ARTHUR CAPPER PUBLISHER**

Topeka, Kansas



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

# 30-36 POINT NEW YORK WORLD

## ANNOUNCEMENT

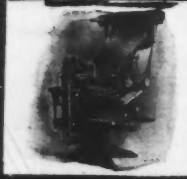
All of the 30 and 36 point heads now used in the New York World are COMPOSED and CAST on the Linotype from the keyboard of the machine.

*The equipment necessary can be applied easily to any outstanding Linotypes of our later models.*

THE WORLD: TUESDAY, AUGUST 3, 1909.

<p>RS. SPIRIT, NOT MIND, TO GOVERN RACE ABOUT TO APPEAR.</p> <p>That Will Eliminate Trusts and Make Rockefellers and Harrimans Impossible, Says Mrs. Besant.</p> <p>Jesus Christ, now incarnate but not vested to man, will take a new manifest himself and lead the the world in the evolution the root race within the lives people of the present</p>	<p>SUTTON CASE RECORDS SAID TO BE STOLEN.</p> <p>They Would Show Whether Pri- vate Kennedy Was on Duty the Night of the Tragedy.</p> <p>(Special to The World.) ANNAPOLIS, Md., Aug. 2.—Capt. John Hood, senior member, and his two associates on the Sutton Board of In- quiry, last night visited the scene of the tragedy which on the night of Oct. 12- 13 snuffed out the life of Lieut. James N. Sutton. It was from the top of the hill over- looking the ravine, beyond which firing was going on, that Privat nedy testified he saw the party of men fir the flas'</p>	<p>SUITS HER LONG SUIT, AND ONE TRICK IS HERS.</p> <p>Mrs. Arkell-Clark-Higgins, Un- lucky in Many Litigations, Wins a Small Case.</p> <p>The unusual marital troubles of Mrs Augusta M. C. Higgins and the man suits in which she figured as plaint were rehearsed in the Supreme C yesterday in her suit against yer, Henry M. Heymann, to \$500. Mrs. Higgins's father v C. Young, of Brooklyn. v which d</p>
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Fac-simile of portion of a page of the New York World of August 3, 1909, showing the 30 and 36 point headings.



# "The Linotype Way IS the Only Way."

# Merriam

# HEADLINES COMPOSED and CAST on LINO TYPE

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*All Heads and Display Ads*

from 5 to 36 POINT INCLUSIVE.



36 Point Slugs.

## IT IS NOW MERELY A "QUESTION OF FACES"

During the next twelve months we expect to cut a sufficient variety of ad faces to meet the reasonable demands of the trade in 8-10-12 point—and also certain popular display faces in 18-24-36 point.

The following new two-letter combinations are now being made

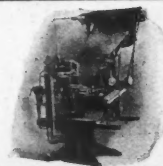
**CHELTENHAM BOLD**  
*with*  
**CHELTENHAM BOLD ITALIC**  
8, 10, and 12 POINT

**OUR CLASSIC**  
*with*  
**CENTURY BOLD**  
8, 10, and 12 POINT

**OUR ELZEVIR**  
*with*  
**CHELTENHAM BOLD CONDENSED**  
8, 10, and 12 POINT

 **OUR ADVERTISING FIGURE** equipment, with 12-14-18 or 24 point 2 and 3 line figures, saves the cutting of slugs, inserting the display figures by hand, and the subsequent distribution.

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NEW YORK



# THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, AUGUST 7, 1909.

## THE POSTING OF PUGILIST JAMES J. JEFFRIES' \$5,000 FORFEIT.

Is it right for a publisher to suppress the name of a rival newspaper in a printed news article, when the name of such rival newspaper is an important factor in the news?

We admit a feeling of despairing helplessness when called on to answer this question. In a congress made up of editors, publishers and business managers, we might expect to hear opinions from the thirty-two viewpoints of the compass, and the question would be settled about as easily as the religious question which Dr. Eliot recently brought forward.

James J. Jeffries, champion of the world, barring argument, went to New York on July 28 and "posted" \$5,000 as a "forfeit" tending to prove that he was on the level in declaring that he wanted to fight Jack Johnson and that he had at least \$5,000 worth of confidence in his ability to whip the colored man.

From the news editor's look-out chair Mr. Jeffries is a mighty valuable man. Maybe each of 25,000,000 people has a lively interest in his challenge to Johnson, and a concomitant interest in that \$5,000 forfeit.

The professor of psychology would put down, in sequence according to news value, the following elements of this Jeffries-Johnson event: First, Jeffries' declaration of intent to fight. Second, the amount of his guarantee or forfeit. Third, the name of the party, man, woman, bank or corporation in whose keeping the money was placed.

