

# THE EDITOR AND PUBLISHER

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## INLAND HERALD SMASH.

HALF A MILLION DOLLARS SAID TO HAVE BEEN SUNK IN THE SPOKANE VENTURE.

Paper Was Launched in 1910 by Allan Haynes and Was Sold at Receiver's Sale in February for \$10,000—Debts at This Time Amounted to \$300,000—List of Those Who Helped Keep It Going a Long One.

(Special Correspondence.)

SPOKANE, Wash., May 14.—The Spokane (Wash.) Inland Herald, founded by Allan Haynes in February, 1910, and published by the Allan Haynes Publishing Co. until Feb. 18, 1911, when it was sold at a receiver's sale for \$10,000 to F. B. Gregg and associates, composing the Inland Herald Publishing Co., who continued the afternoon and Sunday issues, suspended publication on May 8. It is estimated that more than \$500,000 was lost in the venture.

F. H. Sammis, representative of Mr. Gregg, said the company will pay its obligations and close out the business at once, the details being left in the hands of W. H. Schissler, manager.

The publishing company had a capital of \$30,000. It was nursed along through the sale of bonds to the extent of \$250,000, all of which were lost at the receiver's sale; private donations from politicians, city contractors, business firms and railroads to the extent of from \$25,000 to \$50,000, the sale of stock amounting, it is estimated, at \$50,000 and more, and by the personal cash investments by members of the present owning company. The debts at the time of the receiver's sale amounted to about \$300,000.

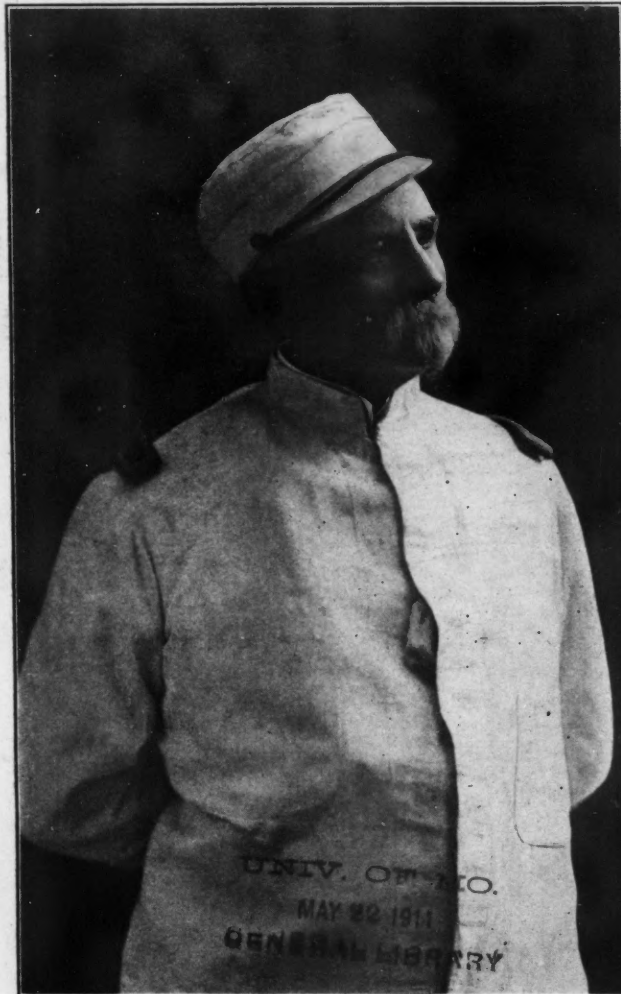
HAD A CAPITAL OF \$400,000.

The Inland Herald Publishing Co., headed by F. B. Gregg, was capitalized at \$400,000. Mr. Sammis says that Mr. Gregg put in more than \$100,000, of which \$55,000 has been put in since the new company took it over after the receiver's sale. He added that Mr. Gregg had invested about \$80,000 up to the time of the sale.

"While Mr. Gregg has lost a sum amounting approximately to \$135,000 in the venture," says the Spokesman-Review, "there are other heavy losers. B. F. O'Neil, an Idaho banker and politician, had sunk about \$12,000, and his followers in Idaho have spent about \$60,000 in contributing to the paper. Officials of the old city government, city contractors, individuals and numerous others have lost from \$250 to \$5,000 each in the attempt to make the paper a 'go.' Steam railroads donated about \$21,000. A number of saloon-keepers also were involved in the financial entanglements. The stock of the original company, as well as the present company, has never had a market value.

THE EQUIPMENT.

"The equipment of the plant, according to Mr. Sammis and the report at the receiver's sale, was valued at about \$50,000. The equipment consisted of one press installed, valued at \$7,500; (Continued on page 2.)



GEN. HARRISON GRAY OTIS,

PUBLISHER AND EDITOR OF THE LOS ANGELES TIMES, WHO BELIEVES IN AND IS WORKING FOR NEWSPAPER INDEPENDENCE.

## OTIS FEARS NO FOE.

THREATENED WITH DEATH THE LOS ANGELES PUBLISHER HAS NO BODYGUARD.

Plant of the Times Was Wrecked by a Bomb Last October, But the Paper Has Appeared Daily Ever Since—Wants Arrested Dynamiters to Have a Fair Trial—Is Not Fighting Organized Labor.

"Last year was the most prosperous in the history of the Los Angeles Times," said Gen. Harrison Gray Otis, publisher of that paper, to a representative of THE EDITOR AND PUBLISHER at the Waldorf this week. "A peculiarity in this connection is that our fiscal year ended just one hour before the explosion which wrecked the plant. In spite of the disaster, the Times is again pushing steadily forward, and will maintain the supremacy it has enjoyed year after year."

Gen. Otis, who is accompanied by his secretary, is paying his first visit to New York since the Times building was dynamited last October. He came East primarily as the guest of the National Manufacturers' Association, which body he addressed on Tuesday on the principle of industrial liberty. While somewhat fatigued from his transcontinental journey he appeared in splendid physical trim and showed no effects of the constant strain he has been under for many years. Always a man of soldierly bearing, the struggles which he has passed through have seemed only to emphasize the physical and mental alertness of the man.

WOULD BLOW UP OTIS, TOO.

Asked if he was not frightened at the threatening letters he had received, the General unhesitatingly and emphatically answered: "No! While the general trend of many of these letters express regret that 'Old Otis was not blown up, too,' and others say in effect, 'We'll get you yet,' I employ no bodyguard and do not even carry a weapon of any kind. Harry Chandler, my son-in-law and assistant manager of the Times-Union Company, is continually shadowed by certain sympathizers of those who are opposed to us, and of course in his case precautions are necessary."

Discussing the coming trials of the prisoners now in jail at Los Angeles, Gen. Otis said that they would probably take place early in July. "While, in our opinion, the evidence as to their guilt is overwhelming, there is a determination upon the part of everyone in Los Angeles that they shall have ample time to prepare their defense, and that they shall have an absolutely impartial trial."

Concerning his attitude and that of his paper toward the union, Gen. Otis said:

FIGHTING FOR INDUSTRIAL FREEDOM.

"We are not fighting the union exactly; we won our fight along that line years ago. What we are fighting is the battle of industrial freedom. The Times maintains the basic principle that the workman has by mutual agreement

## WOULD MUZZLE OHIO PAPERS.

Bill Before Senate Places Restrictions on the State Press.

The Ohio Senate has reported favorably on the Kimble bill, which places a number of restrictions on the newspapers of the State. One clause provides that if a newspaper exacts a promise from a candidate for office its editor or proprietor shall serve six months in jail and pay from \$100 to \$500 fine. The writer of any article which seeks to secure a promise would be given a similar sentence and fine. This measure has been advocated by Governor Harmon. It doubtless will be passed soon.

This bill has arisen since the first outbreak of scandal in the Legislature regarding the bribe charges. It is said to have been framed to keep the newspapers in check.

The plant and building of the Holyoke (Mass.) Evening Telegram was badly damaged by fire last week. The loss is estimated at \$10,000.

## DENVER TIMES SOLD.

Colonel W. R. Nelson, of Kansas City Star, Reported Purchaser.

The Denver Evening Times, which has had a checkered career and many changes of ownership and management, is said to have passed into the control of Col. W. R. Nelson, of the Kansas City Star. The Star's field in Kansas City was recently invaded by Messrs. Bonfils and Tamm, of the Denver Post, and it is supposed that Colonel Nelson intends to show the invaders that he can invade, too.

The Times has been a losing proposition for fifteen years, but under the new management it is expected to become profitable as well as a shining light in the Western journalistic firmament.

## Country Press Club Buys Home.

The Country Press Club, composed of editors throughout Kansas, Arkansas, Texas, Missouri and Illinois, has purchased the Chautauqua House at Eureka Springs, Ark., as a summer home for the organization.

a right to work for whom he pleases, during as many hours a day as he pleases, and for such compensation as he and his employer may together agree upon, without coercion from any quarter, and that the employer also has an equal right of free contract with the workman. This is the principle for which the Times has fought for twenty years.

"This attitude has brought upon the Times the hatred of the walking delegates and those leaders of the unions who mislead and misuse and rob workmen. This hatred was for years evinced in many attempts—always fruitless—to crush or discredit the Times. Throughout the entire campaign of prosecution there never was even a pretense on the part of honest men, knowing the truth, that the Times ever overworked or underpaid its men.

"On this point the facts and the record are strongly in favor of the Times and emphatically against the falsifiers, as well as against some honestly deluded people who have been deceived by them.

#### MILLIONS TO SKILLED LABOR.

"At the time of the strike of August 4, 1890, the wages of our printers were fully up to the scale, and averaging more than \$24 a week of six days. After the strike the piece rate was voluntarily raised. Between the date named and September 30, 1910, the Times paid in wages and salaries the large aggregate cash sum of \$4,025,122.68—mainly to skilled labor."

Reverting to the Times disaster, Gen. Otis said that the destruction of the plant caused only a temporary setback. "Almost immediately," said he, "our forces rallied with the precision of trained soldiers and availed themselves of the auxiliary plant located in the company's warehouse in a distant part of the city. While the Times building was still in flames the newsboys were on the streets with the regular morning edition of the Times, much reduced in size, narrating the story of the disaster.

