

THE EDITOR AND PUBLISHER

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5 CENTS A COPY

THE ST. PAUL DESPATCH.

WILL HAVE CHAS. H. GRASTY AS JOINT OWNER WITH GEORGE THOMPSON.

Will Be a Strong Force in the Northwest Field—Made a Great Record With the Baltimore News—Fire Destroyed Plant, but Another Was Shipped and Installed Within Two Weeks.

George Thompson, proprietor of The St. Paul Despatch, has announced that he has sold one-half interest in the paper to Charles H. Grasty, and that The Despatch will be conducted jointly by Messrs. Thompson and Grasty.

The announcement was received with great interest in the East, where Mr. Grasty is one of the best known among the leading newspaper owners and editors. The opinion is being generally expressed that a strong force has been projected into the newspaper field of the Northwest.

Charles H. Grasty was born at Fin-castle, Va., in 1863, the son of a clergyman. He was educated at the University of Missouri. He is best known as the proprietor of the Baltimore News, which he sold to Frank A. Munsey last March.

When the Baltimore fire, in February, 1904, wiped out the home of the News, Mr. Grasty, before the fire ceased, went to New York, secured the plant of the old Philadelphia Times from Adolph Oehs, and arranged for its shipment. Within two weeks from the breaking out of the fire the plant was installed in temporary quarters, and the News was being issued in its old-time form and type. At once arrangements were made for rebuilding. Early the next year a new seven-story building was completed, and is now the home of the News. This incident is only one of many which have made Mr. Grasty's reputation for newspaper enterprise.

FOR U. S. SENATOR.

Owner of Buffalo Evening News Indorsed by Taft League.

Edward H. Butler, proprietor of the Buffalo Evening News, was indorsed by the Taft League of Erie county for United States Senator from New York, to succeed Senator Thomas C. Platt. Commenting on the news, the Standard Union of Brooklyn, the Republican organization organ of Kings county, said:

"They have reason to be proud of their choice, for Mr. Butler is a man who would fill the office with marked ability and to the great credit of New York State, as he has a very wide comprehension of all public affairs and his executive force in accomplishing results is unquestioned."

New Editor of Judge.

J. M. Lee has been appointed editor of Judge, to succeed Burgess Johnson.



CHARLES H. GRASTY.

FORMER OWNER OF THE BALTIMORE NEWS WHO HAS PURCHASED A HALF INTEREST IN THE ST. PAUL DISPATCH.

SUPPRESSED HALE INTERVIEW

Continues to Stir Trouble Among Nations.

De Welt am Montag, a Berlin weekly paper, last week professed to have information about a deal between the German Foreign Office and Dr. William Bayard Hale, of the New York Times, whereby the German government had paid Dr. Hale \$50,000 for the suppression of his interview with the Kaiser, which interview was to have appeared in the Christmas number of Century Magazine. Frank H. Scott, president of the Century Publishing Company, said:

"There is not a word of truth in the statement that Dr. Hale or any one else received or is to receive any money for suppression of the article."

Several American and European newspapers last Saturday printed an alleged summary of the suppressed interview which, it was said, had leaked. The publication created a short sensation in Germany and England. The German officials, Dr. Hale, the New York Times, the Century Company and others directly concerned, repudiate the version of the interview. English papers are much worked up about the matter.

ARTHUR BRISBANE.

Gossip Says He is to Leave the Service of W. R. Hearst.

It was widely rumored this week that William R. Hearst and Arthur Brisbane will separate, and that Mr. Brisbane will start a morning and evening paper of his own in New York. The New York Herald published the story. Mr. Brisbane denied it, saying that he had no more intention of starting two dailies than he had of going into the vaudeville business.

For some time gossip in New York has been saying that Lord Northcliffe was anxious to secure Mr. Brisbane. Some color was given to the rumors because Mr. Brisbane is having a vacation just now, and others are carrying on the work of the New York Journal.

Coulter Clerk of Children's Court.

Ernest K. Coulter, formerly a reporter on the New York Herald, and later on the Evening Sun, has been appointed chief clerk of the Children's Court of Manhattan at a salary of \$3,000 a year.

The Stivers Printing Company, of Middletown, N. Y., has signed a contract with the Duplex Printing Press Company for a 24-page rotary.

THE TARIFF

A. N. P. A. PRESENTS ARGUMENTS TO WAYS AND MEANS COMMITTEE.

John Norris Prepares a Strong Brief Showing the Injustice to Publishers of Present Tariff Schedules—Dingley Bill Has Not Produced Revenue—Seven Concerns Control Entire Print Paper Output of Nation—They Combined to Restrict Output and Starve the Market.

The American Newspaper Publishers' Association, represented by John Norris, on last Saturday, at Washington, presented before the Ways and Means Committee the publishers' argument for free pulp and free paper in the new tariff schedule which is being prepared for Congress.

Mr. Norris submitted a brief containing about 20,000 words, exhaustively covering the entire subject of manufacture, sale and consumption of news print paper. He said in part:

NO REVENUE FROM IMPORT DUTY.

We will show that the import duty on news print paper has not been productive of revenue and that it has furthered schemes of combination and criminal manipulation of the market. We are prepared to show that because of the import duty of \$6 per ton, the price of news print paper in the United States has for periods been raised to a figure which was \$6 per ton above what it would have been under free conditions, and above what it should have been under conditions that assume respect for law. The paper manufacturing business has been mismanaged, the burden of which mismanagement has fallen upon the publishers.

REPUBLICANS AND DEMOCRATS AGREED.

The newspapers represented in the American Newspaper Publishers' Association are divided about equally between the two political parties. They represent many views on many subjects. They are substantially unanimous in asking that the duty on pulp and paper be removed. The canvass made by the Mann Committee shows that of 715 newspapers replying to its inquiry, 651 favored the removal of tariff and 64 opposed, and that the Republican papers favoring removal outnumbered the Democratic papers which advocated removal.

\$60,000,000 TAX ON READERS.

The proposition that newspapers increase their price, as was urged by the general manager of the International Paper Company (page 734), would mean this: That every purchaser would pay one cent per day additional, or \$3 per annum for approximately 20,000,000 copies per day, or sixty million dollars in all. Thus it is proposed that the readers of newspapers should pay a tax of sixty million dollars in order that a group of paper makers might take four or five million dollars from the pockets

of the people through the publishers. According to the best available information, it is calculated that all the paper mills have capacity to turn out about 14,885 tons per day, or 4,546,920 tons per annum, as follows:

TABLE OF PAPER PRODUCTION.

	Tons.
News	4,200
Book	1,900
Boards	2,300
Wrapping (manila, fibre and straw)	2,850
Writing	1,400
Roofing and sheathing.....	610
Tissue	290
Hanging	275
Blotting	60
Total	14,885

SEVEN CONCERNS CONTROL OUTPUT.

Seven concerns practically control the output of 71 mills engaged in the manufacture of news print paper. Their daily capacity may be computed at 4,342 tons, of which the supply east of the Rocky Mountains is practically concentrated in six concerns, as follows:

	Tons per day.
International Paper Co.....	1,416
Great Northern	450
Berlin Mills	225
W. H. Parsons & Co.....	170
H. G. Craig & Co., selling agents	500
Western interests formerly associated with General Paper Co.	729
3 mills in Michigan and New York	120
Total	3,610
Pacific Coast (2 concerns).....	280
Mills not primarily devoted to news	301
Scattered in seven States	365
Total	4,556

INTERNATIONAL RESTRICTED OUTPUT.

When the International Paper Company was organized, it absorbed 111 machines making news print paper, with an assumed capacity of 1,600 tons per day. Three (3) of the machines were sold. Fifteen (15) were discontinued, five (5) were leased, and fifteen (15) were diverted to other uses. Only two (2) machines for making news print have been added to the equipment, and that was not done until after the lapse of 9½ years. To-day it has 67 new print machines with a capacity of 1,416 tons per day, but as the International Paper Company had diverted 125 tons of its product from domestic to foreign service, the supply to its American customers was 1,291 tons per day, or 300 tons per day less than its rated capacity for news print production in 1898. If it enjoyed your tariff beneficence it should have taken care of the domestic supply, and the responsibility for a paper famine rests largely

"The Bulletin every evening goes into nearly every Philadelphia home."

NET AVERAGE FOR SEPTEMBER

225,140

COPIES A DAY.

The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.
WILLIAM L. McLEAN, Pub.

on it. We also call attention to the testimony of the manager of the Combined Locks Mill (page 2102), who shut down his mill and discharged his help rather than solicit orders.

COMBINATION TO RAISE PRICES.

On Nov. 25, 1903, all the news print mills agreed to close down for one week and to reduce the quantity of paper on hand. Notices of the shut down were circulated and printed in the head press. As a result of that performance there was a paper famine and prices bounded to \$50 per ton. Then the Publishers' Association appointed a committee which visited Washington in April, 1904, and appeared before the Judiciary Committee of the House in an effort to compel the paper makers to keep within the law; ordinarily a paper mill might shut down when its output exceeded the demand. But when that shutting down is part of an agreement between mills to starve the market and to extort excessive profits from buyers and to throw thousands of workmen into idleness, then that arrangement assumes another aspect.

N. Y. SUN SUES LIFE

Life Hinted That Sun Discharged Dramatic Critic to Get an Ad.

Walter P. Eaton was, for a long time, dramatic critic of the New York Sun. Klaw & Erlanger, otherwise known as "the theatrical trust," withdrew their ad. from the Sun. Later Mr. Eaton severed his connection with the Sun. A week afterwards the Klaw & Erlanger ad. was reinserted in the Sun.

James S. Metcalf, of Life, who has carried on a long war against Klaw & Erlanger, printed an article last week intimating that the Sun discharged Eaton to secure the restoration of the ad. The Sun's legal counsel declared there was no connection between the discontinuance of Eaton and the restoration of the ad. The Sun sued the Life Publishing Company for \$200,000 damages, because of the Metcalf article.

Mr. Metcalf said that he had Mr. Eaton's signed statement that he was discharged from the Sun.

COURT WARNED NEWSPAPERS.

U. S. Judge Said They Must Not Interfere With Trials.

In charging the jury in the Charles W. Morse case, at New York, Judge Charles M. Hough of the United States District Court, condemned "newspaper trials" in the following words:

"It is the duty of the court to point out that one of the plainest duties of owners of public journals is to abstain, pending any trial, from statements or comments calculated to interfere with the due administration of justice and to leave those who are brought from their daily vocations to administer justice between the community and the individual to the law and the evidence given in the court, and nothing else."

Mrs. Lillard Struck by Auto.

Mrs. Benjamin Lillard, wife of the president of the Lillard Publishing Company of New York, which issues the Practical Druggist and Pharmaceutical Review of Reviews, was struck by an automobile and seriously injured while in the street last Sunday night. She was taken to Roosevelt Hospital.

BIG NEW YORK EDITORS.

Have a Party and Try to Convince Each Other.