In short, the \$5,000 forfeit was placed in the hands of Robert Edgren. Therefore he is an important element of the news. Naturally, thousands, or maybe millions, asked—"Who is Robert Edgren?"

The correct and complete answer would have been—"Robert Edgren is the sporting editor of the New York Evening World."

But—and herein lies the casus of this editorial, no New York newspaper that we saw, except the World, stated the fact that Mr. Edgren is the sporting editor of the Evening World. They identified him as "the sporting man," "a sporting writer," some printing his name and others omitting it.

It must be conceded that the forfeit holder was selected because of his office as sporting editor of the Even-

ing World. Were he not the sporting editor, but only "the sporting writer" without editorial responsibility, it is likely that Jeffries would have passed him and selected the official sporting editor of some other newspaper. All of which is intended to show that the New York Evening World is the real stakeholder.

The whole incident is recalled here merely to set publishers thinking anew about this common practice of suppressing the name of a local rival.

Passing all discussion of pure ethics, it is pertinent for the business department to ask seriously, "Is this practice in line with good business policies?"

The circulation department will strenuously and properly argue that subscribers are entitled to the news—all the "news" that is legally printable. And the subscriber will argue that if the name of a rival is an essential part of a complete news item, he is entitled to that name in type.

It will be said, on the other hand, that a newspaper is a private concern which may arbitrarily decide what shall be printed as "news," and that it is under no obligation to print the name of a rival, least of all when such printing may forward the business of such rival.

Nevertheless in the end, the public usually gets all the news.

The American public is admittedly fair, especially in a sporting sense. Publishers may well question whether it is better to suppress a rival's name and run the chance of condemnation under a charge of unfairness, than to print the name in legitimate news and get credit for frankness, reliability and generosity.

## WHEN THE COUNTRY EDITOR READS GOSSIP IN BIG DAILIES.

We, of this paper, are intimate with the good old weekly from our little old town back in the country. We keep on reading about Hiram's barn and Hank Jones's hog killings and Mehitable's socials. It reads good to us.

Some city fellows laugh at it and vovderville actors make jokes and metropolitan newspapers reprint the correspondence from Frogsville in the funny column. But, never mind!

We herein hand a tip to the country editor. We advise him to read the sporting pages of the big dailies, from all the big cities, and compare the stuff

with what he turns out each week. Maybe he, also, can have some fun.

Here is a sample from the New York Evening Journal, written by Allen Sangree, one of the best known sporting writers in the country. Sangree is traveling with the Brooklyn baseball club. Under a Pittsburg date line he writes:

"Doc" Scanlon is very happy at the Hotel Schenley here. He has a French waiter to look after him in the dining room. The doctor contemplates a trip to Paris next fall, and is earnestly studying the language. He had a slight mishap at dinner last night, but is not discouraged. 'Soup potage' was easy for him, and he drained a large bowl of potato soup.

"Later, on seeing some French extra written along the side of the menu, he waved majestically for a portion. The waiter looked puzzled, for 'Doc' had in the meantime consumed the entree and roast, but asked no questions. The extra proved to be a bowl of some other kind of soup."

Do the fans want to know about the kind of soup "Doc" Scanlon eats? Emphatically, you bet they do! This is no criticism of Mr. Sangree's stuff. We read every line of it.

Nevertheless, we felt what the playwrights euphemistically call "the wallop" when we read in the little old home paper last week this item:

"Cal. Sniffin is not yet enough over typhoid to be down to the post office."

We know that a whole town full of people are mightily interested in Cal. Barring population sharps, they want that news about Cal, or Hank, or Lefe, or the other boys about as much as New York fans want Sangree's stuff. And, come to think about it, we sort of know that Allen Sangree and all the other men who wrote for hundreds of thousands, would just love to write the news about Cal, and they wouldn't write it any better than the editor in our town writes it, either.

## Anticipated Joy Proves an Illusion.

(From the Kitchikan Daily Miner.)

Our wife is gone. Gone to visit our mother-in-law. Gone back to the old home and the real cream. Back to the old oaken bucket and the mud pies of memory. We are not saying this to make other men envious whose wives are not gone. But it is a sort of whistle to keep our courage up. For a long time the opportunity to hang out all night and make a monkey of ourselves has looked good. Now, with no restraint on our conduct, no tearful wife waiting to throw her hooks into our hair, no one to lie to, nobody to pacify with artful inventions, no person to care a whoop whether we go to the bughouse or not, now that the very hour and moment is pregnant with witchery and our horoscope is psychologically correct for a riotous period of debauchery, we get sleepy at 8:30 and mope off to bed like a mollusk. It's enough to drive an ostentatious drunkard to the Keeley institute. Solo has lost its charms and highballs are a mockery. We do not want to play poker or lick up suds or do any of the hundred disreputable things that a few days ago seemed so entrancing. If things had panned out as anticipated we would be an actor in the jollification drama instead of its playwright.