"This auxiliary plant, which is located at College and San Fernando streets, was built following the earthquake as a safeguard against future emergencies. From this office the paper has since been issued.

"The first few weeks following the fire we were unable to give our advertisers the space which they formerly received, owing to the mechanical limitations of the plant.

#### MANY OFFERS OF ASSISTANCE.

"This auxiliary plant was promptly strengthened, however, by the addition of fourteen new linotypes. A new Hoe octuple press was quickly set up and other new machinery and equipment was ordered by wire. This has been augmented from time to time until now

the Times has a plant sufficient for its needs.

"Following the disaster came many and generous offers of assistance from substantial and sympathizing citizens, banks, merchants and other friends of the Times. The company, however, refused all offers of aid save for the families of those who lost their lives in the terrible disaster.

"The almost instant recovery of the Times from a disaster which might easily have proved fatal to many a larger industrial enterprise makes conspicuous the business success of the paper and the high regard in which it is held by the public."

Asked concerning advertising conditions on the Coast, Gen. Otis said that business conditions were good and that all indications pointed to a prosperous and successful year. The habit of advertising is strong among the business men of the Pacific States. However, the large volume of advertising carried by the papers had not been secured without hard work.

"Los Angeles is making a phenomenal growth. Thirty years ago it had 12,500 inhabitants; to-day it has 319,000. In this growth the Times has been a potential factor."

#### INLAND HERALD SMASH.

(Continued from page 1.)

linotype machines, valued at \$30,000; type, valued at \$15,000 to \$20,000, and office and working equipment valued at several thousand dollars. The company had contracted for a new press valued at \$15,000, which has been held in storage in Spokane. All this machinery is only partly paid for.

"While the paper has meant a tremendous loss to a number who knowingly sunk their funds in the enterprise, there are several hundred subscribers who have advanced subscriptions for one to five years, who stand to lose their subscriptions unless the present company works out a system of refunding this money. The manager, W. H. Schissler, has not given out a statement as to how this detail will be settled. It is estimated that from \$5,000 to \$10,000 is tied up in subscriptions."

#### SOUTHERN A. P. MEETING.

##### Joint Convention of Two Divisions to Be Held at Memphis.

A joint convention of newspaper publishers of the Southern and the Southern divisions of the Associated Press will be held at Memphis, Tenn., next Tuesday. This will be one of the largest gatherings of newspaper men ever held in the South, as it will include representatives of nearly all the leading papers.

In past years members of the two divisions have held separate meetings, but this year it was deemed desirable to hold them together.

Melville E. Stone, general manager of the Associated Press; Paul Cowles, superintendent of the Southern division, and T. C. Ashcroft, superintendent of the Southeastern division, will attend the Memphis meeting. An interesting program of entertainment has been arranged for the occasion.

##### Tombstone Erected for Anne Royall.

The memory of Miss Anne Royall, pioneer American newspaper woman, was honored at Washington last week, when a tombstone was erected on her grave in the Congressional Cemetery. Prominent speakers made short addresses.

#### TAFT'S PAPER REPORT.

##### TARIFF BOARD SAYS PAPER IN CANADA IS \$5 CHEAPER THAN IN UNITED STATES.

**Cost of Labor Is About the Same, but Pulp Wood Is Much Less Expensive Across the Border—While Our Equipment Is Not as Good as Canada's, Our Mills Are More Efficient—Some Valuable Data.**

President Taft on Wednesday sent to the Senate the Tariff Board's report of its investigation of the pulp and news print paper industry in the United States and Canada.

The Board finds that a ton of news print paper is made in Canada for \$5.35 less than it is made in the United States. The average Canadian cost is put at \$27.53, and the average cost in the United States at \$32.88.

The duty on a ton of news print paper under the present tariff is \$3.75.

Principal increases are said to be due to the fact that a ton of pulp wood costs nearly twice as much in the United States as it does in Canada, and that many of the American mills have much older and much less efficient equipment than the Canadian mills.

#### SLIGHT DIFFERENCE IN LABOR COST.

In the cost of labor employed the differences in the two countries are shown to be very small. The total average cost of a ton of ground wood pulp in bulk at a mill in the United States is \$14.59; in Canada it is \$9.56.

The total cost of a ton of sulphite fiber in the United States is \$31.39; in Canada \$26.47. The total cost of materials entering into the manufacture of a ton of news print paper in Canada is shown as \$16.98, and in the United States as \$22.74.

The labor cost of a ton of paper in the United States is shown to be \$3.27, and in Canada \$3.19.

All other allowances for manufacturing costs in the United States are \$6.87, and in Canada \$7.45.

One feature of the report shows that the cost of manufacturing news print paper in the United States varies widely. The lowest cost recorded is \$24.50 a ton; the highest is \$43. From this the Tariff Board strikes an average of \$32.88.

#### CANADA'S MILL EQUIPMENT.

At the Canadian mills the lowest price recorded for producing a ton of news print paper is \$24.97 and the highest is \$30.18; average, \$27.53.

To the question of how far the American mills are on an equal basis for competition with the Canadian mills in the matter of equipment the report presents the answer that the total average of equipment and efficiency is slightly better for Canada than for the United States.

It is declared that in 44 per cent. of the American mills investigated a condition exists as to machinery and equipment which would force them, if obliged to meet really extensive competition from Canada, greatly to curtail other expenses and increase their investment for equipment or shift to making other kinds of paper.

#### GREATER EFFICIENCY IN UNITED STATES.

Greater efficiency and experience are shown to exist in the first-class mills of the United States.

Representatives of the Tariff Board found that in the Canadian mills visited most of the unskilled workers were Canadians of French descent. On the

other hand, nearly all of the employees in the better paid occupations were of the English-speaking races. Many of these men were of American birth or had worked in paper mills in the United States and had been drawn to Canada by advantageous offers of employment.

The Board's report makes no attempt to go into the subject of profits of news print paper mills.

#### SPOKANE PUBLISHERS ANXIOUS.

##### Want to Know Whether Mr. Hearst Is Going to Enter the Local Field.

Dent H. Robert, publisher of the San Francisco Examiner, and Pacific Coast representative of W. R. Hearst, visited Spokane, Wash., last week. His presence in that city led the newspaper men to think that there might be some truth in the rumor that Mr. Hearst was going to purchase one of the afternoon papers or that he intended to start a brand-new one.

When interviewed by a reporter for the Spokesman Review, Mr. Robert said that while he was in town on business, his mission was not the acquiring of a newspaper property.

Naturally the Spokane newspaper publishers are somewhat anxious to find out just what Mr. Hearst intends to do. The city is the most progressive in the Northwest and is provided with three dailies, the Press and the Chronicle, evening papers, and the Spokesman Review, a morning paper. The population of Spokane is 118,000.

If Mr. Hearst enters the field he will undoubtedly take considerable business away from the other publishers. With his facilities for obtaining the news, for purchasing paper and other supplies, and his superior organization, he would be in a position to give his rivals a hard fight.

#### FIRST AEROPLANE REPORTER.

##### French Editor Snapshots Cycle Contest in Thirty-one Mile Wind.

Paris, the city of new things, is the first to make use of the aeroplane for newspaper reporting purposes. Marcel Violette, editor of La Vie au Grand Air, this week braved a thirty-mile wind in a Farman biplane, piloted by an aviator, in order to follow the episodes of a cycle race from Bordeaux to Paris.

While M. Violette snaphotted, the wind machine swayed, making forced evolutions above the racers for over two hours, and grounded only after the supply of films had become exhausted.

#### New Type Setting Machine Co.

The State Department of Delaware last week issued certificates of incorporation to the Universal Type-Making Machine Co., to manufacture type-setting machinery and type machines. The capital stock is \$2,400,000. The incorporators are William C. Jackson, of Omaha, and Philip G. Nuernberger, of Chicago.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

## Four Months' Score

In the first four months of 1911, The New York Times published 2,817,068 lines of advertising compared with 2,617,966 lines in the corresponding period of 1910, a gain of 199,102 lines, a recognition of the permanent purchasing ability of the readers of The New York Times.

**WILEY DEFENDS OCHS.**

**Shows That Some of Will Irwin's Criticisms Were Untrue and Undeserved—The Times Not Governed by Commercialism in Its Editorial or News Columns.**

Louis Wiley, business manager of the New York Times, in the current issue of Collier's Weekly, contributes a spirited reply to some criticism of Mr. Ochs and the Times, made by Will Irwin in an article printed in this paper a few weeks ago. The criticism to which Mr. Wiley takes special exception is the charge that Mr. Ochs is engaged in a form of "commercial journalism," thereby implying that the Times' editorial policy is dominated by its advertising interests.

In reporting this charge Mr. Wiley cites instances showing that the Times has rejected several large advertising contracts because they involved a violation of its principles. On this point he says in part:

"The entire municipal advertising of New York City, amounting to \$150,000 per annum, was declined when the offer implied indirect influence over the independence of the newspaper.

"The Board of Aldermen voted \$33,000 to the Times, and a similar sum to other New York newspapers, to print the official canvass of an election result. The Times refused the advertising on the ground that it was an improper and extravagant expenditure, and said so editorially. The Board of Aldermen promptly reconsidered its action.

"The Times has been deprived of hundreds of thousands of dollars of legitimate advertising which it might have received had it even so much as leaned in the direction of what is generally termed commercial journalism.

"Out of regard for its own dignity, the Times declined the offer of a campaign committee to circulate one million copies of an issue which contained an editorial unexpectedly pleasing to that committee. An offer by a political committee to circulate twenty thousand copies daily for three months was also declined.

"The Times rejected the demand of the book publishers to exclude the cut-rate offers of the department stores from the advertising columns of the



MISS JEANNETTE L. GILDER.

EDITOR OF THE READER, A GUIDE FOR THE BOOK-BUYER, THE LATEST NEWCOMER IN THE PERIODICAL FIELD.

Times, and in consequence forfeited the book advertisements for a time.

"The course of the Times upon every question is solely from the point of view of public interest. At no time has the request of any one interfered with the proper and timely presentation of news and opinions."

