

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 11, No. 2

NEW YORK, JULY 8, 1911

5 Cents a Copy



Copyright, Harris & Ewing.

Courtesy Leslie's Weekly.

PRESIDENT TAFT AND THE FAMOUS CORPS OF WASHINGTON CORRESPONDENTS.

Seated with the President is Charles D. Hilles, his secretary. Rudolph Forster, assistant secretary to the President, is also in the group.

Left to right.—W. W. Price, Washington "Star"; Guy Mason, New York "World"; Gus J. Karger, Cincinnati "Times-Star"; Robert D. Heil, "Leslie's Weekly"; Robert Dougan, Associated Press; William E. Brigham, Boston "Transcript"; Louis Ludlow, Indianapolis "Star"; George Griswold Hill, New York "Tribune"; Dudley Harmon, United Press; Paul Weir, "Reuter's Telegram," London; Maj. Alfred J. Stofor, Knoxville "Sentinel"; William L. Stoddard, Boston "Transcript"; William Hoster, New York "American"; William Wolff Smith, Buffalo "News"; Frank R. Kent, Baltimore "Sun"; John Lorance, Springfield "Republican"; Orville H. Stewart, Baltimore "Evening Sun"; John K. Stauffer, New York, "Evening Mail"; Albert Whiting Fox, New York "Herald"; Oswald F. Schuette, Chicago "Inter-Ocean"; J. Fred Essary, Munsey Newspapers; Arthur C. Johnson, Denver "News"; Mr. Forster, Sevillon Brown, New York "Sun," and Charles R. Michaels, New York "Times."

LEWIS CONTROVERSY.

HOUSE COMMITTEE ON EXPENDITURE WILL AIR CHARGES AGAINST POSTOFFICE.

Case Has Caused Widespread and Bitter Controversy—Friends of Lewis Believe He Has Been the Victim of Persecution on Part of Hostile Officials—Former Postoffice Official Attorney for Lewis.

The case of E. G. Lewis against the Postoffice Department, which has created widespread interest among publishers, will be heard by the House Committee on Expenditures in the Postoffice Department.

Lewis has been engaged in a controversy with the department for many years and has many friends and supporters who believe that he has been unduly discriminated against by hostile officials.

The committee asked the Lewis company some time ago to present its case, and the printed reply of the company has just been placed in the hands of the members.

An interesting feature in connection with the case is that Edwin C. Madden, former assistant to the Postmaster-General, and classed as an expert in second class mail matters, is acting as attorney for Lewis. It is said that Madden, during his administration of second-class matters, became convinced that Lewis was a legitimate publisher.

Lewis founded the Woman's Magazine, the Woman's Farm Journal and the Woman's National Daily. They

(Continued on page 2.)

STOP SALE OF COLLIER'S.

Police Object to the Use of American Flag on Cover.

Because last week's edition of Collier's Weekly had a representation of the American flag in colors on the front cover, in alleged violation of the laws of the State, the sale of copies was stopped in Boston by the police.

The Massachusetts law which was passed in 1899 provides:

Who publicly mutilates, tramples upon, defaces or treats contemptuously the flag of the United States or Massachusetts, whether such flag is public or private property, or whoever displays such flag or any representation thereof upon which are words, figures, advertisements or designs, shall be punished by a fine of not less than ten nor more than one hundred dollars.

Counsel for Collier's declares that the picture on the cover does not violate the law because it is not an advertisement; but a part of the cover design of the Fourth of July issue.

Editor Must Pay \$250,000.

Horatio Bottomley, editor, newspaper owner and member of Parliament from South Hackney, Eng., was condemned by Lord Chief Justice Alverstone on Friday of last week to pay \$250,000 damages to the estate of the late R. E. Master, a retired Madras civil servant. It was claimed that Bottomley had obtained \$285,000 through misrepresentation by selling to Master worthless shares in numerous undertakings promoted by Bottomley himself.

The first cost congress of Ohio employing printers will be held in Columbus some time in October.

LOS ANGELES' NEW PAPER.

The Tribune Makes Its Bow and Favors La Follette for President.

The first number of the Los Angeles Tribune, E. Tobias Earl's new one-cent morning paper, made its appearance on Tuesday, July 4. The first column contains an attack on William R. Hearst and General Otis because they refused to permit the Tribune to share the special "mail train" that the Times and the Examiner charter to distribute papers to the outlying districts every morning.

The new newspaper favors La Follette for president, opposes Taft, and proclaims itself independent and progressive.

In view of the fact that the idea of the paper was only ten days old when the first copy appeared, the second page is devoted to the story of how it was done from the birth of the idea, growing out of the fight between Mr. Earl and Gen. Otis.

The staff is made up of local men principally. There were two dress rehearsals before the first paper came out. John Elliott, formerly superintendent of the local office of the Associated Press, is managing editor. Wesley M. Barr, formerly of the Herald, is city editor. The telegraph service is obtained by a leased wire from Chicago.

New Daily for Nashville.

The Nashville Democrat is the name of a new daily, to be launched at Nashville, Tenn., in the near future. It has not been decided whether it will be an afternoon or morning paper. W. J. Ewing, who will be the managing editor, is buying the equipment.

GAVIT GOES UP A PEG.

CHIEF OF WASHINGTON BUREAU OF THE ASSOCIATED PRESS GOES TO CHICAGO.

To Become Superintendent of the Central Division—He Is Succeeded by Jackson S. Elliott, a Well-Known Correspondent—Newspaper Men in High Places—Holcomb Writes a Play.

(Special Correspondence.)

WASHINGTON, D. C., July 5.—The appointment of John P. Gavit, for several years chief of staff of the Washington office of the Associated Press, to be superintendent of the Central Division of that association with headquarters at Chicago, and the appointment of Jackson S. Elliott, as chief of staff at Washington to succeed Mr. Gavit, are the most important changes made in Washington newspaperdom for some time. Mr. Gavit is one of the best known newspaper men in the country, and in his brief service as the head of the Washington bureau gained the confidence of public men generally to a remarkable degree. He was at one time Albany correspondent of the association and later had executive duties in the general offices at New York. For several months he has been acting superintendent of the Central Division at Chicago.

Mr. Elliott is one of that notable colony of Iowa newspaper men who have made good in Washington. There was Elliott, now head of the Washington bureau of the Associated Press; Judson Welliver, a star writer for the Munsey publications, correspondent for a string

UNIV. OF
JUL 10 1911
GENERAL LIBRARY

of western papers and a magazine writer of distinction; the Patchin brothers, one of them now a high salaried chief of the information service of the State Department and the other switched from the Washington work to become successively head of the Cuban and Canadian service of the New York Herald, and a host of others that have made Iowa a name unto itself in Washington and other newspaper fields. Mr. Elliott's newspaper career harks back to Iowa papers and runs a wide gamut. He did no able work at the national conventions of the great political parties, he camped at Esopus when Alton B. Parker, Democratic presidential candidate, sought repose at his country place before sallying out to sure defeat at the polls; he performed brilliant service in his handling of the Aldrich-Payne tariff law construction awhile back; he directed the Capitol service of the organization, and he served as acting chief of staff during the absence of Mr. Gavit.

The secretaries to the heads of both Houses of Congress are old newspaper men. Harry C. Devendorf, secretary to Vice-President Sherman, had service on upstate New York newspapers for years and knows the nooks and crannies of the newspaper offices of his State like a book. Wallace D. Bassford, secretary to Speaker Champ Clark, was on newspaper staffs out in the west before becoming the right arm of Speaker Clark, who shines conspicuously in the Presidential limelight. Bassford's brother is a prominent newspaper man in St. Louis. Both Devendorf and Bassford are automobilists.

The Washington Post has just sent a party of twenty successful contestants in a circulation coupon campaign to Europe for a two months' trip.

Ralph Graves, dramatic editor, is spending a vacation at Atlantic City. "Dick" Richards, an old Baltimore newspaper man—old in experience but not in years—has just closed a season as press agent of the Aborn Opera Co. at the National Theater here.

Willard Holcomb, once dramatic editor of the Washington Post, is the author of the dramatization of Blackmore's "Lorna Doone," to be presented at one of the theaters here next week.

Half Year's Gain

In the first half of 1911 The New York Times published 4,210,593 lines of advertisements compared with 3,804,517 lines the corresponding period last year, a gain of 406,076 lines.

The great volume of advertising published in The Times is the tangible expression of the confident belief of leading advertisers that the buying power of the readers of The New York Times is unsurpassed by any other New York newspaper.

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

Lawrence Nicolai, formerly with Washington newspapers and later on the staffs of several Baltimore papers, is now one of the shining lights of the executive end of the Census Bureau.

Henry C. Miller, of the Post, is in New York.

DEATH OF FRANKLIN FYLES.

Well-Known Dramatic Critic and Playwright Passes Away.

Franklyn Fyles, dramatic critic, playwright and author, died at his home in New York, July 4, after a long illness. He was born in Troy, N. Y., in 1847. He started as a reporter on the Northern Budget, of that city. In 1870 he joined the staff of the New York Sun, with which he was connected as reporter, desk man and dramatic critic until 1903, when he resigned. Although continuously engaged in newspaper work, Mr. Fyles found time to write a number of plays, of which the best known is "The Girl I Left Behind Me," which he produced in collaboration with David Belasco.

Another popular play was "Cumberland, '61," produced in 1897, and still acted. Mr. Fyles's first play was "The Three Days," produced in Philadelphia in 1876. Other plays, besides those mentioned, were "The Amanuensis," "Overlook," "The Governor of Kentucky," in which William H. Crane appeared; "A Ward of France," "Kit Carson" and "Drusa Wayne."

Mr. Fyles in addition to his dramatic work wrote a great many magazine stories. His only book, "The Theater and Its People," was published several years ago.

ADAMS SUCCEEDS PRESTON.

New Manager of Daily Newspaper Club Formerly Connected with A. N. P. A.

J. W. Adams has succeeded E. J. Preston as manager of the Daily Newspaper Club. Mr. Adams has been connected with the American Newspaper Publishers' Association in an executive capacity for the past two years.

The executive committee of the Daily Club has under consideration several names that have been proposed for the position of general solicitor for the club.

Simultaneously with the announcement of Mr. Preston's resignation from the Daily Newspaper Club comes the announcement of Mr. Preston's election as vice-president of the Lotos Advertising Agency, of 1123 Broadway, of which Irving Rosenbaum is president.

Mr. Preston was for several years vice-president of the Gunning System of Chicago, and later was with the Hampton Advertising Agency of New York. In these positions he had valuable experience and made many friends. As manager of the Daily Newspaper Club he came in contact with a large number of leading publishers, upon whom he made an excellent impression.

New Press Installations.

The Edmond Alberta (Can.) Capital is installing a new Scott Speed King press.

The Finnish Socialist Publishing Co., of Fitchburg, Mass., has purchased a new Scott, two roll stereotyping press.

The Holyoke (Mass.) Transcript has installed a new style Goss sextuple press.

Harvest for Dakota Editors.

North Dakota newspaper publishers have been enriched about \$32,000 in the last few weeks in consequence of the State law that compels the publication of insurance statements.

LEWIS CONTROVERSY.