Herbert F. Gunnison, business manager of the Brooklyn Eagle, last Saturday evening entertained at the University Club, Brooklyn, a party of representative New York newspaper men.

Dr. St. Clair McKelway, editor of the Brooklyn Eagle, was dean of the corps and chairman. Among the others who entered the informal discussion were Thomas P. Peters, of the Brooklyn Times; William Berri, publisher of the Brooklyn Standard-Union; John Harmon, city editor of the Brooklyn Citizen; Melville E. Stone, manager of the Associated Press; Herman Ridder, editor of the New York Staats Zeitung; Rollo Ogden, editor of the New York Evening Post; Chester S. Lord, managing editor of the New York Sun; Don C. Seitz, business manager of the New York World; John L. Heaton, editorial writer of the same paper; H. L. Stoddard, publisher of the New York Evening Mail; Louis Wiley, business manager of the New York Times; Gilbert Evans, Brooklyn Eagle; Herbert Bridgeman, business manager of Standard-Union; Henry E. Krehbiel, musical critic of the New York Tribune; W. Holmes, business manager of the New York Press; John E. Hardenbergh, manager of the New York City News Association; Alexander Black, author and editor, and T. T. Williams, business manager of the New York Evening Journal.

Don C. Seitz made the principal address. T. T. Williams defended "yellow journalism," claiming that it educated the masses.

TO PUBLISH TEN PAPERS.

New Company Will Cover Suburban Towns Near St. Louis.

The McKibben Publishing Company, of Clayton, Mo., has been incorporated, with \$10,000 capital stock, and will publish ten newspapers in St. Louis County, Missouri. The names are St. Louis County Sentinel, Maplewood Sentinel, Carondelet Sentinel, Ferguson Sentinel, Florissant Sentinel, Kirkwood Sentinel, Webster Sentinel, Wellston Sentinel, Valley Park Sentinel and Jennings Sentinel.

A. C. McKibben states that the company will build a two-story brick structure at Clayton, Mo., for a publishing office.

Harvey Watterson Worth \$30,000.

The will of Harvey Watterson, son of Henry Watterson of the Louisville Courier-Journal, who died from falling out of the seventeenth story window of an office building in New York, was filed in the New York Surrogate's office. The value of the dead man's estate is given as \$30,000, consisting of personal property.

A bill in Parliament authorizes English towns and cities to advertise and pay out of the taxes, up to the maximum of a penny in the pound.

MILWAUKEE.

Changes on Journal—Sentinel to Enlarge.

MILWAUKEE, Nov. 24.—Numerous changes are reported on the Milwaukee Journal staff. Henry C. Campbell, for a term of years managing editor of the Journal, is to go to Washington as staff correspondent of that paper at the capital. Gordon D. Simonds, city editor, is to represent the paper at Madison during the coming session of the Legislature. John Myer, until recently copy reader, is now city editor, and a number of changes have been made in the city room. Mr. Campbell has already given up his post as managing editor, and W. W. Rowland is serving in that capacity temporarily, while Robert M. Lee, formerly City Hall man for the Journal and now copy reader on the Chicago Inter-Ocean, is expected to return to Milwaukee to become managing editor.

The Milwaukee Sentinel Company is considering the plan of publishing a twenty-four-hour paper in Milwaukee, after the plan of the Minneapolis Tribune. The subject is now being investigated, and if the company decides to go ahead with the plan the new afternoon edition will appear on the streets on or soon after the first of the year.

CHANGES IN INTEREST.

John A. Reddan, formerly of the staff of the Trenton (N. J.) Times, purchased an interest in the Crockery and Glass Journal at New York, and will devote his entire time to the paper. He will represent the Journal at the coming annual convention of the manufacturing potters in Washington.

Fred M. Crosby, manager of the Vergennes (Vt.) Enterprise and Vermonter, has purchased the Morrisville (Vt.) Messenger, and will personally assume charge on Dec. 1.

Warner White, owner of the Phillipsburg (Kas.) News, has purchased from J. Q. Royce the Phillipsburg Dispatch, and will consolidate the two papers. It is said the price paid for the Dispatch was \$6,000.

A. G. Kollock, owner of the Darlington (S. C.) News, and J. Monroe Spears, owner of the Darlington Press, have merged their properties and will jointly publish the News-Press. Mr. Kollock is president of the new company, Mr. Spears vice-president, and M. C. Kilgo secretary.

The Hurleck (Md.) Advance has been purchased by the Dorchester (Md.) Standard Publishing Company. It will be conducted independently, as before.

The Clinton Republican, published at Wilmington, O., established in 1838, has been sold to Oliver J. Thatcher, formerly professor of Chicago University, who will assume charge Jan. 1. C. N. Browning, editor since 1878, will retire.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

BROOKLYN TIMES ONE CENT.

Big Afternoon Paper Reduces After Sixty-one Years.

The Brooklyn (N. Y.) Times, beginning Dec. 1, will sell for one cent in the boroughs of Brooklyn and Manhattan. The management has been considering this step for the last 18 months. Six months ago they began to prepare for a large increase in circulation. James A. Sperry, publisher of the Times, said:

"Recent developments in the newspaper field seem to have fixed the price for progressive and influential newspapers at one cent. The Times has watched this trend for years, and it became evident to us that the public has come to the conclusion that one cent should be the accepted price for all newspapers, no matter how good the quality or how much the quantity. The old idea that a paper cheap in price must of necessity be cheap in character has long since been effaced. If we make any changes at all it will be to give a better paper than ever before. The Times is nearing the completion of the sixty-first year of its existence, and during more than half a century it has maintained its standing as a daily newspaper."

The Saturday edition will sell for three cents. There is no Sunday edition.

Thomas P. Peters, ex-president of the New York State Republican Association, is the editor in chief of The Times. The business manager is Mortimer D. Bryant, who succeeded the late William Cullen Bryant.

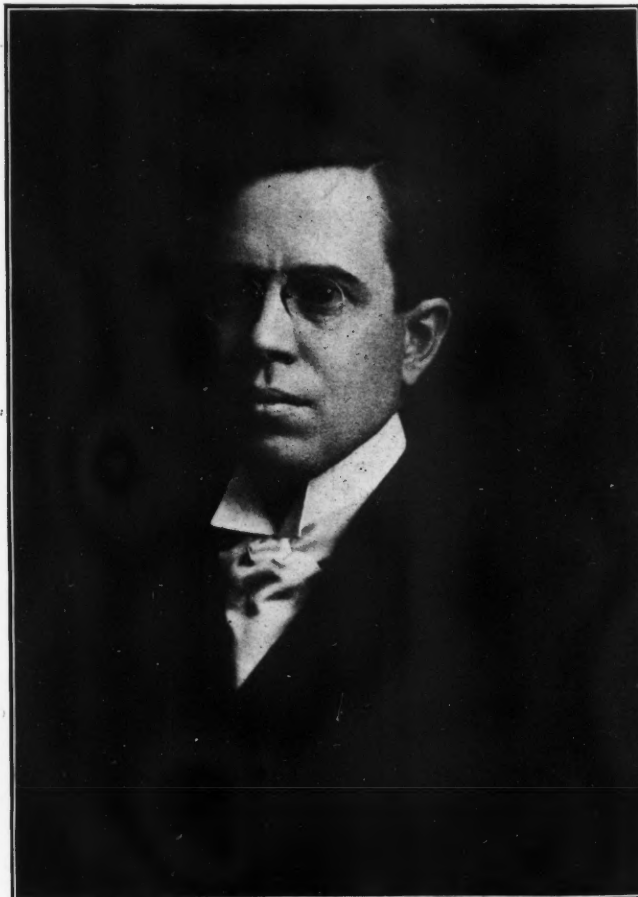
Newspaper Man Wins \$8,000.

John Stapleton, former Chicago newspaper man, was last week awarded \$8,000 by a jury in New York that passed upon his suit against Mrs. Joseph Hunt, who was the widow and executrix of the estate of Kirk La Shelle, the theatrical manager. Mr. Stapleton claims that he collaborated with La Shelle in writing the plays "The Virginian" and "Checkers." He alleged there was a verbal contract to pay him a salary of \$100 a week and 5 per cent. royalties on the plays. The La Shelle estate disputed the claim.

Cashier Earl Promoted to President.

Edward Earl, cashier of the Nassau Bank, New York, a sketch of whom was printed in THE EDITOR AND PUBLISHER last month, has been elected president of the bank, to succeed William H. Rogers, deceased. The Park Row newspaper colony was openly glad of Mr. Earl's promotion.

The Eureka Springs (Ark.) Millers' Grist has stopped.



THOMAS P. PETERS.
EDITOR-IN-CHIEF OF THE BROOKLYN TIMES.

TRUE AMERICAN SALE.

Confirmed and New Owner Says It Will Continue Democratic.

Vice Chancellor Walker, of New Jersey, has advised confirmation of the sale of the Trenton True American to Henry E. Alexander, who bid \$55,200 at the auction three weeks ago. The publication will be continued by Mr. Alexander.

The new owner will be the editor-in-chief of the paper. He is a newspaper man of experience, having at one time been part owner of the Zanesville (Ohio) Signal and of the Columbus (Ohio) Dispatch. E. L. Masters, who has been city editor for the past few weeks, will continue in that capacity. Mr. Masters has been on the staff of the Philadelphia Press.

Since 1835 the paper has been known as the Daily True American. In the future the name will be the Trenton True American. The paper will continue to be classed as Democratic, although Mr. Alexander says he has his own ideas about Democracy.

Spartanburg (S. C.) Herald's Special.

The Spartanburg (S. C.) Herald celebrated with a three-section twenty-four-page issue last week, the completion to Spartanburg of the Carolina, Clinchfield & Ohio Railroad, the new road from the coal fields of Virginia.

Editor-in-Chief Graves.

John Temple Graves has been officially named editor-in-chief of the New York American. Heretofore Mr. Graves has been the editorial writer.

LA FOLLETTE'S PAPER.

First Issue in January Will Have Sixteen Pages.

(Special to THE EDITOR AND PUBLISHER.)

MILWAUKEE, Nov. 24.—Senator Robert M. La Follette's new weekly paper at Madison, Wis., will make its initial appearance during the first week in January. This announcement was made by F. W. McKenzie, managing editor. Mr. McKenzie said there had been some delay in launching the publication, but that all plans for publishing the first number during the first week in January had been completed.

He said the paper would probably be of sixteen pages at the beginning, and the size would probably be 9½ x 12 inches, and that it was expected no less than 50,000 to 100,000 would be issued at the beginning, as subscriptions were coming in rapidly. Mr. McKenzie said it might be necessary later to move the office to Milwaukee because of printing facilities.

Illness of Waldo Ladd.

Waldo E. Ladd of the editorial staff of the New York Press, who resigned because of ill health, is lying in Roosevelt Hospital, New York, where he is being treated for an acute nervous trouble of the stomach. He has arranged to sail with his wife for Europe when he leaves the hospital. He will spend the winter along the shores of the Mediterranean. Aside from his newspaper work, Mr. Ladd was formerly private secretary to Senator Colby of New Jersey.