Mr. Irwin's assertion that Mr. Ochs was new in the field of journalism when he assumed the management of the Times was untrue. As a matter of fact Mr. Ochs started in life as a newspaper carrier while in school, and at 14 was the "devil" in the office of the Knoxville (Tenn.) Chronicle. From that time on he has been engaged in newspaper work as a printer, a reporter, an editor and as a publisher.

**Hearst Addresses Albany Senate.**

William R. Hearst addressed the members of the Upper House of the New York Legislature last Wednesday evening by special invitation. He named his own topics, and devoted his talk entirely to a discussion of an honest direct primary and the income tax. Both the floor of the Senate and the galleries were crowded, and his address aroused much enthusiasm. Lieut.-Gov. Conway presided, and introduced Mr. Hearst. Previous to the meeting Mr. Hearst was entertained at the home of Editor Martin H. Glynn.

**ADVENT OF "THE READER."**

**Miss Gilder's Magazine Is a Book-list With a Difference.**

Miss Jeannette L. Gilder, for many years editor of Putnam's Magazine, and widely known as a writer of much charm, has launched a new magazine in New York called the Reader.

The Reader, while primarily intended as a guide for the book buyer, is a book list with a difference. There is a personal or human touch about it that makes it at once distinctive. It contains forty-four pages, is well gotten up, is attractively printed, and is replete with information about books current and otherwise. Aside from numerous special features, there is "The Lounger," a department Miss Gilder conducted with much success in Putnam's.

The entire contents of the magazine are written by Miss Gilder. She is also the owner, editor and business manager of the Reader. The magazine is distributed gratuitously by the book-sellers.

**Circulation Managers to Organize.**

An association to be known as the Carolina Association of Newspaper Circulators will be organized in North Carolina within the next two months. Sam Burritt, circulation manager of the Raleigh Daily Times, is the father of the movement. The plans call for a meeting early in June.

**GENERAL AGENTS MEET.**

**New Association Ratifies Choice of the Executive Committee.**

The recently organized association of New York advertising agents held its first annual meeting at the rooms of the Aldine Association Wednesday evening. More than fifty members were present, and great interest and enthusiasm was shown. It developed that the agents were a unit upon every proposition taken up. The previous choice of executive committee was ratified for the ensuing year.

Frank Presbrey, chairman of the general agents' section of the Associated Advertising Clubs of America, spoke at length regarding plans for the national convention at Boston next August. He said that great enthusiasm was being shown in all sections of the country regarding the coming meeting, and that the attendance would be large. There will be an especially strong representation from the Pacific Coast, he said, and delegates from Chicago and other large cities were planning to travel by special train.

William H. Johns, chairman of the association, authorized the appointment of fifteen delegates, including the executive committee of five, to attend the convention. Five alternates will also be appointed.

These delegates will be instructed to do all in their power to organize a national association of agents having recognition of both the American Newspaper Publishers' Association and the Quoin Club.

Many suggestions were made regarding topics to be taken up at the convention, including the formation of a code of ethics governing the agency business.

It was decided to admit to membership such out-of-town agencies as have New York offices and who are recognized by the A. N. P. A. and the Quoin Club.

At the close of the meeting Chairman Johns made a strong talk favoring competition between agencies, insisting, however, that such competition should be fair.

The Bangor (Me.) Commercial on Saturday issued a four-page illustrated fire extra printed on book paper containing twenty-five half-tone views of the great fire that recently swept that city.

**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: .8 cents  
Less than 500 Lines.....3 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.....5 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. Viator, Manager).

**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.....	352,119 "
Third Newspaper.....	348,740 "
Fourth Newspaper.....	289,805 "
Fifth Newspaper.....	257,790 "
Sixth Newspaper.....	225,950 "

**The German Gazette Publishing Co. PHILADELPHIA**

## DINGLEY WINS OUT.

**Ousted from the Kalamazoo Telegraph He Established the Press and in Two Years Compelled Rival to Capitulate—Becomes Editorial Head of Consolidated Paper. His Chief Aides.**

The recent merger of the Kalamazoo Evening Press and the Kalamazoo Evening Telegraph, a notice of which appeared in THE EDITOR AND PUBLISHER last week, ends one of the hardest and most bitter newspaper fights that ever took place in the Middle West. The combination of the two papers is the result of the effort of the controlling parties in both papers to stop a warfare that was not only injuring them, but was so far-reaching in the whole community as to injure the city.

The war between the two papers began Feb. 9, 1909, when the Press was launched by E. N. Dingley, who for twenty years previous to that time had been the editor and publisher of the Telegraph. Mr. Dingley went to Kalamazoo in 1888 and purchased the Telegraph. It then had a circulation of about 2,000 and was printed on an old-fashioned two-revolution press, one side at a time. Under Mr. Dingley's administration the paper's business increased to large proportions, compelling him to erect a new five-story building and install therein an entirely new and modern plant.

### DINGLEY FORCED OUT.

In 1889 Mr. Dingley's father, the late Nelson Dingley, Jr., died, leaving a will in which nothing was said about the Telegraph property. Mr. Dingley had assumed during his father's lifetime, and for years after his death, that he was the owner of the paper. In 1907 a dispute arose between Mr. Dingley and some members of his family as to the ownership of the paper. The oldest son, who was the executor of the estate, sold the stock of the paper to M. H. Lane, a resident of Kalamazoo, who took forcible possession of the property and ejected E. N. Dingley. The method pursued by Mr. Lane so aroused public indignation in Kalamazoo that the good will of the Telegraph was materially injured.

Mr. Dingley immediately made preparations for the starting of another afternoon paper called the Evening Press. The public rallied to its support, and in three months it had a circulation of 5,000. The paper grew rapidly in the face of fierce opposition, and when the 9,000 circulation mark was reached the publishers of the Telegraph began to take serious notice of the situation because of the inroads the Press was making on its business.

### TELEGRAPH AND PRESS UNITE.

The Press was an independent paper and published the news, while the Telegraph continued to be run as a party paper. Internal dissensions among the publishers of the Telegraph still further

embarrassed the situation, until late in April, when negotiations were started by the backers of each paper for a consolidation. After much difficulty M. H. Lane was induced to retire and a new corporation was formed to take over the assets of both the Telegraph and the Press, and to publish an entirely new paper, beginning May 15, 1911, called the Telegraph-Press.

A suit, started against Mr. Dingley by the old Telegraph company, in which serious charges were made, is discontinued and Mr. Dingley is restored to his former standing in the community and placed at the editorial head of the combined paper.

### MEMBERS OF THE STAFF.

W. J. Slater, who was business manager of the Telegraph, will be business manager of the combined Telegraph-Press.

H. B. Parker, Mr. Dingley's efficient city and news editor on the Press, will become city and news editor of the Telegraph-Press.

A corporation has been formed, with the board of directors composed of five prominent Kalamazoo people who will manage and control the general policy of the paper. The Telegraph-Press will be an Independent Republican paper, and starts out with an average daily circulation of about 15,000.

## WOULD TAX BILL BOARDS.

### Amendments to Graubard Bill May Not Be Introduced This Session.

A conference on the proposed amendments to the Graubard bill, now before the New York Legislature, which contemplates the taxation of advertising signs, was held by the advertising committee of the Municipal Art Society, in Manhattan, on Saturday. Representatives of a number of associations were present.

The committee doubts whether the measure can be passed at this session of the legislature, and therefore hesitates about submitting the amendments. The conference did not help bring about a conclusion.

One of the amendments provides for a 10 per cent, tax on the rental received for bill boards, signs or other display out-of-door advertising, providing that the tax in no case shall be less than 30 cents a square foot in cities of the first class, 20 cents in cities of the second class and 10 cents in all other places.

## BRITISH AD MEDIUMS.

### Daily Press Brings Best Returns, Says Manufacturer From Ireland.

J. McDowell, head of a canning concern at Belfast, Ireland, who is touring this country, addressed the Agate Club of Chicago, Monday, on British advertising mediums. He said in part:

"We find the daily press a more productive source of returns than our weekly and monthly periodicals," he said. "Our magazines have not developed to the stage they have in America and the English reader is a more thorough reader of newspapers than of other periodicals. We find it possible also to do effective advertising through parish churches by furnishing stereopticon lantern slides for free entertainments, into which we may intersperse views of our manufacturing processes."

### New Agency in New York.

Irwin Jordan Rose has opened an office in the Browning building, Thirty-second street, New York, where he will conduct an advertising agency under the title of the Rose Advertising Company.

## BOOSTING KANSAS CITY.

### Train Load of Boomers Visit Four States on Special Train.

A fourteen-car special train loaded with enthusiastic Kansas City boomers has been touring Missouri, Arkansas, Oklahoma and Kansas the last two weeks, under the auspices of the Kansas City Commercial Club, for the purpose of impressing upon the residents of those States its superlative advantages. Fourteen hundred miles had been covered when the train finished its journey to-day.

The equipment consisted of a commissary car, two diners, an observation car, two baggage cars and eight Pullmans. Flowers and ferns were festooned from the ceilings of the two dining cars and the parlor car. A string orchestra of ten pieces furnished the music. A quartette and a vocalist entertained the crowds that surged about the train at every stop along the route of 1,400 miles. Special songs, written for the occasion, were sung and the entire body of trade excursionists joined in the choruses and made merry.

One commissary car stocked with the choicest foods the market affords supplied delicacies for use in the diners. Stacks of literature of every sort and description were spread broadcast throughout the Southwest in an effort to advertise Kansas City as a commercial center, and its business houses as distributors.

There were no "wet goods" in evidence. In other years when similar expeditions have been made one car has been devoted to cold drinks, cigars, etc., but this year each booster supplied his own luxuries.

Among the Kansas City newspaper men with the bunch, who saw that there was due publicity given the trip, were Fred S. Bullene, of the Kansas City Star; W. C. Gifford, of the Kansas City Post; J. F. Baxter, advertising manager of the Journal, and Geo. N. Neff, one of the publishers of the Drovers' Telegraph.

## SOUTH AMERICAN SUPPLEMENT.

### Diplomat Wants American Metropolitan Paper to Issue One.

The issuance of a South American supplement by some metropolitan newspaper, as a means of making South Americans better acquainted with the aims and spirit of American diplomacy, is advocated by William P. Cresson, charge d'affaires of the United States Legation at Peru.