(Continued from page 1.)

were printed at University City, near St. Louis, and mailed through the St. Louis office. It is said that the Woman's Magazine attained a circulation of nearly 1,500,000 and the Woman's Farm Journal in the neighborhood of 600,000.

As attorney for Lewis, Madden charges that the department began its fight on the publications in question in 1905. It is alleged that on one occasion 300,000 copies of one of the magazines were seized and presumably destroyed after they had been mailed and the postage paid; that they were never delivered; that the action was secret; that there was no recourse, and that great damage was done.

Upon another occasion, it is alleged, a vast quantity of first-class mail—letters—was seized and, the complainant alleges, opened in violation of law, and read, for the purpose of establishing grounds for more persecution. This is declared to be utterly illegal.

It is further alleged that at one time a special inquiry not provided for or contemplated by the regular administrative methods of the department was instituted to determine whether these papers were entitled to second-class mail privileges. This inquiry, it is said, resulted in a clear bill of health. Immediately following this, it is alleged, another special inquiry was at once started, and this time a great force of Government employes practically took possession of the accounting department of the business. At night, when these officials went away, it is said, they would lock and seal the rooms in which the company's books were kept. The result was that the company was deprived of access to its own books, and for months was unable to transact business in the regular course, to its great injury.

Finally, in 1907, the company was flatly denied the use of the mails under the second-class privilege. This order continued in force for some time, when the protestations of the victims and the big fight that was started caused a reversal of the order. The magazines were restored to the second-class mail right.

In the meantime the business was destroyed, it is said. A determined effort was made to rehabilitate the business after this long suspension, but it was too late. In October, 1910, the two magazines gave up the ghost, as a result of the long persecution, despite that they had been vindicated completely to their right to use the mails at publishers' rates.

Madden alleges that from \$250,000 to \$500,000 was spent from Government revenues in this campaign to destroy this business. He charges that there was a conspiracy among officials; that laws were misrepresented in order to indict officials of the Lewis company, and that civil suits against it were begun; that neither suits nor indictments were in good faith, but later dropped; nothing came of them except injury to the general repute of the business.

It is believed on the part of many that the hearing about to be instituted will develop some very sensational features.

Death of James Rodgers.

James Rodgers, advertising manager of Harper & Bros., died last Wednesday at his home in Short Hills, N. J., of brain fever. He was fifty years old and had been connected with Harper's for thirty-five years. He was a member of the Aldine, Sphinx and Quoin clubs, and was Past Grand Master of the Royal Arcanum of New Jersey.

DISCUSS ARBITRATION.

A.N.P.A. Committee and Representatives of Union Practically Agree Upon New Contract to Run for Period of Five Years. New Law Adopted by I. T. U. Only Point of Difference.

The committee appointed by the American Newspaper Publishers' Association to negotiate a new arbitration agreement with the International Union, has held two sessions in Chicago with the executive council of the International Typographical Union, and has substantially agreed upon another arbitration contract, to run for a period of five years, with one or two exceptions.

This committee is composed of Victor Lawson, Chas. W. Knapp, R. G. Taylor, Jr., Geo. C. Hitt, Herman Ridder, G. J. Palmer, Bruce Haldeman, S. S. Carvalho, Don C. Seitz, and H. N. Kellogg.

At the last meeting all the members of the committee were present with the exception of Messrs. Seitz and Carvalho.

It is understood that substantially the only point of difference remaining before the new contract is completed is in respect to the new law recently adopted by the I. T. U. by referendum vote. This law prevents local unions from negotiating contracts based on the piece scale or a bonus scale. There are quite a number of these contracts in various portions of the country and the local unions are understood to be, in a number of instances, in favor of continuing the piece or bonus scale.

The publishers generally regard the adoption of the law as an effort to reduce the efficiency of the linotype operators and very naturally object to it, for the reasons given in the last annual address of Mr. Herman Ridder. It is believed that the I. T. U. may reconsider this matter, as many of the members voted for the law under a misapprehension. It is possible that another referendum vote may be taken.

At all events, the publishers will not complete their negotiations for a new contract until the attitude of the I. T. U. is positively fixed on this question. The present contract does not expire until May, 1912, but the I. T. U. will have to take action in their convention, which meets in August, in order to complete another agreement.

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 Lit 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.....	352,110 "
Third Newspaper.....	348,740 "
Fourth Newspaper.....	289,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

The German Gazette Publishing Co.
PHILADELPHIA

CHICAGO NEWS.

(Special Correspondence.)

CHICAGO, July 3.—While walking in his sleep the other day, Paul Wallace, a newspaper writer, fell from a window in his room on the third floor at 10 West Chicago avenue, and, striking on a roof fifteen feet below, suffered serious injuries. He was rushed to the Passavant hospital, where it was found that he had fractures of several ribs and other injuries.

A progressive Democracy for Illinois, having for its object the annihilation of boss rule in the State, was launched on the turbulent sea of politics last week by the Democratic press of Illinois, which was represented by a committee that met in the Hotel La Salle in response to a call of A. M. Lawrence, Hearst's chief lieutenant in Chicago and Illinois. Resolutions were adopted representing the sentiment expressed by the speakers, namely, that Illinois needs to be rid of boss rule and that it was "up to a progressive Democracy to do it."

Reporters on various papers in the city who interviewed See and Moun Rees following See's arrest, were witnesses at the trial last week.

Eugene Clifford, Jr., employed on the City Press Association during the early weeks of the See case, escaped a subpoena to testify in the trial by going on a trip to England which will last all summer.

P. F. Ferguson, editor of the National Prohibitionist, was the principal speaker at the Milwaukee county prohibition Independence Day celebration in Milwaukee.

At a recent meeting of the German Press Club \$300 was appropriated for the guaranty fund of the new Germain theater, which will make use next season of the Criterion.

A dinner is soon to be given to the newspaper men of Gary, Ind., at which Richard Henry Little, the humorist of the Chicago Tribune, will be the guest of honor.

At the Great Northern Hotel this week was held the convention of the National Press Association. It is made up of the leading amateur poets, story writers, essayists, editorial writers and publishers of journals throughout the country.

The marriage of Miss Mary Edna Purdy, daughter of Mr. and Mrs. Fred Purdy, of Kenosha, Wis., and William T. Walsh, associate editor of the Technical World, Chicago, was celebrated at the home of the bride in Kenosha at 5 o'clock Sunday afternoon. Mr. and Mrs. Walsh will live on the South Side in Chicago.

Morrison's Magazine, which started as a weekly, is now issued monthly.

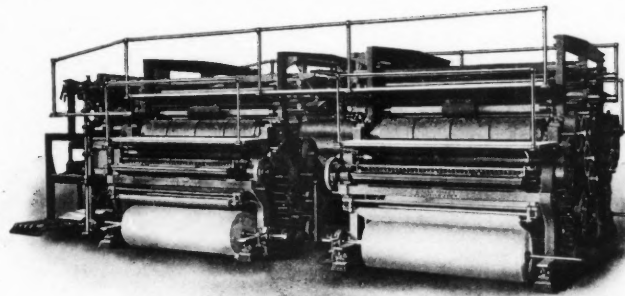
The Tribune has added a second illustrated magazine section for its Sunday edition and is now issuing two a month. They are printed in Chicago.

Members of the Chicago Publishers' Club enjoyed a two days' outing at Silver Lake, Wis. It was the club's annual fishing trip and included numerous other sports and entertainment besides fishing.

Janesville Recorder to Improve.

The Janesville (Wis.) Recorder has been reorganized with B. G. Goslin, formerly advertising manager of the Gazette, as manager. Associated with him is Benjamin Fuelleman, formerly of the Milwaukee Journal. Both have acquired stock in the company. P. J. Moutat remains president of the firm. It is said that immediate improvements are being planned and that probably at least \$10,000 will be expended in the near future.

THE LATEST TRIUMPH
in
Printing Press Construction
SCOTT "Multi-Unit" PRESS



The WORCESTER (MASS.) TELEGRAM invited us to submit prices and specifications for a new press. After studying their requirements, we recommended a MULTI-UNIT, which they afterward purchased. The press is now installed in the TELEGRAM office and is giving entire satisfaction.

Mr. V. S. McClatchy, publisher of the SACRAMENTO (CAL.) BEE, spent more than a year investigating the various makes of presses. He and Mr. W. H. James, the business manager, went to Worcester to study the work of the MULTI-UNIT, and the performance of the press was so satisfying that Mr. McClatchy placed an order for a duplicate of the TELEGRAM'S Press.

We can build any kind of a press that you may need to meet your requirements. Let us show you the MULTI-UNIT and quote prices before you decide on the press you want. Send for a circular.

WALTER SCOTT & COMPANY

New York Office:
41 Park Row

DAVID J. SCOTT, General Manager

Chicago Office:
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

Heads Course in Journalism.

J. W. Piercy, formerly an Indianapolis newspaper man, has been elected head of the Department of Journalism at Indiana University to succeed Adolph Schmuck, who recently resigned. Mr. Piercy gave up newspaper work to go into the advertising business, and about a year ago quit that business, too, to take charge of the department of journalism at the University of Washington, where he is engaged at present. Mr. Piercy will begin his work at the Indiana State school in the fall.

Joliet Herald Building New Home.

Ground was broken last week for a new home for the Joliet (Ill.) Herald. The new structure will be three stories in height and 150 feet deep. It will be as near fireproof as modern construction can make it and a complete sprinkler system will add to the protection. The building is to be of reinforced concrete and of white glazed enameled brick with terra-cotta trimmings to match. The equipment throughout will be up to date in every detail of machinery and furniture.

Indiana Circuit of A. P. Meets.

A meeting of the Associated Press papers of Indiana was held in Indianapolis, on Friday evening of last week. F. A. Miller, editor of the South Bend Tribune, president of the association, presided. George M. Cook, manager and treasurer of the Associated Press in Indiana, made a financial report. The second annual banquet will be held in Indianapolis the evening of Sept. 21, and is expected to be an exceptional affair. President Miller appointed as a committee of banquet arrangements with full power to act, R. L. Williamson, Muncie Star; C. E. Lambertson, Terre Haute Tribune, and George M. Cook. An effort will be made to secure one of the most distinguished editors in America as the principal speaker.

He Didn't Want Much.

A Western editor received the following letter: "Please send me a few copies of the paper which had the obituary and verses about the death of my child a week or so ago. Also publish the enclosed clipping about my niece's marriage. And I wish you would mention in your local columns, if it don't cost anything, that I have two bull calves to sell. Send me a couple of extra copies of the paper this week. As my subscription is out, please stop my paper. Times is too hard to waste money on newspapers."

New Home for Ohio Daily.

The Portsmouth (O.) Blade has awarded the contract for the erection of a two-story and basement modern fire-proof home. According to the plans, the structure will be one of the most complete newspaper buildings in the State. When completed, the land and building will represent an investment approximately \$18,000, and will house a new equipment that will cost the Blade publishers about \$40,000. The Blade was recently purchased by William M. Miller, a well-known Ohio newspaper man.

Official Dismissed by Union.

