

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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10 Cents a Copy

## MAY BUY HAMPTON'S.

**COLUMBIAN COMPANY NEGOTIATING FOR PURCHASE OF THE MAGAZINE.**

**Has An Option on the Property and Its Auditors Are Now Engaged in Examining the Books to Verify Representations Made as to the Business—Something About Both Publications.**

If negotiations now pending terminate satisfactorily, Hampton's Magazine will, within the next few weeks, become the property of the Columbian Magazine Company, publishers of the Columbian Magazine, and The Home, a magazine for women.

The Columbian Company has an option on the property and its auditors are now engaged in going over the accounts and subscription books of Hampton's with a view of verifying statements made by the vendors. The price to be paid has not been made public.

Hampton's Magazine has had a lively and interesting career. Ben B. Hampton, who controls the property, was for a number of years at the head of the Hampton Advertising Co., which had an office in West Twenty-second street near Fifth avenue. This agency handled the accounts of some of the largest corporations in the country, including the American Tobacco Company, the E. I. DuPont de Nemours Powder Company, the Singer Sewing Machine Company, and the United Cigar Stores Company, and did a business of nearly \$2,000,000 a year.

About four years ago Mr. Hampton transferred his interest in the agency to Biggs, Young, Shone & Company and purchased the Broadway Magazine, an unimportant periodical of limited circulation. Shortly afterward, the name of the magazine was changed to "Hampton's," under which title it has since been known, and its scope broadened into that of a national periodical.

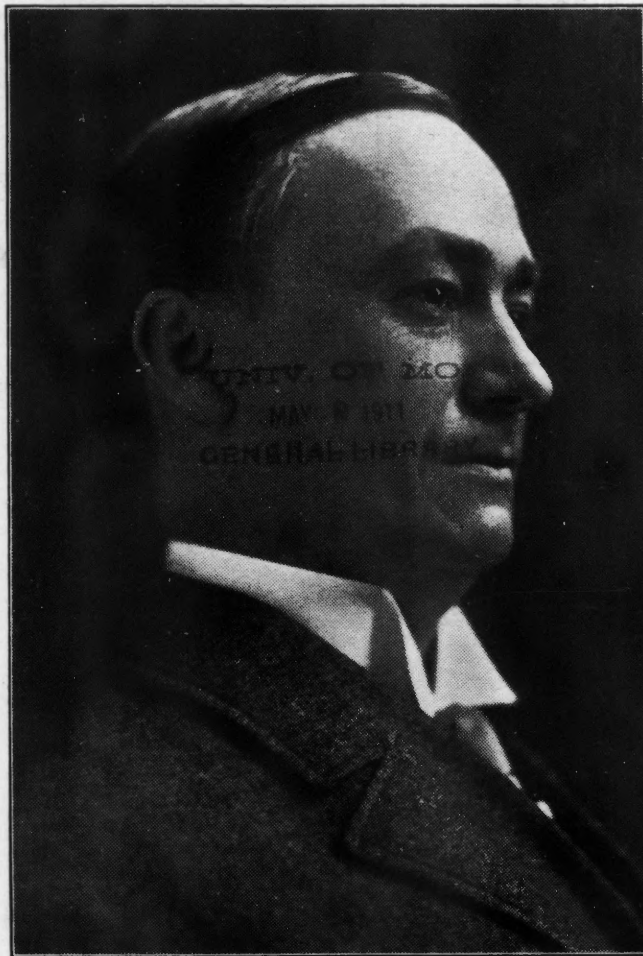
Mr. Hampton employed many new and novel methods for securing a circulation and advertising. The character of the articles appearing in the magazine was greatly improved. Writers of national, and even international, fame were engaged as contributors. Rear Admiral Robley D. Evans wrote a notable series of articles on the American Navy that attracted wide attention.

Mr. Hampton's best stroke of enterprise was the engagement of Commander Robert E. Peary to furnish his readers the first authentic story of his experiences in reaching the North Pole, at \$1 a word. This feature is said to have added between 100,000 and 200,000 copies to the sale of the magazine.

For several years extraordinary efforts have been made to sell the stock of the publishing company to small investors at \$5 a share. Every month the magazine has carried several pages of well written advertisements devoted to the exploitation of its present and prospective value, with the result that its stock is distributed in small lots throughout the industrial centers of the East and Middle West.

Owing to the strong competition encountered by the magazine in getting and

(Continued on page 3.)



COL. EUGENE L. MARKEY,

SALES MANAGER OF THE DUPLEX PRINTING PRESS COMPANY, OF BATTLE CREEK, WHO HAS OPENED AN OFFICE IN NEW YORK.

## HOME FOR PRINCETON PRESS.

**Charles Scribner Building Handsome Structure for University Paper.**

Charles Scribner, the New York publisher, is erecting at Princeton, N. J., a handsome structure to be used for a Princeton University Press. The building is planned in the form of the letter H and is 167 feet long and 135 feet wide. It will be constructed of stone, and the style will be in keeping with the newer buildings of the university.

It is the desire of Mr. Scribner to create a press which will be totally connected with Princeton University, and have for its purpose not pecuniary profit, but the promotion of education and scholarship.

The new press will include what was formerly the Princeton Press, of which Mr. Scribner was president. It was the aim of this old organization to do as much service to the university as possible, and it was started as more or less of an experiment, to see how great the need of such an organization at Princeton was.

Edmonds & Stuart have launched the Lincoln (Ill.) Star.

## MOLINE DISPATCH SOLD.

**Illinois Daily Now Controlled by John Sundine and P. S. McGlynn.**

The interest of Mrs. W. F. Eastman in the Moline (Ill.) Dispatch, has been purchased by John Sundine. Mrs. Eastman has owned a half interest since the death of her husband, the late W. F. Eastman, in February of 1909.

Mr. Sundine has been connected with the Dispatch for the past fourteen years. He began as cub reporter and rapidly rose to the position of business and advertising manager.

Associated with Mr. Sundine in the ownership of the Dispatch is P. S. McGlynn, managing editor, who has just rounded out his twenty-sixth year with the paper.

## Bill Aimed at News Agencies.

The Arkansas State Senate last week passed a measure requiring news-gathering agencies, such as the Associated Press, to furnish service to all papers complying with the requirements of such agency in any city. The bill is similar in character to measures that have been passed in several other States.

## PRESS POWER BEST.

**WILSON ADVOCATES FOUNDING OF FIVE NEWSPAPERS IN LATIN AMERICA**

**Through Subsidy Given by the Carnegie Peace Foundation as a Means for Promoting a True Understanding of the Principles of Peace—Attacks Sensational Journals and Says They Should be Suppressed.**

(Special Correspondence.)

BALTIMORE, Md., May 4.—The power of the press in its relation to international peace formed a considerable part of the address of Huntington Wilson, Assistant Secretary of State of the United States, delivered before the Third National Peace Congress here to-day. That portion of Mr. Wilson's address referring especially to the press of the country, follows:

"It is almost to state a syllogism to say that next to national character the greatest factor toward peace is true international understanding, and that, after diplomacy, the newspapers play the most important part in bringing about or retarding such true understanding. In the case of the United States, the true understanding of the American people and of the true ideals and policies of their Government is horribly hampered by the fact that, in the Far East, for example, and still more in Latin America, almost everything bad and nothing good of us is reported in some section of the newspapers of most countries. Every lynching and scandal, every discreditable thing, which it is our unique custom to air so energetically, is repeated in its worst version by a section of the press of most of these countries.

"In the case of many countries which have important colonies engaged in business—for example, in Brazil, in Peru, in China—their nationals support locally their own organs, which, probably often subsidized, carry on a patriotic service for their country.

TO PROMOTE PEACE.

"Thinking of Mr. Carnegie's munificent gift, it occurs to me that the establishment and subsidy of four or five newspapers in Latin America and the Far East, with means to give adequate and respectable telegraphic news service and with a nonpartisan and patriotic guidance of their policy by trustees who should be disassociated from the Government and independently representative of patriotic American citizenship, would be a splendid and proper means to that international true understanding which must be at the basis of peace.

"To go back to the root of the matter—that is, to national character and a clear and true outlook on the part of the individual citizen—it has often been pointed out that more care is given the evolution and physical condition of cattle, which enter into commerce, than is given the physical condition of humanity since it lost its commercial value with the abolition of slavery. In these days when we honor the soul and the mind more than the body, and when the world is regulated by moral and intellectual rather than physical forces, is it not still more strikingly important (to speak only of the cause of peace) that the minds of the people should be fed

and not poisoned in reference to international affairs?

#### EVILS OF THE YELLOWS.

"It is quite natural that in countries where dangerous frontiers or other weaknesses make a fight for national existence a familiar possibility to the people, foreign relations should be of vital interest. In such countries the man in the street takes a shrewd interest in his country's foreign relations. Much space is given them in the press. To write of them is common and they are a reality. With us it is less so, and consequently when a certain section of the press gives rein to its imagination our public, less compelled to a vital interest, is the more easily misled.

"When one newspaper promulgates an interesting story of impending war, one can hardly blame its more conservative contemporary for giving the story for what it may be worth. The harm is done by those very few newspapers and seemingly from one of the three following motives: First, because the impression caused by the story will subserve some separate purpose which the newspaper honestly believes for the public good; second, the story is used by an opposition journal to attack the administration; or, third, the story is printed for purely commercial purposes as a 'penny dreadful' for the debauchery of the seeker after sensations. Of course the last should be suppressed, like the purveyor of injurious drugs.

#### MIGHT HINDER DIPLOMACY.

"The partisan newspaper might, one would think, understand that while to attack a government's domestic policy or vigorously to join issue in case of a sincere difference of opinion upon foreign policy is legitimate, nevertheless indiscriminately to embarrass the diplomacy of the country through frivolous misrepresentation or malicious attack is not to assail any administration, but is to attack the country itself among the nations of the world—something for which there is an ugly name, and as to which there should be something beyond the present statute.

"I am happy to say that I have in mind isolated instances only, and that I believe the American press, as a whole, is already beginning to respond to its patriotic and moral obligations so increased since the United States entered on its destined position as a great world power.

"What our press says in the Capital or elsewhere is echoed around the world as the composite speech of America. Thus, irresponsible speech on international affairs carries the double tragedy of misleading the minds which are the ultimate power of our own country and embittering the minds of half-forgotten multitudes around the world."

Every newspaper should be loyally interested in the affairs of the community and its welfare, and have the broadest information as to all its interests.

**THE PITTSBURG PRESS**  
Has the Largest  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

Foreign Advertising Representatives

L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

#### DUPLEX BRANCHES OUT.

**Opens a New York Office with Col. E. L. Markey in Charge.**

The Duplex Printing Press Company, of Battle Creek, Mich., in order to better care for its increasing business in the East, has established an office in the World building, New York, with Col. Eugene L. Markey, its sales manager, in charge. As nearly all of the larger printing press manufacturers are either located here or maintain offices in the city, the Duplex shows by joining the New York colony that it intends to get its share of business originating in this territory.

The company does not have in its employ anyone who is more widely or more favorably known among newspaper publishers than Colonel Markey, who has been connected with it since 1892. Starting in the mechanical department of the works at Battle Creek, he studied printing press construction until he had obtained a practical knowledge of the subject. The following year he was promoted to the sales department and sent to cover the country west of the Rocky Mountains. During his first trip he visited the principal newspaper offices from Vancouver, B. C., to San Diego, in southern California. He sold his first press—a flat-bed Duplex—to the Leadville (Col.) Herald, of which C. C. Davis was publisher. Before returning to Battle Creek he made contracts for presses with the Vancouver World and the New Orleans Item.

During the next four or five years Colonel Markey represented his company in the Middle West, then for eight years he was Eastern agent with temporary headquarters in Boston and New York. In 1905 I. L. Stone, president of the Duplex Printing Press Company, appointed him sales manager, with headquarters at Battle Creek.

With the opening of the New York office Colonel Markey has returned to the field of many of his best achievements. His territory covers the entire country east of Buffalo, N. Y., and Toronto, Canada, in working which he will have the assistance of a capable staff of salesmen.

The growth of the company during the period of Colonel Markey's connection with it is indicated by the fact that it has been obliged to quadruple its plant to meet the increasing demands of business.

In coming to New York to live, Mr. Markey will leave behind him at Battle Creek many business friends and social acquaintances. For four years he has been chairman of the Democratic City Committee. He is a director of the Athelstan Club, a stockholder in the Old National Bank, and secretary of the Board of Public Works. Last fall he received the nomination for the State Senate from the Ninth District, but declined on account of the demands of business upon his time.

#### New A. N. P. A. Members.

The American Newspaper Publishers' Association announces that the following publications have been elected to membership: Danville (Ill.) Commercial News, Charleston (S. C.) Evening Post; Allentown (Pa.) Morning Call and Chicago Daily Farmers and Drivers' Journal.

#### Press Club to Hold Aviation Meet.

The Kansas City Press Club plans to conduct an aviation meet the week of May 29. The Moissant flyers will be secured.

#### STILSON HUTCHINS INSANE.

**Wife Says He Is Incompetent to Care for Himself or Estate.**

The many friends of Stilson Hutchins, one of the most widely known journalists of this country, were shocked this week to learn that proceedings to declare him of unsound mind had been brought by his wife, Mrs. Rose Keeling Hutchins, in the District Supreme Court in Washington.

Mrs. Hutchins in her petition recites that for many months past Mr. Hutchins has been paralyzed and is of "diseased and unsound mind" and wholly unfit for and incapable of managing and properly caring for himself or his estate, which is said to be worth between \$3,000,000 and \$4,000,000.

At one time Mr. Hutchins owned every daily newspaper in Washington, D. C., except the Evening Star. He made a large fortune in buying and selling newspapers in New Hampshire, Iowa and Missouri. In the latter State he was proprietor of the Dispatch and Times of St. Louis for several years.

The greater part of his big fortune he made out of the linotype printing machine, of which he was the chief promoter, and for many years the active head. He was also interested in the International North and South American Transportation and Express Company, in an invention called the telegraphone, and in real estate.

#### POST FIRST AT BANGOR.

**Boston Paper Reaches Fire-Swept City Hours Ahead of Rivals.**

Col. Edwin A. Grozier, of the Boston Post, has this week been receiving the congratulations of his friends on the recent achievement of his paper in reaching Bangor, Me., Monday morning, May 1, four hours ahead of any of its Boston contemporaries the day following the fire that destroyed the greater portion of the business section of the city and entailed a loss of \$6,000,000.

A special staff of men from the circulation and editorial departments, with several thousand copies of the Post containing a full account of the conflagration, left Boston on the regular newspaper train at 4:01 Monday morning. Bundles of papers were dropped off at the principal stations all the way to Portland, where a special train with steam up awaited its coming. The remaining 6,000 papers were transferred from the newspaper to the special train, and at 7:55 the latter pulled out for Bangor, which was reached at 11:18. The enterprise of the Post in beating out its rivals was much appreciated by the people of the afflicted city.

#### Louisiana Editors Elect Officers.

The Louisiana Press Association closed a three-day session at Lake Charles on Saturday last. Officers were elected as follows: Robert Roberts, of the Minden Democrat, president; William F. Roy, of the St. Bernard Voice, first vice-president; Mrs. Conrad J. Le-coq, second vice-president; L. E. Bentley, of New Orleans, secretary and treasurer. Alexandria was selected for the convention in 1912.

#### Discontinues Sunday Edition.

The Moline (Ill.) Mail has discontinued its Sunday morning edition. The features and special articles printed heretofore in the Sunday issue will appear in the regular Saturday paper.

#### OPPOSES NEWS OF CRIME.

**Washington Divine Would Reform Present System of the Press.**

All news of a sensational and criminal character should be published in a separate edition, or at most in a separate sheet of the regular edition of newspapers, declared the Rev. Zed H. Copp in the course of a sermon at Bethany Chapel, Washington, D. C., recently. He announced that he would inaugurate a campaign through the various religious and civic betterment associations of the District for a change in the present system of the press.

"One of the causes of modern spiritual grief is the daily procession into our homes, our heads, and too often our hearts, of a motley crowd of murderers, thieves, divorcees, ad nauseum, ad infinitum, through the columns of the press. The social order has segregated such individuals for the welfare of society. The time has come to change the news to conform to the social order."

#### FORM EDITORIAL ASSOCIATION.

**Arkansas Valley Publishers Organize at Holly and Elect Officers.**

The Arkansas Valley Editorial Association was organized at Holly, Colo., last week amid great enthusiasm. Its territory will include the entire valley from Canon City to Holly. F. R. Marvin was elected president; L. N. Zallenger, secretary; Joe Lawless, first vice-president, and W. R. Wright, second vice-president.

The association membership includes: F. R. Marvin, of the Las Animas Democrat; W. R. Murphy, Las Animas Leader; Amil Moll, Granada Times; H. J. Woodbury, Manzanola Sun; C. W. Buck, Fowler Tribune; Harry Lacy, Rocky Ford Gazette; W. T. O'Connor, Rocky Ford Tribune; N. H. Lewis, Wiley Journal; E. G. Condit, Hartman Enterprise; B. B. Brown, Pueblo Chief-tain; W. R. Wright, Pueblo Star-Journal; L. N. Zallenger, Holly Chieftain.

#### New Home for Times-Dispatch.

Plans have practically been completed for a new home for the Richmond (Va.) Leader. The structure, which will be built of steel and concrete, is expected to be ready for occupancy within six months. While the details of the plans have not been made public, it is known that the plant will include the highest type of mechanical equipment obtainable.