As a basis for his views Mr. Cresson cites the fact that a similar supplement published some time ago by an English paper met with great success in Peru, and that South American governments generally furthered its distribution. The Peruvian government, under an agreement extending until 1915, he adds, subscribes to 4,000 copies of an English monthly published in Peru by an American journalist.

### Will Advertise Natchez.

The Natchez (Miss.) Chamber of Commerce has decided to start a campaign to advertise that city. The editor of the Natchez News in commenting on the fact says that hitherto when anyone wrote asking for information about the city only antiquated printed matter, such as addresses and general statements, was sent. Now that live business men have taken hold of the matter, articles of the right sort will be prepared for distribution and display advertising will be placed in mediums that will reach the right people.

## WASHINGTON NEWS.

(Special Correspondence.)

WASHINGTON, D. C., May 15.—The decision of the United States Supreme Court in the Standard Oil case made over 20,000 words. The entire decision, with a clarifying introduction by Cal O'Laughlin, was telegraphed to the Chicago Tribune Monday night. The Associated Press carried about 6,000 words. The dissenting opinion of Justice Harlan made 3,500 words more.

Carl Shepard, while awaiting in the Supreme Court chamber the announcement of the court's decision in the Standard Oil case, received a telegram announcing that his father was critically ill and asking him to come at once to Ohio. He stuck to his post, flashed and bulletined the decision to the Associated Press and followed it up with a brilliant story which he fed to the wires until 11:30 o'clock that night. Then he caught the midnight train for Ohio.

Ashmun N. Brown, formerly of the Seattle Post Intelligencer, who has been private secretary to the Secretary of the Interior during the Ballinger regime, has resigned to resume newspaper work.

George R. Gove, formerly a newspaper writer in Milwaukee, and former assistant secretary of the Merchants and Manufacturers' Association of that city, has been appointed private secretary to Secretary of Interior Fisher. He will begin his new duties June 1.

Miss Moore, of the Detroit News, has been in the city recently, occupying a seat in the press gallery at the Capitol. She is the first woman to enjoy this privilege at this session. Last session a Los Angeles woman correspondent was a familiar figure in the galleries, and for many years Mrs. Isabel Worrel Ball, of this city, representing the Topeka Capital and other papers, was often in the press gallery of the Senate or House.

"Buck" Bryan, who has a string of Southern papers and is one of the leading authorities on hunting in Dixieland, is covering the House for the New York World.

Howard Fisk, of the Washington Evening Star, who has been seriously ill for weeks, is back at his duties again. Fisk is making a very bright and breezy feature of the automobile department of the Star.

Earl Godwin, of the Washington Star, is doing some very clever work handling matters at the City Hall.

### Prisoners Will Have Newspapers.

Prisoners in the District of Columbia workhouse are to be supplied with daily newspapers at the expense of the United States Government. The purchase was authorized by the Comptroller of the Treasury on last Saturday, following the declaration by the superintendent that without newspapers the prisoners were surly and hard to manage.

## Are you using an up-to-date service of NEWS PHOTOGRAPHS

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

## General News, Sports, Foreign—Everything

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

## International News Service

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

## THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:  
World Building, New York

## TWO STORIES A WEEK.

THAT'S THE AVERAGE NUMBER  
DAVID A. CURTIS WRITES  
DURING THE YEAR.

Creator of "Old Man Greenhut" of  
Arkansas City Talks About His  
Work—Abandoned Daily Journal-  
ism Because Turning Out Poker  
Stories Was More Agreeable and  
at the Same Time Pays Well.

Some one said, a few days ago, in a communication to a New York evening paper that William Hamilton Osborne is the most prolific short story writer of the present time, having written 486 in nine years. If the writer had had a more intimate acquaintance with metropolitan literary manufacturers, he would never have made such a statement. David A. Curtis, the Son's poker story writer, and the creator of "Old Man Greenhut," during the two years ending May 1 turned out 186 short stories, or at the rate of 93 a year.

Mr. Curtis has been regarded for many years as one of the best newspaper and magazine writers in New York. His poker stories are known all over the world. In talking with a representative of THE EDITOR AND PUBLISHER about his work, Mr. Curtis said: "Yes, I make my living writing short stories.

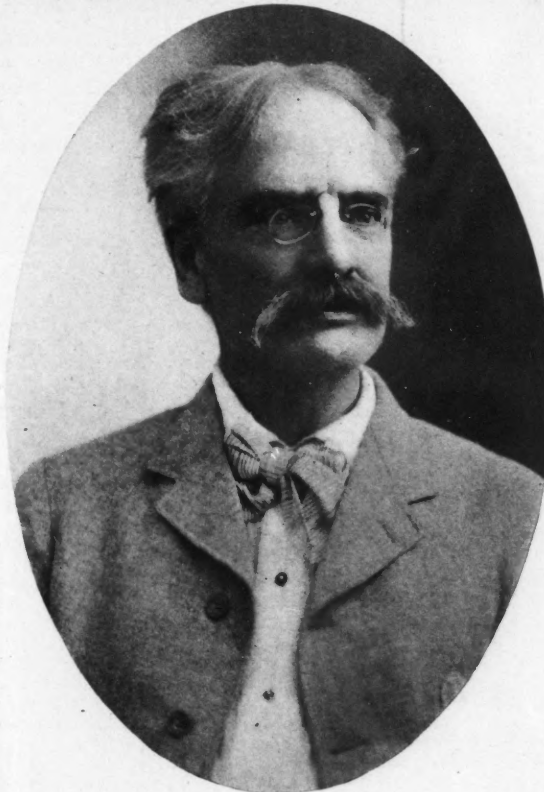
"But," he continued, with a somewhat rueful smile, "while I don't belittle the writing of short stories, and while I realize that my own stories must have merit of some sort, since I get good money for them, year after year, I confess that the art, if it be an art, does not inspire me with the greatest respect.

## THE SHORT STORY OF TO-DAY.

"Understand, please, that I am not talking now of such masterpieces of literature as Edgar A. Poe produced, or even those of Edward Everett Hale, or a few others. There's no use making a list. You know what I mean. A short story may be, like a small diamond, a gem of the first water and a perfect brilliant. The man who can produce such work has every right to class himself among the great artists of the world.

"What I mean is, that the short story of to-day, possessing sufficient merit to find a place in high-class literary periodicals—the best of the weeklies and monthlies—does not seem to me to be an achievement worthy of the ability of the man who can produce it.

"I am perfectly aware of the reply that is certain to be made to a criticism of this sort. The reading of such stories brings a healthy, refined pleasure to thousands of people, and to a certain definite extent makes life happier for them. This is not a thing to despise, or even to disparage, but it brings to mind the remark of somebody who had small



DAVID H. CURTIS,

CREATOR OF "OLD MAN GREENHUT," AND A PROLIFIC WRITER OF POKER STORIES.

respect for any fiction. I don't remember who it was, but he said that Walter Scott, writing the Waverley novels, was like a giant cracking nuts.

## WHY CURTIS WRITES THEM.

"It is perfectly natural to inquire why, holding such views, I devote myself to short story work, almost exclusively. The only answer is that too long experience in daily journalism unfitted me, supposing that I was ever fit, for what seems to me more dignified and more valuable work.

"And, again, I would be sorry to be misunderstood. No one has a higher respect than I have for sane, clean journalism. What I mean is, that twenty-five years' service, mostly as a reporter and correspondent, is almost certain to unfit any man for the production of any serious work that necessitates sustained effort.

"The reporter for a daily newspaper is essentially a sprinter. His day's work is a 100-yard dash. He must, if he be a really good reporter, put his whole soul, and every ounce of energy there is in him, into that day's work. There will be times when it seems as if he must overtax human endurance. I don't mean that every single day's work is of this grueling sort, but there are many days when it is, and the first-class reporter must always be strung up to the pitch required for such work, because he never knows when it may come, and there is never any chance to put it off till the next day.

## WORK OF THE REPORTER.

"So, each day, between the time he reports for work and the hour of going to press, he must, if the occasion demands it, put forth his uttermost strength, and his work must be finished at a fixed moment. There is no opportunity to go over it for improvement, once the press has begun to move. His best has been done and the struggle is over. For good, or for ill, his work

stands, and he may—in fact, he must, relax till the following day.

"This daily sprinting, with the intervals of necessary relaxation, joins with two other considerations, in making it next to impossible for a veteran reporter to accomplish anything notable which involves sustained effort, such as a novel or an extended treatise. He learns to condense the whole of any particular effort into the single day, and to start afresh on something different the next morning, and this habit is hard to break, once it is fixed. And, then, he learns to be resigned to the fact that each day's work is almost invariably forgotten within a few days afterward, at the furthest.

"I do not recall any reporter who has continued as such for a great length of time who has done great work at anything else. You may cite Dickens, but he did not continue as a reporter many years before leaving that profession. He had been a reporter, but he ceased reaped the enormous advantage of havorting for the daily press before the work demoralized him.

"I should be careful to say that in speaking of the demoralizing effect of this kind of work there is not the faintest reference to what was formerly accepted as a plea in justification for dissipation. Doubtless, many men have been led into

(Continued on page 6.)

## THE DAILY CLUB.

Work of Organization May Be Con-  
ducted Along Broader Lines.

A special committee appointed by the executive committee of the Daily and a committee representing the special agents met at the rooms of the Daily Club, in the World Building, Wednesday, for an informal discussion of the work of that organization.

At a recent meeting of the executive committee of the club it decided that in order to successfully carry on the work of the organization the co-operation of the special agents was necessary among other things, and a special committee was appointed to confer with a special agents' committee and report back to the executive committee.

At the joint session of the two committees held Wednesday it is understood that plans were discussed which, if finally adopted, will practically mean the reorganization of the work of the Daily Club along broader lines.

The special committee consisted of Herbert Gunnison, William J. Pattison and John B. Woodward, the latter as a committee of one representing the publishers. The committee representing the special agents included Dan Carroll, chairman; Charles Seested, Malcolm Ormsbee, L. E. Crall and J. P. McKinney, president of the Six Point League. Another meeting will be held next week.

## ROOT WOULD BAR PULP.

Presents Amendment to Reciprocity  
Bill That Nullifies Paper Clause.