Announcement was made last week of the removal of Albert B. Kreiter, of New York, from the office of third vice-president of the Printing Pressmen's and Assistants' Union of North America. It was charged that Kreiter had made threats to a representative of the American Newspaper Publishers' Association that no contracts would be observed under certain conditions; that he had called strikes without authority, and that he had refused to report to the president of the union, as required by the laws of the organization.

NEW DEAL AT ITHACA.

Forest City Printing Co., Publishers of the Daily News, Acquires the Plant of the Weekly Chronicle and Democrat—The Consolidation Gives the Company One of the Best Offices in Central New York.

The most important news in the newspaper field of Central New York this week was the consolidation of the Ithaca Daily News and the Ithaca Chronicle and Democrat.

The Forest City Printing Co., of which Charles E. Westervelt was treasurer and manager, and Herbert J.



CHARLES E. WESTERVELT,
PRESIDENT AND GENERAL MANAGER FOREST CITY
PRINTING CO.

Fowler was editor, purchased the Ithaca Daily News July 1, 1908. Last Saturday, July 1, the company acquired the plant of the Chronicle and Democrat from Atkinson & Mitchell, the publishers, and also Mr. Fowler's stock in the Forest City Printing Co. As both plants occupy adjoining buildings, the company will now be in a position to

greatly enlarge its business in all directions.

The publishers of the News, through the new arrangement, not only acquire a substantial weekly but also one of the best equipped job-printing plants in that part of the State. From it have been issued for some time the Cornell Daily



BERT R. MITCHELL,
SECRETARY.

Sun, nine months in the year; the Alumni News and other Cornell publications. In addition it has had a large run of commercial work. The consolidated plants include four linotypes, a perfecting press and everything necessary for carrying on a first-class job-printing business.

Charles E. Westervelt, who is now president and general manager of the Forest City Printing Co., is celebrating his twenty-fifth year in a newspaper office. He entered the office of the Marlborough (N. Y.) Record in 1886 under the instruction of Charles H. Cochrane, at one time secretary of the Typothetae of New York City, and later engaged in the publishing business in the Tribune Building. Mr. Westervelt afterward acquired the Record plant and made it a success. He also owned a half-interest in the Sharon (Pa.) Daily Telegraph, and prior to going to Ithaca owned the Hornell Daily Times, which he consolidated with the Tribune in that city. He is a practical printer, as well as an editor, and has been able successfully to manage the various publications with which he has been associated. His work on the News has been particularly noticeable and productive of good results.

Earl E. Atkinson, the treasurer of the company, whose ability as a master printer has been demonstrated in the past five years to a large and rapidly growing clientele of the Chronicle plant, will manage the job-printing department of the Forest City company. He has had twenty years of practical experience. He learned his trade in Manlius, N. Y.; was employed for some time in the Cortland Standard office in Cortland, was ten years in printing offices in Dryden, and for a time was manager of the job department of the Ithaca Daily Journal.

Bert R. Mitchell will assume management of the publications issued by the company. He will be surrounded by a corps of editorial writers and reporters of ability, and will see that the stand-



EARL E. ATKINSON,
TREASURER.

ard of the News is kept up. Mr. Mitchell has had seventeen years' experience in the newspaper business in Ithaca. He began as a reporter for the Ithaca Daily Journal; later he was on the editorial staff of the Ithaca Daily News for six years, and still later returned to the Journal, where he served six years, until the firm of Atkinson & Mitchell acquired the Chronicle plant five years ago.

Under the new arrangement the Daily News will be greatly improved in many ways and will doubtless become more popular with the citizens of Ithaca than ever before.

LEGAL ADVERTISING.

Basis Upon Which Newspaper Rates May Be Justly Fixed.

The New Jersey Bar Association at a recent meeting passed a resolution creating a special committee to consider the subject of legal advertising rates. In commenting on the matter the Trenton Times said:

"There is a sound basis upon which charges for legal advertising may be fixed, just as there is for legal and medical service, street pavements, buildings, groceries and other commodities. It is quality and quantity of service rendered. With the newspapers the compensation should be fixed on the basis of circulation, and in no case should exceed the rates given to private advertisers.

"There is no more reason why a weekly newspaper with 400 or 500 circulation should get the same rates for legal advertising that are paid to the Newark News or Star, the Jersey City Journal and Hudson Observer, or other journals that print and sell from forty to 200 times as many copies, than that a man should be required to pay for an imitation stone the price of a real diamond. Newspapers no longer need to be subsidized."

Ad Club Elects Old Officers.

The Oklahoma City Advertising Club has re-elected the old officers for the ensuing year. They are: William Taylor, president; W. U. Daughdrill, vice-president; H. C. Martin, secretary, and R. M. Dickinson, treasurer. A. B. McFarland was elected assistant secretary. The membership of the club has increased from fifty-five to 109 during the past year.

IMPORTANT PRECEDENT.

Sears Verdict Establishes Status of the Newspaper Photographer.

An important precedent as to the rights of newspaper photographers was established this week, when a jury in the Rhode Island Superior Court decided in favor of Richard W. Sears, staff photographer of the Boston American, in an action to recover damage for assault and personal injury and the loss of his camera, which was smashed by Henry P. Walker, of Newport, on March 14 last while Sears was taking a photograph. The jury, under instructions from Judge Stearns, awarded Mr. Sears \$100 damages.

It is believed that Mr. Sears is the first photographer to win a case in the Superior Court. Other men who have brought similar actions have always been beaten in the lower court and the cases invariably have been dropped. Mr. Sears fought his case single-handed, without the aid of his newspaper, and carried it up to the higher court, with the result noted.

Mr. Sears is highly gratified at the verdict, not so much on account of the pecuniary award, as on account of the legal status it gives to his professional work.

Newspaper Artists Organize.

The Fort Worth (Tex.) Newspaper Artists' Association was organized last week with officers as follows: W. K. Patrick, president; Gordon K. Shearer, vice-president; Heppner Blackman, secretary-treasurer. The association will issue a newspaper reference book containing cartoons, sketches and personal history of 200 prominent business and public men of the city. The editor of the book will be James Liston, Jr., city editor of the Fort Worth Record. Gordon K. Shearer, city editor of the Fort Worth Star-Telegram, will be the consulting editor.

Urbana Citizen in New Hands.

Frank B. Wilson, formerly owner of the Kenton (O.) News Republican, has purchased an interest in the Urbana News Co., publishers of the Evening Citizen and the Morning Tribune, and becomes its editor-manager. His first act on assuming charge was to stop the publication of the Morning Tribune.

New York, April 27, 1910.

Thomas Wildes' Son,
14 Dover Street, New York City.

Gentlemen: Please send us as soon as possible 25 lbs. of your "OXODIO." We have been using "OXODIO" for the past two years and consider it the best article of its kind on the market. We can't afford to be without it.

Very truly yours,



S. L. Parsons & Co., Inc.
per E. KOEHLER

ASK

R. A. CHANDLER,
Publisher The Mail,
Galesburg, Illinois.

ABOUT US

We have just concluded a contest for Mr. Chandler and notwithstanding an opposition contest with a list of more valuable prizes we added 2,086 new subscribers and took in a total of \$8,826.80.

BANK REFERENCES FURNISHED

Write today

THE UNITED CONTEST COMPANY
(Incorporated)

"NOT THE CHEAPEST, BUT THE BEST"
CITIZEN BLDG., CLEVELAND, OHIO

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

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

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

NATIONAL AD MANAGERS

Hold Semi-Annual Meeting at Buffalo and Elect Officers.

The Association of National Advertising Managers closed a busy two days' session at Buffalo last week, by electing officers as follows: President, O. C. Harn, of the National Lead Co., New York City; vice-president, G. H. E. Hawkins, of the N. K. Fairbanks Co., Chicago; treasurer, Frank H. Cole, of Peter Henderson & Co., New York City. W. A. Martin, Jr., continues as secretary. Forty members were present.

As in previous years, no set program was followed. The first day was devoted chiefly to committee meetings, and the second day, reports from the various committees were received and discussed. E. St. Elmo Lewis, of the Burroughs Adding Machine Co., of Detroit, and retiring president, in his annual report, reviewed the work accomplished by the association during the past year, and made several recommendations for the future. This report will be printed for general distribution.

L. C. McChesney, of Thomas Edison, Inc., and chairman of the membership committee, reported a total membership of one hundred. Tim Thrift, advertising manager of the American Multigraph Co., Cleveland, O., and chairman of the committee on circulations and rates, recommended the establishment of a clearing house bureau, for the purpose of collecting data on rates and circulations. The recommendation was adopted.

The report on agency relations was made by C. W. Deardon, of the Mittleague Paper Co. No definite action was taken. Following the report of L. H. Green, of the Sherwin-Williams Co., of Cleveland, and chairman of the committee on propaganda, it was decided to carry on the work the coming year. W. H. Ingersoll, of Robert H. Ingersoll & Bro., of New York City, reported at length on the educational work being carried on by the association. Funds were voted for a continuance of this work and for assistance in the establishment of a research fellowship at Columbia University. The report on special editions, programs, etc., was made by Chairman J. H. Wedell, of Gage Bros., Chicago. The question of advertising in manufacturers' catalogues was also touched upon. This report will be printed for general distribution.

Following the disposition of the reports, there was a round table discussion of the various problems that have come up during the past year, and an exchange of experiences.

Four new directors were elected as follows: E. St. Elmo Lewis, Burroughs Adding Machine Co., Detroit; Tim Thrift, American Multigraph Co., Cleveland; L. H. Greene, Sherwin-Williams Co., Cleveland, and Joseph H. Dyer, Dennison Manufacturing Co., Boston.

New members were elected as follows: G. C. Bohn, White Enamel Re-

frigerator Co., St. Paul; Carl Theo. Goldenberg, the Roessler & Hasslacher Chemical Co., N. Y. City; A. C. Lamotte, Anseo Co., Binghamton, N. Y.; Wm. B. Morris, Northwestern Knitting Co., Minneapolis; Wm. J. McCurdy, Neverslip Manufacturing Co., New Brunswick, N. J.; M. R. D. Owens, International Harvester Co., Chicago; M. R. Burlingame, Presto-Lite Co., Indianapolis, and P. E. Ryan, National Acme Manufacturing Co., Cleveland.

M. E. STONE, JR., RESIGNS.

Gives Up Presidency of Metropolitan Magazine Because of Ill Health.

Melville E. Stone, Jr., son of Melville E. Stone, general manager of the Associated Press, has resigned his position as president of the Metropolitan Magazine Co. on account of ill health, and will take a year's rest from business cares in order to recuperate.

He will be succeeded by Henry J. Whigham, who has been secretary and a director of the company. At present there will be no changes in the editorial staff or in the policy of the magazine. Mr. Whigham, who is connected with Town and Country, will act as the publisher.

INCORPORATIONS.

The Associated Newspapers, East Orange, N. J.; capital, \$10,000. Incorporators, Joseph C. Mulford, Isaac S. Dillingham, Jr., and John M. Watkinson. The company is to print, publish, etc.

Brazil News-Democrat, Brazil, Ind.; capital stock, \$12,000. Directors, M. C. Laming, R. H. Plumb, C. G. Scofield.

The Virginia Free Press Company, of Charlestown, to publish a newspaper and general printing plant. The capital stock is \$10,000. The incorporators are: William Campbell, B. F. Campbell, A. M. Hopkins, Homer Biller, all of Charlestown.