A. F. Leopold, of Chicago, will be identified with W. L. Odett, of Elgin, in the new Kenosha, (Wis.) Journal.

## OBITUARY.

Henry M. Putney, political writer for the Manchester (N. H.) Mirror since 1873 and chairman of the state Board of Railroad Commissioners, died at his home in Manchester after an illness of two years. He was sixty-nine years old.

Herbert Luther Rexford, reporter on the Utica (N. Y.) Observer for more than forty years, died last Saturday evening at his home in Mohawk of a complication of diseases. He was sixty-seven years old and retired from newspaper work six months ago.

Clinton E. Rosette, veteran newspaper man and owner and publisher of the DeKalb (Ill.) Chronicle for thirty-five years, died at his home in that city after a long illness. He was fifty-five years old.

Charles W. Murphy, editor of the Sydney (Ia.) Union from 1873 to 1880 and founder of the Circleville (O.) Daily Herald, died at his home in that city. He was sixty-three years old.

Charles E. Du Casse, a well-known Ohio newspaper man and a director of the Youngstown (O.) Vindicator Company, died from a paralytic stroke.

C. W. Evers, of Bowling Green, O., and one of the oldest editors in the state, died in a Toledo hospital as the result of an operation. He was seventy-two years old.

Clayton J. Bailey, managing editor of the Sioux City Tribune, died suddenly in Minneapolis last Tuesday.

John Michael Myers, editor of the Tiffin (O.) Advertiser since 1863, died at his home in that city last Monday. He was the oldest editor in Ohio in point of service.

Stephen H. Appleton, managing editor of the Delaware County American, published at Media, Pa., died at his home in that city. He was fifty-five years old.

## RAPS THE NEWSPAPERS.

Canton (O.) Minister Scores Press in General from Pulpit.

The Rev. E. O. Buxton, of the First Methodist Church of Canton, O., in a recent sermon severely criticized the daily newspapers. He said in part:

"Any person who devotes more than ten minutes of his life each day to the reading of the newspapers is committing a crime to his higher moral nature and is bringing into his life certain influences which will inevitably tend to degrade him.

"The modern newspaper contains too many stories of murder, suicides, robberies and housebreaking and thus creates in its readers a tendency to become like the heroes of the newspaper stories."

## J. B. Pound May Again Enter Field.

It is reported that J. B. Pound, former owner of the Chattanooga News, will again enter the newspaper field. The report has it that Mr. Pound will launch a new paper at Jacksonville, Fla.

## Missouri Publisher Honored.

W. J. Hill, publisher of the Hannibal (Mo.) Evening Courier Post, has been made a member of the naval staff of Governor Hadley, with the rank of commander.



**PERSONAL**

P. F. McClenahan, former owner of the Cedar Falls (Ia.) Globe, has been elected to the chair of history and economics in Highland Park College.

James W. Foley, managing editor of the Bismarck (N. D.) Tribune, submitted to a serious operation last week.

J. A. Leary, editor of the Gilbert (Minn.) Booster, suffered a broken rib and a badly wrenched back as the result of a fall last week.

Miss M. Zenaide Allen, society editor of the Bellefontaine (O.) Index-Republican, will be married early in September to W. K. Sterline, a manufacturer of Sidney, O.

Friends of Percy Parry, editor of the Hammond (Ind.) Times, have started a movement to secure his appointment as consul at Santos, Brazil.

J. C. Gilmer, editor of the Charleston (W. Va.) Advocate, has been re-appointed Librarian of West Virginia for a term of four years.

Thomas L. Morgan, editorial writer on the staff of the Terre Haute (Ind.) Tribune, is making a trip from Terre Haute to Pittsburg by motorboat. He is accompanied by his two sons.

Frederick D. Beneke, of the editorial staff of the Carthage (Mo.) Press, is making a three weeks' tour of the Northwest.

D. S. Stannard, a well-known St. Louis newspaperman, was married to Miss Jessica I. St. Vram.

Frank T. Reynolds, editor of the Southern Contractor, and a former member of the staff of the Chattanooga News, has been elected secretary of the Chattanooga Chamber of Commerce.

W. B. Southwell, business manager of the Des Moines (Ia.) Register and Leader, returned home after a ten days' Eastern trip, where he was calling on the general advertisers.

D. B. Plum, business manager of the Troy (N. Y.) Record, was in New York this week calling on the general advertisers.

Henry Webb, advertising agent, Dayton, Ohio, returned home from a European trip last Wednesday.

**Foot Mashed in Press.**

Winfield I. Lake, circulation manager of the Reno (Nev.) Evening Gazette, had his right foot nearly severed, last week, by getting it into the driving mechanism of a duplex press. The machinery caught Lake's foot at the instep and mashed it so badly that the bones of the foot protruded through the shoe.