An amendment to the paper paragraph in the Canadian Reciprocity bill was presented to the Finance Committee on Wednesday by Senator Root. This amendment practically nullifies the free-trade provisions of the House bill as regards paper and wood. It is understood that it will be admitted by the committee.

The Root amendment, which comes at the end of a paragraph, reads as follows:

"And when the President of the United States shall have satisfactory evidence and shall make proclamation that such wood pulp, paper and board, being the product of the United States, are admitted in Canada free of duty."

As the agreement provides that Canada shall admit our paper products free of duty only when all similar Canadian products are admitted free in the United States, it is evident that not until all Canadian restrictions are removed will there be any reduction in the paper tariff.

## "Your Paper Is a Dandy."

BLOOMFIELD, N. J., May 15, 1911.

Editor of THE EDITOR AND PUBLISHER:

Enclosed please find check to cover my subscription. Your paper is a dandy. Wish I had time to read it as I would like to. It is great, and it seems to be getting greater. Yours sincerely,

H. ADLER.

## GET IN RIGHT

And one of the most attractive fields to-day is the newspaper and magazine field for lucrative, interesting, influential work. It has also another side if you

## GET IN WRONG.

We can be of invaluable aid to any prospective purchaser. Let us know your plans and we will prove this assertion.

## HARWELL &amp; CANNON

Brokers in Newspaper and Magazine Properties  
200 Fifth Ave., (cor. 23d St.)  
NEW YORK

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

## ON BOOMING A TOWN.

**Gallup Tells Holyoke Board of Trade of the Western and New England Ideas of Conducting Publicity Campaigns—Work Should Be Carried on by Citizens.**

An address on "Scientific Boosting" was delivered before the Holyoke, Mass., Board of Trade last week by George B. Gallup, New England agent of the Cosmopolitan Magazine and vice-president of the Pilgrims' Publicity Association of Boston. In the course of his remarks on advertising a city, Mr. Gallup said:

"The Western idea has been to raise a fund from business men and manufacturers and spend it in newspapers and magazines, telling the world any shining qualities of the city and its advantages to manufacturers and all enterprising people.

"The New England idea, which I believe is due to the deliberate and patriotic decision of advertising men is different, and begins with an arousal of public spirit, developed intensively until the whole city has been changed in spirit. I might refer to Boston as illustrating perhaps as accurately as possible what this New England idea means, as contrasted with the Western method.

### THE BOSTON WAY.

"So we hold it to be true in Boston, that it is not the business of the city to advertise, but to perfect the city, a co-operative undertaking, and it is the business of the individual manufacturer to advertise and promote the sale of his product to enrich the city, a purely individual undertaking.

"In this manner there is developed a dual efficiency—the civic efficiency achieved through business and trade organization, and competitive individual efficiency perfected by the type of citizens and specialists in some form of creative industry. If this condition can be developed to its logical conclusions, you have solved most social problems that are troubling our country today, and solved them through practical evolutionary processes. You have avoided the danger which some profess to see looming red on the horizon of our future of economic revolution.

### A WORTHY AMBITION.

"If this theory be a correct one, it leaves ample scope for the development of every type of good and efficient citizens, and handicaps no one unduly. If this theory should prove acceptable to the people of Holyoke, it is easy to see how an organization like your Board of Trade could begin along the lines of the least resistance to develop your city with the firm purpose of making it one of the finest cities in New England and in the world in a very short period of time.

"If you should undertake to do this it seems to me it would be a very good

## IN CALIFORNIA

there are two papers which stand out head and shoulders above the other evening papers. They are the **LOS ANGELES RECORD** AND **SAN DIEGO SUN**

They guarantee the largest city circulation in each city.

idea to get together a group of your most experienced advertising men and ask them to assist in laying out a plan, based upon a careful study of the cities' needs and possibilities. It has been found that where organizations of advertising men have been brought together they are serving municipalities with great patriotism and skill."

### DAILY PAPER BEST MEDIUM.

**Missouri Pacific Ad Agent Strong Believer in Newspaper Publicity.**

No medium can compare with the daily newspaper as an advertising medium, declared J. W. Booth, general advertising agent of the Missouri Pacific, in the course of a talk before the members of the Kansas City Ad Club last week.

"The prospective customer must be reached in the medium he reads most," said Mr. Booth. "There is no doubt this medium is the daily newspaper. Everybody reads the daily paper. It is a part of life. Let anyone not look at a newspaper for two days and he feels he is losing something. He may read only the headlines, but he will also glance at any ad that is catchy in makeup. Then if he is interested in what it is about he will read it through. This is true of no other publication.

"The daily newspaper is the best medium for local sales. Therefore, it is the best for national sales, for they are the sum of local sales. It is the best medium for the railroads, and it is the best for every business.

"Next to the daily newspaper, I would suggest the farm weekly, for it addresses the most populous means of livelihood. The daily and farming paper are valuable mediums also because they reach people who have purchasing ability."

### STUDENTS EDIT NEWSPAPER.

**Members of Wisconsin Journalism Course Get Practical Experience.**

The students in journalism at the University of Wisconsin, at Madison, assumed entire charge of the editing and publishing of The Daily Cardinal, the daily student paper, last week. The young women in the classes, as well as the young men, served as reporters and were required to furnish "copy" for each issue.

It is planned to have the classes in journalism take over The Daily Cardinal for a week or more each year, so that students preparing for journalism may secure some actual experience in the organization and management of a daily newspaper. According to recent statistics, 175 students are now enrolled in the classes in journalism at the University of Wisconsin.

### Editor Can Remain in America.

John Roman, editor of the Roumanian newspaper, Wake Up Roumanians, who was ordered deported from the United States, has finally been admitted through the efforts of Congressman William Sulzer, of New York. Roman arrived in this country in the fall of 1909 and the Board of Special Inquiry determined, after an examination, that he was suffering from locomotor ataxia and refused to admit him. An appeal was taken which has been pending since that time. Roman in the meantime had engaged in publishing Wake Up Roumanians.

### Bayonne Press Club Election.

George Bogert was elected president of the Bayonne (N. J.) Press Club at the annual meeting held last week. Other officers elected were George E. Griswold, secretary, and Hugh H. Mara, treasurer.

## TWO STORIES A WEEK.

(Continued from page 5.)

that by the fancied or real need for a stimulant, during or after the exertion which is necessary in a reporter's work, but that is a different matter entirely from the intellectual demoralization of daily mental sprints.

"It was because of this demoralization, after I had given up reporting on account of ill health, that I turned, as other men have, to story writing as the only career available to me. I sell on the average about 100 short stories a year. That means, roughly speaking, 200,000 words a year of literary work, such as it is, and is the equivalent of, say, two novels each twelvemonth. The same output, if it were in that form, and if it had the same measure of success, would mean a much larger income, and as I am justly to be classed as a hack-writer, and frankly admit that I continue writing solely for the money there is in it, I would certainly write the novels if I could.

### WRITES ONE AT A SITTING.

"But I have sprinted too long to be a Marathon runner. Turning out two stories a week, I write each one in a single sitting, or, at most, inside of two days, and I have the frequent relaxation which has become a necessity, and which I could not have if I were engrossed in the construction of a more ambitious work. I can go around the treadmill at a respectable trot, but it is hopeless to think of succeeding as a roadster.

"All this may seem like a disparagement of the profession of reporting, for I certainly class it as a profession. That, however, is the furthest from my thought. There is hardly any pursuit in which a man can distinguish himself more highly, or which is more honorable and useful than reporting for a high-class newspaper. A man may well be content if he devotes his entire life to it and achieves measurable success in it.

"My contention is that if he continues as a reporter long enough to fix the habit of daily sprinting, he becomes in time, incapacitated for almost any different kind of work. Short story writing is closely akin to reporting. One deals with imaginary facts instead of real happenings, and the same knack of graphic narration which will make his reporting worth while will make his stories salable. And, so, the ex-reporter is more likely to succeed in that field than in any other that I know of.

### SOUND ADVICE TO REPORTERS.

"If a man leaves off reporting after a comparatively short time—before the habits I have described have become fixed—say, inside of four or five years, his experience in that field is likely to be worth as much to him as a university education, if not even more. But he should be careful not to remain in it too long.

"American civilization is fairly crowded with successful men who have had a few years of experience as reporters, and who have found that training invaluable in the careers they have chosen, but I fail to call to mind any who have continued very long at the work who have afterward distinguished themselves in any other field."

## NEW BUILDING FOR THE GLOBE

**Popular New York Newspaper to Have Better Quarters.**

The New York Globe and Commercial Advertiser is to have a new home. The building which is now occupies at 5 and 7 Dey street is to be torn down and a fine new structure erected on the site and an abutting plot at 187 Broadway which was purchased from the Bear estate last week for \$400,000.

The property is owned by Edward F. Searles, who also owns a controlling interest in the Globe and Commercial Advertiser.

No details regarding the size of the new building have yet been announced. It will, however, be an important addition to the modern office structures recently erected on lower Broadway. During the building operations the newspaper has leased as temporary quarters the old three-story building on the southwest corner of Washington and Dey streets.

The Globe and Commercial has been handicapped for some time by the limitation of quarters. Its growth during the last five years has been rapid. It is regarded as one of the leading afternoon papers of the city and has a wide following.

### CHICAGO HAPPENINGS.

The fifth annual banquet of the Western Catholic Writers' Guild will be held at the Great Northern Hotel Tuesday afternoon, May 23. Mrs. Julia Sullivan Dreman, president of the Guild, will be toastmaster, and the speakers will include Fred H. Spearman, the Rev. George J. Blaetter, Edward Guerbolt, Dr. William Fillon, Mrs. Mary Gaynor Wilson and the Rev. Dr. Daniel J. McHugh.

Robert A. Widdowson, for fourteen years the Chicago Journal's City Hall reporter, has been appointed secretary of the city civil service board.

### Robert Lecouwer a Suicide.

Robert Lecouwer, head of the Lecouwer Press, 51 Vesey street, New York, which holds the contract for printing the City Record, New York's official paper, committed suicide last week by jumping into a well at his home in Westwood, N. J. It is believed that money losses, together with labor union troubles over the city contract, unbalanced his mind.