The Hotel Publishing Co., of Cleveland, O., publishing hotel newspaper and literature; capital, \$10,000; H. I. Emerson, Joseph H. Frick, J. T. Haines, F. M. Lewis and Oscar J. Campbell.

Midwest Publishing Co., Chicago, \$25,000; general publishing and printing business; George C. Crandall, Geo. M. Cohen, S. J. Samelow.

The Daily News Publishing Co., New Brunswick, publishers; capital, \$125,000; incorporators, F. A. Thomas, New York City; H. E. Austin, S. C. Austin, New Brunswick.

The World's Ad Record.

That the New York World is gaining steadily in the number of advertisements printed is shown by the full-page advertisement of that newspaper appearing elsewhere in this issue. According to the figures therein presented, for the first six months of 1901 the Herald printed 59,753 more advertisements than the World. During the first six months of 1911 the World printed 760,241 advertisements and the Herald 476,644, or 280,597 more than its competitor.

Richmond's New Ad Club.

A number of the leading advertising and business men of Richmond, Va., have organized the Ad Club of Richmond. The temporary officers are Hamilton Fields, advertising manager of the Fleishman-Morris Co., president; C. E. Ivey, advertising manager of the Virginia-Carolina Chemical Co., secretary.

The Simplicity

of the

Quick Change Model 8 Three Magazine Linotype



Quick Change Model 8 Three Magazine Linotype

will appeal at once to your machinist and operators.

It is built like the single magazine Linotype, but with two extra magazines always available on the machine instead of on the rack, and with

Only One Distributor

The operator makes all his own changes of magazine without leaving his seat and without assistance from the machinist.

This three-in-one feature more than ever makes

"The Linotype Way the Only Way"

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS
1100 S. Wabash Ave. 638-646 Sacramento St. 332 Camp St.
TORONTO: Canadian Linotype, Ltd., 35 Lombard St.

Jersey Editors Enjoy Outing.

The annual outing of the New Jersey Editorial Association was held last week at Nantucket, Mass. About ninety members and their friends made the trip. Officers were elected as follows: President, Walter M. Dear, Jersey City Journal; vice-president, Augustus M. Crane, Elizabeth Journal; secretary, J. W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle. Executive committee: J. L. Kinmonth, Asbury Park; Charles L. Edwards, Long Branch; A. C. Studder, Montclair; F. S. Brown, Matawan; J. D. Carpenter, Woodbury; J. Z. Demarest, Tenafly; D. P. Olmstead, Perth Amboy.

Schermerhorn Heads Michigan Editors

James Schermerhorn, editor of the Detroit Times, was elected president of the Michigan Press Association at the annual meeting at Port Huron, recently. Other officers are: Vice-president, Louis A. Weil, Port Huron; secretary, H. A. Hopkins, St. Clair; treasurer, W. R. Cook, Hastings.

Duplex Company to Enlarge Factory.

The Duplex Printing Press Co., of Battle Creek, Mich., plans to greatly enlarge its present factory.

CHANGES IN INTEREST.

Bradley Edmunds and Samuel R. Young have leased the Owensville (Ind.) Gibson County Star and will take possession July 17.

Sam H. Clark has sold his interest in the Minot (N. D.) Daily Reporter to Dorr H. Carroll.

S. R. Young and Bradley Edmunds have leased the Owensville (Ind.) Gibson County Star and will take possession July 17.

Oscar Schumann, traveling salesman for Barnhart Bros. & Spindler, of Chicago, has purchased the Grayling (Mich.) Avalanche from Dr. Oscar Palmer, who has conducted the paper for thirty years. Mr. Schumann assumes control July 1.

Well Known Iowa Weekly Sold.

J. B. Hungerford, a well known Iowa newspaper man, has purchased the Jefferson Free Lance from Victor H. Lovejoy, and assumed charge. The Free Lance is considered one of the best weekly properties in the State. H. B. Henrichs, the Litchfield, Ill., newspaper broker, negotiated the sale.

IN LOS ANGELES

For the past 3 months the morning papers have been losing foreign advertising, while the evening papers have been gaining.

THE RECORD

Is the Leading Evening Paper

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

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 FRANK L. BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

BY THE EDITOR AND PUBLISHER COMPANY

13 to 21 Park Row, New York City. Telephone, 7446 Cortland
Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

THE JOURNALIST Established 1884. THE EDITOR AND PUBLISHER 1901
J. B. SHALE, President T. J. KEENAN, Vice-President F. L. BLANCHARD, Secretary
GEO. P. LEFFLER, Treasurer and Business Manager

ADVERTISING RATES

Display, 15 cents per agate line Reading Notices, 25 cents per agate line
Classified, 1 cent per word Liberal discount for time contracts.

NEW YORK, SATURDAY, JULY 8, 1911

BAROMETERS OF BUSINESS.

The New York Herald is generally regarded as a representative American newspaper. It does not, except on rare occasions, indulge in hysterics on any subject. It is a conservative, dependable journal, conducted upon sane lines. It does not employ sensational methods to increase its circulation. It cannot be accused of being "yellow." And yet it is one of the most popular advertising mediums in New York.

Because it does not stunts either upstairs or downstairs, but quietly pursues the even tenor of its way the Herald may be regarded as a pretty fair business barometer. Hence to determine whether conditions are improving or retrograding here in New York all one has to do is to examine its advertising pages, and especially its help wanted columns.

Just at present the Herald is carrying more advertising than it did last year, which would seem to indicate that business conditions have materially improved.

In spite of all of the good work done by solicitors, merchants do not advertise as extensively when business is dull as when it is brisk. Hence the volume of advertising appearing in representative newspapers in each city fairly indicates the condition of business.

A careful examination of the prominent newspapers in different parts of the country fails to reveal any indications of an approaching panic. Interviews with business men, east, west, north and south, show that while few are as busy as they would like to be, nevertheless the wheels still go around because there's something doing.

TO WHOM DOES IT BELONG?

Who owns the newspaper which a man throws away in a street or railway car? Does it immediately become the property of the corporation operating the road or does it belong to the first person who picks it up? These questions have, no doubt, often suggested themselves to passengers riding on the cars when they have noticed copies of newspapers scattered about the seats.

A correspondent of the New York

Tribune, in discussing them recently, very sensibly says:

When a newspaper has been read and has served its purpose to the owner and then wilfully and deliberately abandoned by him it is undoubtedly his intention to part with title thereto forever, regardless of its future. Its abandonment in a public car does not make it the property of the corporation owning the car until the corporation by an overt act reduces it to possession.

This reduction to possession by an overt act may be made by anyone, and if a passenger in the car succeeds in exercising this overt act prior to the conductor or to a fellow passenger such person obtains title to the paper and is the lawful owner thereof. It belonged to no one and was taken from no one and the possessor thereof takes lawful title.

Whether or not this opinion is based on legislative enactment we do not know, but it is based on common sense.

ON STARTING A NEWSPAPER.

It is so easy to start a newspaper or a magazine that many are launched without much thought being given to the cost or hard work that will be required to keep them alive afterward. Publication days come around with great regularity and on each one a new edition must be ready for distribution.

Some people seem to think that if they can get out an attractive looking and meritorious publication that the public will be eager to buy it and patronize its advertising columns. It is not until they have dropped large sums of money in paying printing bills, salaries, postage and office expenses that they discover their mistake. Much to their surprise, they find that advertisers do not rush to their offices and beg for space in their columns, and that the people do not seem at all anxious to subscribe.

The old saying, "Get out a good paper and the public will buy it," has led to the undoing for many a would-be James Gordon Bennett, S. S. McClure or Cyrus K. Curtis. You might get out as good a newspaper as the New York World or the Sun and yet in the end score a miserable failure. In an overcrowded field how can a new paper expect to succeed unless backed by unlimited capital, unless it is able to present more news and in better form than its rivals, and unless it possesses an unusually capable advertising and circulation staff?

Before starting a newspaper the field should be thoroughly examined to determine its probable chances of success.

Are the newspapers already established giving the public efficient service? Are their advertising rates reasonable? What circulations do they have? Interview merchants and business men as to their attitude toward the launching of a new paper.

Having decided that there is room for another newspaper and that the public will probably support it, organize your editorial, business and mechanical departments out of the best material you can find. Do not be satisfied with mediocre talent. Get the best you can afford, especially in the business department. Spend money to secure advertising. Engage experienced, live, hustlers who will work early and late to bring in business. See that the circulation manager is up-to-date and aggressive.

Get out the best paper you can every day. Make the people feel that it is their paper—that it is looking out for their interests and those of the city in which it is published. Let them see that it is not a "bossed" paper—the personal organ of no politician, the blind supporter of no party; that it respects all men who deserve respect and condemns those who betray public trust or disregard the rights of their fellow men,—do these things and your paper will have a fair chance of becoming a success.

EDITORIAL COMMENT.

That England is influenced by American journalism is shown by the manner in which the London newspapers handled the coronation. Page-wide heads were used to an extent never before known in Great Britain. Photographs of scenes along the route of the procession and elsewhere were reproduced in profusion. The Daily Telegraph went so far as to print one illustration that ran across the fourteen columns of its middle fold. All other news was crowded into small space or entirely omitted. It must have shocked some of the more conservative Englishmen to note these evidences of the adoption of American methods by newspapers that until recently never used a spread head or printed a news illustration.

"If a thing has news value it should be printed whether or not it helps the advertiser, but it should never be printed as news simply because it helps the advertiser."—Louis Wiley.

We have a few copies of German newspapers containing examples of the new intaglio process of printing illustrations recently described in these columns which we will be glad to distribute among those of our subscribers who may write for them.

Indiana Daily Sold.

The Montpelier (Ind.) Daily and Weekly Herald, owned by a stock company for the past fifteen years, has been purchased by Harry Troutman, formerly editor of the publication.

WHEN TAFT REPORTED.

Uncle John Lusk Harks Back to the President's Newspaper Days.

When President Taft goes to Port Huron, Mich., in September, it is likely that he will accept the invitation of John Lusk, editor of the Ulby Courier, to "ruu up" and see him. In the letter sent to the President, Mr. Lusk reminds him that they once worked together on a Cincinnati paper, at which time Mr. Taft was getting a salary of \$12 a week and Mr. Lusk \$25.

"As Will and the writer used to work on the old Cincinnati Gazette—Deacon Smith's paper—it is possible that the President may stop off at Ulby for a chat between trains," says John in the current issue of his paper. "My, my! what changes there are in life! In those days we little thought that one day one of us would be President of the United States and the other the editor of the only great religious weekly in the town.

"At that time we were making \$25 to \$30 per week 'on the case,' while Bill was holding down a sit as court reporter at \$12 per. But William saved his money, while we invested ours in 'houses and lots,' and now he is drawing \$75,000 per year, while we're clearing up on an average about 75 cents. After all, we don't know whether Mr. Taft has much on us if it wasn't for the rheumatism. He doesn't get any better eatin' than we get at the Union Hotel, and he isn't well acquainted with Judge Gibson and Dr. Holdship and George Griffith and 'Zen' Boomhower, and even 'Bert' Trumble, of the Elkton Review, and lots of other prominent men that we know.