#### Legislative Correspondents Dine.

The New York Legislative Correspondents' Association held its annual dinner at Albany last week. William H. Owen, of the Albany Journal, president of the association, presided. More than three hundred guests were present.

#### Leader in High Class Advertising

Thus far in 1911 The New York Times, six days a week, has published a greater volume of advertising, exclusive of Wants, than any other metropolitan newspaper.

The New York Times is read by the classes with money to spend.



**WHISKERS DEFENDED.****DISTINGUISHED CONGRESSMEN  
DISCUSS THEIR MERITS AT  
NATIONAL PRESS CLUB.**

**Former Speaker Cannon, Who Wears  
Wind-Breakers, Attacks the Bald-  
Headed Members Who Claim That  
a Polished Dome Is an Indication  
of the Presence of Brains—  
Changes in the A. P. Staff.**

(Special Correspondence.)

WASHINGTON, May 2.—The extraordinary session of the National Press Club held at the Willard to-night was devoted to a forensic fight between the whiskers and the baldheads, which ended in a draw. Speaker Champ Clark, the referee, after declaring that he had no use for either, referred the entire subject to the Ways and Means Committee of the House, which is engaged in considering the wool and hair schedule of the tariff bill. It was his opinion that a good looking man could well afford to be plain shaven and shorn domed.

Representative Nicholas Longworth, of Ohio, contended that whiskers are unsanitary, and may become a receptacle for germs "and other herbiværa."

Senator Bob Taylor, of Tennessee ("Fiddlin' Bob"), declared that ever since he lost his hair he had always had a horror for hair and contempt for whiskers, and that "bald heads are symbols of purity and innocence."

Former Senator Carter, of Montana, said that no man in this world ever voluntarily wore a bald-head; that a bald-head is an affliction, the result of disease, a standing joke and a physical infirmity.

Former Speaker Joe Cannon said he might support his argument in behalf of whiskers from Holy Writ and could only reach one conclusion, that wherever there is lamentation, sorrow and distress heads were shown to make them bald as an evidence of suffering and penitence.

Dr. Harvey W. Wiley, the Government's pure food expert, who tells people what not to eat and then partakes of it himself freely, was the timekeeper.

A number of changes in the Associated Press Washington Bureau have occurred. Edwin M. Hood, who has a



**FRANK LEROY BLANCHARD,**

WHO HAS PURCHASED AN INTEREST IN THE EDITOR AND PUBLISHER AND BECOMES ITS MANAGING EDITOR.

national reputation and intimate friendship with leading men in every phase of the public life of the United States, has asked to be relieved of the responsibilities of the duties of acting chief of staff in order to take charge of the Associated Press service at the State, War and Navy Departments.

Jackson S. Elliott, day manager, has been designated acting chief of staff, and will have charge of the office in the absence of John P. Gavit, who is in Chicago as acting superintendent of the Central Division of the association. Mr. Elliott is one of that brilliant newspaper colony that drifted into Washington from Iowa.

David Lawrence has gone to El Paso to handle the Mexican peace negotiations.

Horace Epes, for some years managing editor and editorial writer on the Newport News (Va.) Press, has joined the Washington staff of the association.

Col. William H. Walker, formerly city editor of the Washington Post, and one of the best that ever saw service on a local desk, is now editorial writer on that paper.

E. D. Moore, of New York City, formerly a Los Angeles newspaper man, who has reported the big prize fights and held managing desks in newspaper offices in the East, was in the city this week in connection with the aeroplane exhibit by the Glenn H. Curtiss people. His particular function nowadays is making limelight for the Curtiss concern.

President Taft has promised Representative Borland, of Missouri, that he

will deliver an address before the Kansas City Press Club on Sept. 25.

The Alexandria Gazette, founded in 1784, and for 111 years owned by the Snowden family, has been sold to a stock company headed by Robert S. Barrett as president and general manager, Howard W. Smith secretary and treasurer, and T. C. Smith vice-president. Mr. Barrett was formerly owner and editor of the Mexico City Herald; Howard W. Smith is a lawyer and councilman, and T. C. Smith is cashier of the Alexandria National Bank. Hubert Snowden, long the owner and editor, identified with the paper for half a century, retires from all connection with the plant. The publication of the Gazette was only stopped during the progress of the Civil War, and then but temporarily. The Gazette office was occupied by the Federal troops in 1861. They seized the paper and published it for a while. In 1862 the Federal troops burned the newspaper plant. Except for these interruptions, its publication has been continuous. Many of its old files, as far back as 1800, are tucked away in its offices.

The office of the Review and Herald Publishing Association at Takoma Park a suburb of Washington, was damaged \$12,000 by a fire April 24. The publication is under the auspices of the Seventh Day Adventists, who have a settlement in Takoma. Work will be resumed as soon as the publication's stock of materials are replenished.

**Cadillac (Mich.) Citizen Sold.**

Perry F. Powers has purchased the Cadillac (Mich.) Daily Citizen.

**MAY BUY HAMPTONS.**

(Continued from page 1.)

maintaining a foothold in the periodical field, the expense of conducting Hampton's has been so heavy that few, if any, dividends have been paid on its capital stock, although it has a claimed circulation of 400,000 copies and carries over a hundred pages of advertising.

The Columbian Magazine is now in the second year of its career. It was started on a co-operative basis and has achieved a remarkable success. Its stockholders, who number over 7,000, are pledged to patronize those business firms who advertise in its pages. Moreover, every subscriber is an active subscription worker and many thousands of new readers have been obtained through their efforts. The articles and illustrations appearing in the Columbian are of a high grade and of a character that appeals to popular public taste.

The officers of the Columbian Magazine Publishing Company are J. Brinton Haynes, who established the Columbian two years ago, president; Lee Sidwell, treasurer, and P. M. Raymond, business manager. Henry Mann is the editor of the Columbian and Theodore Sheldon is the editor of Home, which was bought by the company about a year ago.

When Ben B. Hampton was asked by a representative of THE EDITOR AND PUBLISHER to confirm or deny what was at first regarded merely as a rumor concerning the contemplated sale of his magazine, he replied that, as there was no truth in it, he had no statement to make.

**HEADS FLORIDA PRESS.****R. F. McCormack Elected President  
of State Press Association.**

R. F. McCormack, of the Live Oak Democrat, was elected president of the Florida Press Association at the annual meeting held at Tallahassee last week. Other officers elected were Frank L. Mayes, Pensacola Journal, vice-president; T. J. Appleyard, State Printer, secretary, and J. W. White, Jacksonville Fraternal Record, treasurer.

The attendance was the largest in the history of the association. Palatka was chosen as the next place of meeting.

**Haskell's Paper Now a Weekly.**

The McAlester (Okla.) Herald-Democrat has suspended publication as a morning daily. The publication will be continued as a weekly.

**The Evening Wisconsin****IS FIRST CHOICE**

Whenever a Special Representative comes to Milwaukee to investigate local conditions, for a big prospective advertiser, he is sure to find that the leading business houses recommend

**THE EVENING WISCONSIN**

Because it is Milwaukee's leading newspaper and reaches over 40,000 HOMES daily, and they represent the best buyers in the City and State. It appeals to the women of the home, because they believe in the integrity and the honesty of this paper.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.  
CHAS. H. EDDY, Foreign Representative.  
New York Office, 1 Madison Ave.  
Chicago Office: 150 Michigan Ave.  
(Robt. J. Virtue, Mgr.)

**How the Big Stores of Philadelphia  
Sell Things to Germans**

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lin Bros. use over two million lines a year to tell their merchandise stories in the

**German Gazette**

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

**Evening Democrat  
Sunday Gazette Weekly Gazette**

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers from March 1 to March 31, 1911:

First Newspaper.....	404,495 Lines
GAZETTE .....	382,119 "
Third Newspaper.....	248,740 "
Fourth Newspaper.....	289,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

**The German Gazette Publishing Co.**  
PHILADELPHIA

**HALDEMAN ELECTED.****SUCCEEDS RIDDER AS PRESIDENT OF AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.**

**New Head Has Taken Prominent Part in Affairs of Association—Herbert L. Bridgman Elected Vice-President—All Other Officers Re-elected, as Were Retiring Directors—Record Attendance.**

Bruce Haldeman, of the Louisville Courier-Journal, was elected president of the American Newspaper Publishers' Association, at the closing session on Friday afternoon of last week. Herbert L. Bridgman, of the Brooklyn Standard Union, was elected vice-president. Elbert H. Baker, of the Cleveland Plain Dealer and the Boston Traveler, was re-elected secretary, and William J. Pattison, of the New York Evening Post, was re-elected treasurer. The retiring directors, Charles W. Hornick, of the San Francisco Call; Charles H. Taylor, Jr., of the Boston Globe, and John B. Townsend, of the Philadelphia Press, were re-elected.

**MR. HALDEMAN'S ADDRESS.**

In accepting the presidency Mr. Haldeman said:

"Next to the love and esteem of one's own family, relatives and the immediate circle of intimate friends with which we may be fortunate enough to be surrounded, there is no one thing more to be desired, in my opinion, than the good opinion, good will and confidence of those with whom we are associated in business. The plaudits of the multitude are frequently the result of misconception, and at best are evanescent. The judgment of our friends and business associates concerning ourselves generally establishes our true character and reputation.

"Therefore, gentlemen, I appreciate more than words can explain the confidence in me shown by selecting me for the head of your association, emoracing, as it does, nearly all of the leading newspapers of this country and Canada. This appreciation I shall endeavor to demonstrate by executing your commands and the responsible duties of the office to the very best of my ability.

"It is almost needless for me to add that I will take up these duties with some embarrassment as the successor of one who has handled your affairs with such signal ability during the unusually important series of events which have transpired during Mr. Ridder's incumbency. Without his advice and assistance I would hesitate to accept this office. He has kindly consented to tender these, and I congratulate our association upon the fact that we are still to enjoy his active co-operation. I know I speak the sentiments of every member everywhere when I state that our association

is deeply indebted to him for the time, thought and energy he has devoted to our interests with such gratifyingly concrete results."

Following the election of officers the convention adjourned.

**RECIPROCITY MEASURE ENDORSED.**

On Thursday morning the publishers received and discussed the annual report of John Norris, chairman of the committee on paper. The report dealt largely with the work of the committee during the past year on print paper prices, paper combinations, the restriction of production, reciprocity with Canada, legislation looking toward the broadening of the print paper market and efforts towards the standardization and the curtailment of waste.

Following a discussion of that portion of the reciprocity agreement affecting the interests of the publishers, the association adopted the following resolutions, addressed to the United States Senate:

Resolved, That the American Newspaper Publishers' Association, assembled in New York City, respectfully urges upon the United States Senate the speedy passage, without amendment, of House Bill No. 4412, known as the Reciprocity bill. It also urges the abolition of import duties upon print paper when made from free wood, wherever cut.

The following resolution approving the work of the print paper committee was also adopted:

Resolved, That the acts of the Paper Committee be approved and its work continued upon the same lines, and that Messrs. Norris, Seitz and Ridder continue on the committee.

The committee is authorized to take all steps that may be necessary in its judgment to protect and further the interests of the newspapers in the procurement of an adequate supply of cheap paper.

**LABOR MATTERS DISCUSSED.**

The afternoon session was given over almost entirely to discussion of labor matters. A number of arbitration agreements with the various printing trade unions expire next year, and action will have to be taken in the matter at the national conventions of the unions, which will be held this summer.

A committee composed of the following, was appointed to draft new agreements and conclude negotiations according to its judgment. Victor F. Lawson, Herman Ridder, Charles W. Knapp, Don C. Seitz, S. S. Carvalho, Charles H. Taylor, Jr., Bruce Haldeman, George C. Heit, G. J. Palmer and the chairman of the special standing committee on labor, H. N. Kellogg, of Chicago.

Several representatives of labor unions were present during the afternoon and defended their organizations against the criticism made by President Herman Ridder in his annual address. The speakers included James M. Lynch, president of the International Typographical Union; James J. Freel, president of the International Stereotypers and Electrotypers' Union, and Mathew Woil, president of the International Photo-Engravers' Union. All expressed approval of the arbitration policy.

**LYNCH ANSWERS RIDDER.**

Discussing the efficiency of union labor in newspaper work, Mr. Lynch said, among other things:

"The International Typographical Union has established a school of instruction for its members at considerable expense for the sole purpose of increasing efficiency. There is not one newspaper composing room out of ten that gives the apprentices an opportunity to learn their trade, so that the vast ma-

jority of apprentices are not competent at the end of their period of training.

"In view of the efforts of the International Union, it has shown its desire to increase efficiency, whereas the publishers have done nothing.

"We wish to express our approval of the arbitration policy. Since its inauguration there have been no large serious strikes against newspapers in or out of the American Newspaper Publishers' Association. In a few instances local unions have disregarded their obligations, but in each case the international officers compelled them to recede from their positions, whereas there are at least two instances in which the publishers violated their contracts."

The Friday morning session was given over to unfinished business and a further consideration of the second-class postage question.

**AD CONDITIONS IN THREE STATES.**

Frank P. MacLennan, Topeka (Kan.) Daily Journal.—Advertising is good with us. We are running ten pages and sometimes twelve to accommodate business men who use our columns. I am not prepared to give the exact percentage of increase in the volume of advertising over last year, but would say, off-hand, that it is about eight per cent.

E. Lansing Ray, St. Louis Globe-Democrat.—We are getting our share of advertising in our territory and have no complaint to make. Business is slack in general lines, but conditions are not as bad as they might be.

Milo W. Whittaker, Jackson (Mich.) Patriot.—We are ahead of last year in the volume of advertising we carry, but the gain has not been as large as we expected. Had business conditions been normal we would have made a far better showing. Unseasonable weather has seriously interfered with the movement of goods from the retailer's shelves, because our merchants do not feel as much like spending money as they do when things are booming.

John T. Mack, Sandusky (O.) Register.—Thirty of the Ohio publishers are buying their paper of the Canadian manufacturers direct at 2.25 f. o. b. destination, which is lower than the American manufacturers demand. As the overhead charges are the same in Canada as in the United States, the only advantage our neighbors across the border have is in the cheapness of their timber. If the tariff on wood pulp or on manufactured paper is taken off, our home manufacturers will be able to furnish newspaper at \$2.

The special agents were glad when the convention ended. Nearly every one entertained their out-of-town publishers during the week—a pleasant but fatiguing task.

Those who registered after noon on Wednesday included:

Jackson (Mich.) Patriot, Milo W. Whittaker, Bridgeport (Conn.) Standard, F. B. H. Stevens, Seattle (Wash.), Post Intelligencer, N. W. Chapin, York (Pa.) Dispatch and Daily, W. L. Taylor, Brooklyn Standard Union, Herbert Berri, Lynn (Mass.) Item, A. L. Hastings, Detroit (Mich.) News, H. L. Scott, Buffalo Evening News, Edward H. Butler, Jr., Philadelphia Bulletin, Win. Simpson, Jersey City Jersey Journal, Walter M. Dear, Richmond (Va.) News Leader, R. B. Jones, Saratoga Springs Saratogian, John K. Walbridge, Charlotte (N. C.) Observer, John R. Ross, New York Staats Zeitung, I. E. Ridder, Springfield (Mass.) Union, J. D. Plummer, Sandusky (O.) Register, J. T. Mack, Salt Lake City Tribune and Telegram, A. N. McKay, Philadelphia Press, Benjamin G. Wells, Brooklyn Standard Union, William Berri, Springfield (Mass.) Union, J. D. Plummer, Chicago Record Herald, O. D. Mays, Oklahoma City Oklahomast, E. K. Gaylord, Oakland, Cal., J. E. Baker, Atlanta Constitution, R. Robinson, Newark (N. J.) Evening News, Eugene W. Farrell, Newark (N. J.) Morning and Evening Star, H. I. Aertch, New York Globe, Jason Rogers.

Albany (N. Y.) Knickerbocker Press, Fred C. Clayton, New York Times, Edward Call, Peoria (Ill.) Journal, Wm. Pindell, Chicago Tribune, Wm. H. Field, Birmingham (Ala.) News, V. H. Hanson, Philadelphia Enquirer, James Elverson, Jr., San Antonio Express, Robert Maverich, Newark (O.) Advocate, C. H. Spencer, Cleveland (O.) News, Charles A. Otis, Albany (N. Y.) Times-Union, James J. Kane, Allentown (Pa.) Morning Call, D. A. Miller, Charleston (S. C.) News and Courier, Charles Robertson, New Haven (Conn.) Journal-Courier, Everett R. Smith, Toronto (Can.) Globe, J. F. Mackay, Boston Herald, James H. Smyth, Boston Post, Richard Grozier, Pittsburg Post, Pittsburg Sun, Albert J. Barr, Montreal (Can.) La Patrie, Eugene Tarte, Portland Oregonian, Edgar B. Piper, Pittsburg Dispatch, C. R. Sutphen, Schenectady (N. Y.) Gazette, A. N. Leechy, Chicago (Ill.) Evening Post, Frank R. Hussey, Philadelphia Bulletin, William McLean, Cincinnati Post, W. O. Millinger, Cleveland Press, Frederick H. Dodge, Jacksonville (Fla.) Times-Union, F. W. R. Heinman, Topeka (Kan.) State Journal, Frank P. MacLennan, St. Louis Republic, Charles W. Knapp, New York World, Don C. Seitz, Chicago Examiner, A. W. Lawrence, New Orleans Picayune, Thomas G. Rapier, Williamsport (Pa.) Grit, Charles D. Lamale, Duluth (Minn.) Herald, A. C. Weiss, Philadelphia Record, M. F. Hanson, Atlanta Constitution, I. R. Holliday, Washington (D. C.) Star, Frank B. Noyes, Boston American, R. R. Whitman, Mobile (Ala.) Item, George B. David, Memphis Commercial Appeal, C. W. Wessel, Boston Transcript, W. F. Rogers, Milwaukee Evening Wisconsin, Robert Virtue, Brooklyn Eagle, E. G. Martin, Trenton (N. J.) Times, Owen Morn, Jr., Kansas City Post, W. A. Hays, Mobile Register, Frederick H. Thompson, Philadelphia Press, Hugh O'Donnell, Boston Post, A. H. Marchant, San Antonio Light, Charles S. Diehl, Dayton (O.) Daily News, James M. Cox, El Paso (Tex.) Herald, H. D. Slater, Chicago Record News, Victor H. Lawson, Sacramento Bee, V. S. McLatchy, New York American, S. S. Carroll, Philadelphia Bulletin, Robert L. McLean.