News is not good unless true.

RELEASED

After January 1st

The Metropolitan Art Gallery Series

OF

OLD AND NEW WORLD MASTERPIECES

for exclusive distribution by ONE progressive Sunday newspaper in each large City.

This series of art subjects is reproduced by a real photogravure process, the latest and greatest achievement of the century in monotone reproduction, retaining with wonderful fidelity all the depth and delicacy of the famous originals.

This is the first published announcement regarding the series. The opportunity for securing EXCLUSIVE use is now offered to newspaper publishers on an equal basis. Territory will be closed in the order in which subscriptions are received.

A request by letter will bring full particulars.

STEWART PUBLISHING CO.
5 Beekman St. NEW YORK

NEWSPAPER LITERATURE

Editor of Atlantic Monthly Puts the Newspaper Above the Magazine.

Bliss Perry, editor of the Atlantic Monthly, addressed the girls of Mount Holyoke College, South Hadley, Mass., on "The New Literature." He paid a remarkable tribute to the newspapers:

"The new literature isn't yet representative of the best thinking and feeling of the country. The magazines are more immediately representative, no doubt, than books, but they are less truly representative than the newspapers. The daily press gives a more adequate and upon the whole a more reassuring indication of the trend of contemporary affairs than do the magazines.

"Imagination is playing all around us like heat lightning—imagination in business, imagination in science, and in social reconstruction. But with a few rare exceptions, like Mark Twain, literature has not attracted men broadminded enough to understand the full spirit of American democracy."

The printing plant of the Texas Guide at Victoria was destroyed by fire. The Guide is a negro weekly.

The WANTS ADS Tell the Story in Philadelphia

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Demokrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

BY BEING ALIVE



and acquainted with all parts of your plant you would soon learn that the amount of money you laid out in every other direction would be lost, if you overlooked those dirty, black things running in your presses that are known as Printers' Rollers. Buy good ones. Buy ours. There are others making rollers, but none are made so good. Ours are GUARANTEED.

Write us.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Founded 1849)
406 Pearl St., 413 Commerce St.,
N. Y. Phila.

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

CHINESE OR ESPERANTO?

Wu Ting-fang Says One of Them Should be Made World Language.

Wu Ting-fang, the Chinese minister, was a speaker at the dinner given at New York by the British schools and Universities' Club, to celebrate King Edward's birthday and also to honor Lord Northcliffe. Wu Ting-fang said in part:

"Esperanto," has in recent years been offered as an idiom for communication between different nations. I do not know if it would suit our purposes, but I would be glad if it could be adopted and agreed to by all nations as a universal language. It would especially help Asiatic peoples, who now have to learn English, French, German, Italian and so on. I would like to see all nations agree on a language to be used universally.

"Of course I would like to see Chinese adopted universally, for I think our language is the philosophical language, but I do not think there is much chance of it, and so if Esperanto can be agreed upon I should be glad. Life is too short to learn so many foreign languages. If Esperanto is not adopted then I think we must come back to the English language. It is now well known in Asia and in the greater part of Europe, but I would like to see some improvement in the way of spelling and pronunciation.

"I think that if the different nations only understood each other's languages all differences of opinions could easily be settled. China, I know, is not seeking trouble with any other nation. In ninety-nine cases out of a hundred where there has been trouble it has arisen from misunderstanding. If you want perpetual peace I think a common language would be a great factor to that end."

Lord Northcliffe, and Robert P. Porter, the American correspondent of the London Times, also spoke.

Philadelphia Structure \$3,000,000.

Next month the Curtis Publishing Company of Philadelphia will invite contractors to submit estimates for the new structure, which is planned, and will cost about \$3,000,000. It will be built in three sections: the editorial and business between Walnut and Sansom streets, the mechanical on Walnut, west of Sixth, and the boiler house on Sansom, west of Sixth.

Willing to Lose \$25,000 a Year.

Rumors continue to float about the proposed new Democratic one-cent daily for Chicago. It is said that five Chicago men have offered to stand a loss of \$25,000 a year each, for two years, to put a new morning paper on a self-supporting basis.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:
WALLACE G. BROOKE, HORACE M. FORD,
325 Fifth Ave., Marquette Bldg.,
New York, Chicago.

EL PASO, TEXAS.

Newspaper Life in the City by the Rio Grande.

(Special to THE EDITOR AND PUBLISHER.)

EL PASO, NOV. 20.—There have been so many changes, shake-ups, improvements in the newspapers of this city during the past month that the public has actually reached a point where reporters are stopped on the street and asked:

"Well, what's the news?"
"Who got promoted to-day?"
"Who got 'fired' to-day?"

First, Felix Martinez purchased the Evening News from J. F. Mitchim—and great things were anticipated, and some things really happened. E. W. Hoffman, formerly of the Johnstown (Pa.) Democrat, was made managing editor; new reporters have appeared and disappeared with such rapidity that this writer cannot attempt to tell about that feature of the situation; a tabulated statement should be required. Let it suffice that the News has been greatly improved in appearance. The public seems to be showing due appreciation.

For twenty-six years Captain John S. Hart has managed The Times, the only morning newspaper in this section of the Southwest. No matter what other papers did, how much red ink they used, how strenuously they might strive for six-inch type and other embellishments, Captain Hart saw to it that The Times remained quiet, conservative; nothing disturbed the even tenor of its way. There never was any "noise" in The Times office.

But now there is a new editor-manager, Beverly G. Thomas, recently of the London (England) Times. He openly says that he is going to have the biggest, greatest newspaper in the Southwest. Many people believe that he has started to accomplish his avowed purpose in exactly the right way. Others—there are always others—are not so confident. Mr. Thomas has chosen for his night editor, Tazewell H. Lamb. Mr. Lamb is also Associated Press correspondent in this corner of Texas and Mexico. J. C. Bibbs, an old-time press telegraph operator, is city editor. Two recent additions to the reportorial staff are John A. Olive of the Oklahoma City Oklahoman, and Henry Elliott of the Atlanta (Ga.) News. Judge J. D. Ponder has been relieved of all other duties, and will now give his entire time and attention to the editorial page. W. S. Morrill, advertising man, recently of New York and Chicago, is making friends with city merchants and other advertisers. Several men have been added to the mechanical department.

The Herald—an evening paper, strictly up-to-date and exceedingly enterprising—does not purpose being left in the lurch, rumor says. No changes are mentioned in connection with the last named paper, but every one has taken a hitch in his belt, turned up the front of his sombrero—and look out! The same men, G. Albert Martin, city editor; H. D. Slater, managing editor, etc., will continue, but work harder, that's all.

The new race track project in Juarez, Mexico, just across the Rio Grande from El Paso, run by Americans, according to American ideas, is expected to considerably boom the town; the different newspapers are not blind to probable betterment of their own business.

GEORGE SAINT-AMOUR.

NOVEMBER SAMPLES.

Courtesy of The International Syndicate.



Good Scheme.

NEWSPAPER MAN.—What do you do with your graphics when the circus season is over?
CIRCUS MANAGER.—Hire 'em out for telegraph poles.



Too Late.

FRIEND—Come on to the football game. It might give you some ideas for jokes.
JESTER—No use. I'm working on Easter jokes now.



Try It On the Dog.

NEW PLAYWRIGHT—What sort of a license will I have to take out for this new play of mine?

CRITIC—Have you tried it yet?
NEW PLAYWRIGHT—No.
CRITIC—You'd better take out a dog license.

Keller to Deliver Missouri's Vote

Sam Keller, veteran correspondent of the St. Louis Globe-Democrat at Jefferson City, Mo., who was elected as Taft elector, is being boomed for the honor of messenger to carry the electoral vote of Missouri to Washington in January.

One of the oldest advertising agencies in America has this motto: "Keeping everlastingly at it brings success."

KALAMAZOO TELEGRAM SOLD

Editor Dingley Was Not Consulted and Is Hurt.

The Kalamazoo (Mich.) Evening Telegram, the property of Mrs. Nelson Dingley, of Lewiston, Me., has been sold to a company of Kalamazoo capitalists, including M. H. Lane, president of the Michigan Buggy Company; S. B. Monroe, vice-president of the Kalamazoo Trust Company; and Victor Palmer, secretary of the Michigan Buggy Company. E. M. Dingley, the son of Mrs. Dingley, was the nominal publisher of the paper, and it seems the sale was effected without his knowledge, whereat he was surprised and indignant. He was a candidate for the Republican nomination for Congress. He said for publication:

"I am exceedingly shocked that I should be thus secretly sold out and turned out by my own relatives and a number of men whom I have regarded as my friends. I have spent 20 years of my life in building up the Telegraph and it is pretty hard to be thus sold out and treated so outrageously."

NEW PUBLICATIONS.

Byram L. Winters, publisher of the Waverly (N. Y.) Free Press-Record and the Owego Daily Record, will start a new daily at Waverly on January 1. A Duplex Twentieth Century press is being installed in the Free Press-Record building and another linotype.

The Ray Publishing Company, which publishes La Gazette, an Italian weekly at Syracuse, N. Y., has increased the capital stock from \$8,000 to \$16,000 and will issue a daily edition after January 1.

M. Bilderback, who assumed control of the Hampton (Iowa) Globe last January with a view of ultimately taking over the property with which he was formerly identified, has turned the paper over to J. F. Halloran and A. A. Hanson, who took possession last week. Mr. Bilderback was unable to arrange business matters elsewhere so as to buy the paper.

The Dickens (Iowa) Review has made its initial bow. It is a seven column folio well filled with advertising and news.

The first issue of the Harrisburg (Ill.) Daily Register made its appearance November 16. It is edited and published by J. J. Pickett.

A. B. Smith is superintending arrangements for starting another newspaper at South Bend, Ind.

Joseph Wigglesworth, secretary of the Board of Health of Wilmington, Del., prizes his copy of the Delaware Gazette, date of Jan. 5, 1793.

Butte Evening News BUTTE, MONTANA

The Official Paper of the City of Butte. Contracts include the Guarantee of the LARGEST BUTTE CIRCULATION. The News reaches the miners and the majority of readers in Butte and surrounding country.

ROBERT MACQUOID
Foreign Advertising Representative
WORLD BUILDING, N. Y. CITY

Proof of the Accuracy and Promptness of the **HEARST NEWS SERVICE** in Covering Great News Events

ALL THE NEWS WITHOUT FEAR OR FAVOR

FROM THE DENVER (COLORADO) POST.

C. J. Mar,

President, The Hearst News Service.

Your report of the Yale-Harvard football game was first-class. We beat all opposition on the description of game and result in Denver.

POST, Denver, Colorado.

FROM THE ST. LOUIS (MISSOURI) TIMES.

C. J. Mar,

President, The Hearst News Service.

The Hearst News Service on the Yale-Harvard football game was "ahead by four lengths pulled up" in St. Louis.