**Youngest Editor in State.**

George C. Bolin, editor of the Wetumka (Okla.) Gazette, is said to be the youngest editor in the state. Bolin is only twenty-one years old. He is also the business manager of the Gazette.

**Buys Pennsylvania Paper.**

A. L. Cochran, for many years identified with the Pittsburg office of the Associated Press, has purchased the Brownsville (Pa.) Clipper-Monitor. Mr. Cochran will make many improvements in the paper.

**CLUBS AND ASSOCIATIONS.**

The members of the Arkansas Press Association are planning a three weeks' trip to Panama during the month of November.

Thirty more new names have been posted on the bulletin board for membership in the Des Moines (Ia.) Press Club. Their admission to the ranks will swell the total membership to more than 100.

Sixty members of the Milwaukee Press Club recently enjoyed an outing at Pewaukee Lake as the guests of Gen. Louis Auer.

The North Central Minnesota Editorial Association has accepted the invitation of the Sauk Center Commercial Club to meet for its midwinter session at Sauk Center.

More than 15,000 people attended the opening of Journalists' Club Week at Electric Park, in Baltimore, last week. Governor Crothers, Mayor Mahool and many prominent officials were among those present. An address of welcome was delivered by Mr. Frederick H. Gottlieb, honorary president of the club, who introduced Governor Crothers. The governor said that the great assemblage showed the interest, high regard and the affection of the people for a club that added to the luster of the city. He referred to the fact that the club was the oldest of its kind in the United States and the most progressive, and that it was aiming at even greater accomplishments.

The first annual outing of the Cook County (Ill.) Press Club was held at Hudson Lake, Ind. More than one hundred members and their wives made the trip. The club left Pullman, Ill., on a special train and a stop was made at Gary, where the men of the party were shown through the recently completed mills of the steel corporation. The party was in charge of the officers of the press club: President David Herriott, Morgan Park, Ill.; F. Furstheim, Auburn Park, secretary-treasurer, and B. A. Pratt, Elgin, chairman entertainment committee. Among those who made the trip were: M. S. Denicke, Chicago Lawn Bulletin; Charles S. Field, Melrose Park Leader; Gerald E. Sullivan, Englewood Times; W. H. Mansfield, South End Daily News; L. A. Bailey, Ridge Record; F. Furstheim, Auburn Park Weekly Reminder; A. M. Lambert, Harvey Tribune-Citizen; C. E. Mierkirk, Harvey Herald; B. A. Pratt, Elgin Telephone; G. F. Roberts, West Pullman Reporter; P. A. Rowan, Daily Calumet; C. P. Morgan, Chicago American; David Herriott, Morgan Park Post; George F. Martin, Northwest News; C. H. Park and wife, Melrose Local News; C. Lynch, Chicago Post; W. O. Clem, Austin Vindicator; J. R. Talcott, Englewood News; L. A. Agbergeck, Austin Recorder; C. A. Straatz, Grove Reporter; Charles T. Sallap, Maywood Herald-Recorder; L. B. Paddock, Barrington Review; Willis Edon, Morgan Park Western Publisher; J. S. Phillips, Chicago Telegram; C. H. Gallison, Calumet Weekly Index; J. A. Volp, Blue Island American; Edward H. Farr, Whiting Sun; A. P. Brown, East Chicago Globe.

Open Door Company, Chicago. Printing and publishing. Capital, \$1,000. Incorporators: Wm. Carin, Harry J. Borman, Guy A. Smith, No. 1202 Ashland block, Chicago, Ill.

**STAFF NEWS AND CHANGES.**

A. R. Crum, a well-known Pittsburg newspaper man, has been made editor of the Oil City (Pa.) Derrick.

S. Q. Sevier has resigned the active management of the Hope (Ark.) Daily Bulletin and Weekly News.

Hans N. Hasund, associate editor of Amerika, a Norwegian weekly published at Madison, Wis., has resigned and will found a new Norwegian paper in San Francisco.

J. S. Bell has resigned as business manager of the Williamsport (Pa.) News, and is going into the real estate and insurance business.

**UNITED PRESS BULLETINS**

The United Press scored a distinct scoop on the aerial flight of Louis Bleriot, the Frenchman, who crossed the English Channel early on Sunday, July 25. All Sunday morning clients of the United Press had a complete story of Bleriot's start from Calais and his safe arrival in Dover. In many cases clients of other press associations were not able to print this important piece of news until twenty-four hours later.

E. T. Conkle, New York manager, is in the Adirondacks on a two weeks' vacation.

C. E. Hogue, of the San Francisco bureau, has been transferred to Omaha, where he will be in charge of the new United Press bureau.