**A CENTURY AND A QUARTER.****Pittsburg Gazette-Times One Hundred and Twenty-five Years Old.**

The Pittsburg (Pa.) Gazette Times will celebrate the one hundred and twenty-fifth anniversary of its founding July 24, 25, 26, 27, 28 and 29. On each of the days mentioned the Gazette Times will issue historical souvenir numbers commemorative and descriptive of the progress that has been made in almost every line of human endeavor since it was first issued.

The six numbers will be issued in the following order: July 24, Building Construction; July 25, Transportation and Empire Building; July 26, Iron, Steel, Glass, Banking Business; July 27, Food and Food Products; July 28, Clothing and Merchandising; July 29, Electricity, Comforts, Music, Education.

**New York Woman's Press Club.**

The April social of the New York Woman's Press Club, Mme. von Klenner, president, held at the Waldorf-Astoria last week, was well attended. Mrs. Agnes Lewis Mitchell was chairman of the day and made the opening address. A reception followed the program.

There is scarcely any limit to the influence of an honest newspaper.

**THE UNITED PRESS**

**BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.**

**General Offices: World Building, New York**

Are you using an up-to-date service of

**NEWS PHOTOGRAPHS**

We can serve you more promptly, and with a wider range of subjects, than any other service. We cover, up to the minute,

**General News, Sports, Foreign—Everything**

that is worth illustrating, either in newspaper or magazine. For particulars and samples write to

**International News Service**

200 William St., New York City.  
(Please mention this paper.)



## DAILY CLUB'S WORK.

**Ernest J. Preston, the Manager, in His Annual Report Gives an Outline of What Has Been Done—Increase in Newspaper Advertising Approximately 13 Per Cent.—The Future.**

In submitting his report at the annual meeting of the Daily Newspaper Club, held last week, Ernest J. Preston, the manager, said that during the year twelve newspapers had been added to the membership, as follows:

Burlington Free Press.  
Chattanooga Times.  
Columbia State.  
Eric Dispatch.  
Fort Worth Star-Telegram.  
Fort Worth Record.  
Houston Chronicle.  
Kingston Daily Freeman.  
Nashville Banner.  
Meriden Morning Record.  
Portland (Me.) Express.  
Pawtucket Times.

The club's officers had canvassed the national field in the interest of newspapers very thoroughly, both through correspondence and personal interviews. Efforts had been successfully made to induce many general advertisers employing newspaper advertising to increase their appropriations. Advertisers who had never employed the newspapers in their publicity campaigns were called upon and urged to use them in building up their business. Continuing, Mr. Preston said:

### CONCERNING RESULTS.

"We make no claim whatever to exclusive influence in producing results, as such claims only invite criticism and controversy. It is, however, not inappropriate to call attention to the fact that, during the past year, newspapers added to their list of advertisers a great many who had formerly not used these mediums, and with whom the Daily Newspaper Club has been in active daily communication. The increase in the volume of newspaper advertising based on reports made by sixty of the leading dailies was approximately 13 per cent.

"As the club does not perform the functions of an advertising agency, and therefore does not receive or place business, it is impossible in many instances to show just what has been accomplished the past year. Through its efforts, undoubtedly, much of the seed sown has fallen on fertile ground.

### COPY FOR LOCAL ADS.

"One feature of our service that met with the hearty approval of our members was the series of ads adapted to



ERNEST J. PRESTON,

GENERAL MANAGER OF THE DAILY NEWSPAPER CLUB, WHICH IN DOING EFFECTIVE WORK IN BEHALF OF NEWSPAPER ADVERTISING.

many different local lines of business which we furnished them for use in their advertising departments. We also supplied them with copy advocating the use of newspapers in national campaigns that, when published, brought many inquiries to this office."

During the week Mr. Preston was continually in evidence at the Waldorf, where he interviewed a large number of the visiting publishers for the purpose of interesting them in the work of the club. Mr. Preston's long connection with the ad field has given him a knowledge of men and methods that is of great value to him in spreading the gospel of newspaper advertising.

### Pica Club Elects Officers.

Robert G. Brenner, editor of the Pascaic (N. J.) Herald, was elected president of the Pica Club at the annual meeting held at the club's headquarters in Paterson. August Epple was elected vice-president and Joseph H. Quigg was elected secretary. Members of the executive committee are: Herbert R. Kelt, chairman; James L. Hand and Eugene K. Bird. The annual shore dinner, which the club tenders to its associate members will be held July 29.

### Public Inspects Herald's New Home.

The new home of the Washington (D. C.) Herald at 1322 New York avenue, was thrown open to public inspection last week. Hundreds of Washingtonians availed themselves of the opportunity to inspect the new quarters. The publishers served a buffet luncheon.

## CHURCH SHOULD ADVERTISE.

### Milwaukee Pastor Quotes Scripture in Support of Contention.

In a sermon on "Should the Church Advertise?" at the Hanover Street Congregational Church, Milwaukee, last Sunday evening, the Rev. F. Stanley Parks urged all churches to settle on some campaign and then advertise. As the divine warrant for church advertising he quoted Matthew v:16, which reads: "Let your light so shine before men that they may see your good works and glorify your Father which is in heaven."

"The church is God's great business center," said he. "Many of the pastors and churches make a mistake in failing to recognize that a newspaper is under no obligation to give them space. Even the advertisers secure no favors in the editorial columns of a real newspaper. It degrades the church in the eyes of men to be begging for notices, petty puffs and items on insignificant meetings or achievements. There are communities where the church and its ministers have begged meaningless flattery, when at the same time the press is criticized and where no note of gratitude ever found its way to an editor's table."

### Tucson (Ariz.) Star Has New Editor.

C. E. Gregory has succeeded Herbert Brown as editor and manager of the Tucson (Ariz.) Star. Mr. Gregory has been connected with the Star for the past year as city editor.

## THE JOINT DINNER.

### President Taft Guest of Honor at Notable Gathering.

More than 900 attended the joint dinner of the American Newspaper Publishers' Association and the Associated Press in the grand ball room of the Waldorf on Friday evening of last week, at which President Taft was the guest of honor and chief speaker.

The occasion was a notable one in that it was the largest gathering in the history of the two associations. The grand ball room was handsomely decorated, and an added note of color was the presence in the boxes of the wives of the members of the two associations, Mrs. Taft, wife of the President, occupying the post of honor.

Aside from President Taft, other distinguished guests of honor and speakers included J. R. MacKay, president of the Canadian Press, Ltd.; Hon. William Barton Northrup, K. C., member of Parliament of the Dominion of Canada; H. E. Manuel de Zamacona, Mexican Ambassador, and Nicholas Murray Butler, LL.D., president of Columbia University, New York.

Oswald Garrison Villard, of the New York Evening Post, presided as toastmaster and introduced the speakers.

President Taft devoted the larger part of his address to an appeal for the adoption of the reciprocity agreement.

J. F. MacKay, president of the Canadian Press, Ltd., and business manager of the Toronto Globe, declared that the journalists of America had shown the way to politicians of both countries in the matter of peaceful alliances.

Among those at the guest table were: President Taft, Col. Charles S. Diehl, H. L. Bridgman, W. R. Nelson, Frank P. MacLennan, Charles W. Knapp, Charles D. Hilles, Col. William Hester, Adolph S. Ochs, Thomas G. Rapier, Señor Zamacona, W. L. McLean, Count Von Bernstorff, Herman Ridder, Oswald Garrison Villard, Frank B. Noyes, Melville E. Stone, Baron Hengelmuller, William B. Northrup, K. C., M. P.; the Right Rev. David H. Greer, Nicholas Murray Butler, Charles Hopkins Clark, James R. MacKay, Victor F. Lawson, Conde Hamlin, Major Archibald Butt, Gen. Charles H. Taylor, A. C. Weiss, Bruce Haldeman, W. H. Cowles, R. M. Johnston, V. S. McClatchy and E. Prentiss Bailey.

### Old-Time Printers Elect.

The Old-Time Printers' Association of Chicago held its annual meeting last week. The following officers were elected: President, Charles H. Philbrick; vice-president, John Canty; secretary and treasurer, William Mill.

To Keep in Touch with

**BRITISH TRADE**

Subscribe to and Advertise in

**The Stationer**

FIFTIETH YEAR OF ISSUE

Published Monthly **\$1.80** Per Annum Post Free

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

## Wholesale Bookbinders, Publishers, Librarians, &c.

Under the Title of

### THE BRITISH & COLONIAL BOOKBINDER

A special illustrated trade section of the **BRITISH & COLONIAL PRINTER & STATIONER** (established 1878) is issued the first of each month.

**CONTRIBUTIONS** of matter of interest to the trade, news items, etc., will be welcomed.

**SUBSCRIPTIONS** for 12 issues, covering a year, 75 cents, including postage.

**ADVERTISEMENTS.**—The **BRITISH & COLONIAL BOOKBINDER** will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers,

**W. JOHN STONHILL & CO.**  
58, Shoe Lane, London, E. C.

## EDITORIALS VS. NEWS.

**Some of the Reasons Why the Former No Longer Sway Public Opinion—Function of a Newspaper Lies in Its Facilities for Disseminating News and Power for Good.**

Frank L. Mayes, editor of the Pensacola (Fla.) Journal, delivered a clean-cut, analytical address on "The Editorial Page and the Public" before the Florida State Press Association at Tallahassee, April 25, a part of which is reproduced below:

The primary function of a newspaper—or at least of the newspaper of to-day—is to give the news. Few papers can exist upon the editorial page alone, and those that do are not, in the real sense, newspapers. The editorial page, therefore, is merely a side issue of the modern newspaper.

But this was not always true. The early English and American newspapers contained more editorial matter than anything else. They were published, in fact, more for the purpose of expounding opinions than of giving news. The news instinct has not been developed in the publishers or the news-desire cultivated in the readers. The English newspapers of 1815 gave more space to the discussion of politics, society and literature than they did to the report of the battle of Waterloo. The papers of the revolutionary period in our own country thought the political opinions of the editor or of the statesmen of that day of more importance than the news of the army's movements, its reverses or victories.

### WHEN NEWS WAS STALE.

The Declaration of Independence was adopted at Philadelphia, July 4, yet the leading Philadelphia paper did not publish it until the 13th, and it was July 22 before a Boston paper used it. It was nearly fifty years later before the idea of publishing papers for the sake of news really came into vogue in the United States. The Revolution had been fought, the independence of the American colonies established, the War of 1812 was a matter of history, the curtain had gone down on Napoleon and Waterloo, before a real newspaper appeared.

Benjamin Franklin's old press had a capacity of not exceeding 100 sheets per hour, but in 1833, when Col. Robert M. Hoe appeared with his crude cylinder press modern journalism really began. Then the news departments of a paper assumed an importance previously unknown and the editorial page became a matter of secondary importance. The first noteworthy example of this fact is the New York Herald, founded by James Gordon Bennett in 1835. From the beginning he worked on the theory that the people wanted news rather than views, and that idea dominates the same paper to-day—three-quarters of a century later. Every reader of the New York papers knows that the Herald's

editorial page hardly justifies the name, either in the amount of editorial matter or in the quality of it.

### INTELLIGENCE RULES.

The editorial page, therefore—whatever its claim to relative importance may now be—unquestionably wielded a wide influence before the news pages of the paper had begun to develop. That influence helped mould the opinions and shape the destinies of the world, and it is doing so to-day. But how far is it doing so, and what is its special function at this time?

Since the beginning of the world the great masses of humanity have been influenced and led by a few strong minds. General intelligence is a matter of only recent history. Originally the only man of learning was the head of the tribe. He was leader, priest, teacher, lawyer. His learning was regarded with awe and superstition by his followers. It was a mystery to them and, like all mysteries, the ignorant had a wholesome respect for it and fear of it.

When the newspaper appeared the printed reports and opinions which it contained carried with it the same mysterious influence. An opinion expressed through the newspaper not only reached more people than the one expressed by word of mouth, but it assumed far greater importance.

And so the editorial opinions of the newspaper came to wield a mighty influence. Accustomed from the beginning of the world to let a few superior minds do their thinking for them, it is easy to understand how the people should be influenced by that mysterious art of printing which even to this day is not generally understood.

### SUPERSTITION GIVES WAY.

But as schools sprang up, as education began to spread, as intelligence became general, the power of the priest, the teacher, the lawyer, began to wane. People began to think for themselves. The mystery of learning was dispelled. Superstitions gave way. The mere fact that a priest or teacher or lawyer or leader said that a thing was so no longer satisfied them. They had equal means for ascertaining the facts, and, with the facts at hand, their logic was apt to be just as easy and accurate as that of their so-called spiritual or temporal leaders.

This same independence of thought now obtains in reference to the newspapers. The editorial opinion is not respected as it once was. The mystery of the type and the printing press has disappeared. The readers know that the leading editorial in their morning's paper simply expresses the opinion of one man whose learning and logic is not necessarily any better than their own, and whose opinion is just as apt as theirs is to be wrong. They read what he says, and they either agree or disagree with him as the facts and their own reasoning may determine.

I think it safe in asserting, therefore, that the editorial page does not wield the influence that it once did, and that it never again can do so. It yet has, probably, a function of some kind to perform, but its period of usefulness is drawing to a close. Many editorial writers take themselves too seriously, and most editorial pages are very much overdone.

### WHERE REAL POWER LIES.

The editorial page of to-day is more or less of a newspaper veriform appendix. In fact, I have a case or two in mind where an operation for editorialitis would, in my judgment, not only not hurt the newspaper, but would

constitute a source of satisfaction on the part of its readers that would more than compensate for any loss the paper may have suffered.

The real power of a newspaper to-day lies in its facilities for disseminating news, for exposing corruption, for turning the light on to dark places, and for preventing wrongdoing by the mere fear of exposure which its existence makes sure.

I think it may be safely asserted that, whether we may like it or not, the editorial page is not the controlling force that it once was, and whether or not it is to have a continued field of usefulness will depend upon changed conditions whose future and substance it is now impossible to forecast.

## FAULTS OF THEATRICAL PAPERS.

**They Devote Too Much Space to Criticism, Says Miner.**

E. D. Miner, son of H. C. Miner, who took up his father's show business when the latter died, has some decided views as to what dramatic papers should print, according to Burlesque.

"I don't believe in a theatrical paper roasting or boosting a show or an act," says Mr. Miner. "I do believe in their stating the plain facts. A dramatic or theatrical publication should be much on the order of any other trade paper. The manufacturers' journals, like the Engineering News, Grocers' Gazette or Machinists' Weekly, don't criticize, roast or elevate any particular feature of their branch. They simply report things as they are, and so should the weeklies devoted to the stage. When writers express their views about a production they should only deal with the plain truth, nothing else.

"Their reviews ought to contain comments such as Comedian So-and-So worked in such-and-such an act, which was apparently built for him; that if the leading lady wore a red costume and it was becoming to her that Miss Leading Lady should stick to that color of costume; also if the show was presentable and appreciated by the audience a line or two should be printed to the effect that credit should be accorded the management for putting together an attraction that drew so well."

### Christian Herald Famine Fund.

The State Department at Washington has received from the Christian Herald of New York \$15,000 to be transmitted to China for distribution in the famine and plague stricken districts. This makes \$117,000, including 1,000,000 pounds of flour sent on the United States transport Buford in January, which this publication has raised during its campaign for the present famine in China.

### World Press Congress.

The International Press Congress opened at the capital in Rome on Thursday with 500 delegates in attendance. King Victor Emmanuel and Queen Helena were present. Mayor Nathan welcomed the visitors and ex-Premier Luzzatti, a journalist, spoke.

## TO SING LEADING ROLE.

**Miss Edna Showalter Engaged for "The Girl of the Golden West."**

Miss Edna Blanche Showalter, the young American prima donna, whose musical career has been so meteoric, has been engaged by Col. Henry W. Savage to sing the leading role in his forthcoming production, in English, of Puccini's grand opera, "The Girl of the



MISS EDNA SHOWALTER.

Golden West." Miss Showalter is under contract to sing three performances of the difficult role each week for thirty weeks. Two other sopranos will alternate with her in the role.

The honor of being first to sing this role in English has been sought by almost every operatic soprano in America; and Mr. Savage's selection of Miss Showalter is a high tribute to her genius. In musical circles it is considered that this engagement is a great triumph for the charming young prima donna, and that it places her in the very first rank of operatic sopranos. Miss Showalter is the daughter of the newspaper advertising expert, W. D. Showalter.