TIMES, St. Louis, Mo.

FROM THE INDIANAPOLIS (IND.) SUN.

C. J. Mar,

President, The Hearst News Service.

Your service on the Yale-Harvard football game was perfect. We were enabled to publish a full account of the game in our regular home edition. Never before with other news services were we enabled to print an account of a football game on the day it occurred except in our sporting edition.

SUN, Indianapolis, Ind.

FROM THE NIAGARA FALLS (NEW YORK) NEWS.

C. J. Mar,

President, The Hearst News Service.

Your service on the Yale-Harvard football game was eminently satisfactory to us.

NEWS, Niagara Falls, N. Y.

FROM THE ITHACA (NEW YORK) NEWS.

C. J. Mar,

President, The Hearst News Service.

Thanks for the bang-up service on the Yale-Harvard football game.

NEWS, Ithaca, N. Y.

FROM THE PHILADELPHIA (PA.) EVENING TIMES.

C. J. Mar,

President, The Hearst News Service.

The report of the Yale-Harvard football game given us by The Hearst News Service was fine.

WEED, Sporting Editor,
EVENING TIMES, Philadelphia, Pa.

FROM THE ATLANTA (GEORGIA) GEORGIAN.

C. J. Mar,

President, The Hearst News Service.

The service given us by The Hearst News Service on the Yale-Harvard football game was most excellent.

THE GEORGIAN, Atlanta, Ga.

FROM THE BIRMINGHAM (ALABAMA) LEDGER.

C. J. Mar,

President, The Hearst News Service.

The Yale-Harvard football game was handled by The Hearst News Service in a manner which could not have been excelled. We beat the oppositon all hollow. It was great.

LEDGER, Birmingham, Ala.

FROM THE COLUMBUS (OHIO) PRESS POST.

C. J. Mar,

President, The Hearst News Service.

The Hearst News Service on the Yale-Harvard football game was first-class in every respect.

PRESS POST, Columbus, Ohio.

FROM THE GRAND RAPIDS (MICH.) NEWS.

C. J. Mar,

President, The Hearst News Service.

We thank you for the excellent service and very well written story on the Yale-Harvard football game.

NEWS, Grand Rapids, Michigan.

HEARST NEWS SERVICE

Leased Wire or Pony Reports for Morning, Afternoon or Sunday Papers

200 WILLIAM STREET, NEW YORK

WOMEN SPEAKERS

Topeka Advertising Club Listened to Addresses on Advertising by Four Talented Women Who Did Not Mince Matters.

The officers of the Topeka (Kan.) Advertising Club surprised the members at the regular meeting by furnishing a programme with four women speakers. The meeting was partly a social affair and the wives of members were present.

Miss Anna Marie Nellis, who has been around the world, told of "Advertising Observations in Foreign Lands." She said:

"The papers published in China contain no advertising excepting the proclamations and manifestoes of the emperor and other similar advertising of a legal nature. Nothing to catch the eye of the shopper. The papers published in the treaty ports in English are the only papers in the Celestial kingdom which contain advertising of any kind. They contain no display advertising, just column after column of straight reading matter telling of certain wares which the merchants have for sale. No display ads, no accounts of bargain sales, slaughters and below cost purchases; just a prosaic statement of facts."

Mrs. Annie L. Diggs, of Kansas City, associate editor of the Farm Advocate of Topeka, and former state librarian of Kansas, spoke brilliantly about "Advertising That Persuades Me." She made this striking point:

"But if I am to advise I would say to all advertising writers: Tell the truth, be honest and keep away from freaks, frauds and ugly advertising. Tell the people what you have to say in clear concise language and always adhere strictly to the truth. I have always watched the advertising of merchants to see whether they tell the truth or not and I believe that a woman—and women are the ones advertising is written for—once convinced that a store is advertising untruthfully will forever shun the place."

Mrs. Lee Monroe, editor of the Topeka Club Woman, discussed "Literature and Art in Advertising," and scored vulgar pictures and worse than commonplace writing in ads. She had investigated and had made the following discovery:

"I believe that advertising is an ancient and honorable custom, and find that Balaam was one of the earliest advertisers with whom history is familiar. From his day until this advertising methods have been improved upon until we have the high standard enjoyed today and so necessary to the success of business in our great cities."

Mrs. Effie Graham, of the Topeka High School faculty, answered the question "What's the Matter With Your Advertising?" She denounced the advertisers who shock delicacy in all refined people, women and men. She said:

"The inappropriateness of much of the latter-day advertising is appalling and I think that this should be eliminated. There should be a corner in every paper given over to the display of the disgusting features which are carried as advertisements in nearly every paper. One corner should be set aside for this feature, and a flap of blank paper pasted over it so that it would be concealed from all save those who cared to lift the lid and see the display."

Frank B. White, president of the Frank B. White Advertising Company,

of Chicago, spoke briefly on "Advertising that Pays" and incidentally paid a glowing tribute to the women speakers.

FIGURING \$ AND CTS.

The Editor Found Out How Much Space He Wasted in Ten Years.

"Wot yu doin', Bill?" inquired the village lawyer as he filled his pipe from the editor's tobacco pouch and put his feet up on the table, preparatory to wasting a half hour of the editor's time. "Makin' some astronomical calculations."

"Nope," replied the editor, looking up from the scattered sheets of figures, "I'm just figuring out my losses for the last ten years."

"Gee, Bill, you must 'a' been a millionaire when you started."

"No, I wasn't a millionaire. These are just losses of what might have been assets. I've figured out that there has been an average of two columns of space each issue which was as good as wasted and which I might as well have used for boosting my own business. At \$10 a column that's \$20 per issue, \$1,040 per year, \$10,400 in ten years. See? Then there's Dinkenspiel and Haufmeyer and Brown, for instance, who used to run \$5.00 ads each week when I began here. They quit because their ads didn't pay (of course not; they didn't think it necessary to change them and I didn't know enough to keep after them every week about doing it; and anyway I was glad to save that much composition.) Now you see that's \$15 a week—\$780 a year—\$7,800 in ten years. Then there's the free notices which ought to have been charged for, and the ads which were never paid on account of dilatory collection methods, bringing the grand total which I ought to have up to \$23,333.30; my bank account to-day is only \$26.10, leaving a net loss of \$23,307.20, which figures I had just arrived at when you came in. Now if you happen to have \$7.20 in your pocket and want to pay for the last 36 insertions of your card at 20 cents each, \$7.20, that will leave me a deficit, even money, of \$23,300."

"Well, Bill, that goin' some," said the lawyer as he reluctantly shelled out \$7.20 and moved mournfully away to seek less strenuous company.—*Printers' Album.*

REPORTERS AS GRANGERS.

Will Take Oath of Secrecy and be Privileged to Report Proceedings.

The convention of the Pennsylvania State Grange is to be held at Altoona, beginning December 7. Most of the sessions will be secret. Heretofore, reporters have had to depend on scraps they dragged out of members after the meetings and the newspaper reports have usually been incorrect.

This year Dr. W. Frank Beck, chairman of the committee on arrangements, proposed to have the newspaper men take the oath of obligation of the Grange and admit them to all the secret sessions. They will be privileged to report the proceedings, but will have to keep mum on the secret workings of the organization.

The Circle Publishing Company, of New York, has increased capital stock from \$100,000 to \$500,000. W. H. Beers, 50 Madison avenue, is the secretary.

READY MADE BOOK REVIEWS.

Public Has Come to Know They are "Puffs" and Not Honest Criticism.

A writer in The Publisher and Retailer, answering another writer in Printers' Ink, who says that "book publishers in this country complain that reviews of books in daily newspapers do not sell them," rejoins:

"It is difficult to discover even one publisher who stays out of a newspaper because it may roast a book now and then. Look at the New York Sun. It is famous for the bitterness of its book reviews. These are frequently distinctly unfair, yet the Sun carries more book advertising than any other daily paper. I cannot find a single important publisher who is not to be found in it as often as elsewhere. Nor do you find them complaining that reviews in daily newspapers do not make sales. They may indicate certain papers as being unproductive but not that all are so.

"The largest publishers contend that while reviews may not sell as many books as they could wish, they do sell some. Two tell me they doubt whether the reviews by Mayo W. Hazeltine, published in the Sunday Sun, do not do more harm than good. There he regularly discusses one important book to the extent of a full page, and does it so thoroughly the reader has a better comprehension of the book than if he had read it himself, so he does not buy a copy.

"If publishers would cease from putting out ready-made reviews, which are all too often printed, there would be more real reviewing of books, and the public would come to know that praise of a book did not mean a case of a 'puff' pure and simple. When good reviews do not sell good books it may be set down that the buying public does not want them."

He's the Same Old Yankee.

In 1847 the London Athenaeum, watching the Mexican War, observed: "The Yankee has an admirable trick of carrying a printing press upon his shoulder wherever he goes—he cannot live without his paper. Whether he invades Mexico as a soldier, or enters Grenada as an immigrant, he goes armed with type. If he does nothing but show some of 'these dragon teeth' in the land through which he passes, no small amount of good should come of it in time."

Paper Makers Need Rain

Paper manufacturers in Massachusetts and Northern New York report increasing orders, but say water in streams is very low and mills are handicapped. The Massachusetts men claim that a whole week's rain is needed to allow the mills to work to capacity.

High Priced English Magazine.

The English Review, a monthly selling for 60 cents a copy, was announced to appear in London on Nov. 25. The first number is to have as contributors Thomas Hardy, Henry James, Joseph Conrad, John Galsworthy, H. G. Wells and Count Tolstoi.

Shepherd Is Manager.

W. G. Shepherd, formerly city editor of the Minneapolis News, has taken charge of the Newspaper Enterprise Association offices at New York.

OBITUARY.

Joseph Bryan, owner of the Richmond Times-Dispatch, died last week in his home, "Laburnum," outside Richmond. He was born in Gloucester county, Va., sixty-three years ago, the youngest son of John Randolph Bryan, who was the foster brother of John Randolph of Roanoke. He was educated at the University of Virginia, which he left to join the Confederate service under Colonel John S. Mosby. The war nearly swept away the Bryan family fortune. Mr. Bryan took charge of the Richmond Locomotive Works and continued as managing director after the absorption by the American Locomotive Works. He was also a director of the Southern Railway and of the Equitable Life Assurance Society. He was reputed to be one of the wealthiest men in the South. For several years past his sons, Joseph and John Stewart Bryan, have conducted the Times-Dispatch.

Marion Albert Baker, literary editor of the New Orleans Times-Democrat since 1881, died in his home in New Orleans last Monday from pneumonia. He was seventy-four years old. During the Civil War he was secretary to Mayor Monroe and had a prominent part in the negotiations for the surrender of New Orleans to Admiral Farragut.

William Parsons, Yale, '68, formerly editor of the New Haven (Conn.) Register and one of the founders of the Hartford Telegram, died in Portland, Ore., last Saturday. He was appointed Indian agent by President Cleveland during his first term. In 1900 he was appointed school supervisor in the Philippines by W. H. Taft. He leaves a widow, who is sister of Editor N. G. Osborn of the New Haven Journal-Courier, and a son and two daughters.