Chief Operator James J. Rafter is spending two weeks vacation in Pennsylvania.

New Clients: Merced (Cal.) Sun; Manchester (Mass.) L'Avenir National; Oklahoma City (Okla.) Times; Nashua (N. H.) Record; Lewiston (Idaho) Teller; Livingston (Mont.) Post; L'Etoile, Lowell, Mass. \*

**\$20,000**  
cash available for first payment on a desirable daily newspaper property. Must be located east of Pittsburg and north of Richmond. Proposition No. 502.  
**C. M. PALMER**  
Newspaper Broker  
277 Broadway, N. Y.

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

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

**J. WILBERDING**  
Newspaper Representative  
225 FIFTH AVE. NEW YORK

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**MAN WHOSE EDITORIALS** in small paper were copied in best papers in country, wants to leave news editing on metropolitan daily and return to editorial writing. Would superintend news. Address S. 10, care THE EDITOR AND PUBLISHER.

**AFTERNOON DAILY** in a resort town with 20,000 resident population. Business last year \$14,000.00. Good opportunity and investigation invited. Will require \$3,000.00 cash to land deal. Address GEO. H. ADAMS, Hot Springs, Ark.

**HELP WANTED**

**PRESSMAN WANTED.**  
**ON LARGE MAGAZINE ROTARY.**—A first-class man for a two-deck press equipped with color couples, cover feeding and wire stitching attachments. Must have good technical ability, and be able to get high-class results. Good position in modern plant for non-union man. Application must be accompanied by references giving experience, full detail of qualifications to take charge and stating salary expected. Address the Homestead Company, Des Moines, Iowa.

**FOR SALE**

**COMPLETE BINDERY,** including ruling machine, modern and good as new; bought out a competitor; these items duplicate our own bindery. M. L. BATH CO., Ltd., Shreveport, La.

**MISCELLANEOUS.**

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

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**NEW YORK.**

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

**WASHINGTON.**

**SEATTLE TIMES** SEATTLE, WASH. Brings best results for the money expended of any other paper on the Pacific Coast. Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

**WISCONSIN**

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

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

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

A letter from the Jaros Company, advertising agents, 132 Nassau street, New York, states that they are now at work making up the list for the regular fall schedule of the Messrs. Alfred Benjamin & Company, clothing advertising, which they have been placing in the newspapers for some years. Copy for this advertising will start in September. It is also stated that the newspaper advertising is not to be transferred to any other agency.

The George Batten Company, 11 East Twenty-fourth street, New York, is placing six inches thirty-nine times, in daily papers, for the advertising of the Edison Portland Cement Company, 1133 Broadway, New York.

The J. M. Meuchenberg Company, advertising agents, 1161 Broadway, New York, is making up the list and placing orders for Strouse, Adler & Co., C. B. la Spiritte Corsets, 412 Broadway, New York.

Dauchy & Co., Murray street, New York, are placing readers in Seattle papers, for the advertising of Allen S. Olmstead, LeRoy, New York.

The Frank Seaman Agency, West Thirty-third street, New York, is placing 1,000 lines, for the Stewart, Howe & Meak Co.

N. W. Ayer & Son, Philadelphia, are making contracts for the National Biscuit Company, Unceda Biscuit, 205 LaSalle street, Chicago. The orders will run from 6,000 to 7,000 lines.

Biggs, Young, Shone & Co., 7 West Twenty-second street, New York, will start a campaign in New York City papers for the Durham Duplex Razor Company, 111 Fifth avenue, New York. This concern is a new advertiser and this business will probably extend all over the country. This agency is also placing new contracts for 10,000 lines, for the American Tobacco Company, Hindu cigars, New York, in Southern papers, as well as making up a large list of papers for the fall advertising of C. A. Edgerton Manufacturing Company, Shirley, Mass.

The Booth Hyomei Company, Booth's Hyomei Catarrh Cure, Buffalo, New York, are placing contracts for 5,000 lines in Southern and Pacific coast papers.

The Crockett Advertising Agency, New Orleans, La., is placing forty-one lines, twenty-eight times, in Eastern papers, for the Texas Loan and Guarantee Company, Houston, Texas.

Alfred Gratz, 1001 Chestnut street, Philadelphia, is placing orders in New York State papers, for the advertising

of the Dr. Taylor Remedy Company, 1221 Arch street, Philadelphia. Some of this business is being placed direct.

The Holland Medicine Company, Scranton, Pa., is making 5,000 line contracts in Eastern papers for the Haarlem Oil advertising.

H. W. Kastor & Sons, St. Louis, are making 5,000 line contracts in Western papers for Maxwell, MacClure-Fitts Dry Goods Company, Kansas City, Mo.