"Oh, there's lots of compensation in life besides being President. And one of them is that a fellow doesn't have to find out every morning how Senator Townsend stands."

WHAT GRADY WILL DO.

Sponsor of Signed Editorial Bill to Get Busy on Other Matters.

"We have it on the authority of one whom we have not stopped to question," says the New York Evening Post, "that Senator Grady, after putting through his bill for the reorganization of American journalism and his bill for the reorganization of American banking, will bring forward an entire series of epoch-making bills, of which the following are only a few:

"(1) A bill providing that after July 1, 1912, trial by jury shall be discontinued in all the counties north of the Bronx River; (2) a bill providing that the weekly day of rest shall henceforth be Thursday instead of Sunday; (3) a bill providing that all plays and musical comedies produced in cities of the first class shall be divided into not less than three acts nor more than seven acts; (4) a bill empowering the Governor in times of crisis to suspend by public proclamation the law of supply and demand, the law of cause and effect, and the law of diminishing returns.

"In case the Legislature is to sit till July 20, and not, as at present contemplated, till July 15, Senator Grady will further introduce a bill legalizing negro slavery in New York State, and a bill re-enacting the Alien and Sedition laws. Mr. Grady in the character of demiurge, making old worlds out of new ones, looms up as the greatest figure of his time."

State Senator George W. Bland has purchased the West Union (W. Va.) Record.

PERSONAL.

Elmer Crockett, president of the South Bend (Ind.) Tribune Printing Co., Mrs. Crockett and Miss Crockett have returned from a six weeks' trip in the East. Mr. Crockett was a delegate to the Presbyterian General Assembly which met in Atlantic City, N. J.

Edward Mahoney, for some time past city editor of the Chicago Journal, has been appointed chief of efficiency of Civil Service of Cook County, Ill., at a salary of \$2,500 a year. He was instrumental in having the law creating the bureau enacted by the Illinois Legislature, and by its terms became a Civil Service appointee.

Frank B. Wilson, formerly managing editor of the Kenton (O.) News-Republican, has purchased an interest in the Urbana (O.) Times-Citizen and assumed the managing editorship.

William R. Painter, editor of the Carrollton (Mo.) Democrat, will again be a candidate for the Democratic nomination for Lieutenant Governor next year.

E. J. Handley, well-known journalist and student of political economy of Ocean Grove, N. J., has been engaged as contributing editor by the National Republican Committee.

W. H. Mixon, editor and proprietor of the Woodland (Cal.) Mail, and Miss Kathleen McDonnell were married last week at Roses, Marion County, Cal.

James M. Thomson, editor of the New Orleans Item, was one of the principal speakers at the Mississippi Immigration Congress held at Gulfport recently.

William Wilson Ayres, a well known Philadelphia newspaper man, and Addie Belle Kallack were married last week at Knoxville, Tenn.

J. E. Quinn, editor of the Ocean Grove (N. J.) Times, is suffering from a general breakdown. He will spend the summer in travel.

Charles W. Collins, formerly dramatic critic of the Chicago Inter-Ocean, and recently connected with the management staff of La Salle, will publish in book form this fall his series of romances of famous actors which have been appearing in a magazine.

Frank M. Marlow has been appointed associate editor of the Richmond Hill (N. Y.) Record.

Rex Large and Clyde E. Elliott, both reporters on the Omaha Bee; Guy C. Crow, of the Sioux City Daily News, and Edgar Markham, sports writer of the Sioux City Journal, will leave shortly on a vacation trip to Europe.

Frank Reagan, editor of the Henry County (Ga.) Weekly, and judge of the County Court at McDonough, Ga., left home on Thursday on a bicycle trip to New York. He will return by steamship.

J. G. Hawkins has been placed in sole charge of the business and editorial departments of the Virginia Masonic Journal.

Fred I. Thompson, business manager of the Mobile (Ala.) Register, is in New York this week. Mr. Thompson was a former member of the special

agency of Smith & Thompson, and is well known among the publishers and general advertisers through out the country.

E. E. Althouse, editor of the Sellersville (Pa.) Herald and the Poultry Item, will take a trip to Europe for his health.

William F. Pedlow, Jr., a reporter on the Chester (Pa.) Times, and Miss Margaret L. Schwenger were married at Haddonfield, N. J., June 28.

George Evans, editor of the Chickasha (Okla.) Daily Express, and Miss Hazel Smith were married in that city last week.

Russell R. Kent, formerly telegraph editor of the New Orleans Times-Democrat, has assumed the city editorship of that paper, succeeding J. V. Linek, who resigned.

C. T. Lunn, editor of the Humble (Tex.) Oil City News, and Miss Margueretta Sesson, of St. Louis, were married last week at Houston, Tex.

George Kline, city editor of the Lincoln (Neb.) Star, has been elected as secretary of the State University Alumni Association.

Karl H. Von Wiegand, widely known in Pacific Coast newspaper circles, and for some time past night manager of the San Francisco office of the Associated Press, has resigned to become representative of the United Press Association at Berlin, Germany.

NEW YORK CITY.

The engagement has been announced of Louis Ernest Hinrichs, financial writer for the New York Sun, and Miss Vera McEnery, daughter of James McEnery, of Brooklyn.

Adolph Klauber, dramatic critic of the New York Times, and his wife, Jane Carl, have returned from abroad.

A. Toxen Worm, general press representative of the Shuberts, sailed for Europe last week on La Provence. He will remain abroad five weeks.

J. P. Yoder, of the New York office of the United Press, has been transferred to Boston as manager, succeeding W. S. Odlin, who returns to the New York office.

Louis Wiley, business manager of the New York Times, delivered his address on "The Daily Newspaper" before the New York State Press Association in Rochester last week.

Thomas C. Quinn, editor of the New York Ledger, has been appointed by Governor Dix supervisor of public records in the State educational department at a salary of \$4,000 a year.

Franklin Matthews, of the New York Sun staff, recently exhibited at Keith's Hippodrome, Cleveland, a series of pictures of the Panama Canal, Porto Rico and Mexico.

Eli D. Zaring, well-known newspaper man and for the past three years cable editor of the United Press Association, has resigned to accept a position as city editor of the Indianapolis Sun.

Samuel H. Taylor, owner of the Rider and Driver, New York, was in London during the coronation of George V.

OBITUARY NOTES.

Thomas Aiguier Kennett, for forty years connected with newspaper and trade journalism in New York State, died last week at St. Joseph's Hospital, Bronx. He was sixty-eight years old and was a graduate of Yale. He became connected with the New York World in 1863 and was successively exchange editor, night editor and city editor. He was the correspondent in New York of the Philadelphia Inquirer and foreign papers. Many of his articles were published in the New York Sun. In 1886 he purchased, with two others, the Buffalo Express and became vice-president of the Express Printing Co. In 1873 he founded the Carpet Trade Review, which, in 1882, was merged with the Carpet Trade, founded in 1870 by William Berri. Later this publication was called the Carpet and Upholstery Trade Review, and Mr. Kennett was still a member of its staff at the time of his death. At other times Mr. Kennett was associate editor of the American Furni ure Gazette, one of the founders of the Ironmonger, and editor for two years of the Decorator and Furnisher.

W. H. Champlin, a reporter on the Gulfport (Miss.) Record, died at Handsboro, June 28.

T. C. Peffer, editor of the Eureka (Kan.) Herald, died in his thirty-eight years at a sanitarium in Kansas City, June 27. He was formerly superintendent of public schools.

Hiram Kelly Morrell, one of the oldest newspaper men in Maine, and a charter member of the Maine Press Association, died at his home in Gardiner last week. He was formerly editor of the Gardiner Home Journal.

Joseph M. Nauer, proprietor and editor of the Fort Madison (Ia.) Gem City for the last twenty years, died at his home in that city last week.

George Trask, for forty years a writer of railroad news on the Indianapolis Journal and Star, is dead. He was one of the oldest railroad news writers in the United States.

Only morning
paper in western city of 25,000 is for sale. \$5,000 cash necessary. The balance can be deferred in such manner as will assure its being met out of the profits. Proposition A.X.
C. M. PALMER
Newspaper Broker, 277 Broadway, N. Y.

A BAD MAT
You are using a bad matrix for illustrations. We have the only up-to-date newspaper service and the only up-to-date newsy daily matrix page. Try it for a month and for the first time illustrate current news.
BAIN NEWS SERVICE
32 Union Square New York

NEW YORK HERALD SYNDICATE
Special Cable and Telegraph Matrix and Photo Service. Address: Herald Square, New York City. Canadian Branch: Desbarats Bldg., Montreal

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER MAN

of twenty years' proprietary experience desires connection with business or advertising department of afternoon daily in city of 20,000 to 50,000, with view of acquiring interest if satisfactory. Missouri, Oklahoma, Texas or California preferred. "59," care THE EDITOR AND PUBLISHER.

HELP WANTED.

STENOGRAPHER.

One who can familiarize himself with office detail. Newspaper experience an advantage. Bright prospects for intelligent and rapid man of 22 or under. Address "K," care THE EDITOR AND PUBLISHER.

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. H. HENRICHS, Newspaper Broker, Litchfield, Ill.

MISCELLANEOUS

DAILY NEWS.

Reports for evening papers, advance news, mail service special and Chicago news. **FARD'S NEWS BUREAU**, 160 Washington St., Chicago, Ill.

FOR SALE

Two Simplex Machines,

each \$100 cash, f. o. b. Chicago; one ten-point, one eight-point. Address "SIMPLEX," 328 Wabash Ave., 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, 84,808.

FEATURES We issue WEEKLY Pages, Puzzles, Embroidery Patterns, DAILY Cartoons, Comics, Puzzles, Portraits, Fashions, Weather Reports, "Heart and Home Talks."
THE INTERNATIONAL SYNDICATE
Established 1899
BALTIMORE MARYLAND

GATCHEL & MANNING
Designers—Illustrators—Engravers, PHILADELPHIA.
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Half-tones.

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The Carter Medicine Co., 45 Murray street, New York, is making contracts for three inches three t. a. w. for two years with Middle Western papers direct.

The M. Volkmann Advertising Agency, 5 Beekman street, New York, is sending out orders for seventeen lines 156 times to Middle West papers for the Aldine Laboratories, New York.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for 1,000 inches to be used within one year with Pacific Coast papers for the E. M. F. Motor Car Co., Detroit, Mich.

The Hostetter Co., Pittsburg, Pa., is sending out renewal contracts.

H. E. Bucklen, Chicago, is placing renewal contracts with Western papers.

The Snitzer Advertising Co., Hunter building, Chicago, is placing orders for 3,000 lines, to be used within one year, with Pacific Coast papers for the Dearborn Supply Co., Chicago.

The Witt K. Cochrane Advertising Agency, Boyce building, Chicago, is sending out orders for page ads. to Southwestern papers for the Micheli Lewis Motor Car Co.

The Walter Baker Co., Baker's Co-coa, Boston, Mass., is arranging their list for the fall advertising.

The George Batten Co., Fourth Avenue building, New York, is placing one time orders generally for Street & Smith, New Story Magazine, Seventh avenue and Fifteenth street, New York. This agency is also extending its orders to a few Pacific Coast papers for the Cliquot Club Co., C. C. C. products, Millis, Mass.