Charles Wesley Darling, for twenty-five years correspondent of Buffalo, Rochester and Syracuse papers at Canandaigua, N. Y., died in his home. He was born in 1869. The publicity part of public affairs of the town of Canandaigua had been in his hands for many years.

William F. Coffee, of Flushing, for years suburban correspondent and special writer for the big New York and Brooklyn papers, and one of the best known newspaper men on Long Island, died in his home in Flushing last week, aged forty-seven years. He is survived by one daughter.

Richard Wood, widely known newspaper artist, died last week in St. Louis of tuberculosis. He was in China and the Philippines for a syndicate of California papers just prior to the Russian-Japanese war. He was assigned to picture the war for the Newspaper Enterprise Association, but, like the others, was unable to get to the front, and returned to America. Recently he was employed by the St. Louis Star.

J. D. Holland, a Chicago newspaper man, died at Bloomington, Ill., at the home of his sister after two months' illness with heart trouble and pneumonia.

The prize of \$50 awarded by The New York Times for the best statement of the fact that its net paid daily sale exceeds 150,000 copies was given to C. J. Putnam, 452 Fifth avenue, New York.

KANSAS LIBEL DECISION

Paper May Tell What It Regards Truth About Public Officials.

The following high officials of Kansas constitute the school fund commission: C. C. Coleman, attorney-general; J. R. Burrow, secretary of state; I. L. Dayhoff, superintendent of public instruction.

These men individually sued the Topeka (Kan.) State Journal for \$15,000 each damages for libel. The Journal had severely criticized their acts as school commissioners, while they were candidates for re-election and asserted that they had invested the school funds in "tainted" securities. The public mind was tinged with suspicion of the honesty of the officials.

A jury acquitted the newspaper, and the supreme court of Kansas handed down an opinion affirming the action of the lower court. The syllabus of the opinion is as follows:

"1. If the publisher of a newspaper circulated throughout the state publish an article reciting facts and making comment relating to the official conduct and character of a state officer, who is a candidate for re-election, for the sole purpose of giving to the people of the state what he honestly believes to be true information, and for the sole purpose of enabling the voters to cast their ballots more intelligently, and the whole thing is done in good faith, the publication is privileged, although the matters contained in the article may be untrue in fact and derogatory to the character of the candidate.

"2. Generally, publication should be no wider than the moral or social duty to publish. If it be designedly or unnecessarily or negligently excessive, privilege is lost. But if a state newspaper published primarily for a state constituency have a small circulation elsewhere, it is not deprived of its privilege in the discussion of subjects of state-wide concern because of that fact.

"3. "If on the trial of a suit for libel the jury should find specially from the evidence that the plaintiff suffered no damages from the publication complained of, it will not be presumed that the finding was induced by instructions regarding particular questions in the case not related to that of damages; and the question whether such instructions mistake the law becomes immaterial because they could not affect the plaintiff's substantial rights."

B. & O. Press Bureau Discontinued.

The Baltimore and Ohio Railroad has discontinued the press bureau Mandel Sener has conducted brilliantly for two years.

This IS the Paper that made San Antonio
A One Paper Town
 SAN ANTONIO TEXAS
LIGHT
 Sworn Circulation 8,500 and The Biggest in Town At That
 Always on the Job for the Advertiser
BECKWITH
 CHICAGO
 Tribune Building
 NEW YORK
 Tribune Building
 IT SHINES FOR ALL



JESSE D. HAMPTON

HAS PURCHASED THE CONTROLLING INTEREST IN PRINTERS' INK.

INDIANAPOLIS SUN'S REWARD.

Big Democrats of Indiana Thank Editor Thompson for His Aid.

The Indianapolis Sun, the leading Democratic organ of Indiana, is reaping a big reward for its aggressive campaign for the successful State and county Democratic ticket. It prints strong letters of congratulation received from Thomas R. Marshall, candidate for governor; Thomas Taggart, national committeeman; U. S. Jackson, chairman of the State Committee, and William M. Fogarty, chairman of the county committee. Governor-elect Marshall said in part:

"I am not only under the greatest obligation to The Sun for its fight in my interest, but I am under personal obligations to its editor, Willis S. Thompson, and the other members of its editorial staff for personal kindnesses extended to me during the progress of the campaign."

Hamptons are Born Publishers.

Jesse D. Hampton, who has withdrawn from the Hampton Advertising Agency to assume the management of Printers' Ink, is following the inherent tendency of his family. Four generations have been publishers. His brother, Ben B. Hampton, two years ago withdrew from the advertising business to devote his entire time to Hampton's Broadway Magazine.

It is honorable to give credit.

"CUT DOWN."

Manager Advises Newsdealers Against Ordering More Than They Can Sell.

Frank Hicks, circulation manager of the Binghamton (N. Y.) Republican, last Saturday sent out a circular letter notifying news agents that "returns" will be stopped after Dec. 1. He makes this pertinent statement:

"We have discontinued the custom of sending a collector to make settlement with newsdealers. The price is so low and white paper so high we are forced to discontinue the services of a collector. If you are receiving more papers than you can sell, cut down your order."

Amateur Journalist's Collection.

The Edwin Hadley Smith collection, consisting of 267 volumes of 27,000 amateur papers and clippings concerning the doings of amateur journalists from the professional papers of thirteen countries, from 1845 to 1903, and also of 10,500 typewritten cards of catalogues for papers, clippings, books and photos—the largest and most unique newspaper collection of American journalism extant, is now on exhibition at the galleries of Pratt Institute, Brooklyn, N. Y. Mr. Smith publishes The Boys' Herald, amateur paper of New York.

A successful New York advertising man has had a big card on the wall reading: "Don't let 'em forget you."

THE POLICE REPORTER.

He Should Know Human Nature and Something of Arts and Sciences.

Joseph Eldridge Esray, well-known New York newspaper man, lectured last week to the Twenty-third street Y. M. C. A. class in journalism, New York. He said in part:

"Why do men continue in police reporting work when it is such a sordid occupation?" is a question frequently asked. The merely financial gain is not the whole compensation for such work. Its fascination appeals to a man. By and by his salary may be raised from \$25.00 a week to \$45.00 a week. Even then the salary at the best is not a proper compensation for what the man has to undergo. The real compensation is in the discipline it gives. It teaches him self-control; it teaches him readiness of wit; it makes him resourceful; it trains him to do good work under the most trying circumstances and under the highest pressure. It gives him a very wide acquaintance with men and human nature.

"The qualifications for a police reporter are about the same as for any other reporting work. A police reporter should have a good knowledge of criminal law; he should know a great deal of politics and history, particularly of the town or city in which he moves, lives and is a part; and, inasmuch as he is frequently called upon to describe accidents, railroad wrecks and the like, he should have a knowledge of physical science, applied science, engineering, etc."

NEW INCORPORATIONS.

The Publishing Co. of Mexico, Manhattan. Print newspapers and other publications, printers, etc.; capital \$250,000. Incorporators: W. E. Clark, New York city; F. R. Guernsey, San Angel, Mexico; L. C. Simonds, San Diego, Mexico; P. Hudson, Colonos, Mexico; C. Jackson, San Diego, Mexico.

The Searchlight Publishing Co., Camden, N. J. Printers, publishers, etc.; capital, \$100,000. Incorporators: W. B. Wolcott, C. F. Woodhull, J. M. Tobin, Camden.

New Amsdel Magazine Company, Wilmington, Del. Publish newspapers, magazines and periodicals; capital, \$50,000. Incorporators: Laussat R. Rogers and Edgar C. Bross, of New Castle, and Maurice S. Molloy, of Wilmington.

Wave Publishing Company, Rockaway Beach, L. I., N. Y.; capital, \$10,000. Directors: D. Wilson Murray, Cora W. Murray, and Roy D. Murray, Rockaway Beach, N. Y.

Marsh's Magazine Co.; capital, \$300,000. Incorporators: F. M. Shive, S. E. Roberson, Harry W. Davis, Wilmington.

The actual sales of *The New York Times* exceed a million copies a week. Its net paid daily city sale is greater than the combined net paid city sales of the three other New York morning newspapers popularly classed with *The New York Times* as to quality of circulation.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.
Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, NOVEMBER 28, 1908.

WON A SEAT IN CONGRESS BY ADVERTISING.

W. D. Jamieson, a "country" editor thirty-five years, defeated William P. Hephurn for Congress, from Iowa. When a Democrat wins a congressional district in Iowa, the matter is of considerable public interest outside the State. When a Democrat, an editor, a young man, comparatively unknown outside his own State, defeats one of the leading Republican members of Congress, a man known throughout the nation and reputed to be a man of very large experience and great ability, the incident is sensational in a news sense.

THE EDITOR AND PUBLISHER asked Mr. Jamieson: "How did you do it?" He replied:

It was thought by many in the beginning of the campaign to be impossible to defeat Col. Hephurn, but having all my life been in the newspaper business I was thoroughly full of the idea that advertising in politics was as sure to bring results as advertising in business, and I attribute my election almost wholly to the results of advertising, and to its various effects on both the Democratic workers and on the independent voters of both parties.

Once upon a time, there lived in this country a large number of men, leaders in business, in professional life, by right of education, and sometimes by right of birth, who believed they lost dignity by advertising. It is a fact that they did lose caste, when they advertised.

But times changed. Some broke away from caste, and advertised, and won success. Success is the measure of merit, even in society which sticks to old forms based on "ethics." So the men who won by advertising were admitted to have merit. It is a way of saying the good old bromidiom that nothing succeeds like success. Brother Jamieson was wise.

He differs only in degree from splendid advertisers like Theodore Roosevelt and William of Germany.

Have we not walked gravely through sequestered places solemnly, regretfully, through village churchyards? Have we not admitted that the bones of some mute inglorious Milton, or village Hampden, or Cromwell, or perchance some Theodore Roosevelt or John Rockefeller were lying there? And the world never knew them!

How could it, since they did not, know not how, to advertise?

The newspapers of Miami county, Ohio, have agreed to accept no communications either for or against local option, unless the space is paid for. The "drys" think the newspapers ought to print their stuff free

"on account of it being a moral issue." The "wets" also have their press agents. The editors have waste baskets, but they urge the partisans to advertise. All of which goes to show the admirable business sense of the Ohio editors.

Maine editors keep keen watch on their alien neighbors further down East and up along. The Rutland (Me.) Press printed an item last week in this pungent way:

My! But do you know what a Halifax paper did in its issue of Saturday? It had flaring headlines over the story of John D. Rockefeller's testimony in the Standard Oil case—that isn't anything to make a great ado about, though—and then run a picture of Gov. William T. Cobb, of Maine, and labeled it thus: "John D. Rockefeller, Head of the Standard Oil Combine."

Sweet Charity of the Country Editor.