Lord & Thomas, 250 Fifth avenue, New York, are making 500-inch contracts in New York State papers, for Rathbone, Sard & Company, Acorn stoves and ranges, North Ferry street, Albany, New York. This agency is also placing twenty inches, six times, in Connecticut papers, for the Koly-nos Company, New Haven, Conn.

George H. Mead Advertising Agency, Marquette Building, Chicago, is placing forty-two lines, six times, for the South Haven Steamship Company, Chicago.

P. F. O'Keefe, 43 Tremont street, Boston, is placing orders in weekly and semi-weekly papers, for the advertising of Dr. J. A. Greene, Dr. Greene's Laxura Pills, Boston.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing 7,000-line orders for the Studebaker Manufacturing Company, Studebaker automobiles, South Bend, Ind.

The United Drug Company, Rexall Remedy, Boston, is placing orders in Pacific coast papers.

The Wykoff Agency, 1788 Broadway, New York, is asking for rates on 100 lines, thirteen times, in Sunday papers, for the Continental Caoutchouc Company, Continental Tires, same address.

N. W. Ayer & Son, Philadelphia, are placing orders for over 300 inches in Southern papers for the Craddock-Terry Company, shoes, Lynchburg, Va.

The Ben Leven-Nichols Company, Chicago, are placing 5,000 lines in Southern papers for the American Thermos Bottle Company, 1165 Broadway, New York.

Calkins & Holden, East Twenty-third street, New York, are making new contracts for 4,368 lines, in Western papers, for the advertising of Cluett, Peabody & Company, Troy, N. Y.

The Gundlach Advertising Agency, Tribune Building, Chicago, is placing 2,000 lines in Southwestern papers for the Gilbert Publishing Company. This agency is also placing 2,000 lines in Southwestern weeklies for the Harmon Coal Company, and 2,000 lines in the same territory for Babson Brothers.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing 5,000 lines in Eastern papers for the Automobile Co-operative Association of America.

The Swift Specific Company, Atlanta, Ga., is placing 50,000 lines, to be used within fifteen months, in Western papers.

N. W. Ayer & Son, Philadelphia, are sending out propositions for five inches, double column, fifteen times.

# 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:

<p><b>ALABAMA.</b></p> <p>ADVERTISER .....Montgomery ITEM .....Mobile</p>	<p><b>TENNESSEE.</b></p> <p>NEWS-SCIMITAR .....Memphis BANNER .....Nashville</p>
<p><b>CALIFORNIA.</b></p> <p>BULLETIN .....San Francisco CALL .....San Francisco EXAMINER .....San Francisco</p>	<p><b>TEXAS.</b></p> <p>CHRONICLE .....Houston RECORD .....Fort Worth</p>
<p><b>FLORIDA.</b></p> <p>METROPOLIS .....Jacksonville</p>	<p><b>WASHINGTON.</b></p> <p>TIMES .....Seattle</p>
<p><b>GEORGIA.</b></p> <p>CHRONICLE .....Augusta LEDGER .....Columbus</p>	<p><b>WEST VIRGINIA.</b></p> <p>GAZETTE .....Charleston</p>
<p><b>ILLINOIS.</b></p> <p>HERALD .....Joliet JOURNAL .....Peoria</p>	<p><b>WISCONSIN.</b></p> <p>EVENING WISCONSIN .....Milwaukee</p>
<p><b>IOWA.</b></p> <p>CAPITAL .....Des Moines THE TIMES-JOURNAL.....Dubuque</p>	<p><b>ADVERTISING NOTES.</b></p> <p>F. L. Perrine, advertising manager of the Standard Oil Company, 26 Broadway, New York, spent several days this week in Portland, Me.</p> <p>Charles R. Woodward, one of the star men of the Woman's Home Companion's advertising department, returned home last Wednesday after a very successful trip through New England.</p> <p>The MacQuoid Alcorn Special Agency, New York and Chicago, have added the Macon (Ga.) News to their list of papers. R. L. McKenney is the editor and manager. It claims circulation of over 6,000.</p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>KANSAS.</b></p> <p>GLOBE .....Atchison CAPITAL .....Topeka GAZETTE .....Hutchinson EAGLE .....Wichita</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>KENTUCKY.</b></p> <p>COURIER-JOURNAL .....Louisville TIMES .....Louisville</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>LOUISIANA.</b></p> <p>ITEM .....New Orleans TIMES DEMOCRAT .....New Orleans STATES .....New Orleans</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>MASSACHUSETTS.</b></p> <p>LYNN EVENING NEWS .....Lynn</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>MISSOURI.</b></p> <p>DAILY AND SUNDAY GLOBE.....Joplin</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>NEW JERSEY.</b></p> <p>PRESS .....Asbury Park JOURNAL .....Elizabeth TIMES .....Ellisabeth COURIER-NEWS .....Plainfield</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>NEW YORK.</b></p> <p>TIMES-UNION .....Albany BUFFALO EVENING NEWS.....Buffalo NEWBURGH DAILY NEWS.....Newburgh LESLIE'S WEEKLY (Cir. 115,000).....New York RECORD .....Troy</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>OKLAHOMA.</b></p> <p>OKLAHOMAN .....Oklahoma City</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>
<p><b>PENNSYLVANIA.</b></p> <p>TIMES .....Obester HERALD .....New Castle BULLETIN .....Philadelphia GERMAN GAZETTE .....Philadelphia DISPATCH .....Pittsburg PRESS .....Pittsburg TIMES-LEADER .....Wilkes-Barre</p>	<p><b>ADVERTISING NOTES.</b></p> <p>Alfred B. Lukens, Tribune Building, New York, has added the Nevada City Daily Transcript to his list of papers. George A. Smith is the manager of this paper.</p> <p>H. J. Kleinman, of the German-American Advertising Agency, Philadelphia, was in New York this week calling on the different special agents.</p>