## THE EUREKA HERALD

OF EUREKA, CALIFORNIA

**NET PAID CIRCULATION, 5,290 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. STONE, Editor and General Manager.  
S. G. LINDENSTEIN, INC.,  
Special Representative, New York & Chicago

## The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

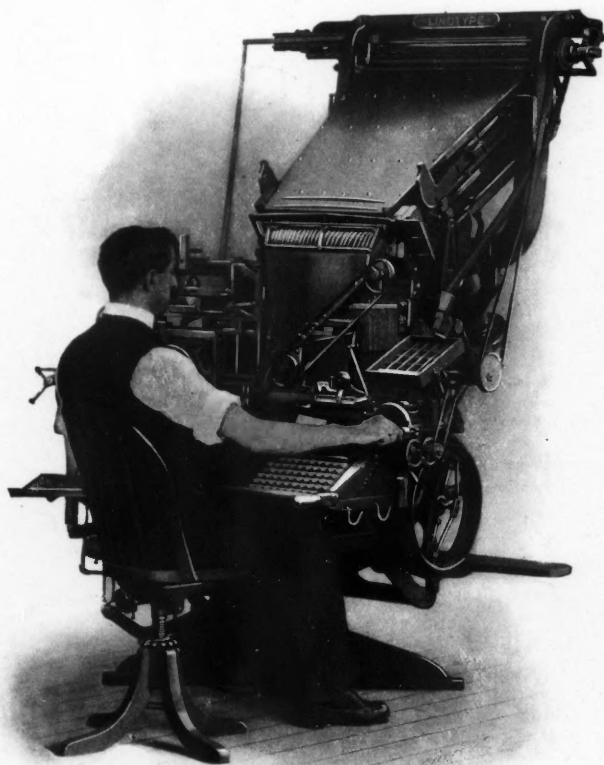
**FLAT DISPLAY RATES**  
Set matter, per inch.....10¢  
Plate Matter, per inch.....12¢  
Matrices at Plate rate.....12¢

No Special Representatives

R. W. HERBERT, President.

*The*  
**Three Magazine Linotype**

QUICK CHANGE MODEL 8



¶ A machine for rapid change of face, body, and measure, carrying six different faces, and having the simplicity of the Model 5 Single-Magazine Linotype.

—  
Illustrated Catalogue  
sent on request.

—  
**PRICE, \$3,500**

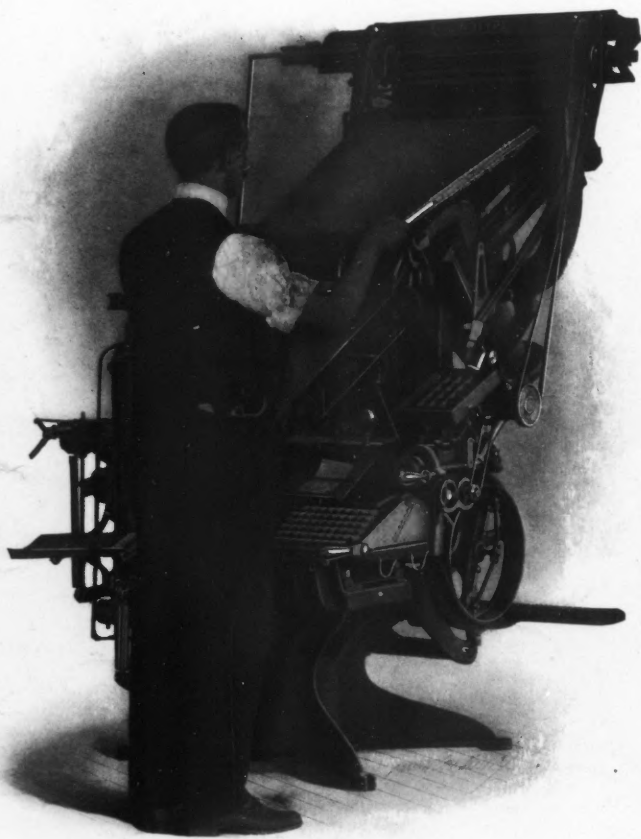
**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO    SAN FRANCISCO    NEW ORLEANS    TORONTO: Canadian Linotype Limited

# The Three Magazine Linotype

QUICK CHANGE MODEL 8

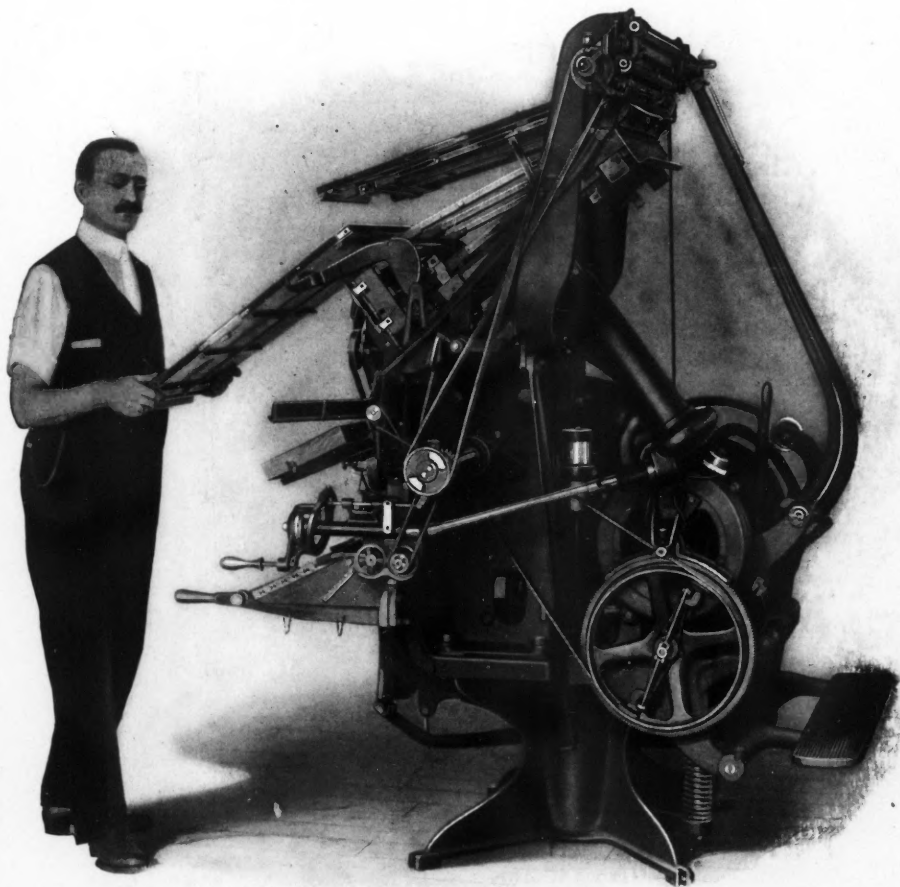


The upper magazine is removed in the same manner as the magazine on the Model 5 Single-Magazine Linotype.



# The Three Magazine Linotype

QUICK CHANGE MODEL 8



By raising the front end of the upper magazine, as shown above, the middle magazine can be removed in the ordinary way.

*Features of the*  
**Three Magazine Model 8**  
**LINOTYPE**

Three superimposed magazines.

All magazines removable from the front, and interchangeable with magazines of Model 5 and upper magazines of Model 4 Linotypes.

540 characters from Standard Linotype Keyboard of 90 keys.

One assembling and distributing mechanism for all magazines.

Water cooled mold disk.

Universal ejector for all bodies and measures.

Faces, 5 point to 42 point.

All Bodies, 5 point to 36 point.

All Measures, 4 ems to 30 ems.

All fonts of matrices made by this company will run, without change, in any magazine.

***ILLUSTRATED CATALOGUE SENT ON REQUEST***

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO: Canadian Linotype Limited



# 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.  
Copies of THE EDITOR AND PUBLISHER can be had from any newsdealer in the United States or Canada.

American News Company, New York, Selling Agents.

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  
Classified, 1 cent per word

Reading Notices, 25 cents per agate line  
Liberal discount for time contracts.

NEW YORK, SATURDAY, MAY 20, 1911

### THE BASEBALL GRAFT.

In view of the redhot campaign that has been waged against the press agent and free advertising during the past two years by the American Newspaper Publishers' Association and other organizations, it is really remarkable that not a word has been said about the baseball graft, which is the worst of all.

The New York daily newspapers print from one to two pages of baseball stuff in each issue. The reports of the league games occupy a lot of space, but fully as much more is devoted to the members of the teams. We are told the history of their lives, what they eat, how they amuse themselves, imaginary stories in which they appear as heroes, and a lot of incidents that are of interest to no one except persons who do nothing else but go to ball games.

What do the newspapers get out of the printing of all this matter in the way of cash returns? They sell a few thousand copies of their baseball extras, the profit on which does not pay for the cost of distribution. Do the owners of the league teams spend any money in advertising? Put on your spectacles and try to find even a two line ad in the dailies for which they have paid. You will not find one.

Why is it that the games are not advertised? Because the ball magnates see no need of it. What is the use of spending thousands of dollars in the newspapers when the latter give them hundreds, if not thousands, of columns of the best kind of advertising free of charge? Can you blame them under the circumstances for keeping all the money they can get out of the public in their own pockets?

Baseball has been made the most popular amusement in the United States through the efforts of the press, and, as a result, a group of shrewd business men are making fortunes out of it every year. Would the newspapers consent to give a quarter or a tenth of the space they now devote to this sport to any other business or amusement without they received a fair amount of paid

advertising? We think not. A business that has been made successful by the newspapers ought to be willing to pay them a fair amount for the work they have done.

The present situation relative to baseball graft has been brought about through an unhealthy rivalry between the newspapers themselves, and the owners of the clubs have been quick to seize the advantage it has given them. The quickest way to bring the baseball magnates to time is to cut down the space given to the games to a sane amount, and entirely eliminate the mass of personal data, gossip and cartoons that now fill the sporting columns. Let the business managers watch the sporting department for free advertising as carefully as they do the news department, and after awhile, perhaps, the league managers will see a great light.

### SENATOR ROOT'S AMENDMENT.

Senator Root's action in introducing an amendment to the Canadian reciprocity bill practically nullifying the free trade provisions of the House bill as regards paper and wood pulp is surprising, to say the least.