### A Correction.

New York, April 30, 1911.

THE EDITOR AND PUBLISHER:

Upon returning to the city and looking over the files of the EDITOR AND PUBLISHER I find in the issue of April 8, in a news item, the statement that I "resigned" my position as manager of the Association of American Advertisers. The statement was incorrect. I did not resign.

T. E. CROSSMAN.

### Central Railroad Entertains Editors.

Editors and proprietors of the newspapers along the lines of the Central Railroad of New Jersey, in Pennsylvania and New Jersey, were the guests of the railroad at Asbury Park on last Saturday. The occasion was the annual outing which the railroad gives each year to the newspapermen and their families. The party numbered more than two hundred.

## IN CALIFORNIA

there are two papers which stand out head and shoulders above the other evening papers. They are the

LOS ANGELES RECORD

AND

SAN DIEGO SUN

They guarantee the largest city circulation in each city.

## The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES  
Set matter, per inch.....10¢  
Plate Matter, per inch.....15¢  
Matrices at Plate rate.....15¢

No Special Representatives

R. W. HERBERT, President.



**ASSOCIATED PRESS.**

**Frank B. Noyes Again Heads Big News Gathering Organization—Other Officers and Directors All Re-elected—List of New Papers Admitted to Membership.**

The following officers were unanimously re-elected at the meeting of the board of directors of the Associated Press, on Wednesday:

President, Frank E. Noyes, Washington Star; first vice-president, R. M. Johnston, Houston Post; second vice-president, Frank P. MacLennan, Topeka (Kan.) State Journal; secretary and general manager, Melville E. Stone; treasurer, J. R. Youatt.

Executive committee: Frank B. Noyes, Washington Star; Victor F. Lawson, Chicago Daily News; Charles W. Knapp, St. Louis Republic; Charles Hopkins Clark, Hartford Courant; Adolph S. Ochs, New York Times; General Charles H. Taylor, Boston Globe, and W. L. McLean, Philadelphia Bulletin.

The board also elected the following papers to membership in the association:

The Sherman (Tex.) Democrat, the Texarkana (Tex.) Morning Courier, the Texarkana (Ark.) Evening Texarkanian, the Waco (Tex.) Standard and the Winston-Salem (N. C.) Journal.

Other papers admitted to membership recently include:

The Weatherford (Tex.) Herald, the Hillsboro (Tex.) Mirror, the Terrell (Tex.) Transcript, the Waxahachie (Tex.) Light, the Denton (Tex.) Record and Chronicle, the Cleburne (Tex.) Enterprise, the Brownwood (Tex.) Bulletin, the Marshall (Tex.) Messenger, the Sweetwater (Tex.) Signal, the Bryan (Tex.) Eagle and Pilot, the Gainesville (Tex.) Register, the Palestine (Tex.) Herald, the Miami (Fla.) Herald, the Frederick (Okla.) Leader, the Winston-Salem (N. C.) Sentinel, the Barre (Vt.) Times, the Port Arthur (Tex.) News and the Temule (Tex.) Telegram.

**William K. McKay Promoted.**

J. C. Shaffer, publisher of the Louisville (Ky.) Herald, has announced the appointment of William K. McKay as general manager of the Herald Publishing Company. Mr. McKay has been managing editor of the Herald for several years past, and under his direction the paper has steadily advanced in circulation, advertising and prestige. His promotion is regarded as deserved recognition of past achievements.

**Dayton Ad Club Organized.**

The Dayton (O.) Advertising Club was organized at a meeting held last week at the Beckel Hotel. Officers were elected as follows: President, H. Glenn Stibbs; vice-president, J. A. Hopkins; secretary, F. W. Fancher; treasurer, B. B. Geyer.

**Three generations in the metal business, a total of eighty-three years of experience. That's the assurance you have for quality when you buy WILDES' REFINED METALS.**

*Thomas Wildes & Sons*  
NEW YORK



WALTER PULITZER,  
WHO IS PLANNING A SATIRICAL WEEKLY IN NEW YORK CITY.

**FOR FAITHFUL SERVICE.**

**Richard Howell Inherits Interest in Two Connecticut Dailies.**

Richard Howell, editor and manager of the Bridgeport and Waterbury (Conn.) Heralds, inherits an individual one-third interest in the two publications, according to the will of Frederick R. Swift, the late founder of the two papers, who died recently in Florida. The will also provides that Mr. Howell shall have the right to purchase, if he chooses, the remaining two-thirds interest in the papers and become sole owner and proprietor.

The will reads in part as follows: "For his faithfulness to duty, honesty of purpose and loyalty to me, I give one-third interest in the Bridgeport and Waterbury Heralds to Richard Howell, with the understanding that said Howell shall continue to carry on said business as part owner and manager during his natural life, or as long as the remaining two-thirds shall not have been purchased by him."

**Bi-Monthly Luncheons.**

The Houston (Tex.) Advertising Club, which was organized recently, has completed arrangements for a program of semi-monthly luncheons. It is the plan to have the members attend a club luncheon at least every two weeks, at which affairs of the club will be discussed, short talks on advertising will be made and a spirit of good-fellowship and mutual helpfulness fostered. Permanent quarters will be secured at once.

**TO REVISE CONSTITUTION.**

**Associated Ad Clubs Name Committee to Consider Certain Changes.**

The executive committee of the Associated Advertising Clubs of America has appointed a committee to consider the advisability of revising the constitution of the organization.

The chairman of the committee is Llewellyn E. Pratt, of New York City. The other members follow: Herbert S. Houston, New York, Eastern division; Frank Armstrong, Des Moines, Northwestern division; Lewis H. Scurlock, Kansas City, Southwestern division; A. W. McKeand, Charleston, Southeastern division, and P. S. Florea, Indianapolis, Central division.

**A. P. Extending Telephone Service.**

The Associated Press is extending its telephone press service from Chicago. Elgin, Joliet and other small cities now get their press reports by telephone from Chicago.

**"SATIRE"—A NEW WEEKLY.**

**Soon to Be Launched in New York by Walter Pulitzer.**

The Pulitzer Publishing Company has been incorporated with a capital stock of \$200,000 for the purpose of publishing periodicals covering the fields of literature, humor and woman's realm. The first to be brought out will be called "Satire."

Walter Pulitzer, who is the president of the corporation, in talking about American humor, said:

"If we have produced no school of satirists and parodists of the finish and force of Burnand and Seaman of Punch, it is chiefly because this country seems to have produced no organ in which such a school could find and evolve itself. It has long been the fashion to sneer at the above-named splendid institution, which has given birth to so many fine wits—to call it "dull"—but the cold truth remains that Punch represents London as Simplicissimus does Germany, and as, alas, not one of our own comic weeklies, past or present, represents this big, throbbing America.

"To see and seize on the salient humor in the news items of the fleeting hour; to be pungent and bold without being vulgar; to be delicate and satirical without being anaemic; to be independent politically and socially without being cocksure—such should be the platform of an American Punch. Monotony it should fight shy of as a rich man does his taxes; the strictest attention should be paid to the English of such a paper, so that its contents would measure up to the highest literary standard; vulgarisms, grammatical errors or dialects, merely for their own sake, unless the nature of the contributions called for such, should be conspicuously absent from its pages.

"Cut from whole cloth rather than from a crazy quilt, such a paper should, in a few years, be so established that good Americans, not so enamored of their Sunday colored supplements as not to enjoy any other type of humor, would wonder how they ever got along without it."

**Photograph Statute Upheld.**

In a decision handed down on Monday the Supreme Court of the United States upheld the constitutionality of the New York statute forbidding the use of a photograph or name of another for trade or advertising purposes without the permission of the subject. The case before the court was that of Mrs. Aida T. Rhodes, of Brooklyn, who objected to the use of her likeness on trading stamps.

**Philadelphia Scribes See Play.**

The members of the Pen and Pencil Club of Philadelphia and their families attended a performance of "The Fourth Estate" at the Chestnut Street Theatre last week, as the guests of Manager Grant Laferty.

Let the American Ink Co. of New York City be your 4-cent inkmen.

# 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.

R. M. BONIFIELD, News Editor

FRANK L. BLANCHARD, Managing Editor.

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J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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NEW YORK, SATURDAY, MAY 6, 1911

Frank Leroy Blanchard, for twenty years identified with New York journalism as an editor and as a specialist in advertising, has purchased a financial interest in THE EDITOR AND PUBLISHER and will hereafter be associated with it as managing editor. Mr. Blanchard's wide acquaintance with publishers throughout the United States and his intimate knowledge of every department of newspaper work especially fit him for the position. We believe that we were exceedingly fortunate in securing his active cooperation in carrying on the work to which this journal is devoted.

### WHAT SHOULD BE DONE?

The principal aim of the Daily Newspaper Club is to promote the popularity of newspaper advertising among national and local advertisers. Its founders believed that there was need of active missionary work in the direction and that the only practical way of carrying it on was through an association organized for that purpose.

The club has now been in existence three years, and although not as much has been accomplished as was expected, yet substantial progress has been made. Those who have been in active charge of its management have had much to learn, as they were operating along new lines and had no precedents to guide them. Some of the plans adopted for carrying on the work were found to be worthless when put into practice and had to be abandoned. Disappointments innumerable were encountered. Carefully prepared arguments in favor of newspaper advertising were shot full of holes in the first encounter with big national advertisers.

But the Daily Newspaper Club men were not discouraged or disheartened. They originated new plans and better arguments and again returned to the fray. Since then good progress has been made, although the work has been handicapped by a lack of sufficient funds to carry on the campaign properly. The club has fifty-five members, who have given their earnest support financially

and otherwise, but they should not be expected to bear the entire cost of the newspaper advertising propaganda, which is designed to benefit not the members alone, but every publisher in the United States.

The important question now before the club is "What can be done to advance the interest and secure the support of a majority of the newspaper owners?" The seriousness of the situation is indicated by the action of Charles H. Taylor, Jr., one of the founders, in urging upon the American Newspaper Publishers' Association, of which he is a leading member, the desirability and even necessity of united effort on the part of the association in supporting the movement for the promotion of newspaper advertising. At his suggestion a committee was appointed to consider the subject and recommend a plan of action.

It has seemed to us for some time that the Daily Newspaper Club, which is composed of members of the A. N. P. A., is carrying on work which properly belongs to the larger organization. If there is any one subject in which the members of the association are interested it is advertising, for their prosperity depends upon it. Therefore why should its members be obliged to organize another association to do what should be done by the A. N. P. A. itself?

If the Daily Newspaper Club has done nothing else, it has performed a most valuable service for the American newspaper press in emphasizing the need of an effective and continuous propaganda in behalf of newspaper advertising among the business men of this country.

### DECENT JOURNALISM PAYS.

The first and most important function of a newspaper is to print the news. If, in addition, it can analyze important events and show their relation to each other or their bearing upon public movements, and can justly criticize public men and measures, it is still further fulfilling its legitimate mission.

No newspaper has yet won permanent success by maintaining an intemperate

or a vitriolic editorial policy. Making enemies needlessly is not good business. Every man who is unjustly lampooned or attacked has friends who resent such treatment and will do what they can to help him "get even" with the offending publication. They become centers of hostility whose influence spreads rapidly in all directions.

It is the duty of the newspaper to expose evil, sham and graft; to arraign at the bar of public opinion, and eventually bring to justice, officials of the city, State or national government who have betrayed their trust, but it is not its privilege or duty to print untrue or libellous stories about anyone or to infer editorially or otherwise that their conduct is not proper or their motives are not above suspicion.

Newspaper editors are not infallible, and they occasionally make mistakes, which, in most instances, they are glad to acknowledge in due form. One of the most hopeful things about modern journalism is that it is advancing to a higher plane. The days of vituperation, of indecent attack and of misrepresentation have largely gone by.

The best-paying newspapers everywhere are those that respect personal rights; that honestly try to build up rather than tear down; that are not afraid to fight for principle, and that keep their news and advertising columns clean.

There is, in fact, no room to-day for any other kind of newspapers, because decent people will not buy or advertise in any others. The disreputable paper may flourish for a day, but its demise is certain.

### A JUST DECISION.

According to a dispatch from Washington, the Supreme Court of the United States has upheld the constitutionality of the New York statute forbidding the use of a picture or a name of a person for trade or advertising purposes without the permission of the subject.

This decision will meet the approval of every fair-minded business man. The photographer or other person who surreptitiously or otherwise makes or obtains a picture of a person and, without permission, sells it for advertising purposes is, to all intents and purposes, a thief, because he is selling stolen property.

A man's or a woman's likeness is his or her own personal property. A photograph ordinarily implies that the subject has had it taken either for his own gratification or that of his family or friends, and has paid for it. The photographer has no property rights in the negative, which, though remaining in his possession, is still owned by the sitter and subject to his order. The decision of the Supreme Court maintains the principle embodied in the old common law that no one has the right to appropriate the property or services of another except by purchase or agreement.

### EDITORIAL COMMENT.

The election of Bruce Haldeman to the presidency of the American Newspaper Publishers' Association is regarded among publishers, generally, as a wise choice. He is a man of wide experience in the newspaper field, has a level head and possesses abundant enthusiasm. Herman Ridder, whom he succeeds, was one of the best presidents the association has ever had, and did much to advance its interests during the four years he held the office. Mr. Haldeman will have the loyal support of every member, and the best wishes of all other publishers for a successful administration.

Advertising signs along railway lines and on houses are just now under the ban in Germany, and decrees have gone forth ordering their destruction. The movement against this form of publicity is the result of an agitation begun by the newspapers and promoted by public meetings held all over the empire. The rescue of the landscape from unsightly advertising pictures will, however, only be partial, as the local authorities are to decide whether the advertisement may remain or not. In America there is need of a similar agitation. Various organizations have from time to time taken up the subject, and in some cities ordinances have been passed forbidding the display of certain kinds of advertising signs, but there has been no general movement against them. One of these days public opinion will put an end to signs that offend good taste wherever they may appear. Advertising signs have their place in publicity campaigns, but their character and display should be properly regulated so that they shall give the least possible offense.

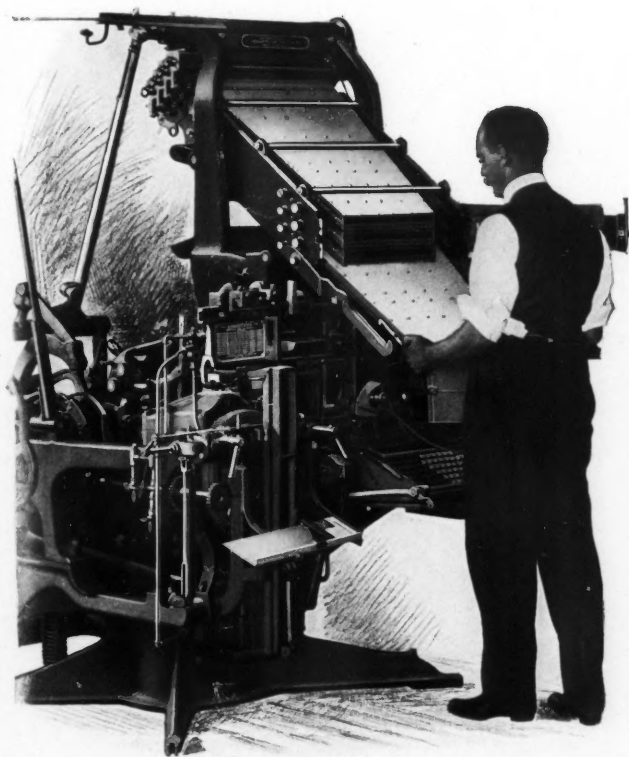
Those who subscribe to the services of clipping bureaus are sometimes surprised at the lack of intelligence displayed by their readers in selecting items. For instance, THE EDITOR AND PUBLISHER, which wishes to receive items in regard to printing presses, newspapers and magazines, recently received from one of the bureaus an article headed "Will Probe Proposal to Locate Powder Magazine," which another was entitled "New Hay Press Invented."

We felt a pardonable pride in last week's number of THE EDITOR AND PUBLISHER AND JOURNALIST. We believe that in both size and quality it surpassed any former edition. We also believe that it contained more type matter than any of its contemporaries. Forty-four pages of THE EDITOR AND PUBLISHER AND JOURNALIST is equivalent to sixty pages of the Fourth Estate or Newspaperdom and one hundred and seventy pages of Printer's Ink. We feel grateful to all those who assisted us in making the edition a marked success.



# The Four-Magazine Linotype

## Quick Change Model 9



Price \$4,000

FOUR MAGAZINES, all interchangeable.



EIGHT FACES, four fonts of two-letter matrices.



720 CHARACTERS from a Standard Keyboard of only 90 keys.



ALL FACES mixed at will in the same line.



ALL BODIES, 5 to 36 point; all measures, 4 to 30 ems.



UNIVERSAL KNIFE BLOCK.



UNIVERSAL EJECTOR.



WATER COOLED MOLD DISK.

SEND FOR ILLUSTRATED CATALOGUE

### MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO:  
1100 South Wabash Ave.

SAN FRANCISCO:  
638-646 Sacramento St.

NEW ORLEANS:  
332 Camp St.

TORONTO: Canadian Linotype, Ltd., 35 Lombard St.

# ONE MAN

Composed the matter blo  
seat or removing a mag

## FOUR-MAGAZINE

### Thousands of Feet Waiting for These Slippers

Think of all the people that you know who would be glad of a cozy pair of new slippers for Christmas. Then think of all the other people who have the same wish. That is why this White stock of holiday slippers is so large, varied and tempting.