Did you ever stop to think that a newspaper is a charitable institution? There are, however, times when the charity of the country editor seems to have been wasted on barren soil, and on such occasions he is justified in refusing to again extend the same charity to the same persons who fail to appreciate his efforts. Such cases have come to almost every editor in his career. How many of them have sat up nights studying how to assist some candidate to land the office he is seeking? How many have spent column after column of their paper telling of the virtues of certain lodges, societies, churches or individuals in an effort to assist them over rough places in their journey? How many have donated space and advertising to the successful accomplishment of some public enterprise only to have that same church, society, individual or officers of the enterprise as soon as their ends were obtained rush off to another printing house or go to the city to have all their printing done? This is too often the case, and though it is hard indeed to kill the charity of a country newspaper man, such treatment is the surest way to do so. Yes, the charity of the country editor for his fellows is surely great, but even this may be overworked and abused sometimes.—*Elgin (Ill.) Press.*

Going Into Winter Quarters.

Any shortage on our paper this week must be looked over, as we are putting a partition in our office to make it more comfortable for winter. Fuel is high, and we must economize, you know.—*Canon (Ga.) Echo.*

A newspaper also needs publicity.

INTERVIEWING TAFT.

He is an Adept in Parrying Questions Genially.

The Washington Herald described an interview session with Mr. Taft at Washington last week. Forty correspondents waited in the east room of the White House, loaded to the muzzles with queries. The Judge burst in on them.

As he talked, Mr. Taft would suddenly see some new face in the crowd, a face belonging to a fellow who'd traveled with him during the campaign or who used to drop around to the War Department for news.

"Why, hello, Bill, glad to see you," said the President-elect, although all of the boys weren't named Bill, and Mr. Taft remembered their first names just as well as mother did.

"Did you go over the message with President Roosevelt to-day?" asked somebody.

"Not much, just a few things," said Mr. Taft. "Naturally, you know, the President and I don't talk about the weather all day. Sorry I can't tell you all about it." Again a Taft laugh in which everybody joined.

"How about your Cabinet; have you made it yet?"

"Well, now, there's about thirty Cabinets among you fellows, I should say. Haven't each of you got a cabinet with you?"

Everybody pleaded guilty, whereupon somebody from the side lines interposed, insinuating like:

"But you can bowl all ours over, judge, if you'll just name one."

"Well, I'm not going to do any Cabinet making until February," said Mr. Taft.

"Haven't you had some names mentioned by disinterested parties?" asked a correspondent who was just aching for news.

"I believe I have heard a name mentioned now and then," parried Judge Taft, and then he laughed and made the fellow forget all about it.

"What are you going to do with Governor Magoon after he finishes his work in Cuba?" asked another.

"Sufficient unto the day is the evil thereof," quoth the President-elect.

These questions and answers show how Mr. Taft has learned to parry since he became President-elect.

Influence of Southern Newspapers

If there is an abatement of lynchings in the South the credit must belong in great measure to the powerful influence exercised by the leading newspapers of that section. Their outspoken condemnation of such outrages is having a marked effect, and it is growing stronger with each recurring wrongdoing.—*Leslie's Weekly.*

Advertises Her Eggs.

Any way you take it, advertising pays. A mud turtle lays just as many eggs in a season as does a hen, and lays them all in a bunch at that, which is bound to be more of a mental strain; but the turtle doesn't advertise and the hen does, and the result is there's a hundred calls for hen's eggs in the restaurants where there's one for turtle's.—*Granite (Ore.) Gem.*

Why such a furore over the fact that President Roosevelt is to receive \$1 a word for his African stories? Booth Tarkington and Harry Leon Wilson received \$1.75 a word for the original manuscript of a play, with all the royalties to follow.—*The Atlanta Georgian.*

THE COLLEGE PAPER

Columbia Spectator, the Daily Organ of Columbia University, Will Have Cartoons and Special Telegraphic News for the 5,000 Students and 500 Professors.

Columbia University, New York, Nov. 11, 1908.

THE EDITOR AND PUBLISHER, Gentlemen—I have been a constant reader of your publication for two or three years, but to my knowledge you have never devoted any of your space to college journalism. You have run many stories relative to school journalism, and have treated the production of daily newspapers from nearly every standpoint, but have not considered the college field. Such tremendous strides have been made in college journalism during the last two or three years, that I feel that it might not be out of place for you to give them a portion of your space in your coming issues. The Columbia Spectator to-day ranks second to none among the great university dailies published, and it is for that reason that I take the privilege of sending you herewith an article which I hope you will use in your early issues.

Yours very truly,

HICKMAN PRICE,
Bus. Mgr. of Columbia Spectator.

Manager Hickman writes as follows about Columbia's paper:

THE EDITORS "WORKED, WORKED, WORKED."

"A long time ago, in the days of our fathers, the students of Columbia published a journal called Acts Columbian. Its name was changed to Spectator. In 1877 some enterprising young men got hold of the paper. They met with success. The Spectator was published as a weekly until 1888, when it was issued semi-weekly. In 1901 it became a daily newspaper, and in 1904 was incorporated under the management of a company known as the Columbia Students' Publishing Company.

"President Butler was an ardent worker on the Spectator during his student days. Secretary Keppel was at one time a member of the Spectator staff, and is now a member of the board of directors. So is Dean Goetze, who has manifested a constant concern in the welfare of Spectator.

"Spectator will this year mark a new era in college journalism. Every possible effort is being made by the management to give to the 5,000 students, and the 500 professors of Columbia the very best daily published. All during the hot summer months they have worked, worked, worked.

"SPECTATOR OFFICE IS NEVER CLOSED."

"For the first time Spectator will have an art department. Cartoons and pictorial matter will appear regularly in every edition.

"A special intercollegiate news service has been arranged for by the managements, and every morning will be presented the most important news events of all the leading colleges in the country. Special correspondents will telegraph news to the Spectator regularly.

"In spite of the noises of the press-room and the office typewriters; in spite of constant interruptions from telephone and visitors, the editors and assistants, the men in the advertising, circulation, art, composing and printing departments work constantly and tirelessly. Spectator office is never closed. The editors are often at work until three or four o'clock in the morning, the last paper coming off the presses just before the students arrive for the morning lectures. But the men work gladly, having the satisfaction of knowing that they are advancing the interests of the greatest university in the country—Columbia."

The Harrisburg (Pa.) Telegraph had to print twenty pages on Nov. 20 to carry the advertising.

PERSONAL

George T. Oliver, owner of the Pittsburgh Morning Times and Evening Chronicle, has been endorsed by many leading men and organizations for United States Senator from Pennsylvania.

Major Holman F. Day, of Auburn, Me., visited President Roosevelt last week by special invitation. They talked about Maine and spruce trees. Mr. Day's book, "King Spruce," is now a text book in the forestry bureau at Washington.

Miss Constance De Young, daughter of M. H. De Young, proprietor of the San Francisco Chronicle, was married last week to Joseph O. Tobin, of the family which controls the Hibernia Bank of San Francisco.

Charles T. K. Miller, former sporting editor of the Washington Post, who was taken with a strange malady and was dangerously ill from hiccoughs, is recovering after an operation in New York.

James H. Kennedy, editor of the Hardware Dealers' Magazine, attended the convention of the National Hardware Association at Memphis, Tenn.

J. H. Long, editor and owner of the Huntington (W. Va.) Advertiser, has been the guest of Henry Eckert Alexander, the new owner of the Trenton (N. J.) True American, at Trenton.

Trumbull White, editor of Appleton's Magazine, New York, has returned from a visit to his old home at Winterset, Iowa.

Editor J. L. Cleek, of the Wheatland (Cal.) Four Corners, underwent an operation at Sacramento for appendicitis.

A. H. McQuilkin, editor of The Inland Printer, is visiting the Pacific Coast.

Harry T. Warner, managing editor of the Houston (Tex.) Post, who was grievously wounded last month by the accidental discharge of a shotgun, has recovered sufficiently to allow him to sit at his desk again.

Washington T. Ford, chief of the division of manuscripts of the Library of Congress, has accepted the position of editor of the publications of the Massachusetts Historical Society, and will take up his new duties Jan. 1.

Walter N. Hurt, city editor of the Hattiesburg (Miss.) News, is seriously ill at his home in Mobile, Ala.

Wallace E. Jameson, sporting editor of the Providence (R. I.) Tribune, has been appointed deputy sheriff of Providence county.

James Abbott, new editor of The National Union, Chicago, the organ of the fraternal order, delivered his salutory in the November number.

Mr. and Mrs. Henry McElroy, of Cudahy, Wis., formerly of Milwaukee, celebrated their golden wedding anniversary at their home in Cudahy. They were married fifty years ago at the home of Mrs. McElroy's parents, Mr. and Mrs. William Hawkins. Both families were among the earliest settlers in Milwaukee, where Mr. and Mrs. McElroy were born. Mr. McElroy is one of the editors of the Cudahy Enterprise.

George F. Rinehart, editor of the

Des Moines Tribune during its publication as a Democratic daily, will go upon the lecture platform this winter. Mr. Rinehart's connection with the editorial department of the daily ceases December 1, when the morning paper takes over its editorial and news pages. One of Mr. Rinehart's lecture subjects is "The Price of Liberty," which has proved popular wherever delivered.

Olin H. Stevenson, editor of The Roanoke (Ala.) Leader, and Miss Elsie Sharp, of Roanoke, were married at the home of the bride's mother.

J. W. Long, editor of the Lumber Trade Journal of New York, attended the meeting at Tipton, Fla., of the Georgia and Florida Saw Mill Association.

PRESS CLUBS.

The New York Women's Press Club on Saturday, November 28, at the Waldorf-Astoria, will install the following officers elected for the coming year: President, Madame von Klenner; vice presidents, Mrs. Warren Higley, Miss Florence Guernsey, Baroness Leslie de Bazus; recording secretary, Mrs. Ellen E. Staples; corresponding secretary, Mrs. Clara Spalding Ellis; treasurer, Mrs. Mary E. Faulkner; auditor, Mrs. Joseph Pool; chairman of executive committee, Miss B. L. Clarke; executive committee, Miss Mary Garrett Hay, Mrs. H. Knowles, Mrs. Benjamin Scudder, Dr. M. Frances Thornton; chairman of literature, Mrs. Rose Woodallen Chapman; chairman on progress, Mrs. Agnes Lewis Mitchell; chairman on press, Miss Marguerite Linton Glentworth; chairman on art, Mrs. Grace Gallatin Seton; chairman on music, Mme. Alma Webster Powell; chairman on citizenship, Miss Helen Varrick Boswell.

Advertising League Luncheon

Portland, Ore., Nov. 23.—C. C. Chapman, president of the Portland Advertising League, was entertained by the Spokane Ad Men's Club at luncheon in the Hall of the Doges at Davenport's a few days ago. T. M. Keene, president, presided at the gathering of 40 advertising men. Mr. Chapman spoke on the benefit to advertising and business men of systematic publicity work and organization. Responses were by Ray Biglow, Thomas Hooker, F. O. Baker, P. B. Kearney, F. Marshall, A. O. Loomis, J. L. Paine, J. Armstrong, J. Grant Hinkle, W. F. Hemming and Alexander Greene, all of Spokane.