The George L. Dyer Co., 42 Broadway, New York, is making a few 3,000-line contracts with Western papers for the United Shirt & Collar Co., Troy, N. Y.

The Gardner Advertising Co., Kinloch building, St. Louis, is again making contracts with Southern papers for the Frisco Lines, Frisco building, St. Louis, Mo.

The F. A. Gray Advertising Co., Dwight building, Kansas City, Mo., is making contracts for 4,000 lines with Southwestern papers for the Samuels Sales Co., same city.

The Homer W. Hedge Co., 366 Fifth avenue, New York, is placing orders

with New Jersey papers for the Rochester Marshmallow Co., 221 North Water street, Rochester, N. Y. These orders will gradually be extended to other States.

The Hicks Advertising Agency, 132 Nassau street, New York, is sending out orders for four lines forty-five times to a few Southern papers for the Ocean Hotel, Asbury Park, N. J.

Lord & Thomas, 290 Fifth avenue, New York, have secured the account of Charles Cluthe, 125 East Twenty-third street, New York, and will place their advertising after July 1.

Lord & Thomas, Trude building, Chicago, are making contracts for 14,000 lines with Mississippi papers for the Van Camp Packing Co., Van Camp's Products, Indianapolis, Ind.

Maclay & Mullally Brothers, 60 Broadway, New York, is placing orders for forty lines d. c. six times with New York State papers for William Morris Imbrie & Co., Brinson Railway, 45 Broadway, New York.

The Rose-Stern Co., 1269 Broadway, New York, is now sending out orders for the Crown Perfumery Co., 30 East Twentieth street, New York.

Irving Rosenbaum, 1123 Broadway, New York, has started an experimental campaign with Wilkes-Barre, Pa., papers, for the Michigan Condensed Milk Co., Leader Brand Milk, 41 Hudson street, New York, and if successful the campaign will be extended.

The Fred St. Germain Advertising Agency, Syracuse, N. Y., is placing orders for two inches three t. a. w. eight weeks with New York State papers for the Hotel St. Charles, Sylvan Beach, N. Y.

The Taylor-Critchfield Co., Brook's building, Chicago, has secured the account of the National Cash Register Co., Dayton, O., and is now placing their advertising.

The Tomer Advertising Agency, Old South building, Boston, Mass., is placing orders for fourteen lines three times with a few Western papers for the Hamilton Sales Co., Boston, Mass.

A. R. Elliott, West Broadway, New York, is handling 112 lines nine times in Cleveland, Pittsburg, Chicago and Southeastern papers.

The Hotel Men's Association, Cambridge Building, New York, is sending out additional half-page copy through the Dorland Agency, 303 Fifth avenue, New York.

The George Batten Co., Fourth Avenue Building, New York, is placing orders for Street & Smith, New York, in Middle and Southwestern papers.

A. R. Elliott, West Broadway, New York, is placing orders for the Borden's Condensed Milk Co., 108 Hudson street, New York.

The Dorland Advertising Agency, 303 Fifth avenue, New York, is placing additional orders for the Hotel Men's Association, Cambridge Building, 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.

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NORMANDEN .. (Cir. 9,450) .. Grand Forks
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALER Cleveland (May D. 96,106—S.126,144)
CALIFORNIA.	VINDICATOR Youngstown
INDEPENDENT Santa Barbara	PENNSYLVANIA.
BULLETIN San Francisco	TIMES Chester
CALL San Francisco	DAILY DEMOCRAT Johnstown
EXAMINER San Francisco	JOURNAL Johnstown
FLORIDA.	DISPATCH Pittsburg
METROPOLIS Jacksonville	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburg
ATLANTA JOURNAL Atlanta (Cir. 53,163)	TIMES-LEADER Wilkes-Barre
CHRONICLE Augusta	GAZETTE York
HERALD Augusta	SOUTH CAROLINA.
LEDGER Columbus	DAILY MAIL Anderson
ILLINOIS.	DAILY RECORD Columbia
POLISH DAILY ZGODA Chicago	THE STATE Columbia (Cir. D. 16,272—S. 16,811)
SKANDINAVEN Chicago	TENNESSEE.
WOMAN'S WORLD Chicago	NEWS-SCIMITAR Memphis
HERALD Joliet	BANNER Nashville
HERALD-TRANSCRIPT Peoria	TEXAS.
JOURNAL Peoria	RECORD Fort Worth
INDIANA.	CHRONICLE Houston
NEWS-TRIBUNE Marion	TIMES-HERALD Waco
TRIBUNE Terre Haute	WASHINGTON.
THE AVE MARIA Notre Dame	POST-INTELLIGENCER Seattle
IOWA.	WISCONSIN.
EVENING GAZETTE Burlington	EVENING WISCONSIN Milwaukee
CAPITAL Des Moines	CANADA.
REGISTER & LEADER Des Moines	ALBERTA.
THE TIMES-JOURNAL Dubuque	HERALD Calgary
KANSAS.	BRITISH COLUMBIA.
CAPITAL Topeka	WORLD Vancouver
KENTUCKY.	ONTARIO.
COURIER-JOURNAL Louisville	EXAMINER Peterborough
TIMES Louisville	FREE PRESS London
LOUISIANA.	QUEBEC.
ITEM New Orleans	LA PRESSE Cir. Dec. 1910, 101,534 Montreal
TIMES DEMOCRAT New Orleans	New Southern Agency.
MAINE.	The Stockard Advertising Company has been organized at Mt. Pleasant, Tenn., with local incorporators. The agency will handle both local and foreign business and will have offices at Columbia. The officers will be: J. E. Anderson, president; James Ward, treasurer; L. E. Stockard, secretary and general manager.
JOURNAL Lewistown	
MARYLAND.	
THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 .. Sun.. 60,702	
MICHIGAN.	
PATRIOT. (1910) D.10,720; S.11,619. Jackson	
MINNESOTA.	
TRIBUNE.....Morn. and Eve.....Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE, Joplin	
POST-DISPATCH.....St. Louis	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
NEW JERSEY.	
PRESS.....Asbury Park	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL ..Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS .. Buffalo	
BOLLETINO DELLA SARA ... New York	
LESLIE'S WEEKLY (Cir. 330,000) .. New York	
MESSANGER OF THE SACRED 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.

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

Another Increase.

THE DAILY STATES has received another increase in its circulation by the closing of The Daily News, a small evening paper which had been published for some years in New Orleans. THE STATES arranged to take over the subscribers and this addition places its circulation around the 30,000 mark.

Our challenge to all competitors for a showdown on circulation remains unanswered—there is a very good reason.

THE DAILY STATES is first in circulation and carries more local business than any other paper in the City of New Orleans.

Foreign Advertisers Please Note
DAILY STATES, NEW ORLEANS, LA.
The S. C. Beckwith Special Agency
Sole Agents—Foreign Advertising
New York Chicago Kansas City

NEWSPAPER BEST SCHOOL.

Trains Men for Broader Walks of Life, Says Minister Egan.

"When I want a private secretary I get a newspaper man," said Dr. Maurice Francis Egan, United States Minister to Copenhagen, in the course of an interview in Chicago recently.

"Always it has been my contention that newspaper work is the best training in the world for men who expect to go into business or the broader walks of life. No other profession gives a man such a broad view of life. He is able to look at things from an angle unobtainable by anyone else, and despite the wide range he has to cover I find him at the same time a master of detail.

"There's a reason for it, too. A good newspaper man knows his subject before he writes about it. He has little time to spend in studying it; he must have the ability to get to the real situation without spending hours on it. Unconsciously he trains himself to grasp the details and remember them.

"And when you remember this you won't be in such a hurry to criticize newspapers when they get things wrong. Think of the columns and columns where their information is right and accurate.

"I have had three private secretaries in the three years I have been at Copenhagen," he said. "Each one left me at the end of a year to accept a consulate, and each one is making good and going up in the service. All were newspaper men, and each will amount to something in the years to come.

"The one who left me when I started back to America in February has just started for Zanzibar, and the other two are at other ends of the earth."

Will Represent Toronto Star.

Chas. H. Eddy, with offices in the Metropolitan building, New York, and Eddy and Virtue, with offices in the People's Gas building, Chicago, have been appointed special advertising representatives of the Toronto (Can.) Star in the United States.

H. E. Cowdin, formerly publisher of the Rockford (Mich.) Register, has purchased the Carson City (Mich.) Gazette from A. L. Bemis.

RATE CARD

The Evening Wisconsin

MILWAUKEE, WIS.
POSITION CHARGE.

Next to reading.....10% add.
Full position.....25% add.

DISPLAY.

Per Agate Line (14 lines to the inch). To be used within one year:
Less than 500 Lines.....8 cents
500 Lines.....7 1/2 "
1,000 ".....7 "
2,000 ".....6 1/2 "
5,000 ".....6 "
10,000 ".....5 1/2 "
14,000 ".....5 "

READING NOTICES.

To be used within one year.
Less than 500 Lines.....55 cents
500 Lines or more.....30 "
1,000 Lines or more.....25 "
Telegraphic matter.....75 "

CLASSIFIED WANTS.

Six words to the line.
Per Line.....6 cents
No advertisement accepted for less than.....25 "

CARD RATES WILL BE STRICTLY ADHERED TO.

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

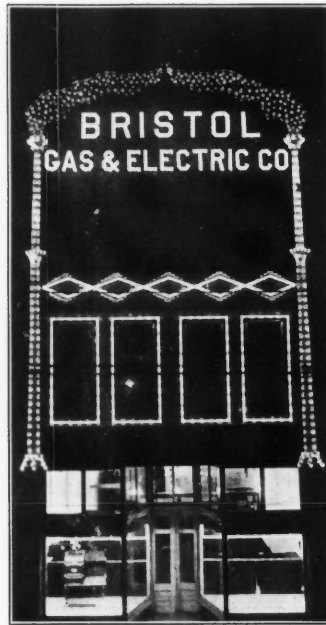
JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Adv. Representative.
New York Office, 1 Madison Avenue.
Chicago Office, 150 Michigan Avenue
(Roar. J. Virtue, Manager).

ELECTRIC ADVERTISING.

Bristol Gas & Electric Co.'s New Display Attracts Attention.

The Bristol Gas and Electric Company, of Bristol, Tenn., has recently opened a new and handsomely appointed salesroom, of which the company is justly proud. The front of the building is illuminated in a striking and effective manner, as will be seen from the accompanying picture.

The display contains 300 red lights, 300 green lights and 900 white lights.



From the tops of the two pillars flames appear which undulate in an imaginary breeze. The lights below twinkle and zigzag across the front of the building. The display as a whole is very attractive and effective. No one can approach within several blocks of the building without seeing the illumination. It is an advertisement that people cannot help but read.

MAY SUE NEWSPAPERS.

Mayor of Baltimore Will Try to Recover on Municipal Advertising.

Mayor Preston, of Baltimore, may sue the newspapers of that city to recover 25 per cent. of all advertising bills paid them by the city during the past three years.

The Mayor will base his action upon an old ordinance which provides that all bills for public or corporation printing shall be certified by the several parties presenting them, to be charged at the usual customary prices charged for such work, from which the City Register shall deduct 25 per centum upon the payment thereof.