There are slippers for men, women and children and for every occasion—boudoir or bath—drawing-room or dancing; from dainty little mules, in colorings of our own selection, to graceful dancing slippers of satin or tinsel, many of exclusive designs. The prices are moderate in every case—65c to \$7.00.

Women's hand-crocheted slippers in pretty colorings, \$1.  
Women's satin boudoir slippers, with silk pompons, \$2.  
Men's alligator slippers, \$2. Men's dress pumps, \$3 and \$5.  
Men's house slippers of soft kid, in Faust, Romeo, or opera styles, \$2.

### French Mirrors for Holiday Gifts

#### \$1.75 French Mirrors for \$1

Beautiful period frames, mostly Louis XIV. designs, with French mirror and picture on top; size of glass, 4x16; the size of picture is 4x6.

#### \$3.50 French Mirrors at \$2

These have the pictures at the top, too. The size of picture is 6x7, the size of the glass is 6x20. The mirrors are in antique period frames—charming.

#### \$7.50 Mirrors at \$4.75

French frames in Louis XVI. period, with a little French print set in above the glass mirror. Size of glass, 10x34; size of picture, 10x14.

#### \$8.50 Pictures, \$5

English photogravures of the famous subject, "When the Heart is Young," richly done in water colors and framed with white mats and fine ornamental gilt frames. Size 28x36 inches.

### Practical Gifts for Men Are Good Half Hose

That a great many people are of the same opinion is proven each day by the throngs at our hosiery counters. It is seldom that such values as the following are encountered at holiday time:

**Young Men's Lisle Thread Half Hose;** mercerized, heavy grade, with 3 thread heels and toes, in navy, gray, lavender, taupe, and black. 40c  
25c grade; 3 prs. in a box...

**Men's Silk Half Hose;** an imported lisle thread half hose full fashioned, with silk clocks, worth all of 50c, in all sizes; 6 prs. in a box, \$1.40  
at .....

**Men's Silk Half Hose;** with linen heels and toes, strictly first quality, every pair guaranteed to wear, in navy blue, gray, tan and black, all sizes; 3 prs. in a box... \$1.00

**Men's Silk Half Hose;** full fashioned, with either silk or cotton split feet, in tan, navy, gray, and black, all sizes of the 75c grade; 3 pairs in a box, for... \$1.48

### CIGAR STORE HINTS

BUY HIS presents in the Tobacco Shop—THIS Tobacco Shop.

**FRENCH BRIAR PIPES,** in cases with rolled gold mountings and genuine amber mouthpieces; regularly 2.00 to \$2.50, at

\$1.50 and \$1.75  
Highest Grade French Briar Pipes, with best amber mouthpieces; 14 styles, 75c, \$1.00, \$1.25, and \$1.50  
Tobacco Jars.....45c to \$3.50  
Brass Smoking Stands, dull finish, with brass ash receiver, having a removable glass bowl; two cigar rests and match safe; value \$2.75 at .....\$1.98

### PENKNIVES

**THE BEST TO**  
Sharp Shave Razor  
Curley Safety Razor  
Star Safety Razor  
Gillette Safety Razor  
Gillette Pocket Razor  
The Rattler, a case with  
ments for holding  
brush, and stro  
The Weller Safety  
Durham Duplex Safety  
Swing Razor Str  
Stag Handled Pen  
Scissors Set.....  
Leather Case, hold  
Kutter Scissors

### THOUSANDS OF PEOPLE GIVE

A really practical gift—one remembered  
Note our extraordinary values. They

#### \$20 GENUINE SEAMLESS W

Sanford's seamless rugs; known for beauty  
Handsome floral and Persian designs; \$

#### \$22 Heavy Axminster Rugs

Size 9x12 feet. Very fine heavy wool rug, in a wide range of patterns, weights, and colorings; reg. \$22, special at..... 14.39

#### \$18 All-Wool Velvet Rugs

Size 9x12 feet. W. J. Sloane's all wool rugs; extra heavy quality; made in neat medallion designs, special at..... 11.98

#### \$16 Seamless Brussels Rugs

Size 9x12 feet. Extra heavy grade; a full range of Oriental and Persian patterns and colorings; special at..... 11.98

#### \$1.10 Inlaid Linoleum

Tile and hard wood patterns; square yard... 69c

#### 29c Ingrain Carpet

Reversible; limit 18 yds. To-morrow only... 17c

#### 50c Floor Oil

Finest No. 1  
all widths, pe

#### Wild's 85c Cor

Parquet and  
patterns; squ

#### Seamless Brussels Rugs at \$5.49

**SHOP EARLY** and get extra stamps on to-morrow. As an extra inducement

### LINOTYPE FACES USED

First Magazine.—18 point Gothic No. 12; 18 point Head Letter mold used.  
Second Magazine.—12 point Classic with Century Bold; Universal Adjustable mold used.  
Third Magazine.—10 point Classic with Century Bold; Advertising Figure mold used.  
Fourth Magazine.—8 point Classic with Century Bold; Advertising Figure mold used.  
18 and 24 point Century Bold Advertising Figures.



...low, without leaving his  
...magazine, on a Quick Change

# MODEL 9

## ZINE LINOTYPE

### SAFETY RAZORS

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### THE ORIENTAL ROOM

Pipe Racks, 12c to \$5.75.  
Ash Trays, 10c to \$2.25.  
Umbrella Stands, \$2.49 to \$12.00.  
Tabular Dinner Gongs, \$1.69 to \$15.00.  
Brass Hanging Flower Pots, 79c to \$1.49.  
French, Russian, and Damascus brass Jardiniers, 75c to \$20.00.  
Brass Wall Plaques, 89c to \$8.95.  
Smoker's Stands, \$1.95 to \$7.50.  
Brass Book Racks, 89c to \$5.75.  
Brass Candlesticks, 65c to \$7.50.  
Necktie Racks, 95c to \$1.45.  
Plaster Busts and Figures, 50c to \$13.50.

### Be Sure—Light the Tree with Electricity

Candles aren't needed to light the tree these days—electricity does it better and safely.

The White tree-lighting outfits at \$2.25 are complete with eight red, white and blue colored lights, silk cord, extra length switch, three red seal batteries and battery box, all ready for use, \$2.25.

Electric Current Outfits, complete with eight lights in assorted colors; same can be attached to any lamp socket, all ready for use, \$2.25.

Chafing dishes, nickel-plated, with non-explosive alcohol lamp, side handles, ebony handles, \$4.25. Mescos electric engines, a handy toy for boys; can be worked with one dry battery; large size, 95c.

### WILTON VELVET RUGS

...long after a fancy gift is forgotten.  
...make gift-giving a pleasure.

...for beauty and wearing qualities. value, at, special. **13.98**

#### \$18 Seamless Brussels Rugs

Size 10.6x8.3. Alex Smith's extra heavy grade, one-piece rug; Oriental and Persian designs; special at... **9.98**

#### \$10 Tapestry Brussels Rugs

Size 9x12 feet. Woven in neat Oriental and Persian patterns. Regularly sold at \$10.00. Special for Monday... **6.98**

#### \$10 Seamless Brussels Rugs

Size 9x7.6 feet. Smith's all wool seamless rugs. Choice assortment of patterns; very special at... **6.49**

#### Wild's Inlaid Linoleum

Block and hardwood patterns; per sq. yd... **89c**

#### 35c Heavy Floor Oilcloth

In 4-4, 6-4, and 8-4 widths; square yard... **19c**

Smith's \$3 Axminster Rugs at \$1.98

### Dinner Sets at a Saving of a Third in Price

**\$9.50 Fine Porcelain Dinner Sets at \$5.89**

With pink flower decorations; one hundred pieces, including one soup tureen and three meat platters.

**\$12.25 Porcelain Dinner Sets at \$7.98**

Finest grade porcelain, gold on every piece; of one hundred pieces; soup tureen and three large meat dishes.

**\$15.75 Dinner Sets at \$9.50**

Three handsome border decorations of green and gold, maroon and gold, and white and gold; in gold lace effect; one hundred pieces, including soup tureen and three large meat platters.

**\$20 Carlsbad China Dinner Sets at \$12.50**

Fine Carlsbad China Dinner Sets, in assorted floral border decorations and sprays; one hundred pieces, including one soup tureen and three large meat dishes.

### Buy Groceries Here and Save Your Money

#### Freshly Roasted Coffee

HOME BLEND COFFEE—  
10 lbs. \$2.35; 4½ lbs. ....\$1  
ROYAL YACHT CLUB COFFEE—  
10 lbs. \$3.65; 2¾ lbs. ....\$1  
GUADARALI COFFEE—25-lb. drum  
\$7.95; 10 lbs. ....\$3.75

#### Fancy New Prunes

NEW CALIFORNIA PRUNES—  
5 lbs. ....45c  
NEW OREGON (ITAL.) PRUNES—  
25-lb. box \$3.40; 3½ lbs. ....50c

#### Assorted Fruits

LA CHICA CALIFORNIA BRAND  
APRICOTS—doz. \$2.25; reg. 25c; one day only .....19c  
BARTLETT PEARS—La Chica brand ripe luscious pears; doz. \$2.90; reg. 32c a can .....25c  
LEMON CLING PEACHES—Daisy brand fancy dessert fruit; case \$2.25; reg. 25c a can .....19c

#### Fresh Cereals

NEW CORNMEAL—100-lb. bag \$3.  
10 lbs. 30c; 5 lbs. ....15c  
YELLOW SPLIT PEAS, Scotch green peas, new imported lentils, New York State pea beans, fine sago, pearl tapioca or flake tapioca; 10 lbs. 65c; 5 lbs. ....34c

...purchases made before 11 o'clock  
...thirty stamps will be given free.

**"The Linotype Way Is the Only Way"**

Send for Illustrated Catalogue

# The Four-Magazine Linotype

## Quick Change Model 9



PRICE \$4,000

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**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK, U. S. A.



**PERSONAL**

Alexander D. Noyes, financial editor of the New York Evening Post, lectured before the students of the University of Pennsylvania at Philadelphia, Monday, on "Financial Journalism."

Theodore E. Quinby, former managing editor of the Detroit Free Press, when his father, the late Wm. E. Quinby, controlled the paper, has been appointed a State bank examiner.

Tom McNeal, editor of the Topeka Mail and Breeze and State printer of Kansas, will be a guest of the Oklahoma State Editorial Association at Chickasha and will deliver an address.

F. M. Brown, editor of the Brownsville (Ore.) Times, and for twenty-seven years engaged in newspaper work, has been elected mayor of Brownsville. He is said to be the first newspaper man ever elected mayor of a city in Oregon.

Herbert N. Casson, efficiency engineer, former editor of the New York World and Munsey's Magazine and at present an editor of the Wall Street Journal, gave an address on "Industrial Efficiency as Applied to the Development of a Great City" before the Chamber of Commerce at Rochester, N. Y., last week.

Willard A. Smith, editor of the Charlevoix (Mich.) Sentinel and a veteran of the Civil War, has been commissioned a captain in the signal corps of the Michigan National Guard, and attached to the brigade headquarters for duty.

Albert Gardiner Robinson, well known Washington correspondent, addressed the Historical and Political Science Association of Johns Hopkins University, in Baltimore, last week on the reciprocity question.

J. Matt Alvey, editor of the Quetta (N. Y.) Gazette, has been appointed a United States Commissioner by Judge J. R. McFie.

Norman Hapgood, editor of Collier's Weekly, addressed an open meeting of the Alpha and Phi Kappa Psi societies at Northampton last week on "The American Spirit of To-day."

James B. Ripy, Jr., fifteen years connected with the Louisville Courier-Journal and for the past ten years assistant circulation manager, retired on May 1 to engage in the real estate business.

Chester H. Rowell, editor of the Fresno (Cal.) Republican, addressed the congregation of the Church of the Savior, Brooklyn, Monday evening, on California topics.

J. L. Stack, president of the Stack-Parker Advertising Agency, of Chicago, has been elected a director of the Booth Fisheries Company.

One of the selections rendered by the St. Joseph Ad Club quartette at a recent concert at Stewartville, Mo., was "My Old Fried, Will," a song composed by C. L. Fowler, veteran Missouri editor and founder of the Stewartville Independent. The song has attained wide popularity throughout the West.

D. C. Kemp, of the Los Angeles (Cal.) Record, spent the past week in the Yosemite Valley, where he procured a number of advertising contracts for the six California papers belonging to the Scripps League of Western Newspapers.

**OBITUARY.**

Samuel Porter, a well-known newspaper and theatrical man of Philadelphia, died at his home in that city last week. He was fifty-three years old.

Roswell C. Wilson, president of the Lockport (N. Y.) Review Publishing Company, publisher of the Lockport Review, died at his home in that city last week. He was sixty-nine years old.

Elizabeth Bowles Monroe, wife of F. Mitchell Monroe, former publisher of Brooklyn Life, and the youngest daughter of Samuel Bowles, publisher of the Springfield (Mass.) Republican, died last week at her home in Huntington, L. I.

Thomas K. Colton Kelly, one of the best known police reporters in New York, died Sunday morning at his home in Brooklyn, from tuberculosis. He was born in New York City in 1882, and became a "copy boy" on the Evening Sun after graduation from the public schools. Later he went to the Sun (morning) as a reporter at Police Headquarters, and at the time of his illness was the representative there of the New York City News Association.

William S. Noyes, veteran Maine journalist and Civil War veteran, died at Webber Hospital, Biddeford, last week, from apoplexy. He was seventy years old. Following the close of the Civil War he edited and published the Saco (Me.) Democrat, and later established the York County Independent and the Sunday Breakfast Talk. He acted as correspondent for the Boston Journal and the New York Herald for many years.

Addison M. Brownlee, one of the oldest newspaper men in Illinois, died last week at his home in East St. Louis after an illness of several weeks. He was sixty-five years old, and was born in Lavonia, Ind. In the course of his career he had published newspapers in several States. At the time of his death he was editor and publisher of the East St. Louis Optimist.

Edward B. Haines, editor and president of the Paterson (N. J.) Printing & Publishing Co., publisher of the Paterson Evening News, died Wednesday at his home in that city. He was sixty-seven years old and was born in New Orleans. He began his career as a cabin boy on a Mississippi steamboat, and later studied law. At the outbreak of the Civil War he enlisted as a drummer boy in an Illinois regiment. At the close of the war he became connected with the staff of the Chicago Times, later becoming editor of the Kansas City Journal of Commerce. He also published the News, Times and Bulletin there. He founded the Express at Scio, N. Y.; the Williamsport (Pa.) Daily Banner and the Paterson Call and Evening News.

Henry C. Huling, editor and publisher of the Elmhurst (L. I.) Queensboro Press, died at his home in that city Wednesday following a long illness. He had been actively identified with newspaper work for nearly fifty years. Not only was Mr. Huling's father a newspaper man, but his great grandfather established the first newspaper in Vermont, and his grandfather was publisher and editor of the Long Island Star. His three brothers and two of his three sisters are connected with newspapers.

**THE SPECIAL CORRESPONDENT.**

**Qualities He Must Have in Order to Be Successful.**

Mr. Frazer, the well-known English journalist, in an address in Dublin, had this to say about the work of the special correspondent:

"It takes some newspaper men a long time to learn, and some never do learn it, that the most interesting thing in the world to the general reader is the obvious thing.

"A special correspondent asked his editor what he was to write about. 'Anything you can get hold of,' was the answer. So he wrote an article on door handles. That man had his wits about him, and was made of the sort of stuff from which successful newspaper writers spring.

"The newspaper man who is ambitious must ruthlessly slay his adjectives. Adjectives are too hard worked by some writers. More power is produced by restrained language than by rampant language.

"The tendency of the day is more and more to bring into prominence the work of the special correspondent and to pay less heed to the old style of reports. People are not content with knowing what a statesman says; they like to know how he said it.

"Without some sense of humor a special correspondent would go mad. The men who have all the literary qualities to be special correspondents read too much, while those who have the physical qualities rarely read enough.

"It is the first duty of a special correspondent to be interesting, but there is no need to sacrifice the truth to the picturesque.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**LOOKING FOR SOME ONE**

to fill the editorial chair, or some department of your paper, or someone to take editorial charge? Let me try it. Experienced in all branches of the work. Have always made good. Address "ARLINGTON," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**POSITIONS OPEN**

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

Desiring to buy or sell can do so to best advantage and without publicity by writing to H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

**FOR SALE**

**LINOTYPE BARGAINS.**

Model 1—\$1,000, including mats and full equipment; unusual bargain.

Model 2—\$2,000; double magazine machine, includes 2 sets mats, fully equipped; \$650 cash, balance in year; exceptionally good.

Model 3—Quick change machine, all improvements; half cash, balance in year; includes mats, full equipment, fine order. These linotypes can be shipped on one hour's notice. Every machine is a decided bargain. Write or wire me collect.

WILLIAM B. BOYD,

Linotypes and Printing Machinery.

Eighth year in the business, 1328 Broadway, New York.

**MUST GO SOUTH FOR MY**

health and will sacrifice a live, paying newspaper and job office that will invoice \$3,500. Gasoline power and up-to-date. Must have \$1,500 cash, \$1,000 time or trade. C. J. ZOOK, Lime Springs, Ia.

**FOR SALE—ONE OF THE**

best country newspaper propositions ever offered, in good Indiana manufacturing town and rich agricultural community. Price, \$4,500 cash. Address "OPPORTUNITY," care THE EDITOR AND PUBLISHER.