Lord Northcliffe Departs.

Lord and Lady Northcliffe left New York for Newfoundland on Thursday, Thanksgiving Day. While in New York Lord Northcliffe opened general offices for The London Times in the Windsor Arcade, Fifth avenue. A staff of six correspondents is now extending the American service for the London paper.

Editor Dreiser and Santa Claus.

Editor Theodore Dreiser of the Delineator says: "Let's organize a National Santa Claus association and back up the wishes and hopes and the beliefs of the little ones. Who will be the first to volunteer to do something or say something along this line?"

The new government tax on newspaper advertisements in Germany is estimated to yield \$8,250,000.

NEW YORK ADVERTISING

Amounts Spent in One Month by Thirteen Department Stores

According to figures compiled in the advertising department of a Sixth avenue (New York) department store, the amount of money spent in one month by itself and twelve of its New York competitors footed up to just \$248,452.80. The month in question was October, and the respective stores:

The Siegel Cooper Company.....	\$32,052.31
John Wanamaker	30,173.83
The Simpson Crawford Company.....	29,406.96
The 14th Street Store.....	25,462.24
R. H. Macy & Company.....	21,193.93
Hearn	20,412.45
Bloomington Bros.	18,677.28
The Adams O'Neill Company.....	17,499.14
Ehrich Bros.	14,201.23
Saks & Company.....	13,912.07
Rothberg & Company.....	12,488.84
Stern Bros.	8,161.19
B. Altman & Company.....	5,782.23

—Profitable Advertising.

The Telegraph Is Cheap in France.

The Ministry of Posts and Telegraphs, France, has established a system of "letter telegrams." Letters may be telegraphed between any two points in France at night at a cost of one-fifth of one cent a word, and they will be delivered the next morning.

Paper Plant for Far West.

More than \$1,000,000 will be invested by Spokane and Eastern capitalists in a paper plant to be erected in Spokane, with a pulp mill on the upper St. Joe River, in northern Idaho, if the plans perfected by C. B. Pride of Spokane, chief owner of similar plants in Wisconsin, are consummated. The enterprise is partly financed.

The Rise of Governor Sanders

Governor J. Y. Sanders, of Louisiana, fifteen years ago was the editor of the Cottage Home, a struggling weekly in Texarkana, Ark., owned by Rev. Mr. Shaw, a Baptist minister. The minister's daughter is now the "First Lady of Louisiana."

In 1906 there were four papers published in Persia. Now there are twenty-five.

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

Features in matrix, plate or copy form at prices in conformity with conditions.

WRITE US
FEATURES PUBLISHING CO.
140 WEST 42nd ST.
NEW YORK

CARBON PAPER

1 cent a sheet delivered in any quantity, 8 1/2 x 13
WESTERN RIBBON CO.
SAN MATEO, CAL.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

NEWSPAPER PRESSMAN,

age 36, temperate. Qualified by nine years' Metropolitan experience, six present place; desires interview with publisher or agent of Connecticut or Massachusetts paper; change after March first. Address "Own Home," Editor and Publisher, Box A.

POSITION WANTED

By live newspaper man, 25 years old, as managing editor or editor of hustling, growing paper in inland town. New York, St. Louis and Chicago experience on the street and desk. Have also been successful editor and manager of Southern daily, increasing the circulation from 2,000 to 8,000, as well as the advertising patronage, very materially. Good salary expected. REFERENCES. Address "HUSTLER," care The Editor and Publisher.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

BUFFALO EVENING NEWS

with over 94,000 circulation, is the only Want medium in Buffalo, and the strongest Want medium in the State, outside of New York City.

WISCONSIN.

THE EVENING WISCONSIN,

Milwaukee.

By the Evening Wisconsin Company.
Daily average for 1907, 28,082.

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended of any other paper on the Pacific Coast.

Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

MISCELLANEOUS.

WILL PAY \$5,000.00

cash for satisfactory Republican evening daily newspaper property and undertake some future payments. Will not go west of Omaha and Kansas City. S. W. R., c/o Editor and Publisher.

NEWS—FIFTY WORDS GENERAL

news wired evening papers daily, \$4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington street, Chicago.

CUBA

To commercial houses desirous of entering the Cuban market I am open for a proposition. Ten years' residence, speak the language, thoroughly conversant with the people, know every town on the Island. References exchanged. Only interested parties please write. "Representante," P. O. Box 888, Havana, Cuba.

FOR SALE.

A 2-PRESS JOB OFFICE

doing a good business; your own terms; invoice sent on request. Address E. N. Firestone, Fort Scott, Kans.

PICTURES MAKE CIRCULATION

Daily Photograph Service—Biggest, Best, Cheapest. Men, Women and Events. Sent on trial without charge.

GEORGE GRANTHAM BAIN,
32 Union Square, New York City.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

It is said that Lord & Thomas, Chicago, have received an appropriation of \$300,000 from the Quaker Oats Company, Chicago, to advertise their different products.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is placing 15,000 lines for the Resinol Soap advertising.

The Morse Agency, West Thirty-fourth street, New York, is making 5,000 line renewal contracts for Beecham Pills advertising.

The Guy W. Eskridge Agency, Richmond, Va., is asking for rates. This agency reports that the outlook for general business in the South is good.

Calkins & Holden, East Twenty-third street, New York, are using Canadian papers for the advertising of the National Phonograph Company, Orange, N. J.

F. C. Williams, 108 Fulton street, New York, is placing 1,000 lines of readers to advertise Salada Teas.

The Courier Publishing Company, Chicago, is placing 1,100 lines through N. W. Ayer & Son, Philadelphia.

Arnold & Dyer, Philadelphia, are making up a list of publications for the advertising of the American Watch Manufacturers.

N. W. Ayer & Son, Philadelphia, are making 5,000 line contracts in Western papers for Stein, Block Company, Stein-Block clothing, Rochester, N. Y.

The George Batten Company, East Twenty-fourth street, New York, is using New York State papers for Baralo Manufacturing Company, Buffalo.

The Charles H. Fuller Agency, Chicago, is sending out orders for the Golden Specific Company, Cincinnati. This agency is also placing 10,000 line contracts in Western papers for the J. W. Brant Company, Wheeler's Nerve Vitalizer, Albion, N. Y.

Ernest J. Goulston, Boston, has secured the advertising account of Dr. Weinstein Medical Company, Boston.

R. Guenther, 108 Fulton street, New York, is placing the advertising of J. K. Rice, Jr., & Co., Wall Street, New York, in the large Sunday papers.

Leonard Darbyshire, Rochester, N. Y., is placing thirteen time orders

NEWSPAPER PLANT FOR SALE CHEAP

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans Item offers for sale one Scott 3-deck, straight line, printing press, with extra color deck, complete with stereotype machinery blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horse-power electric motors, and, if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color section on Sunday, and is for sale only because of necessity for larger mechanical facilities by the Item. Special bargain offered in order to save storing it in New Orleans. Address Frederick I. Thompson, 225 Fifth Ave., New York, N. Y., or James M. Thomson, c/o The New Orleans Item, New Orleans, La.

classified in Sunday papers through the Lord & Thomas Agency, New York.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is placing 5,000 line contracts for J. Wiss & Sons, Wiss Scissors, Newark, N. J. This agency is also placing eight time orders for the advertising of the New York Herald.

The Homer W. Hedge Company, 366 Fifth avenue, New York, is using Sunday papers for the advertising of the Catholic Encyclopedia.

H. W. Kaster & Sons, St. Louis, are making 5,000 line contracts in Western papers for E. M. Schwartz & Co., Originator Cigar, New York.

The Lawyers Advertising Company, 41 Park Row, New York, is placing the advertising for Blair & Co., Virginia Carolina Chemical Company, bonds, Broad street, New York.

The St. Clair-Edwards Company, Philadelphia, is sending out to Pennsylvania papers the advertising of the Keystone Motor Company, Philadelphia.

The Ben Leven Advertising Company, 85 Dearborn street, Chicago, are sending out contracts and orders for the Chicago Table Supply Co. to a list of weekly and monthly publications. This agency is also sending out orders for the Woman's World to magazines and newspapers, and conducting a large campaign in newspapers, magazines and high-class weeklies for the James E. Pepper Distilling Company, Lexington, Ky. They are also sending out orders to a select list of Illinois publications for the National Condensed Milk Company, New London, Wisconsin, and to high-class weeklies and women's publications for the National Corresponding School of Railroadings.

The Merrill Adv. Agency, Inc., 1123 Broadway, New York City, is placing the advertising on the exchange basis for the Magnolia Springs Hotel, Magnolia Springs, Fla., and for Hotel Cumberland, New York City. Trade papers, newspapers and magazines are being used.

ADVERTISING NOTES.

W. H. Kentor, manager of the Chicago office of the Vreeland-Benjamin Agency, is in New York in the interest of that agency.

E. M. Hoopes, publisher of the Wilmington (Del.) News, was in New York. Mr. Hoopes is also an advertising agent and handles some big accounts. He announces that there will not be much business placed until after the first of the year.

R. D. Towne, publisher of the Scranton (Pa.) Tribune, was in New York this week.

Merchants Stop Program Ads.

The hatters, clothiers and shoe dealers in the central part of Scranton, Pa., got together and decided they would not, in the future, advertise in programmes used at balls, concerts, socials, etc. Like merchants in all cities they were being "held up" continually. Hereafter they will spend their ad appropriation with the newspapers.

ADVERTISING FUNDS

Pacific Coast Towns Raise Money for Publicity.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., Nov. 24.—The people of Eugene, Ore., recently raised \$15,000 to advertise the interests of the town and Lane County. Eugene has had one year's experience in promotion work and found it a dividend payer on an investment of \$10,000 in 1907-8. The 1908-9 fund, raised on the eve of the National election, represents a contribution of \$15 for every voter in the town, and as compared with what other cities have done is probably the largest promotion fund, per capita, ever raised by any city in the United States for such a purpose. The money will be used in general advertising.

Five thousand dollars has also been raised by the people of Goldendale, Wash., to exploit the resources of Klickitat County. Thirty-six hundred dollars was raised in the first 36 minutes of the campaign, made under the direction of Tom Richardson, secretary of the Portland Commercial Club, and C. C. Chapman, president of the Portland Advertising League.

GET THE \$100.

Buffalo Ad. Club Offers Prize for a Slogan.

The Buffalo Ad. Club announces a prize of \$100 for the "breeziest" slogan to boost Buffalo. It must be short, snappy, significant. The contest is now on and will close December 31. Everybody in the country is invited to enter. Competitors should send their suggestions to E. F. Olmsted, chairman of the Boost Buffalo Committee, H-O Company, 54 Fulton street, Buffalo. The prize winner will be selected by a committee composed of the presidents of the Chamber of Commerce, Manufacturers' Club, Real Estate Exchange, and Buffalo Ad. Club.