**The New Orleans Item**

Largest Total Circulation by Thousands  
Greater City Circulation Than Any Two Combined

SMITH & BUDD

FOREIGN ADVERTISING REPRESENTATIVES  
Brunswick Bldg. 31 Nat. Bank Bldg. Tribune Bldg.  
New York St. Louis Chicago

**THE NORWALK HOUR**  
NORWALK, CT.

Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

**THE ASBURY PARK PRESS**

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

J. LYLE KINMONTH, Publisher  
ASBURY PARK, N. J.

Statement of  
**FEBRUARY CIRCULATION**  
**SPRINGFIELD (Mass.) DAILY NEWS**  
**DAILY AVERAGE 10,453**

Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

**American Home Monthly**  
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.

HENRY RIDDER, Publisher.  
27 Spruce Street, New York.

**MARSHALL MESSENGER.**

**Well-Known Texas Daily Taken Over by Incorporated Company.**

The Messenger Company of Marshall, Tex., which was recently incorporated and of which mention was made in THE EDITOR AND PUBLISHER of last week, has taken over the plant of the Marshall Messenger.

W. A. Adair, who has owned and



W. A. ADAIR.

controlled the paper for the past 25 years, retains a large interest and is president of the new company.

E. C. Talmage, for the past fourteen years identified with the Galveston News, is the secretary and treasurer, and will also edit the Messenger.

Mr. Adair has been a resident of Marshall all his life and has twice served his city as mayor. He was president of the Texas State Press Association in 1896, and was for a number of years a delegate to the National Editorial Association. Before buying the Messenger, Mr. Adair worked as a job printer or reporter in half the States of the Union, including New York, the last position he held being



ED. E. TALMAGE.

in the job department of The DeVinne Press, in 1883, under Dan DeVinne, general foreman.

Mr. Talmage has devoted the greater portion of his life to newspaper work. He began his career as a printer's devil, learning the trade in the office of a country weekly. Later he went to Colorado, where he was associated for several years with the edi-

torial staffs of Denver dailies. He became identified with the Galveston News in 1894, since which time he has served on every desk, from reporter to acting managing editor.

The sale of the Messenger plant was made by C. M. Palmer of New York.

**BOSTON TRAVELER WINS.**

**Libel Suit, Arising From Bucket Shop Crusade, Cancelled.**

The action for alleged criminal libel brought against John H. Fahey, publisher of The Boston Traveler, by James W. H. Myrick, in 1905, as a result of the activity of Mr. Fahey and The Traveler in exposing the methods of the Boston bucket shops, has been not prossed and cancelled by Boston's new District Attorney.

The Traveler took up the bucket shop situation in the State of Massachusetts and after two years of fighting succeeded in arousing the support of thousands of people throughout the State, the educators, the clergy and many of the Chamber of Commerce, and passed a drastic anti-bucket shop law.

In the course of the fight more than seventy-five fake brokers in the State of Massachusetts were exposed. Following the publication of the stories in the papers many threats of civil and criminal prosecution were made. Seven civil suits were filed, and one criminal action taken by Myrick. All of the civil cases were dropped by those who brought them, except one. The one case was tried and a verdict rendered for The Traveler.

Myrick, who conducted a brokerage business, has been prominent in local Republican politics.

The Traveler on July 29 printed the following account of the matter in its news columns:

After careful investigation of the case, District Attorney Hill has not prossed the case for alleged libel against the publisher of The Traveler brought several years ago by James W. H. Myrick.

During the year when The Traveler was carrying forward its war upon the bucket shops in Boston, it had occasion in that connection to describe certain transactions of one James W. H. Myrick. Upon the strength of this publication, and under circumstances affecting the conduct of the district attorney's office during the administration of the predecessor of the present incumbent, which it would not now be deemed in good taste to explain, the publisher of The Traveler was indicted upon a charge of criminal libel.