**HOE 20-PAGE**

press, full stereotype outfit included, for sale. Price low and reasonable terms. "HERALD," Binghamton, N. Y.

**MISCELLANEOUS**

**PUBLISHERS**

desiring to continue the Katherine Kip editorial as a feature of their papers are asked to communicate with J. M. TRAVER, 26 Westland St., Hartford, Conn.

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. YARD'S NEWS BUREAU, 180 Washington St., Chicago, Ill.

**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 dissatisfied advertisers. Write for rates and sworn circulation statement.

**WASHINGTON**

**THE SEATTLE TIMES**

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. CIRCULATION—DAILY, 64,741; SUNDAY, 84,208.

**Well Established**  
New York State weekly which returns owner approximately \$2,100 annually for personal effort and investment will be sold for \$6,500. Campbell 2 rev., 2 Gordons, Fairbanks engine, cutter, folder, etc., etc. One competitor in town of 3,000. Proposition A. A.  
**C. M. PALMER**  
Newspaper Broker  
277 Broadway, New York

**"GOTHAM GOSSIP"**  
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**THE INTERNATIONAL SYNDICATE**  
Established 1899.  
BALTIMORE MARYLAND

**WILBERDING**

**LIST OF NEWS PRINT PAPER MILLS (Revised to April 1, 1911)**

Prepared by Committee on Paper of American Newspaper Publishers' Association.

Company.	Daily capacity in tons.	Location.	To whom inquiries should be addressed.	Address.
International Paper Co.		Glens Falls, N. Y.		
"		Fort Edward, N. Y.		
"		Corinth, N. Y.		
"		Chisholm, Me.		
"		Berlin, N. H.		
"		Niagara Falls, N. Y.		
"		Rumford Falls, Me.		
"	1,543	Orono, Me.	Arthur E. Wright...	30 Broad St., New York City
"		Franklin, N. H.		
"		Turners Falls, Mass.		
"		Ticonderoga, N. Y.		
"		Bellows Falls, Vt.		
"		Wilder, Vt.		
"		Watertown, N. Y.		
Great Northern Paper Co.	450	Millinocket, Me.	W. B. Dillon.....	51 Wall St., New York City
"		E. Millinocket, Me.		
"		Madison, Me.		
W. H. Parsons & Co.	170	Brunswick, Me.	David S. Cowles....	111 Broadway, N. Y. City
"				
St. Croix Paper Co.	150	Woodland, Me.		Boston, Mass.
Berlin Mills Co.	225	Berlin, N. H.		404 Commercial St., Portland, Me.
Dalton Paper Mills.	32	Fitzdale, Vt.	H. J. Brown.....	Fitzdale, Vt.
St. George Pulp & Paper Co.	27	Norwalk, Conn.	E. G. Murphy.....	Norwalk, Conn.
Regis Paper Co.	140	De Feriet, N. Y.	G. C. Sherman.....	Watertown, N. Y.
Taggart Paper Co.	30	Felt Mills, N. Y.	G. C. Sherman.....	Watertown, N. Y.
Aldrich Paper Co.	30	Natural Dam, N. Y.	Nelson K. Caswell..	Natural Dam, N. Y.
Oswego Falls Pulp & Paper Co.	50	Fulton, N. Y.	H. L. Paddock.....	Fulton, N. Y.
Finch, Pruyt & Co., Inc.	110	Glens Falls, N. Y.	C. A. Woodcock.....	Glens Falls, N. Y.
Gould Paper Co.	80	Lyons Falls, N. Y.	G. H. P. Gould.....	Lyons Falls, N. Y.
Cliff Paper Co.	38	Niagara Falls, N. Y.		
Pettibone-Cataract Paper Co.	30	Niagara Falls, N. Y.	N. J. Bowker.....	Niagara Falls, N. Y.
Remington-Martin Co.	65	Norfolk, N. Y.		Watertown, N. Y.
West End Paper Co.	30	Carthage, N. Y.		
Champion Paper Co.	35	Carthage, N. Y.	E. B. Sterling.....	Carthage, N. Y.
Norwood Paper Co.	30	Norwood, N. Y.		Watertown, N. Y.
R. T. Moorhouse.	5	Bridesburg, Phila.	R. T. Moorhouse....	Bridesburg, Phila.
Raymondville Paper Co.	70	Norfolk, N. Y.		Watertown, N. Y.
Cleveland Paper Mfg. Co.	15	Cleveland, Ohio	Cleveland Paper Mfg. Co.	Cleveland, Ohio
Alexandria Paper Co.	40	Alexandria, Ind.		
Cheboygan Paper Co.	60	Cheboygan, Mich.	H. A. Frambach....	Cheboygan, Mich.
Star Paper Mill (no paper for sale).	55	Kansas City, Mo.	A. F. Seested.....	Kansas City, Mo.
Kimberly Clark Co.	72	Niagara, Wis.	F. J. Sensenbrenner..	Neenah, Wis.
Flambeau Paper Co.	22	Park Falls, Wis.	Guy Waldo.....	Park Falls, Wis.
Menasha Paper Co.	40	Ladysmith, Wis.		
"	25	Menasha, Wis.	M. H. Ballou.....	Menasha, Wis.
Nekoosa Paper Co.	90	Nekoosa, Wis.		Port Edwards, Wis.
John Edwards Mfg. Co.	50	Port Edwards, Wis.		Port Edwards, Wis.
Combined Locks Paper Co.	70	Combined Locks, Wis.		Combined Locks, Wis.
Dells Paper Co.	60	Eau Claire, Wis.	W. L. Davis.....	Eau Claire, Wis.
Con. Water Power & Paper Co.	46	Grand Rapids, Wis.	Geo. W. Mead.....	Grand Rapids, Wis.
Centralia Pulp & Paper Co.	25	Grand Rapids, Wis.		
Outagamie Paper Co.	16	Kaukauna, Wis.		
Wisconsin River Pulp & Paper Co.	45	Stevens Point, Wis.	C. A. Babcock.....	Menasha, Wis.
Grandfather Falls Co.	35	Merrill, Wis.	W. J. Sullivan.....	Merrill, Wis.
Rhineland Paper Co.	25	Rhineland, Wis.	Wm. Eibel.....	Rhineland, Wis.
Northwest Paper Co.	60	Cloquet, Minn.	The Northwest Paper Co.	Cloquet, Minn.
Itasca Paper Co.	20	Grand Rapids, Minn.	A. C. Bossard.....	
Hennepin Paper Co.	25	Little Falls, Minn.	B. F. Nelson.....	Minneapolis, Minn.
Watab Pulp & Paper Co.	40	Sartell, Minn.	J. A. Porter.....	Sartell, Minn.
Minnesota & Ontario Power Co.	225	Internat'l Falls, Minn.	J. G. Sutherland....	Minneapolis, Minn.
Floriston Pulp & Paper Co.	35	Floriston, Cal.		Alaska Commercial Building, San Francisco, Cal.
Crown Columbia Pulp & Paper Co.	60	Camas, Wash.	L. Schwabacher....	
Willamette Pulp & Paper Co.	160	Warrandale, Ore.	Wm. Pierce Johnson..	Oregon City, Ore.
Hawley Paper & Pulp Co.	20	Oregon City, Ore.		
Laurentide Paper Co., Ltd.	190	Grand Mere, Que.	J. H. A. Acer.....	Grand Mere, Que.
Belgo-Canadian Pulp & Paper Co., Ltd.	95	Shawingan Falls, Que.	A. G. Champion.....	St. Nicholas Building, Montreal, Que.
E. B. Eddy Co., Ltd.	50	Hull, Que.		
News Pulp & Paper Co., Ltd.	25	St. Raymond, Que.	Frank Powell.....	St. Nicholas Building, Montreal, Que.
Canada Paper Co., Ltd.	60	Windsor Mills, Que.	F. J. Campbell.....	
J. R. Booth.	100	Ottawa, Ont.	J. R. Booth.....	
Jonquieres Pulp Co., Ltd.	20	Jonquieres, Que.		Ottawa, Ont.
Imperial Paper Mills of Canada, Ltd.	50	Sturgeon Falls, Ont.		Jonquieres, Que.
Powell River Paper Co. (to start Aug. 1, 1911).	90	Powell River, British Columbia		Minneapolis, Minn.
Anglo-Newfoundland Develop. Co.	120	Grand Falls, Nfld.	M. M. Beeton.....	Grand Falls, Newfoundland

**DON'T BLAME THE NEWSPAPER.**

**Milwaukee Clergyman Tells Some Plain Facts to His People.**

That the clergymen appreciate the influence of newspapers as keenly as any class of professional men in this country is evident from the frequency with which they allude to them in their sermons. Here is what the Rev. F. Stanly Powles, of Milwaukee, told his congregation on a recent Sunday evening: "We as citizens of the metropolis of Wisconsin do not half appreciate what our newspapers are doing for us. We criticize, when nine cases out of ten we ought to give them credit for the effectiveness of their work in molding public opinion. Co-operation and not condemnation should be our policy. It exerts much power for good, and if the church of to-day is looking forward to the church of to-morrow to be a factor for good it must acknowledge this in every phase of life.

"Our press does exert a moral influence, and many of its editorials are splendid lay sermons. Its exposing graft and denouncing crime and underhanded political schemes, as it now does, is proof of itself that it is decidedly favorable to morality. "If the public demands flaring headlines of crimes and debauchery, the newspapers will publish them. Don't blame the press for what you yourself take an active part in. The church flays the Sunday newspapers, when its success is made what it is by the patronage of members of the Christian church.

"The press has its faults. It makes sad mistakes in many things, and at times forgets the real wants of our city. We do not need warnings at all times, and in this particular I feel that our city papers create a wrong impression.

"A clean press means a clean city, and to obtain this we should not denounce but co-operate in raising the standard. We as Christians do not familiarize ourselves with the actual needs, and then see to it that things are improved. We sit back and decry our city press and try our utmost to make our denunciation effective. This only widens the breach between press and church, and nothing is gained. Our Milwaukee press is affecting the morals of our great city, and in my opinion rightly.

"When our clergy fully realize that co-operation and not denunciation is needed to improve humanity, then shall we appreciate what the press is doing for our city. We have not an editor in our city but who is willing to co-operate with us in making his paper one of power for good if we show ourselves to be in the right attitude for harmony."

**Frederick Leaves Printer's Ink.**

J. George Frederick, for the last two years managing editor of Printer's Ink, has resigned. His successor is Waldo Poudray Warren, who has hitherto been known as "a consulting business analyst."

**\$5,000**

A local Company of prominent business men is now being organized to consolidate two money-making newspaper properties in a prosperous city near New York.

They require a strong, experienced developer to take full charge of an afternoon daily. No competition. Large gross business to begin with. Excellent expansion opportunities. Must have good record and \$5,000 cash.

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Brokers in Newspaper and Magazine Properties  
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**NEW YORK**

**THE COMMA.**

The point on which most writers are at odds with the compositor is the comma. It is not that he misplaces it so outrageously as in that sentence which was the cause of many tears in a Berlin newspaper office some years ago: "Prince Bismarck walked in on his head, the well-known cap on his feet, large brightly polished top-boots on his forehead, a dark cloud in his hand, the inevitable walkingstick in his eye, a menacing glance." No, but he is too fond of this particular punctuation point. He takes a delight in breaking up the flow of a sentence with his ar-

tificial pauses. We all say, "Why then did you do it?" in one breath. It is the compositor who says, "Why, then, did you do it?"—*London Daily Chronicle.*

**Louisiana Change.**

Announcement was made by the Lake Charles (La.) Daily American Press last week that A. M. Jones, business manager, had sold his stock in the company and severed his connection with it. Frank A. Smith, who has been connected with the paper for the past eight years, succeeds him as business manager.

**"Not the Cheapest, But the BEST"**

**CIRCULATION PROMOTERS**

*All of our managers are stockholders*

**THE UNITED CONTEST CO.**  
CLEVELAND, OHIO (Incorporated)  
*Bank References Furnished*



**WOMAN PRESS AGENT.**

**Miss Nellie Revell Directs Publicity of Big Vaudeville Circuit. Has Achieved Success in Position Beset with Many Difficulties. Former Newspaper Woman.**

The responsibility of directing the publicity of the biggest circuit of vaudeville theatres in Greater New York reposes in the capable hands of Miss Nellie Revell, a western newspaper woman who has been general press representative for Percy G. Williams for the past two seasons.

From her office at the Colonial Theatre, Broadway and Sixty-second street, Miss Revell not only keeps the newspapers supplied with information about the attractions at Mr. Williams' Colonial, Alhambra, Bronx, Orpheum, Crescent, Greenpoint, Novelty and Gotham theatres, but also regarding Mr. Williams' various theatrical enterprises. Mr. Williams, who is one of the biggest vaudeville and stock managers in the country, is constantly adding to his theatrical holdings and is shortly to open the Bushwick Theatre in Brooklyn, which will, it is said, be the biggest vaudeville house in the world. The Bushwick will be his tenth theatre in Greater New York and will, of course, add an additional theatre to the already long list requiring the attention of Miss Revell.

**ENCOUNTERS MANY DIFFICULTIES.**

The vaudeville press agent has to encounter many difficulties which do not fall to the lot of the publicity promoter for the so-called "legitimate" theatres and attractions, and it is a matter of some interest to note that it is a woman press agent who has to combat with these adverse conditions. One great trouble is that a vaudeville artist's engagement is confined to one week at each house, making it imperative to get quick action on a "story" else its effect or usefulness to the theatre is lost by delayed publication and only the performer derives any benefit. With a Broadway attraction in for a run this haste for publication is not so essential.

Vaudeville performers are traditionally frugal, and while they share with all actors the desire for publicity, they frequently prove their own worst enemies by refusal to co-operate with the publicity promoter in the way of furnishing



**NELLIE REVELL,**

GENERAL PRESS AGENT FOR PERCY G. WILLIAMS AND THE WILLIAMS THEATRES AND THEATRICAL ENTERPRISES IN GREATER NEW YORK.

photos, etc., simply because of the expense entailed. This means a constant fight on the part of the press agent, and even after a good showing is obtained as result of the agent's energy it is not unusual for the vaudeville performer to demand his pictures back from the newspapers.

**THE FIGHT FOR RECOGNITION.**

Then again dramatic editors are not so keen for news of vaudeville performers and theatres as for matter emanating from the two-dollar Broadway theatres and the persuasive powers, ingenuity and other arts and artifices of the press agent are called into play. These and various other conditions compel the vaudeville press representative to fight continuously for recognition and space in the newspapers, and it is due to Miss Revell's knowledge of the conditions and her mastery of the field that she has been able to achieve such excellent results.

Prior to coming to New York to take charge of Mr. Williams' publicity interests Miss Revell won recognition as the only woman press agent for circuses and as director of publicity for the state of Michigan. Miss Revell has also had considerable experience as press agent for Chicago playhouses.

**New York Press Not Sold.**

A rumor that the New York Press had been sold was current along Park Row on Friday. Ervin Wardman, the editor, told a representative of THE EDITOR AND PUBLISHER that there had been no change in ownership.

**SOUTH OUR GREATEST ASSET.**

**Editor Edmonds Enthusiastic Over Its Future Prospects.**

Richard H. Edmonds, editor of the Manufacturers' Record, of Baltimore, who is one of the best-informed men on the material progress of the South, while in New York this week said to a reporter.

"For years they were inclined to look upon that section of the country as the 'poor relation' in the family of States. Few of them have ever yet really waked up to the real truth that the South is the nation's biggest asset. It is to the South that the nation is compelled to look for the \$500,000,000 which southern cotton annually brings us from Europe.

"But that is only a small factor in the South's importance. The cotton crop in its raw state, seed included, is worth nearly \$1,000,000,000 a year, while almost as much more is added to this value by that part of the crop manufactured in this country and the utilization of seed in eight hundred cottonseed oil mills.

"Comparatively few stop to think of the fact that the South has more than three times as much coal as Great Britain, Germany, France and Austria combined, or 60,000 square miles against their 17,000 square miles.

"In water power it is equally as highly favored, and while about one million horsepower has been developed on southern streams there is available for development five to ten times as much, according to the methods used. At the present time 200,000 to 300,000 horsepower is being developed in the Carolinas, Tennessee and Georgia at an expenditure of probably \$40,000,000 or \$50,000,000."

**Ad Club Offers Aviation Prize.**

I. Lorch, chairman of the publicity committee of the Dallas (Tex.) Ad League, has offered a prize of \$10 for the best advertisement of the Curtiss aviation meet to be held in Dallas May 17, 18, 19 and 20. The competition is restricted to members of the league.

**Two Words That Wear Well.**

There are two words in the English language that, no matter how often they are used, never lose their freshness, originality and charm. One is "sweetheart" and the other is "damn!"—From "The Bramble Bush," by Carolina Fuller.

**BRIEF ITEMS OF NEWS.**

Henry Weinstock, advertising manager of the Everwear Hosiery Co., gave a talk on "Art in Advertising" before the Milwaukee Advertisers' Club last week.

The business men of Aransas Pass, Texas, want a live newspaper man to come to that city and start a wide-awake newspaper.

**NEW YORK HERALD SYNDICATE**

**"Snapper" Garrison's Anecdotes of the Turf.**

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

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**THE HAMILTON (O.) JOURNAL**

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THEIR FOREIGN REPRESENTATIVES

**ON AND AFTER MAY 1st**

**HAMILTON JOURNAL COMPANY**  
HOMER GARD, President

## REPORTED CRECY.

**Froissart, First War Correspondent, Reported Famous Battle Thirty Years After It Was Fought—Spelled Correctly Names of All the Slain.**

(From the Kansas City Star.)