Soon after he was inaugurated Mr. Preston stopped the practice of advertising the holidays on which the City Hall and all municipal offices would be closed. He said he considered it a useless expenditure of the public money, because people were supposed to know when the holidays came around. Previous Mayors advertised the closing of the municipal offices on these occasions for the benefit of the public.

The Dillon (Colo.) Blue Valley Times, a weekly, made its initial appearance last week. It is edited and published by John Leuthole.

ADVERTISING GOLF.

American Association to Hold Annual Tourney at Lake Champlain.

The annual championship tourney of the American Golf Association of Advertising Interests, which is scheduled for the week of July 10 at Lake Champlain, promises to be the best ever held by that organization.

Plans have been made this year for fourteen flights of eight players in the men's championship and three divisions for the women, with play morning and afternoon in the match play and special competitions that will entirely fill the daylight hours.

For trophies and prizes there is not another tournament in the country that has anywhere near the gorgeous display that this association awards annually, and the exception is not to carry away a cup but to miss one by some chance or other. This year there will be nearly one hundred cups for the week's events, and the prizes are of equal value for each of the fourteen flights.

In all divisions the match play contests after the qualification will be at eighteen holes, except in the championship, where thirty-six holes a day will be played.

The metropolitan golfing district is particularly well represented in this association, for nearly half the membership is made up of New York advertising men. In addition to T. M. Sherman and L. A. Hamilton, the prominent figures in last year's meeting, there appears in the list of members Joseph Palmer Knapp, of Garden City, a member of the metropolitan team that played in the Leslie Cup matches last year for the intercity title between Philadelphia, Boston and New York; W. E. Conklyn, of Dunwoodie; W. C. Freeman, of Fox Hills; J. J. Hazen, of Oakland; D. P. Kingsley, of St. Andrew's; Z. T. Miller, of Dunwoodie; Frank Presbrey, of Garden City, and his son, Charles Presbrey, of Fox Hills; Jason Rogers, of Montclair, and C. H. Pope, of Fox Hills, are some of the most notable golfing members of this organization.

HOT WEATHER PUBLICITY.

Sensible Advice to Merchants Who Seek Business.

E. Brandenburger, advertising manager of the Belleville (Ill.) News Democrat, in discussing "Hot Weather Advertising" in a recent issue of that paper says:

You need the best weapons when the campaign is the most strenuous. No general would think of partly or entirely disarming his troops just before the biggest battle is to be fought.

These same principles apply also to a business house. Some merchants, in order to curtail expenses during the dull season of the year, begin by cutting down their advertising expenses.

The newspaper is at all times your weapon and best medium of publicity, and when times are dull and competition the keenest, your advertising appropriation ought to be increased to meet these conditions. Advertising is not discontinued or decreased because business is dull; but, business is dull because you are not advertising as much as you should.

Don't throw away your weapons when the hardest battle remains to be fought. Don't discontinue or decrease your advertising when hot weather arrives.

At no time of the year will advertising space do you better service than right now, if you advertise right.

Investigate circulation claims of the papers you advertise in and make sure that for the amount of money you are spending, you are reaching the greatest possible number of people, and then advertise persistently and judiciously and solicit business through the columns of a live newspaper as though you really wanted it, and results will be certain.

UNITED PRESS BULLETINS

The United Press, which was the first press association to undertake the handling of pony reports by long distance telephone, is now serving over one hundred papers by this method. Telephone circuits are being operated from fourteen United Press bureaus. The reports are copied directly on the typewriter, and the new form of service has already demonstrated its superiority over former methods of transmitting pony reports.

Eli D. Zaring, who for several years past has been cable editor of the United Press in New York, has accepted the city editorship of the Indianapolis Sun. He is succeeded as cable editor by Karl H. Von Weigand, late night manager of the Associated Press at San Francisco, who will later join the foreign staff.

J. P. Yoder, formerly pony editor in the New York office of the United Press, has been transferred to Boston, where he becomes manager of that bureau, succeeding W. S. Odlin, resigned.

Clients of the United Press are congratulating the service on the fact that it beat the opposition on the final flashes on both the Harvard-Yale varsity race and the Wolgast-Moran fight.

NEW CLIENTS—LEASED WIRE.

Buffalo News, Boston Traveler, Detroit News, Buffalo Times, Chicago Post, Chicago Journal, Battle Creek News, Montreal Star, Wilkesbarre (Pa.) Review, Terre Haute (Ind.) Tribune.

PONY CLIENTS.

Lead (S. Dak.) Register, Asbury Park (N. J.) Press, Long Branch (N. J.) Record, Charlottesville (Va.) Progress, Iowa City (Ia.) Press, Lake Charles (La.) Times, Missoula (Mont.) Sentinel, Hazleton (Pa.) Plain Speaker, Morgantown (W. Va.) Post-Chronicle, Billings (Mont.) Gazette, Ludington (Mich.) Record-Appeal, Sioux Falls (S. Dak.) Argus-Leader, Portsmouth (Ohio) Blade, Santa Monica (Cal.) Outlook, Crookston (Minn.) Times, Cuero (Tex.) Record, Vancouver (Wash.) Columbian, Manistee (Mich.) News, Traverse City (Mich.) Record, Miles City (Mont.) Journal, Vancouver (Wash.) Spokesman, Pueblo (Colo.) Leader, Alliance (Ohio) Leader, Helena (Ark.) News, Ely (Nev.) Expositor, Linton (Ind.) Call, Fredericksburg (Va.) Journal, South St. Paul (Minn.) Reporter.

IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of 32,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FRELEY, Flatiron Bldg., New York City
JUSTIN E. BROWN, Hartford Bldg., Chicago.

NORTHWESTERN NEWS.

(Special Correspondence.)

WASHINGTON, Ore., July 4.—The Rev. George W. Fuller has resigned his pastorate at the First Unitarian Church in Spokane to become head of the Spokane Public Library on Sept. 1, succeeding Miss Alta L. Stansbury, who has resigned to take up library work in Chicago. Mr. Fuller is a native of Boston, where he did newspaper work before coming to Spokane five years ago. He is a graduate of the Boston Latin School and Tufts College. He has been identified with numerous social welfare movements in Spokane and was theater censor under Mayor Pratt's administration.

George Fields, editor of the Idaho Post, at Moscow, was elected president of the North Idaho Press Club at Lewiston, June 21. Other officers are: First vice-president, H. W. Brune, editor of the Genesee News; second vice-president, H. W. Mitchell, associate editor of the Nezperce Herald; secretary, treasurer, C. A. Branscombe, editor of the Grangeville Globe. The club adopted resolutions censuring those public officials who were elected largely by the support of the press, who give their printing to independent job shops instead of patronizing their newspaper friends. The next convention will take place at St. Maries in June, 1912.

Waldo G. Paine, traffic manager of the Spokane and Inland Empire Electric Railway System, entertained 100 newsboys at the Spokane Chronicle at Liberty Lake on June 25. Ben Stubeck, circulation manager of the paper, had charge of the young merchants. Baseball, races, athletic contests and other outdoor stunts made up the program.

J. C. Harrigan, editor of the Colville (Wash.) Examiner, has received a long letter from Congressman Champ Clark, Speaker of the House of Representatives, in which the latter says, among other things: "While I am not a candidate for President, and never will be, I consider it a great compliment to be thought of or mentioned in that high position by my fellow citizens."

Poultry Life, a sixteen-page journal devoted to progressive egg and chicken culture in the Pacific slope country, made its appearance in Spokane a few days ago. T. J. Kern is managing editor. The contributing editors are: Hon. Miller Purvis, of Wendell, Idaho; J. R. Crosshwaite, of Deer Park, Wash.; Mrs. B. F. Wilcoxon, Hillsdale, Wyo.; H. B. Barrier, J. Don Alexander and August Wolf, Spokane.

Stoddard King, 1914, formerly on the editorial staff of the Spokesman-Review, who left Spokane last fall to enter the academic department of Yale, has been elected a member of the editorial

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE
Brunswick Bldg.
New York

HORACE M. FORD
Peoples Gas Bldg.
Chicago

The Mobile Register
MOBILE, ALABAMA

"We have advertised in The Register for over forty years."
E. O. ZADEK JEWELRY COMPANY.

C. F. KELLY & CO.
Publishers' Representatives
New York Chicago



(Copyright, 1911, Marceau, N. Y.)

HUGH KAPP,

THE NEW ADVERTISING DIRECTOR OF THE COLUMBIAN-STERLING PUBLISHING CO.

board of the Yale News, the official daily publication of Yale University.

The Colville (Wash.) Statesman-Index recently published a booster edition covering Stevens County in descriptions of the natural resources of the country and the growth and progress of its cities and towns. The edition contains twenty-six pages and is profusely illustrated.

John L. Wiley, prosecuting attorney of Spokane County, has authorized Justice Hyde, of Spokane, to issue a warrant for the arrest of Eugene De Paola, editor of an Italian journal in Spokane, on a charge of criminal libel preferred by Joseph Plastino, a wealthy property owner. Plastino already has instituted civil action asking \$25,000 damages, and De Paola has retaliated with a suit asking for \$750, which, he alleges, is owing him from Plastino. When Plastino first asked for a warrant at the prosecuting attorney's office the warrant was denied and De Paola was warned against his continued attacks. Other editorials followed and the prosecutor took the foregoing action.

E. A. H. Stevenson, formerly a newspaper writer at Pittsburg, Pa., and for two years editor and business manager of the Insurance World, has joined his brother, Charles H. Stevenson, in the Spokane branch office of the American Central Life Insurance Company, of Indianapolis. The firm of Stevenson Bros., which they have organized, will have full charge of the work for the company in Idaho.

Cards have been sent out announcing the engagement of Miss Elizabeth Win-

ston, daughter of Mrs. P. H. Winston, 2024 Pacific avenue, and George M. Varnell, sporting editor of The Spokane (Wash.) Chronicle. The wedding will take place in a short time.

The Official Gazette, of Spokane, has been admitted by the postal authorities to the privilege of second-class mail matter. While the charter provides that the Gazette shall be sent to anyone who applies for it free if the person prepays the postage, the commissioners have been forced to fix a regular price of fifty cents a year so as to get it out of the class of free matter. The Gazette carries no advertising.

Charles S. Clarke, who has been editor of the Colfax (Wash.) Gazette several years, under the ownership of Ivan Chase and Bramwell Brothers, is on a vacation, which will extend throughout the summer. He is succeeded by Ray Walter, of Ritzville, Wash.

Mrs. W. C. Gunn, sixty-eight years of age, who recently completed the manuscript of a story of her life, travels and missionary work in India, entitled, "In a Far Country," which is now in the hands of a publisher, suffered a nervous break-down a few days ago. She is at the home of her daughter.

HUGH KAPP ON DECK.

Advertising Director of the Columbian-Sterling Publishing Co. of New York.

Hugh Kapp, for some time past Western representative of the Columbian Magazine, with headquarters in Chicago, has been made advertising director of the Columbian-Sterling Publishing Co., of New York, publishers of Hampton's, the Columbian, Sterling and Home magazines, and the American Women's Review and Orth's Farm Review.