By way of suggestion, the Ad. Club publishes the following slogans of other cities: "In Detroit, life's worth living"; "Rochester made, means quality"; "Minneapolis makes good"; "Williamsport, 'The ideal city for home and business'"; "Watch Auburn grow."

Lighted Stores as Advertising.

The South Broad Street Merchants' Improvement Association of Newark, N. J., last week debated the matter of lighting up the stores every night from 6 p. m. to 10 p. m. Edward T. Ward, of Aaron Ward & Sons, declared this kind of advertising brought less results than when the same money was spent in newspaper advertising. He based the assertion on his personal experience in business.

FROM AN ADVERTISING AGENT

New York, Nov. 21, 1908.
EDITOR AND PUBLISHER, New York.

Dear Mr. Shale:—I hand you herewith check for \$2, to pay two years' subscription to THE EDITOR AND PUBLISHER AND JOURNALIST. I read your excellent paper every week and enjoy it greatly.

Yours truly,
FRANK PRESBREY.

The Frank Presbrey Co., 3 West 29th street, New York.

ROLL OF HONOR

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

ALABAMA.	
ADVERTISER	Montgomery
ITEM	Mobila
CALIFORNIA.	
BULLETIN	San Francisco
EXAMINER	San Francisco
CONNECTICUT.	
TELEGRAPH	New London
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
CHRONICLE	Augusta
ILLINOIS.	
HERALD	Joliet
JOURNAL	Peoria
IOWA.	
CAPITAL	Des Moines
KANSAS.	
CAPITAL	Topeka
LOUISIANA.	
ITEM	New Orleans
STATES	New Orleans
MASSACHUSETTS.	
TIMES	Gloucester
LYNN EVENING NEWS	Lynn
NEW JERSEY.	
JOURNAL	Elizabeth
NEW YORK.	
TIMES-UNION	Albany
NEWS	Buffalo
NEWBURGH DAILY NEWS	Newburgh
LESLIE'S WEEKLY (Cir. 115,000)	New York
RECORD	Troy
NORTH CAROLINA.	
NEWS	Charlotte
OKLAHOMA.	
OKLAHOMAN	Oklahoma City
OHIO.	
REGISTER	Sandusky
PENNSYLVANIA.	
TRIBUNE	Altoona
TIMES	Chester
MORNING DISPATCH	Erie
HERALD	New Castle
BULLETIN	Philadelphia
GERMAN GAZETTE	Philadelphia
DISPATCH	Pittsburg
PRESS	Pittsburg
TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
RECORD	Fort Worth
CHRONICLE	Houston
POST	Houston
WASHINGTON.	
TIMES	Seattle
WEST VIRGINIA.	
GAZETTE	Charleston
WISCONSIN.	
EVENING WISCONSIN	Milwaukee

Clode Out of Pearson's Magazine.

Edward J. Clode has withdrawn his interest in Pearson's Magazine and retired from the management.

TO SELL ORANGES.

RAILROAD MAN TELLS FRUIT GROWERS TO ADVERTISE IN NEWSPAPERS.

E. O. McCormick, of the Harriman Lines, Delivered a Masterly Address to the Annual Convention at Kansas City—Oranges May Be Advertised as Successfully as Breakfast Foods.

The address of E. O. McCormick, assistant general traffic director of the Union Pacific Railroad, to the members of the California Fruit Growers' Exchange at the annual convention in Kansas has attracted more attention than any similar speech in late years. The business standing of Mr. McCormick and the brilliantly forceful manner of his utterances on the subject of newspaper advertising have made his address an event of big news interest to business men everywhere, as well as to publishers. It was eighteen years ago that Mr. McCormick delivered a similar address to railroad men. The entire paper would be reprinted here if space would permit. The following is an excerpt:

It has ever been a wonder to me, how it can be that men and organizations can muster up the courage to put large sums of money into lands, factories, machinery, and materials; incur big payroll liabilities and other obligations; then, when it comes to the most important factor of all—that of making the product known, or, in other words, making the people want it, to hesitate—to consider the publicity as a something apart from the business—a something to be or not to be done, dependent on the judgment or perhaps whim of some individual—or to think of it as an expense, or, say, a gamble. To start with, you must recognize advertising as a commodity. It is imperatively necessary that you get this truth fixed firmly in your minds before you can hope to give it that broad consideration which its importance demands. Get away at once and forever from the idea that it is an expense. It is not an expense, it is a commodity; just as necessary a commodity in selling oranges, as business is conducted to-day, as are the oranges themselves. I do not mean by this assertion that you cannot go on selling oranges forever without any advertising; but if I understand aright, one of the purposes of this convention is to see if means can be devised which will increase the consumption of oranges and thereby increase the sale of the product.

THE LAW OF AVERAGES.

The Lord & Thomas Advertising Agency argues strongly on the law of average and claims that it is the only thing that is absolutely certain in advertising. The point they lay stress on is: "What one man likes or wants forms no criterion. When a thousand at a certain expense are led to spend a certain amount, you have an absolute certainty. The millions will do what the thousands have done." This appeals to reason.

This agency is advertising its own business by publishing announcements that it is paying a man \$1,000 a week. As chairman of a committee of sixteen of their advertising experts he has the last word in the determination of plan and scope of campaigns. And the agency also advertises that this high salaried man is

worth all it pays him. In conversation with a mutual friend regarding this expert the former remarked, "He doubled the Van Camp bean business." It is hardly necessary to dig into verified statistics before we assert that the most of this increase in the Van Camp business is from people not heretofore bean eaters. I feel quite sure that those who have been won away from other bean preparations constitute but a small proportion of the increase.

NO MAGIC ABOUT ADVERTISING.

There is no mystery or magic about advertising—that is to say, no more mystery than attaches to doing any other thing well. It is not an experiment. Properly done it is simply good salesmanship. It does simultaneously in 1,000 or 1,000,000 places what an individual can do only in one place at a time. Paradoxically it not only does not supersede the salesman, but it is his greatest ally. The better the advertising the better the ally. It is the advance agent of the salesman. It predisposes the dealer and the public, and clears the route of the salesman of many of its thorns. Good salesmanship is the ability to induce people to buy your things equally with, or in place of, the stuff that others have to sell. If judicious advertising will assist in creating a demand for oranges it will add much to the chances of the success of the salesman in his work. That it will do this may be predicted on what it has done in other fields. If you look for evidence of the results of advertising, you may pick it up in the things you do every day.

WHY PEOPLE EAT BREAKFAST FOODS.

I was much impressed by the remark of a character in a short story in a recent magazine. In a conversation regarding a rival establishment the author makes him say, "That store's stock is not as good as mine; the customers smoke advertising." The remark implied that the people who get things at the rival's place thought they were getting better articles because the advertisements of that concern told them so; and it was so to them—as long as they believed it. Why do people eat the modern breakfast foods? Why do you call for "White Rock," or "Clysmic," or "Sun Ray" water? Is it because the food, or the water, is really superior to all others? Is it because you must have that particular brand; that you can't get along without it? Thousands of people now wear nothing but Douglas shoes, other thousands none but Emerson, or Hanan, or some other make. It is not in the least unfair to either of the firms mentioned to assert the material which has been most potent in securing and retaining this or that thousand persons is the advertising.

WHAT THINGS SHOULD BE ADVERTISED?

You have already grasped the point I wish to make; that is, that there is no limit to the things that may be profitably advertised. Surely if the staff of life and the graveyard can be promoted by this means there is a chance for the orange. If this be true, then we have only to give our serious attention to the how of the advertising; consider the character, and search for the very best method. Just as there are good managers and bad, good and bad salesmen, and oranges; also there is good and bad advertising; some very bad. More often, however, advertising fails because of lack of appropriateness—like

unto the right man in the wrong place, or vice versa. Indeed, it is not difficult to find men who can utter high sounding phrases; others who can make beautiful pages of type and drawings. These things are in themselves of no earthly value unless as instruments in the hands of those gifted with the temperament who by practical experience have mastered the subtleties of the most subtle of all the businesses of this rapid age. Experience is of much greater value than ability.

THE SPECIALIST.

Let us start with a full realization that we live in an age of specialization. Your own business of selling oranges is an illustration of this fact. The grower is all right as a grower; when it comes to marketing he is not in it. That is your specialty. The picked fruit represents the full complement of his investment in capital, intelligence and labor in the orchard. You do not invade his field of activity. His specialty is in studying grafting and planting and spraying and the many other problems and secrets of the still life of the grange—the plowing and irrigating.

As to the mediums to be used, you know, of course, that the most direct and most easily employed means at our ready command for use in educating desire is the newspaper.

THE NEWSPAPER AND THE FAMILY.

Reading the newspaper is as intimate a part of our every day life as sleeping and eating. It is a rare person who does not at least glance over his daily or weekly paper, and to the great majority of people it is the only avenue open to their minds accessible to those who have things to sell. The peculiar strength which is all its own is well put by a recent writer in the following words: "The newspaper carries suggestion into the family circle at leisure moments in parlor or library, where no salesman is ever permitted to enter." It is in closer touch with and exerts a great influence in the home than any other printed thing. To start with, there are in the older communities a vast number of people who have inherited the continuance of the paper which their parents read. It is as real to them as "proofs of holy writ." To practically all others, it is their own choice. The intelligence of the world's doings is gleaned from its pages. That which many deem their own judgment, as related to current topics, is merely a reflection of what they have read in their home paper. What reaches them for the first time in today's issue, in a week or a day later has become their belief and knowledge. And now that I remind you of it, you have a friend or neighbor whose conversation is largely made up of what he has read in the day's paper. He does not add any new thought to it, either, or indeed any new words, except perhaps the three, "they do say." Of almost equal value to the advertisers, in my judgment, is the distribution factor of the newspaper; for after all distribution is the most important detail of advertising and the one which should command your constant attention.

DO NOT POSTPONE READING THE PAPER.

To most people all other than newspaper reading is more or less of an effort. Because such reading can be deferred, it is. No other printed matter except, of course, the weekly, monthly and other periodicals, has the potent quality of quick and complete distribution. The reading of it cannot be put off even if we wish to do so. The newspaper in its field has done mentally what the electric street car has done physically for the people. Like the car, it is a hurry-up affair. With the introduction of electric power the people, especially those living in smaller cities, hurried up and took notice. They had to. They found they had to catch the car and be quick about it. Formerly the car waited for them.

THE SURENESS OF CIRCULATION.

As to distribution: Any other printed matter involves a distinct and separate work, with all kinds of obstacles. When you use the newspaper you do not have to create circulation or attend to it. The circulation is.

Determine just the kind of people and the localities you wish to reach and you have at hand the distribution that will reach them.

Place your copy to-day and by tomorrow or next week the distribution is complete. With the newspaper (and periodicals) you know beforehand what and where your circulation is going to be.

Growth of the Washington Herald.

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