The twentieth century reader who sits before the fire idly amusing himself with the pages of Froissart never stops to think of the trouble that faithful chronicler of his age had to take to get the facts set forth in his book. Back in the days when gentlemen wore sheet-iron clothes and handled a battle-axe with more facility than a pen the history writers had a hard time of it.

War was the principal occupation of the nobility, and they applied themselves to it so faithfully that they had little time for anything else.

So much attention was paid to the business of killing each other and so little to keeping count of the number killed that the news of a battle or the sacking of a town, or even of a crown changing heads, traveled so slowly that the historians seldom heard it the same year. By the time they had prepared their vellum sheets and mixed their paints to illuminate the text other battles had been fought, other towns had been sacked and a whole catalogue of new kings had started in to reign. Despite these difficulties the chroniclers labored on, setting down in their best hand print the happenings of court and tented field as fast as they heard about them, and, whether their information was correct or not, it is all the present world has to go by.

### BECAME A CHRONICLER.

Jean Froissart early made up his mind to become a chronicler and devote his life to the pleasant task of recording the things that happened to other people. As soon as he became old enough to begin his studies he hunted all over the country to find a school where he could get a good, thorough course of chronicling, but the professors all shook their heads. "Never heard of it," they said. "We can teach you to make a suit of armor that no battle-axe can penetrate except the battle-axes we can teach you to make. No gentleman should soil his fingers with ink—especially as ink has not yet been invented."

Jean's parents also expostulated. "Why chronicle," they urged, "when nobody can read? Why write books, when there are no Carnegie libraries?"

In truth, the task that Froissart had set for himself was a difficult one. When he heard that a couple of barons over in the next county had gone to war and were burning each other's castles the only way he had to find out what it all was about was to go himself

and inquire. And as things of this sort were happening rather frequently, the chronicler was kept pretty much on the go over Europe all the time. Whenever the neighbors saw Froissart saddling his nag and stuffing the holsters with vellum and sandwiches they knew a story had broken somewhere. By waiting patiently a few years and mortgaging their possessions to buy an edition de luxe when it came out, those who could read could learn what it was all about. The public at large found it more convenient to wait a few centuries for the advent of the printing press and the afternoon newspaper.

Froissart was thus the first war correspondent known to history. He reported the Battle of Crecy with great success some thirty years after it was fought. So far as known he was several years late in reaching the scene of any of the battles about which he has written, but he would travel any distance to interview a survivor and take his deposition.

He heard of the mix-up between the English and the French at Poitiers and hurried to the field as fast as his nag could carry him, but only the oldest inhabitants could remember anything about it by the time he arrived. He wrote a very good account of it, however, and spelled correctly the names of all the slain. This feat never has been duplicated by a modern reporter, so far as this writer knows.

### VISITOR AT EUROPEAN COURTS.

Froissart was a regular visitor at the courts of Europe, where the stories of carnage were regarded as the best form of after-dinner entertainment. He would take his trunk and his manuscripts and make a long stay, paying for his board with tales of the wars. Upon his departure it was his custom to bestow a copy of his book upon his royal host and receive in turn a gold cup or a pair of silver spurs, or some such token. This was the only pay he ever received for his writings. It was a common sight to see the chronicler on his return home from such a visit slipping along a quiet street at nightfall with an armful of goblets, crocheted slippers and other royal bric-à-brac which he was forced to part with to get a bait of oats for his horse. Such were the rewards of literary labor in the fourteenth century, and yet without Froissart the world would not know to-day the color of the Black Prince's eyes, and would be as ignorant concerning other important details of the history of that time. The spirit of self-sacrifice which animated the chronicler should awake the emulation of the reporters of to-day and still their loud clamor for sordid cash. But probably it won't. Just what a reporter of this age would say if his city editor offered him a birthday cup for his story may only be guessed at. Yet which of our modern writers will be read five hundred years hence? We do not know. Which of them will be known to posterity through his manuscripts preserved in the museum? Again we pause for a reply.

### Old Iowa Paper Changes Hands.

The Fort Madison (Ia.) Gem City, published for twenty-six years as a Democratic paper, has been purchased by representative business men of the city, and will henceforth be conducted as independent in political matters affecting the city and county and Republican in State and National affairs.

## DEVIL LURKS IN JOURNALISM.

**Demon of Sneering Cynicism Sits in Editorial Seat, Says Reformer Riis.**

Writing in the Yale News of the cynicism that lurks in journalism, Jacob A. Riis, reformer and writer, says among other things:

"The newspaper profession to-day needs young men that will put the moral above the material. It needs young men with nerve who will drag from its editorial seat the devil of sneering cynicism that has done more to debauch and degrade our people than even the yellow sensationalism of the press, and who, rather than be drafted into its service for \$50 a week, will get along on \$15 and stay honest.

"There is need for college men in journalism if they will bring their ideals to it and refuse to part with them at the cashier's desk, for in newspaper counting rooms nowadays they reckon mostly with convictions that are convertible into cash on demand and the way to the editorial room lies directly through the counting room.

"Refusing to hand over may mean starvation for awhile. The young man must not be afraid of going without his dinner now and then. Three square meals a day will sit all the better on his stomach when he has earned them by a little exercise of his moral faculties."

### PLAN PERMANENT HOME.

**Atlanta Ad Club Soon to Be Installed in Own Quarters.**

The Atlanta Ad Men's Club will soon be housed in permanent and commodious quarters, if suggestions made at a recent meeting are carried out. The proposition, as presented to the club by W. F. Parkhurst, was heartily endorsed and a committee, consisting of Ray Taylor, Edwin Johnson, L. D. Hicks and W. F. Parkhurst, was appointed to take the matter up.

The club proposes to send a large delegation to the National convention at Boston next August, and plans for the trip were discussed at great length. President Paul P. Reese, appointed the following committee to arrange the details: M. M. Davies, chairman; A. M. Beatty, Frank A. Brown, George H. Fauss, C. A. Dean, T. B. French, Alf C. Ford, Joseph W. Hill, W. G. Hastings, George M. Kohn, M. P. Martin, W. F. Parkhurst, C. V. Rainwater, I. Roy Rogers and C. D. Wayne.

The meeting of the club was preceded by a dinner and followed by a theatre party.

### Contest Along New Lines.

C. J. Zaiser, publisher of the Moline Mail, is conducting a circulation contest along entirely new lines. Two Shetland pony outfits and numerous other prizes are given in duplicate—one set to boys, another to girls—for the most votes turned in. No money is solicited in this contest. The contestants merely secure a signed order for the paper for six months or a year, subscribers agreeing to pay 10 cents per week by carrier. J. Dan Wolfert is handling the contest work.

### North American Syndicate Moves.

The North American Press Syndicate, which for the past three years has been furnishing a syndicate service of illustrated news features to newspapers throughout the country, has moved its offices from Grand Rapids, Mich., to Chicago.

## INCORPORATIONS.

The China National Press, Inc., Wilmington, Del. Capital, \$60,000. Incorporators: T. F. Millard, Shanghai, China; A. Higgins, H. G. Eastburn, Wilmington.

Moline Dispatch Publishing Company, Moline, Ill. Printing and publishing. Capital, \$80,000. Incorporators: P. S. McGlynn, J. Sundine, H. A. Sward, Moline.

The Adams County Publishing Company Decatur, Ind. Capital stock, \$30,000. Directors: I. D. Landis, Lena Landis and Della Davis.

Farmers' Publishing Company, Bloomington, Ill. Capital, \$100,000. To publish a farm journal, agricultural literature, etc. Incorporators: Arthur J. Bill, George A. Hunt, Harry C. Maley.

Pulitzer Publishing Company, Manhattan. Printers, publishers, stationers, etc. Capital, \$200,000. Incorporators: W. Pulitzer, L. Pulitzer, W. J. Briggs. New York City.

### CHANGES IN INTEREST.

J. S. Gibson has purchased the Altus (Ark.) Franklin County Banner from R. H. Burrows.

Harry E. Berg, formerly connected with the Ottawa (Kan.) Herald, has purchased the Cleveland (Okla.) Enquirer.

R. B. Adams, editor of the Sheridan (Ark.) Headlight for a number of years, has taken over the Dewitt (Ark.) Democrat.

C. C. Mansfield has purchased a one-fourth interest in the Oroville (Cal.) Register Publishing Company, which publishes the Oroville Daily Register.

The Excelsior Springs (Mo.) Daily Journal has been sold to A. L. Neal, of Atchison, Kan. E. Martindale was the former owner.

W. H. Glover has purchased the Lawrenceburg (Ind.) Press from Albert F. Geisert.

### Topeka Ad Club Elects.

N. B. Burge was elected president of the Topeka (Kan.) Advertising Club at the annual meeting held last week. Other officers elected were: William Macferran, first vice-president; Charles Lagerstrom, second vice-president; and Ray P. Locke, secretary-treasurer. The club has proven a strong factor in the development of Topeka.

## Press Clippings

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

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ESTABLISHED A QUARTER OF A CENTURY

## THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200  
DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent over its nearest competitor. Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD  
EUREKA, CALIFORNIA

A. K. STONE, Editor and Gen'l Mgr.  
THE FISHER AGENCY, Special Representative, New York and Chicago.



**"WHY NEWSPAPERS?"**

**No Other Kind of Advertising Possesses So Many Elements of Producing Profit. An Advertisement Is Only Good When It Is Read. Everybody Takes a Newspaper.**

By GUY S. OSBORN.

"Everybody takes a daily newspaper. It is read by every member of the family. The daily newspaper responds to every daily want of the home—national, local, society and sporting news—and last, but not least, advertising news.

"The house for sale, the furniture man, the coal man, grocery man, and market man—in fact, every want of the home is fully supplied through the columns of the daily newspaper. It goes into the home with a welcome to the very people you want to reach.

"In the newspaper you can give a headline to attract attention to your wares, thereby sitting out the people interested in your merchandise and tell them your story. Your advertisement is on the same page and right alongside the very news for which the paper is bought. You do not have to look for it—it is never lost. There is no other kind of advertising which possesses as many elements of producing profit as the daily newspaper, for it reaches and is read by every member of the family.

"With the daily newspaper you can daily refresh the mind of the buying public, for the daily newspaper ad is always fresh. It never has a flavor of staleness. It enables you to keep your name and wares daily before the buying public, for the needs of to-day are met and supplied by the daily newspaper. An advertisement is only good when it is read—thirty days or a thousand on the book shelf counts for naught.

"The daily newspaper is not read as an amusement sheet or to kill idle time; its place in the family is of too great importance. Its news is so arranged that it appeals to every member of the family—father, mother, sister and brother. It has the steady producing qualities. It gets closer to the people than any other kind of publicity. You buy your paper, and every one else does, because you believe in its policies and therefore have absolute confidence in its advertising columns. A circulation that shapes the business of to-day and governs the expenditure of the weekly income.

"No home is worth cultivating through your advertising that the daily newspaper does not go into, unless you are doing a strict mail order business. You can't keep the newspaper ad out of the home if you try. It comes in with a welcome because it's the women's shopping guide and the men's barometer of business life. If you have anything to say to the public, tell it to them through the columns of their daily newspaper. It is bought for both news and advertising."

TAKE IT TO  
**POWERS**  
OPEN THE FASTEST  
24 HOURS ENGRAVERS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4000-4 Bookman

**THE COUNTRY NEWSPAPER.**

**Miss Eloise Thral Tells How to Run a Good One.**

In an address before the Buckeye Press Association recently Miss Eloise Thral, of the Carey (O.) Times, discussed the subject of the country newspaper. Miss Thral is widely known as a successful newspaper woman. She said in part:

"To speak briefly, a country weekly must have news—news of the home town, news of the people about you. It's what I call gossip. Gossip does not include scandal and can be as harmless as pure water. The gossip of a country weekly is the recounting of the human affairs about us. To me that seems to be the keynote of a country weekly's columns—humanity. Great political events, great industrial events, great social events—these do not touch us intimately, but the doings of our neighbors, the things that interest them—those are the things to print.

"I don't think any of us need feel up about the things the Chicago Record-Herald reprints from the country weeklies and its 'killing' comments. We might just as well go serenely on and print our news to be read by our subscribers and not by the Record-Herald and its subscribers. The woman who asks that you mention that the dining-room was decorated with an air fern sent by her son in another State or the one who insists on mentioning that Mr. and Mrs. Smith were invited, but could not come on account of illness, cannot always be put off, for do we not meet her every day, and she may belong to our club. Even these items have their own good points. There is sure to be some one who is interested to learn that the son sent the air fern and that Mr. and Mrs. Smith are afflicted. Of course such items are of minor importance, although we must recognize the number of women whose newspaper reading is limited to our own particular effort, their husbands likely indulging in a city daily also.

"The decision between important and unimportant news on the country weekly is a ticklish affair. We must not limit ourselves to any class, as our subscription lists cannot bear much curtailment. We all know that the more names we mention per issue the more subscribers we are sure of.

"Another thing a weekly editor should do is to forbear leaving out live items until 'next week.' Be Johnny-on-the-spot at all times. Your county seat daily will likely gobble up the item the next day and beat you to it everlastingly—beat you to it on your own news. Haven't you had dozens of people come to you and try to kill items, try to intimidate you or try to coax you into cheating your subscribers out of what they have paid for? Often the excuse given is most flimsy, and the editor's common sense can readily tell him whether any real harm can come from printing the news. I realize that no paper can survive too many enemies. However, nine times out of ten you will gain rather than lose by printing the news. You fulfill your obligation to your subscribers and you show the other fellow that you are enterprising and thereby gain his respect."

**Accused of Burning His Plant.**

M. Lane King, who recently established the Noble (Okla.) News, has been arrested on the charge of arson. His plant, which was insured, was burned recently. A fire April 6 did but little damage to the building and plant, but the following day another fire destroyed them completely.

**DINNER TO NEWSPAPER MEN.**

**Frank Presbrey Entertains Advertising and Business Managers.**

Frank Presbrey, president of the Frank Presbrey Company, gave a dinner of forty-five covers at the Ritz-Carlton, on Tuesday evening last, to the advertising and business departments of the New York City newspapers.

The purpose of the dinner was, as Mr. Presbrey expressed it in his invitations, to meet the officers and directors of the United Stores Association, the new Americanized co-operative plan, which is about to be launched in New York City.

About forty-five people were present, and the plan of the Stores Association was described from the retail standpoint by C. M. Wessels, the president and general manager of the Company, and a discussion of the question from the consumers' standpoint, and benefits to be derived by them, was discussed by Roland Onffroy, the first vice-president of the company.

A response was made by W. C. Freeman, of the Evening Mail, on behalf of the newspapers of New York City.

Among those present were: P. K. Crocker, of the Sun; Joseph de Bockl, of the Tribune; J. B. Pinkham, advertising manager of the Tribune; S. C. Berger, of the World; E. A. Westfall, of the Globe; F. A. Adams, of the Commercial; L. M. Burr, of the Evening Post; E. R. Hodgkinson, of the Evening Telegram; E. D. DeWitt, of the Herald; E. P. Call, of the Times; J. C. Dayton, of the Journal; Howard Davis, of the American; C. E. Messler, of the North Side News; Charles Powell, of the New York Herold and New Yorker Zeitung; Frank Paseal, of the Morgen Journal; George Holland, of the Newark Star; John E. O'Mara, of the Newark Evening News; B. T. Butterworth, of the Brooklyn Eagle; W. J. Barrett, of the Brooklyn Times; D. J. McLean, of the Brooklyn Citizen; Louis Hannoeh, of the Newark Sunday Call; Enoch Wolberg and H. L. Winer, of the Jewish Morning Journal; A. H. de Luca, of Labor and Commerce, and Frank L. Fringone, of the Bollettino Della Sera.

**Suburban Press Elects Officers.**

The annual meeting of the Suburban Press Association of New England was held last week at the rooms of the Boston Press Club. The following officers were elected: President, Isaac M. Marshall, of Manchester, Mass.; corresponding secretary, R. William Waterman, of Athol; recording secretary, Alexander Starbuck, of Waltham; treasurer, Ernest H. Pierce, of Revere; vice-presidents, George W. Southworth, of Needham; C. H. Thurston, of Westboro; H. Mossman, of Canton; L. M. Connell, of Somerville; H. E. Emerson, of Winthrop; F. L. Sibley, of Olneyville, R. I.; L. O. Williams, of Putnam, Conn.; auditors, J. L. Kennison, of Ayer, and J. O. Hayden, of Somerville.

**Geneva Patrol Suspends.**

The Geneva (Ill.) Patrol, for twenty years Kane County's prohibition organ, a weekly and then tri-weekly newspaper, edited by Charles A. Bailey, Joel Niles Wheeler, Forrest Crissey and others, is no more. The paper suspended publication April 21 with a final issue. The subscription lists have been taken over by Charles A. Mead & Son, owners and publishers of the Geneva Republican. Mr. Bailey will conduct a printing establishment for a time in the plant of the defunct Patrol.

**MAYOR FRED J. KERN.**

**Illinois Publisher Elected for the Fifth Consecutive Time.**

An editor and publisher who has not only been successful in the newspaper field, but also in the field of politics, is Fred J. Kern, who on April 4 was elected for the fifth consecutive time as Mayor of the thriving city of Belleville, Ill.