Mr. Kapp, who is widely known in both the Eastern and Western fields, began his advertising career early in life. Almost immediately after completing his education he became advertising and sales manager of a big Middle West concern, where he remained for a number of years. Later he became identified with the Hearst publications, serving at various times in Los Angeles, San Francisco, Boston and New York. A year ago last April he went to Chicago as representative of the Columbian in the Western field.

Mr. Kapp is a native of Indiana and is forty-three years old. He is big physically as well as mentally, and is possessed of a magnetic personality. His many friends predict that he will be unusually successful in his new position.

Merchants Make Editor Weary.

The Edgewood (Ia.) Journal has become incensed over the antipathy of the merchants of that city as regards newspaper advertising. In a recent issue the Journal says editorially: "The Journal turned down some good cash advertising last week in order that it might protect its home merchants, and when we went to press there was only one general store advertisement in the paper. After this we are going to sell our space to somebody and if the home merchant doesn't want it, it will go to those who do want it. We believe there is a limit to everything, and when the limit of protecting the home interests is reached by the country paper, then it is time to look out for itself."

Brazil, Ind., Newspaper Incorporates.

Democrats interested in maintaining a party newspaper in Brazil, Ind., have formed a corporation to be known as the Brazil News-Democrat. It will have a capital stock of \$12,000. The incorporators and directors are M. C. Lanning, Ralph H. Plumb and Curtis G. Seofield, all of Brazil.

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% 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. SROSE, Editor and General Manager.

S. G. LINDENSTEIN, INC.

Special Representative, New York & Chicago

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES

Set matter, per inch.....10¢.
Plate Matter, per inch.....12¢.
Matrices at Plate rate.....12¢.

No Special Representatives

R. W. HERBERT, President.

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 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 38th 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. Ag'cy
20 New St., New York
Tel. Rector 4398
KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
LEDDY, JOHN M.
41 Park Row, New York
Tel. Cortlandt 8214-15
MEYEN, C., & CO.
Tribune Bldg., New York
Tel. Beekman 1914
NAMROD ADVERTISING AGENCY
154 Nassau St., New York
Tel. Beekman 2820
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. Agts.
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, Mex.

CUBA and WEST INDIES

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

Globe Printing Plant Sold.

The plant of the Globe Printing Co., of Louisville, Ky., has been sold to James R. Duffin, the company's attorney, and several of the company's creditors for \$19,500. The liabilities of the Globe when it became insolvent were \$75,000.

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
Boyce 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
LINDENSTEIN, S. G.
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
NORTHRUP, 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
VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962
WAXELBAUM, BENJAMIN
189 East Broadway, New York
Tel. Orchard 5300

St. Louis Will Be Advertised.

A national campaign to advertise the advantages of St. Louis as a financial and manufacturing center will shortly be launched in the newspapers under the auspices of the St. Louis Real Estate Exchange. Copy is now being prepared by the Blumenstock Bros. Advertising Agency. Leading manufacturers and business houses will join in exploiting wares and products and inducing outside enterprises to locate in St. Louis. Free factory sites will be featured. The campaign will extend over a period of twelve months.

Buy's Interest in Chapman Agency.

A. A. Schell has purchased C. C. Chapman's half interest in the Chapman Advertising Co., of Portland, Ore. With him will be associated F. I. Golebur, who bought a half interest in the agency when Mr. Chapman took charge of the promotion departments of the Portland Commercial Club and the Oregon Development League. Mr. Schell went to Oregon from New York in 1905. His work as director of special events at the Lewis and Clark exposition attracted considerable attention. Later he served in a similar capacity for the Alaska, Yukon and Pacific exposition.

AD FIELD PERSONALS.

L. H. Martin, advertising manager of the Globe Werrincke Co., was one of the speakers at the annual convention of the Indiana Retail Furniture Dealers' Association, held at Indianapolis, June 28.

R. C. Holliss, who formerly had charge of the foreign advertising of the Chicago Tribune, has been appointed the Eastern manager of this publication. H. M. Bowlby, former manager of the Eastern office, will leave for a several months' trip to Europe.

Charles H. Barnard, of the firm of Barnard & Branham, returned to New York this week after a business trip through Illinois and Michigan.

The N. M. Sheffield Special Agency, Tribune building, New York, has been appointed the foreign advertising representative of the Scranton (Pa.) Tribune-Republican.

M. D. Bryant, of M. D. Bryant & Co., publishers' representative, 200 Fifth avenue, New York, will leave Monday on a business trip to Pittsburg, Chicago and St. Louis.

John T. Fitzgerald, of Benjamin & Kentnor Co., Brunswick Building, New York, made a trip to New England this week in the interest of the papers represented by that agency.

George Bertrand Mitchell, marine artist, connected with Albert Frank & Co., advertising agents of New York, sailed Saturday for an extended vacation in Europe.

Alfred B. Lukens, newspaper representative, Tribune Building, New York, has been appointed Eastern representative of the Portland (Me.) Press. J. L. Tucker is the new business manager of this publication.

A. E. Clayden, special agent, Monolith Building, New York, made a trip through New England this week in the interest of the papers that he represents.

Barnard & Branham Add Another.

Barnard & Branham, newspaper representatives, with offices in the Brunswick Building, New York City, have been appointed advertising representatives of the Little Rock (Ark.) Democrat in the foreign field.

A. A. Schell has purchased the half interest in the Chapman Advertising Co., of Portland, Ore., held by C. C. Chapman.

OUR GLOSS BOOK NEWS

at 10c. per lb. IS THE BEST SEND FOR SAMPLE F. E. OKIE CO. Manufacturers Fine Printing Inks PHILADELPHIA, PA.

THE AMERICAN PRINTER

Uncle Sam's Experts The brightest printing minds in America contribute to the columns of The American Printer... Includes an illustration of Uncle Sam and a printer's press.

Press Clippings

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

BURRELLE 45 Lafayette Street, New York City ESTABLISHED A QUARTER OF A CENTURY

THE CHESTNUT STREET ENGRAVING COMPANY PHOTO-ENGRAVING IN ALL ITS BRANCHES 3 W. COR. SEVENTH AND CHESTNUT STS. PHILADELPHIA, PA.

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

THE LOVEJOY CO. Established 1859 ELECTROTYPERS and Manufacturers of Electrotype Machinery 444-446 Pearl Street New York

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.

Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

Garwood Electric Co., Main Office and Works, GARWOOD, N. J. New York Philadelphia Boston Chicago Pittsburg St. Louis New Orleans



"THE KOHLER SYSTEM" of ELECTRIC CONTROL for

Motor-Driven Printing Presses and Auxiliary Machinery Used by the leading newspapers throughout the world Manufactured and sold by the CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

The Record of a Decade

Giant Growth of World Advertisements

Note how The World has climbed and how the next highest New York newspaper has receded in the number of advertisements printed in the last ten years:

During the first six months of 1901 (ten years ago) the Herald printed 59,753 more advertisements than The World.

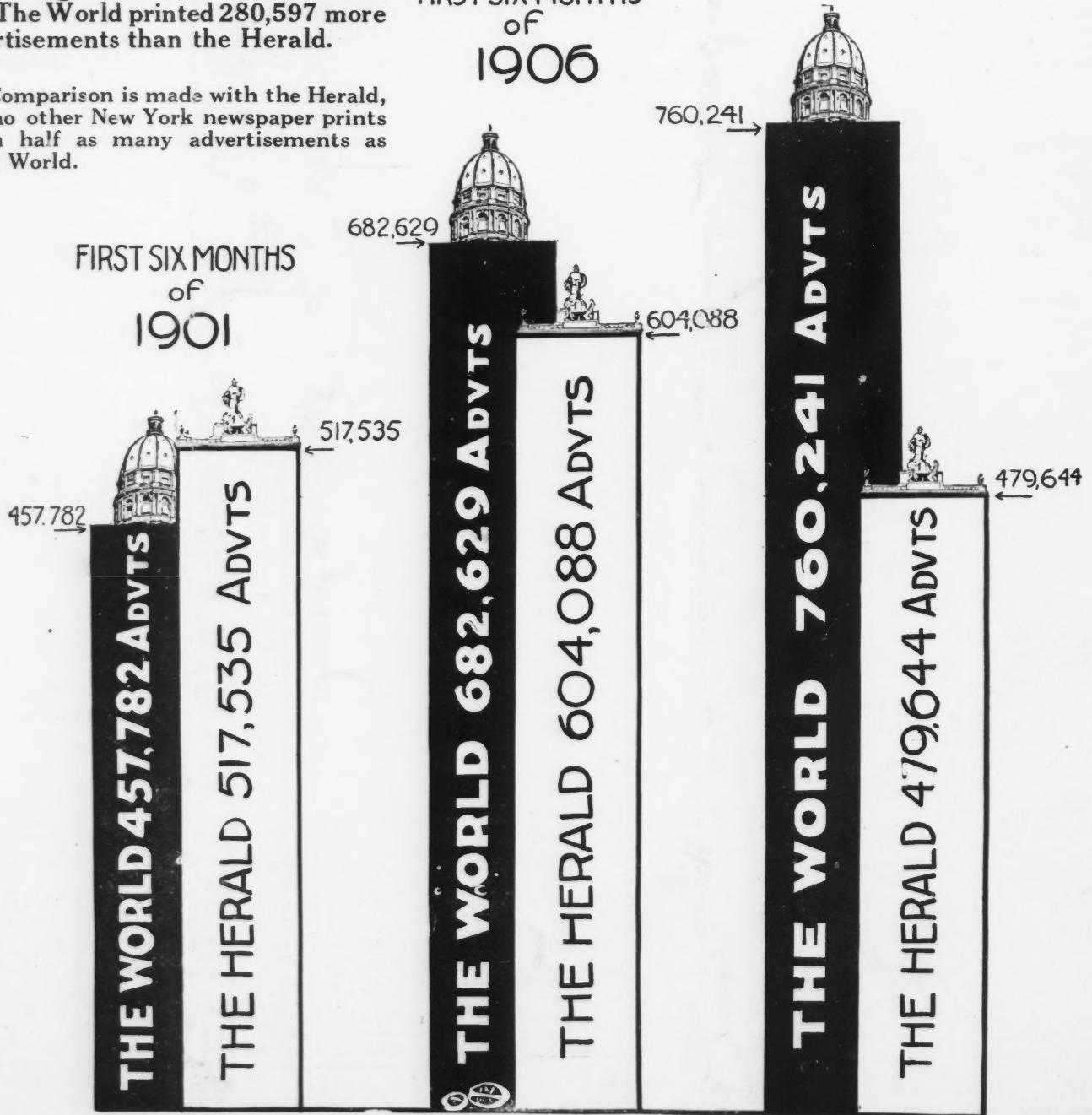
FIRST SIX MONTHS
of
1911

During the first six months of 1906 (five years ago) The World printed 78,541 more advertisements than the Herald.

During the first six months of this year The World printed 280,597 more advertisements than the Herald.

FIRST SIX MONTHS
of
1906

Comparison is made with the Herald, as no other New York newspaper prints even half as many advertisements as The World.



Only Advertising That Pays Readily Grows Steadily