Substantially all that was contained in the alleged libelous article had been made the basis of a civil action against Myrick by one who claimed that Myrick had defrauded him. Upon the trial of this case in the municipal court the presiding justice found that all the allegations of fraud set forth in the declaration were true.

Myrick thereupon appealed the case to the Superior Court, but never took any steps to have the case tried. He has since gone through the bankruptcy court, and by his discharge therefrom has rendered worthless any judgment in the above action that might be entered up against him.

Meantime counsel for The Traveler persistently besought the district attorney's office for a trial of the case against its publisher, but always some excuse was found why a trial could not be had. District Attorney Hill and his assistants, however, after a

careful consideration of the evidence given by Myrick during the trial of the civil case in the municipal court and upon consideration of other pertinent circumstances, has decided that a conviction in the criminal case could not be obtained and that there shall be no further prosecution.

The Traveler regrets that it is denied the opportunity of proving that the alleged libelous charges against Myrick were published without malice and that they are true.

**ADDITIONAL AD. TIPS.**

Arnold & Dyer, Philadelphia, are placing 1,000 inches in Illinois papers for Fels & Co., Fels Naptha Soap, Philadelphia.

George Batten & Co., East Twenty-fourth street, New York, is placing 5,000 lines in Philadelphia papers for the advertising of L. M. Leverman's Sons, Sydmore Soap, Philadelphia.

Frank Kiernan, 156 Broadway, New York, is sending out postals asking for rates for the advertising of B. H. Scheffels & Co., 42 Broad street, New York.

L. A. Sandlass, advertising agent, Baltimore, is sending out three inches, double column, fifteen times, to a limited list of weekly papers for the advertising of St. Jacob's Oil.

The New England Sales Company, 85 State street, Boston, is asking for rates on classified and display advertising in the Middle West.

L. C. McChesney, of the National Phonograph Company, Orange, N. J., is asking for rates. This business will be placed through Calkins & Holden, East Twenty-third street, New York.

Brent Good, of the Carter Medicine Company, Murray street, New York, has returned home from a European trip.

Biggs, Young, Shone & Co., 7 West Twenty-second street, New York, are placing orders for the fall campaign of the Hill Dryer Co., Worcester, Mass. The list of mediums for this fall's advertising has been greatly increased over the list of last year. The advertising space will be devoted to both the dryer and sifter.

**BUSINESS OFFICE NOTES.**

The management of the New York Times states that in the six months ending June 30, 1909, the increase in real estate advertising over the corresponding period of last year was 73,660 lines.

The net paid average circulation of the Philadelphia Bulletin for the month of June was 254,150 copies, as stated by the publishers.

**Bevans Joins Block Agency.**

Mr. D. Peyton Bevans has joined the organization of the Paul Block, Inc., Special Agency. Mr. Bevans, who was for many years Eastern manager of the Baltimore American, has had a wide experience in the special agency field and is well known in advertising circles.

**Pittsburg Press Regatta.**

The third annual regatta of the Pittsburg Press will be held on the Allegheny river Saturday, August 21. There will be an interesting programme of aquatic events, and everything will be free.

**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.

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 Bookman

**PAGE MATRICES**

Our Comic, Fashion, Children's, Special Feature and Home Circle pages can be supplied in this form, column lengths ranging from 20 to 22 inches. We match individual headlines.

Let us send samples if interested.

**THE INTERNATIONAL SYNDICATE**  
FEATURES FOR NEWSPAPERS Baltimore, Maryland

**FRANK S. ADAMS CONTEST CO.**

72 Washington Street, Atlanta, Ga.

**EXPERT MANAGERS OF PRIZE VOTING CONTESTS**  
RESULTS GUARANTEED

**SUCCESSFUL CONTESTS NOW RUNNING ON:**

The Winnipeg, Man., Tribune; The McKeesport, Pa., Times; The Auburn, N. Y., Citizen.  
**WRITE OR WIRE.**

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

The Movement Throughout the Nation for More Reliable, Progressive News Handling Demands a Higher Class. Telegraphic News Service.

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# EDITORS

HAVE YOU SATISFACTORY ARRANGEMENTS FOR TELEGRAPH AND CABLE NEWS SERVICE ?

We collect our own news, both foreign and domestic, through our own agents and correspondents. Our news is *authentic*. The watchword of all our correspondents and agents is *GET THE FACTS*, and the many testimonials we get from our clients prove that THE HEARST NEWS SERVICE is unsurpassed for *accuracy*, and is handled with the greatest possible *despatch*.

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**THE HEARST NEWS SERVICE**

200 William Street, New York