Mr. Kern's newspaper experience extends over a period of about twenty



FRED J. KERN.

years, all of which time he has been editor and chief manager of the Belleville News-Democrat, which he has made one of the most popular and widely read papers in the county of St. Clair.

Mr. Kern represented the Twenty-second Illinois Congressional District in Congress for one term, and was for the first time elected Mayor of his city just after the expiration of his term in Congress. Immediately after his election he inaugurated an aggressive policy of improvements for his city, which improvements have placed Belleville in the front rank of the cities of the Middle West.

**Postal Commission Meets.**

The first meeting of the commission to investigate magazine postal rates was held in Washington, Monday. Lawrence Maxwell, of Cincinnati, tendered his resignation as a member of the committee. In explanation he said that after his appointment criticism had arisen because of his connection as attorney with the express companies. He said that he felt that his decision in a postal rate case might be criticised.

The New York Telephone Co. has established a 65-cent rate for three minutes' conversation between New York and Philadelphia, a rate that will be specially appreciated by newspaper men.

We Are  
**CHIEF**  
IN  
**NEWSPAPER WORK**  
The Chestnut Street  
Engraving Co.  
Philadelphia, Pa.  
WRITE FOR PRICES

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

C. B. Hunt, Post Building, New York, is placing orders for the Standard Oil Co., Polarine, New York.

The Automobile Tire Co., 1625 Broadway, New York, is asking for rates direct.

The George Batten Co., Fourth Avenue Building, New York, is placing orders for the advertising of Clicquot Club Ginger Ale.

The Kirk W. Newell Co., 29 West Thirty-fourth street, New York, is asking for rates.

E. N. Erickson, 21 Park Row, New York, is placing three inches two times a week for the Allcock Manufacturing Co., New York.

The George L. Dyer Co., 42 Broadway, New York, is extending the advertising of Chas. Cluthe & Sons, New York.

The Frank Presbrey Co., 7 West Twenty-ninth street, New York, is placing 144 lines ten times for M. Hartley & Co. (Remington Arms and U. M. C. Cartridges) in the same list of papers that were used last year.

The H. E. Lesan Agency, Fourth Avenue Building, New York, is making additional contracts for the United States Motor Co., New York.

Lord & Thomas, Trude Building, Chicago, are placing orders for 10,000 lines to be used within one year in Southern and Western papers for the Pennsylvania Lines, Pittsburg, Pa.

The Haynes Distilling Co., 226 West Fifth street, Dayton, O., is placing orders for 10,000 lines to be used within one year in Eastern papers direct.

The Dake Advertising Agency, 12 Geary street, San Francisco, is placing orders for 5,000 lines to be used within one year in Middle West papers for the Hahnemann Pharmacy.

Lord & Thomas, Trude Building, Chicago, are placing orders for 3,000 lines twelve times in daily papers for the Hudson Motor Car Co., Detroit, Mich.

The Stack-Parker Agency, Heyworth Building, Boston, is placing orders for 3,000 lines to be used within one year in Southern papers for the Northern Pacific Co., St. Paul, Minn.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for 10,000 lines to be used within one year in Southwestern papers for the Florida National Land Co., Jacksonville, Fla.

The H. E. Lesan Advertising Agency, Fourth Avenue Building, New York, is placing orders for 1,000 lines to be used within one year in Mississippi papers for the New York Central Lines, New York.

The Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing orders for 2,500 lines to be used within one year in Mississippi papers for the Othine Co., Buffalo.

The Wyckoff Advertising Co., 25 East Twenty-sixth street, New York, is placing orders for fifteen times in Southwestern papers for the Neal-Clark Co. Kulux, Rochester.

The Tutt Manufacturing Co., New York, is placing orders for two and one-half inches e.o.d. one year in Southwestern papers direct.

The Morse International Agency, Dodd-Mead Building, New York, is placing orders for sixty-five lines sixty time readers generally for the Rumford Chemical Co., Horsford's Acid Phosphate, Providence, R. I. This agency is also renewing a few orders for the Weir Stove Co., Glenwood Ranges, Taunton, Mass.

Foley & Co., Chicago, is making contracts for two years with Southwestern papers direct.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders for 100 lines twelve times in Southern papers on a trade basis for the Holland House, Thirtieth street and Fifth avenue, New York.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, is placing orders for fourteen lines thirty-times in Southwestern papers for the Bedford Springs Hotel and Baths, Bedford Springs, Pa.

Ballard & Alvord, 1328 Broadway, New York, are placing the advertising of the Crown Perfumery Co., 30 East Twentieth street, New York.

The J. W. Barger Advertising Agency, 258 Washington street, Boston, Mass., is placing orders with New England papers for Hanley Ale.

The George Batten Co., Fourth Avenue Building, New York, is placing orders with a select list of New England papers for the Toiletine Co., Toiletine, Greenfield, Mass. This agency is also making contracts for 2,000 lines with Ohio papers for the present, for the McCallum Hosiery Co., 160 Fifth avenue, New York.

Charles Bloomingdale, Jr., 1420 Chestnut street, Philadelphia, is placing orders with a few New Jersey papers for the Dry Milk Co., Kindolac, 11 Pine street, New York. This account will gradually be extended to a general campaign.

The Chamberlain Medicine Co., Des Moines, Ia., is making some renewals with Western papers.

The Dorland Advertising Agency, Atlantic City, N. J., it is reported, will start a campaign of advertising early in June with Southern and Western papers for the New York Hotel Association, New York.

# ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

<b>ALABAMA.</b>		<b>NORTH DAKOTA.</b>	
ITEM .....	Mobile	NORMANDEN .. (Cir. 9,450) ..	Grand Forks
<b>ARIZONA.</b>		<b>OHIO.</b>	
GAZETTE .....	Phoenix	PLAIN DEALER .....	Cleveland
<b>CALIFORNIA.</b>		(March, D. 89,558-S. 123,913)	
INDEPENDENT .....	Santa Barbara	VINDICATOR .....	Youngstown
BULLETIN .....	San Francisco	<b>PENNSYLVANIA.</b>	
CALL .....	San Francisco	TIMES .....	Chester
EXAMINER .....	San Francisco	DAILY DEMOCRAT .....	Johnstown
<b>FLORIDA.</b>		JOURNAL .....	Johnstown
METROPOLIS .....	Jacksonville	DISPATCH .....	Pittsburg
<b>GEORGIA.</b>		GERMAN GAZETTE .....	Philadelphia
ATLANTA JOURNAL .....	Atlanta	PRESS .....	Pittsburg
(Cir. 53,163)		TIMES-LEADER .....	Wilkes-Barre
CHRONICLE .....	Augusta	GAZETTE .....	York
HERALD .....	Augusta	<b>SOUTH CAROLINA.</b>	
LEDGER .....	Columbus	DAILY MAIL .....	Anderson
<b>ILLINOIS.</b>		DAILY RECORD .....	Colombia
POLISH DAILY ZGODA .....	Chicago	THE STATE .....	Colombia
SKANDINAVEN .....	Chicago	(Cir. D. 15,169-S. 15,318)	
WOMAN'S WORLD .....	Chicago	<b>TENNESSEE.</b>	
HERALD .....	Joliet	NEWS-SCIMITAR .....	Memphis
HERALD-TRANSCRIPT .....	Peoria	BANNER .....	Nashville
JOURNAL .....	Peoria	<b>TEXAS.</b>	
<b>INDIANA.</b>		RECORD .....	Fort Worth
JOURNAL-GAZETTE .....	Ft. Wayne	CHRONICLE .....	Houston
NEWS-TRIBUNE .....	Marion	TIMES-HERALD .....	Waco
TRIBUNE .....	Terre Haute	<b>WASHINGTON.</b>	
THE AVE MARIA .....	Notre Dame	POST-INTELLIGENCER .....	Seattle
<b>IOWA.</b>		<b>WISCONSIN.</b>	
EVENING GAZETTE .....	Burlington	EVENING WISCONSIN .....	Milwaukee
CAPITAL .....	Des Moines	<b>CANADA.</b>	
REGISTER & LEADER .....	Des Moines	<b>ALBERTA.</b>	
THE TIMES-JOURNAL .....	Dubuque	HERALD .....	Calgary
<b>KANSAS.</b>		<b>BRITISH COLUMBIA.</b>	
CAPITAL .....	Topeka	WORLD .....	Vancouver
<b>KENTUCKY.</b>		TIMES .....	Victoria
COURIER-JOURNAL .....	Louisville	<b>ONTARIO.</b>	
TIMES .....	Louisville	EXAMINER .....	Peterborough
<b>LOUISIANA.</b>		FREE PRESS .....	London
ITEM .....	New Orleans	<b>QUEBEC.</b>	
TIMES DEMOCRAT .....	New Orleans	LA PRESSE .....	Cir. Dec. 1910, 101,534 Montreal
<b>MAINE.</b>		<b>GET THE BEST ALWAYS!</b>	
JOURNAL .....	Lewiston	<b>The Pittsburg Dispatch</b>	
<b>MARYLAND.</b>		Greater Pittsburg's Greatest Newspaper	
THE SUN .....	Baltimore	WALLACE G. BROOKE .....	
Morn. and Eve. 111,561 .....	Sun., 60,702	Bunswick Bldg. .....	
<b>MICHIGAN.</b>		New York .....	
PATRIOT .....	Jackson	HORACE M. FORD .....	
<b>MINNESOTA.</b>		Peoples Gas Bldg. .....	
TRIBUNE .....	Minneapolis	Chicago	
<b>MISSOURI.</b>		<b>The Mobile Register</b>	
DAILY AND SUNDAY GLOBE .....	Joplin	MOBILE, ALABAMA	
POST-DISPATCH .....	St. Louis	"We have used The Mobile Register for the last nine years and consider it the best medium we have in this section. It is read by the best people."	
<b>MONTANA.</b>		REYNOLDS MUSIC STORE.	
MINER .....	Butte	C. F. KELLY & CO.	
<b>NEBRASKA.</b>		Publishers' Representatives	
FREE PRESSE .....	Lincoln	New York .....	
<b>NEW JERSEY.</b>		Chicago	
PRESS .....	Asbury Park	<b>AUGUSTA HERALD</b>	
JOURNAL .....	Elizabeth	Augusta, Ga.	
TIMES .....	Elizabeth	Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.	
COURIER-NEWS .....	Pittsfield	<b>Benjamin &amp; Kentnor Co.</b>	
<b>NEW MEXICO.</b>		Foreign Representatives	
MORNING JOURNAL .....	Albuquerque	CHICAGO and NEW YORK	
<b>NEW YORK.</b>			
RUFFALO EVENING NEWS .....	Buffalo		
BOLLETTINO DELLA SARA .....	New York		
LESLIE'S WEEKLY .....	New York		
(Cir. 325,000)			
MESSENGER OF THE SACRED .....	New York		
HEART .....	New York		
RECORD .....	Troy		

**THE New Orleans Item**

Leads New Orleans papers in advertising, circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

Elmer E. Clarke, Business Manager

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS



**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
8 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800
- DEBEVOISE, FOSTER CO.**  
15-17 West 35th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
243 West 39th St., New York  
Tel. Bryant 4770
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Rector 4398
- KIERNAN, FRANK & CO.**  
136 Broadway, New York  
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 5214-15
- 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
- STODDARD & BRICKA, Adv. Agents**  
114-116 East 28th St., New York  
Tel. 1528 Mad Sq.

**PENNSYLVANIA**

- BLOOMINGDALE, CHAS., Jr.**  
1420 Chestnut St., Philadelphia  
Personal Service
- FROWERT ADV. AGENCY**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5137
- RUBINCAM ADV. AGENCY**  
Drexel Bldg., Philadelphia  
Tel. Lombard 2152
- PHILADELPHIA ADV. BUREAU**  
William W. Matos, Inc.  
Bulletin Bldg., Philadelphia

**MEXICO**

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

**CUBA and WEST INDIES**

- THE BEERS ADV. AGENCY**  
Cuba 37, Altos  
Havana, Cuba  
Frank Presbrey Co., N. Y. Corr.

**ADDITIONAL AD TIPS.**

The Federal Advertising Agency, 227 West Thirty-ninth street, New York, is placing new copy on contracts for the Weingarten Brothers, W. B. Corsets, Marbridge Building, New York.

The Charles H. Fuller Co., 378 Wash avenue, Chicago, is placing orders

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boycott Bldg., Chicago  
Tel. Madison Sq. 6380
- BRYANT, M. D., CO., Inc.**  
200 Fifth Ave. New York  
Tel. Gramercy 2214
- BUDD, THE JOHN COMPANY**  
Brunswick Bldg. New York  
Tel. Madison Sq 6187
- 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
- NORTHROP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St. New York  
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- S. G. LINDENSTEIN**  
118 East 28th St., New York  
506 Boyce Bldg., Chicago  
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5300

for 150 inches to be used within one year with Iowa papers for the Absorene Manufacturing Co., Chicago.

The Hicks Advertising Agency, 132 Nassau street, New York, is asking rates from New England papers for a distillery advertiser.

The C. B. Hunt Co., 20 Vesey street, New York, is placing orders with large city papers in the United States and Canada for the Standard Oil Co., Polarine, 26 Broadway, New York.

The Metropolitan Advertising Co., 5 Wall street, New York, will shortly place orders with New York City papers for the Fidelity and Casualty Co., 92 Liberty street, New York.

E. P. Remington, New York Life Building, New York, is placing a few orders with New York State papers for the Studebaker Brothers Co., Broadway and Fifty-ninth street, New York.

Irving Rosenbaum, 1123 Broadway, New York, has secured and is now placing the advertising of H. Planten & Son, Blair's English Gout and Rheumatic Pills, 93 Henry street, Brooklyn, N. Y.

The St. Clair-Edwards Co., 328 Chestnut street, Philadelphia, is placing orders with Pennsylvania papers for Young, Smyth, Field Co., Quaker Maid Hosiery,

Philadelphia. This account may be extended.

The Charles H. Touzalin Agency, Kesner Building, Chicago, is placing orders on a trade basis with Texas and Mississippi papers for the Northern Michigan Transportation Co., Chicago.

Walter L. Weeden, Slater Building, Worcester, Mass., is slowly extending the advertising of the Swift's Lowell Fertilizer Co., 40 North Market street, Boston, with New England papers.

**THROUGH ENGLISH EYES.**

**Amusing Misconceptions in Regard to American Journalism.**

The way some of the English newspapers get their facts about America and Americans twisted is surprising. In discussing a rumor that W. R. Hearst is to establish a daily newspaper in London M. A. P. says:

"There are many reasons why American journalism does not suit England. First, its size is against it. The tendency here is for papers to get more and more compact, so that they can conveniently be read in trains, 'buses, etc. To attempt to unfold and read a journal like the New York American in a railway carriage here would be an incitement to riot.

"Then, if Mr. Hearst gives us a full-sized American paper, what is he going to charge for it? In America, of course, he gets 5 cents (2½d.) for the week-day and 10 cents for the Sunday edition of the New York American, but in London he could not probably charge more than a penny for either.

"Could he do it at the price? I doubt it, unless he got a tremendous number of advertisements. American papers, as it is, compared with ours, are overloaded with advertisements, and I doubt whether the public would 'stand' a paper the bulk of which is advertising matter.

"In regard to reading matter, the American newspaper consists chiefly of libelous or blackmailing attacks on people or institutions. There is practically no law of libel in the United States. And, provided you have money, you can libel people in America practically with impunity.

"We know that in the States a condemned murderer can keep on appealing against his sentence for years. The same thing happens when anyone is so venturesome as to bring a libel action. The case is hung up indefinitely while the unhappy plaintiff has to go on finding money for the lawyers, and if he gets a verdict, he can rarely enforce it, appeal after appeal being entered.

"Here, the law moves pretty swiftly in cases of libel, and actions, more particularly of a blackmailing type, are not encouraged.

"If Mr. Hearst tries to give us the real American journalism, he may find himself involved in libel action after libel action."

**Oklahoma Editors to Meet.**

The Oklahoma State Press Association will hold its annual meeting at Chickasha, May 19 and 20. A program of unusual interest has been prepared and a large attendance is expected.

**MISUSE OF THE WORD "WHILE."**

**A Fault Not Confined to Young Newspaper Reporters.**

A correspondent calls attention to the misuse of the word "while" by newspaper writers in the following communication:

"I always read with interest allusions in your excellent publication to errors of grammar and construction to which reporters are prone. I wonder if you have observed how often the word 'while' is misused. Many reporters in their anxiety to avoid a too frequent repetition of the conjunction 'and' substitute 'while,' sometimes with absurd effect.


"I know one young reporter who appears to think that 'while' and 'and' are synonymous and may be introduced alternatively anywhere. In reporting a concert not long ago he wrote something like this:—'Misses Smith and Jones sang duets, while Mr. Robinson's gramophone gave recitations.' Poor ladies! On another occasion, in an obituary article he wrote:—'The deceased lady's son died last summer, while her husband lost his life in the hunting field many years ago.'

"Surely all who write for the press and all editors and proofreaders should know that the adverb 'while' means either 'during the time that,' or 'as long as,' or 'at the same time that.'"

**Oklahoma Times Sold.**

The Oklahoma City (Okla.) Times has been purchased by C. B. Edgar, formerly of St. Joseph, Mo. Dennis T. Flynn, formerly Oklahoma Congressman for many years, was the principal owner.

The spring advertising campaign of the Birmingham (Ala.) Business Men's League designed to attract visitors and shoppers to that city is proving very effective.



**"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, design, 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.

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