The bill as it came from the House simply provided that paper and wood pulp coming into the United States from Canada, not subject to provincial restrictions, should be admitted free. The Root amendment provides that none shall come in free until all the restrictions in all the provinces have been removed. In other words, the object of the Root amendment is to delay as long as possible the putting into effect the free trade agreement.

It is quite apparent that Senator Root has introduced the objectionable amendment at the solicitation of the paper manufacturers, who are bitterly opposed to free wood pulp or paper.

As the difference in the labor cost of manufacturing a ton of paper in the United States and Canada is only eight cents, it does not seem as though our own paper manufacturers ought to be so badly frightened at the possible adoption of the reciprocity agreement as it now stands. Lumber is cheaper

in Canada, to be sure, but if wood pulp is admitted free our mills will get the benefit of reduced cost.

Senator Root will not add to his own popularity or reputation by the introduction of his amendment, which if adopted, will extend the monopoly now held by the manufacturers of the United States for many years to come.

### IMPORTANCE OF ACCURACY.

It is one of the easiest things in the world for a newspaper writer to make a misstatement of fact, but it is one of the hardest things in the world to correct it after it has appeared in print. Sometimes no special harm is done, but should the misstatement relate to the character, standing or ability of a person it might, and often does inflict serious injury and from which he never recovers.

Let us suppose that the error is an honest one and that as soon as it is discovered the newspaper in which it appeared prints a correction. Now if it were possible that every one who read the original statement also saw the retraction the wrong done would not be blotted out, because there would still remain many others—those to whom the misstatements had been reported in conversation—who would never learn the truth. The old adage that a lie always travels more swiftly than the truth and is never overtaken by it is exemplified by experience.

It is, therefore, of the utmost importance that the newspaper reporter or the editor should be ever on his guard against errors of statement. Reputations are often irretrievably injured through a writer's carelessness or his desire to impress the public with his smartness. Joseph Pulitzer had the right idea when he placed the motto "Accuracy, Accuracy, Accuracy" upon the wall of the World city room.

Strange as it may seem to the general public, there has never been a time in the history of journalism when greater effort has been made to present facts correctly than to-day. Reporters and editors, being fallible, do not always see events from the same angle and therefore occasionally disagree as to their statements, but in the main they tell the truth.

The most contemptible of all newspaper men is he who deliberately attacks the character of a man or woman in order to "get even" for a real or fancied injury or to make a sensational story.

The newspaper that is held in highest esteem by its readers and wields the greatest power for good is the one that follows the golden rule and prints the news accurately and fearlessly.

The Searchlight is the name of a new paper issued by the Citizens' Union of New York, "to keep its members in closer touch with the work of the organization and to make some thousands of the citizens of New York better acquainted with questions affecting their city government."

### EDITORIAL COMMENT.

Don C. Seitz's article on "The Honor of the Press," which recently appeared in Harpers Weekly, is worth reading by every newspaper man in the country. When Mr. Seitz opens his mouth or puts his pen to paper, he usually says something that is worth while. In the present instance Mr. Seitz shows how silly and unfounded is the charge so often made that the great newspapers are controlled by "interests." No paper can long be under the dominance of any "interest" without the public discovers the fact, and when it does the paper begins to die. No one engaged in the publishing industry will dispute this statement.

The Woman's Christian Temperance Union is getting after fake medical concerns that advertise their nostrums in newspaper and other publications. This is the kind of work that cannot fail to be of benefit to the general public. The better class of newspaper will not publish the ads of firms which they have reason to suspect desire to use their columns to swindle their readers. Many of the so-called patent medicines are worthless—some possess merit. We see no reason why the latter should not be advertised in the newspapers, but the former should be excluded. If the W. T. C. U. can help keep objectionable ads out of the papers, the publishers will welcome its co-operation.

All advocates of honest advertising will be glad to know that the bill recently introduced in the Colorado Legislature prohibiting false and misleading advertising has been passed by both Houses and signed by the governor. If every other State would pass a similar law and enforce it the producing power of all advertising would be immensely increased.

An entertainment will be given at the New Theater, New York, Sunday night, to raise money for the fund to pay the expenses of the newsboys' summer camp on Staten Island. The directors of the Newsboys' Home Club and their summer camp, who are owners, managers and directors of the big dailies, are doing everything possible to make the benefit a success, and with them they have the able assistance of the leading vaudeville and theatrical managers in town. A great array of stars will be on the bill Sunday night.

### That Spring Feeling!

The Bishop of Bath and Wells tells a story of a small boy whom he once spoke to about the parables.

"You have, of course, heard of the parables?" said Dr. Kennion.

"Yes, sir," was the answer.

"Good. Now, which of them do you like the best?"

"I like the one," was the answer, "where somebody loafs and fishes."—*London Tit-Bits.*

Popular Mechanics is to have a new building in Chicago to cost around \$100,000.



# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

The George Batten Company, Fourth Avenue building, New York, will handle the advertising of Loose-Wild & Co., crackers, Boston, Mass.

The M. P. Gould Company, 31 East Twenty-second street, New York, is placing eight inches two times a week for one year for the Star Expansion Bolt Company, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing two inches thirty-nine times for the Canadian Pacific Railway.

Roberts & MacAvinche, 114 Dearborn street, Chicago, are placing orders for 5,000 lines to be used within one year in Western papers for the Globe Pharmaceutical Company, Chicago.

The Morse Advertising Agency, 35 Milwaukee avenue W., Detroit, Mich., is placing orders for 10,000 lines to be used within one year in Northwestern papers for the Herpicide Company, Detroit.

The Guenther-Bradford Company, 109 Randolph street, Chicago, is placing orders for 3,000 lines to be used within one year in Southern papers for the American Products Company.

Nelson, Chesman & Co., 1127 Pine street, St. Louis, is placing orders for 5,000 lines to be used within one year in Southwestern papers for the W. P. Collier Root Juice Medicine Company.

The D'Arcy Advertising Agency, Fullerton building, St. Louis, is placing orders for 5,000 lines to be used within one year in Southwestern papers for the Brown Cracker and Candy Company, St. Louis.

Bryan's Drug House, Rochester, N. Y., is placing t. f. orders in Southwestern papers direct.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is placing orders for 10,000 lines to be used within one year in Southwestern papers for the West Disinfecting Company, New York.

Nelson Chesman & Co., 225 Fifth avenue, New York, is placing orders with Western papers for seventy lines three t. a. w. twelve weeks for the Kora Company, Kora antiseptic dress shields, 454 Broome street, New York. This agency is also placing orders for 5,000 lines with a few Pennsylvania papers for the Old Mill Coffee Company, Old Mill coffee, New York.

The Darlow Advertising Agency, Bee building, Omaha, Neb., is placing orders for four inches three t. a. w. five months in Western papers for the Krug Brewing Company, Omaha, Neb.

The Milbourne Agency, Baltimore, Md., is placing orders for eight lines seventeen times in Southern papers for the Buena Vista Springs, Baltimore, Md.

The Centaur Company, New York, is placing orders for thirty inches ten times, generally direct.

The A. R. Elliott Agency, 62 West Broadway, New York, is placing orders for ten inches nine times in Southern papers for the Borden's Milk Company, New York.

The Dunlap-Ward Advertising Company, Hartford building, Chicago, is placing orders for 5,000 lines to be used within one year in Southwestern papers for the Pam Cola Company, Chicago.

The Howard Advertising Company, Stock Exchange building, Chicago, is placing orders for 200 lines six times in Southwestern papers for the Pere Marquette, Chicago.

The D'Arcy Advertising Company, Bee building, Omaha, Neb., is placing orders for 7,000 lines to be used within one year in Southwestern papers for the Artesia Cream Company.

The Blackman-Ross Company, 10 East Thirty-third street, New York, is placing orders for 600 lines with Connecticut papers for Hoggson Bros., 7 East Forty-fourth street, New York. This agency is also placing new orders with a few Eastern papers for the Nomordust Chemical Company, Nomordust, Jersey City, N. J.

The A. W. Erickson Advertising Agency, Fourth avenue building, New York, is placing orders with large Eastern papers for the Republic Rubber Company, Republic tires, 229 West Fifty-eighth street, New York.

The Charles H. Fuller Company, 378 Wabash avenue, Chicago, is placing a few orders with large city papers for Caille, Liberty gum vander, 1403 Second avenue, Chicago. This agency is also placing a few orders with large city papers; also renewing some contracts with Southwestern papers for the Cuticlay Manufacturing Company, Cuticlay, 2241 Cottage Grove avenue, Chicago.

The Ireland Advertising Agency, 925 Chestnut street, Philadelphia, is extending the advertising of the California Mineral Water Company, Nuvida Mineral Water, San Diego, Cal., to Pittsburg papers.

John M. Leddy, 41 Park Row, New York, is placing orders with a selected list of papers for the Brockner Institute, 50 West Ninety-second street, New York.

The Handel Company, of Meriden, Conn., manufacturers of artistic lamps, are starting in the May magazines a year's advertising campaign. They are using papers of interest to home builders. Orders are being placed by Charles W. Hoyt, of New Haven and New York.

# ROLL OF HONOR

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

<b>ALABAMA.</b> ITEM ..... Mobile	<b>NORTH DAKOTA.</b> NORMANDEN .. (Cir. 9,450) .. Grand Forks
<b>ARIZONA.</b> GAZETTE ..... Phoenix	<b>OHIO.</b> PLAIN DEALER ..... Cleveland (April, D. 93,071-S. 125,129) VINDICATOR ..... Youngstown
<b>CALIFORNIA.</b> INDEPENDENT ..... Santa Barbara BULLETIN ..... San Francisco CALL ..... San Francisco EXAMINER ..... San Francisco	<b>PENNSYLVANIA.</b> TIMES ..... Chester DAILY DEMOCRAT ..... Johnstown JOURNAL ..... Johnstown DISPATCH ..... Pittsburg GERMAN GAZETTE ..... Philadelphia PRESS ..... Pittsburg TIMES-LEADER ..... Wilkes-Barre GAZETTE ..... York
<b>FLORIDA.</b> METROPOLIS ..... Jacksonville	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson DAILY RECORD ..... Columbia THE STATE ..... Columbia (Cir. D. 15,169-S. 15,318)
<b>GEORGIA.</b> ATLANTA JOURNAL ..... Atlanta (Cir. 53,103) CHRONICLE ..... Augusta HERALD ..... Augusta LEDGER ..... Columbus	<b>TENNESSEE.</b> NEWS-SCIMITAR ..... Memphis BANNER ..... Nashville
<b>ILLINOIS.</b> POLISH DAILY ZGODA ..... Chicago SKANDINAVEN ..... Chicago WOMAN'S WORLD ..... Chicago HERALD ..... Joliet HERALD-TRANSCRIPT ..... Peoria JOURNAL ..... Peoria	<b>TEXAS.</b> RECORD ..... Fort Worth CHRONICLE ..... Houston TIMES-HERALD ..... Waco
<b>INDIANA.</b> NEWS-TRIBUNE ..... Marion TRIBUNE ..... Terre Haute THE AVE MARIA ..... Notre Dame	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>IOWA.</b> EVENING GAZETTE ..... Burlington CAPITAL ..... Des Moines REGISTER & LEADER ..... Des Moines THE TIMES-JOURNAL ..... Dubuque	<b>WISCONSIN.</b> EVENING WISCONSIN ..... Milwaukee
<b>KANSAS.</b> CAPITAL ..... Topeka	<b>CANADA</b>
<b>KENTUCKY.</b> COURIER-JOURNAL ..... Louisville TIMES ..... Louisville	<b>ALBERTA.</b> HERALD ..... Calgary
<b>LOUISIANA.</b> ITEM ..... New Orleans TIMES DEMOCRAT ..... New Orleans	<b>BRITISH COLUMBIA.</b> WORLD ..... Vancouver TIMES ..... Victoria
<b>MAINE.</b> JOURNAL ..... Lewiston	<b>ONTARIO.</b> EXAMINER ..... Peterborough FREE PRESS ..... London
<b>MARYLAND.</b> THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 ..... Sun. 60,702	<b>QUEBEC.</b> LA PRESSE Cir. Dec. 1910, 101,534 Montreal
<b>MICHIGAN.</b> PATRIOT. (1910) D. 10,720; S. 11,619. Jackson	
<b>MINNESOTA.</b> TRIBUNE.....Morn. and Eve.....Minneapolis	
<b>MISSOURI.</b> DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis	
<b>MONTANA.</b> MINER ..... Butte	
<b>NEBRASKA.</b> FREIE PRESSE .. (Cir. 142,440) .. Lincoln	
<b>NEW JERSEY.</b> PRESS.....Asbury Park JOURNAL ..... Elizabeth TIMES ..... Elizabeth COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b> MORNING JOURNAL ..... Albuquerque	
<b>NEW YORK.</b> BUFFALO EVENING NEWS .. Buffalo BOLLETTINO DELLA SABA ..... New York LESLIE'S WEEKLY (Cir. 325,000) .. New York MESSENGER OF THE SACRED HEART .. New York RECORD ..... Troy	

## Daily States, New Orleans, La.

Circulation for March, 25,026 copies  
Circulation for April, 26,613 copies

Sworn statements supplied anyone. More than 15,000 delivered by carriers; guaranteed greatest WHITE HOME CIRCULATION in New Orleans. Local advertisers use States more heavily than others because results are greater and come quickly. We are growing faster than any southern paper. Don't be misled by vague statements of competitors. Demand detailed facts such as we produce. There is no "color" among our readers. White supremacy is our time honored slogan, and production of business for our advertisers is our successful specialty.

Use the States if you wish to sell good goods to a responsive people who have means to buy. Rates are right—same to all.

**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Agents—Foreign Advertising  
New York Chicago Kansas City

## THE New Orleans Item

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

Elmer E. Clarke, Business Manager  
**THE JOHN BUDD COMPANY**  
Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
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 6145
- 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. Agency**  
20 New St., New York  
Tel. K. ctor 4398
- KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**  
41 Park Row, New York  
Tel. Cortlandt 5214-15
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825
- STODDARD & BRICKA, Adv. Agents**  
114-116 East 28th St., New York  
Tel. 1528 Mad Sq.

**PENNSYLVANIA**

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

**MEXICO**

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

**CUBA and WEST INDIES**

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

**ADDITIONAL AD TIPS.**

The M. Volkman Advertising Agency, 5 Beekman street, New York, is placing orders for ten lines t. f. with a selected list of papers for the Litholia Color Company, West 126th street, New York. This agency is also placing orders with a few New York State papers for A.

**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  
Boys' Gas Bldg., Chicago  
Tel. Madison Sq. 6380
- BRYANT, M. D., CO., Inc.**  
200 Fifth Ave., New York  
Tel. Gramercy 2214
- BUDD, THE JOHN COMPANY**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**  
37 East 28th St., New York  
Tel. Madison Sq. 8622
- LINDENSTEIN, S. G.**  
118 East 28th St., New York  
30 North Dearborn St., Chicago  
Tel. Madison Sq. 6556
- 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

W. Wolfinger, guaranteed hose, Reading, Pa.

The F. P. Shumway Company, 373 Washington street, Boston, is placing orders with a few Connecticut papers for the Earnsdale Worsted Company, Earnsdale pure virgin wool fabrics, Clinton and Boston, Mass., and 79 Fifth avenue, New York.

The Wyckoff Advertising Company, 14 Ellicott street, Buffalo, N. Y., is placing small orders with a few large New York State papers for The Chestnuts, Riverdale-on-Hudson, N. Y.

Dillon & Douglass, of New Haven, Conn.; Hartford, Conn.; Springfield, Mass., and Providence, R. I., are to start immediately a newspaper campaign through their section, using large copy. Orders are being placed by Charles W. Hoyt, of New Haven and New York.

A. D. Samuel, 118 East Twenty-eighth street, New York, is placing orders with Western papers for the Pilgrim Manufacturing Company, Eradico Anyshade Hair Color, 118 East Twenty-eighth street, New York.

Will H. Dilg, 12 State street, Chicago, is placing orders for 500 lines two times in Western papers for the Buckeye Brewing Company.

**AD CONVENTION BIG EVENT.**

Gathering at Boston Next August of National Importance.

With the determination to make the seventh annual convention of the Associated Advertising Clubs of America, which will be held in Boston next August, a national event, more than three hundred members of the Pilgrim Publicity Association of Boston met last week to discuss plans to that end. Addresses were made by George W. Coleman, president of the association; ex-Governor Curtis Guild, Gen. Charles H. Taylor and Mayor Fitzgerald.

Mr. Coleman explained the convention plans and spoke of the work already done by the various committees. The committees in charge of the convention, he said, number about 175 men, divided into twenty-six sub committees. He expressed the belief that the attendance would number more than 2,000.

The Pilgrim Association will contribute \$5,000 toward the expense of the convention, and plans to raise \$20,000 from other sources.

The convention, which promises to be the largest and most important gathering of advertising men ever held, will be addressed by many distinguished speakers. Among the speakers, excluding those from the national association, are President Taft, Governor Wilson of New Jersey, Governor Hadley of Missouri, John Barrett and Rabbi Charles Fleischer.

Delegates will be welcomed by Pilgrims who will board the trains bearing delegates to this city. Some of these Boston men will greet the incoming visitors fully one hundred miles from Boston.

Among special entertainments to be provided for the delegates and the women who accompany them are an afternoon sail down Boston harbor and a supper on board the boat; a visit to President Taft at Beverly, the party going there in three hundred automobiles, and a New England clambake at Point of Pines.

**ADVERTISING AT A REVIVAL.**

Keen Kutter Cutlery Referred to in a Public Meeting.

It is not often that the advertising of a manufacturing concern is referred to at a religious revival, but that is what happened in Toledo this week at one of Billy Sunday's meetings. Seventy-five of the employes of the Standart-Simmons Hardware Company attended the service in a body. When they marched down the aisle Mr. Rodehaver, the choir master, sang out: "So you are the people who handle the Keen Kutter. You people look keen enough." Then everybody smiled.

The Colorado Springs Chamber of Commerce recently appointed an advertising censorship committee. It will be the duty of this committee to investigate and report upon various advertising and soliciting schemes which seek the support of merchants and advertisers in the Pike's Peak region.

**Alert, Masterful, Independent**



Sheolens Holmes never got to the bottom of his puzzles with more unerring accuracy than does **The American Printer**.

And it tells the reasons why our job is so generally good and another magazine bad. It shows us what our own errors are and how to avoid them. It is a magazine of general information and interesting reading. It is a magazine that is read by everyone in the printing business. It is a magazine that is read by everyone in the printing business. It is a magazine that is read by everyone in the printing business.

It will cost you \$2.00 a year—after the first quarter—plus postage for a single copy. Do it now.

**Oswald Publishing Co.**  
23 City Hall Place  
New York

**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

**We make Special SUPPLEMENT PAGES**

WRITE US FOR PRICES

**OUR MARK**

"DAY AND NIGHT SERVICE"

**The Chestnut Street Engraving Co.**

PHILA. PA. 102 CHESTNUT ST.

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**

154 Nassau St. N.Y. Tel. 4800-4 Beekman

**THE LOVEJOY CO.** Established 1853

**ELECTROTYPERS**

and Manufacturers of Electrotyping 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 AUTOPLATE

IS A BUILDER OF CIRCULATION. IT MAKES GROWTH EASY AND INEXPENSIVE



*Speaking of it Mr. Ridder has just said:*

"If we study the outcome of the invention of the linotype machine, we find that it multiplied the number of men employed on newspapers. If we trace the progress of the web press we find a similar outcome. The same is true of the multiplication of plates by stereotyping. *The AUTOPLATE, like the other inventions, has enabled publishers to use more presses, to employ more pressmen, more mailers, and more paper distributors.*"



*As to what Mr. Seitz thinks of it his statement will show:*

"On our evening runs we start presses now so rapidly, as to almost make it seem like an instantaneous jump, and we have decreased our running time one hour and ten minutes, which means just that much more selling time for an afternoon paper."



## A JUNIOR AUTOPLATE EQUIPMENT

is an absolute necessity in the plant of any newspaper which is attempting to force its business, shorten its producing time, increase its selling time, and reduce its operating costs

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**AUTOPLATE COMPANY OF AMERICA**

HENRY A. WISE WOOD, President

1 Madison Avenue, New York



