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MAKING TYPE.

TYPE FOUNDRY BUSINESS DOUBLED IN PAST FIFTEEN YEARS.

Interview with Manager of American Type Founders' Company Big Plant at Jersey City—More Head Letter Type Sold to Newspapers Than Ever Before—Designing Type Is a Fine Art.

By PHILIP R. DILLON.

In the outskirts of Jersey City, in the historic town of Communipaw, is a plot of about three acres covered with a group of handsome modern factory buildings, of brick, stone, concrete and steel, and the enormous sign identifies the great plant of the American Type Founders' Company. The company has four other type foundries, at Boston, Cincinnati, Chicago and San Francisco. The plant at Jersey City is the big one. It was in 1892 that the present company was organized and took over the various plants it now owns, some of them having been established over one hundred years.

There are 700 persons employed in the Communipaw plant, and a total of 2,000 employed by the company in its other foundries and in the branches which are established in twenty-four different cities, where complete stocks of type are carried.

TYPE FOUNDRY BUSINESS DOUBLED.

Like many other newspaper writers, I used to know about type; used to set it in a country office. And also, like many who see only the linotypes, I had a notion that the business of making the old-fashioned nicked type was dying because the linotype machine was driving out the type. I got rid of that notion right away after looking at the inside of the Communipaw plant. I questioned Mr. Wadsworth A. Parker:

"Has not the linotype interfered with your business?"

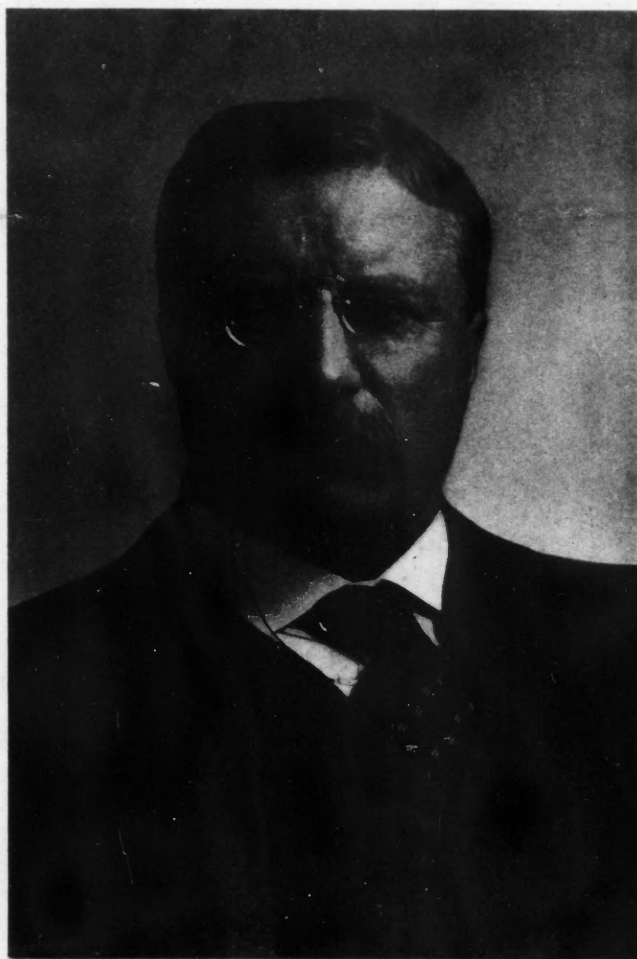
"Undoubtedly it has," he admitted, "but, on the other hand, the output of type foundries has more than doubled in the fifteen years since the linotype was introduced. We sell more display and head letter type to newspapers to-day than ever. To be sure, we have made a variety of head letters; still, I believe that the great majority of newspaper publishers for many years to come will insist upon individuality in type dress, and admittedly, the machines are limited to a few faces. But no matter whether the type is set by hand or machine, the design comes from the type founder."

DESIGNING TYPE.

Right here I was curious about these designs. Type designs are awesome mysteries to the men in the editorial rooms. Where do the designs come from? Is type designing one of the fine arts? Are there rules and traditions of the art? These questions I asked and Mr. Parker obligingly answered, giving some kindergarten information, as may be said, but which is probably new to most newspaper men.

"I should say type designing is inti-

(Continued on page 3.)



THEODORE ROOSEVELT.

EX-PRESIDENT OF THE UNITED STATES AND A MEMBER OF THE OUTLOOK EDITORIAL STAFF WHO WAS THE GUEST OF HONOR OF THE MILWAUKEE PRESS CLUB ON THE OCCASION OF ITS SILVER ANNIVERSARY.

ROOSEVELT.

GUEST OF MILWAUKEE PRESS CLUB DURING SILVER JUBILEE ANNIVERSARY.

Third Time Mr. Roosevelt Has Honored Club with His Presence—Principal Speech Devoted Largely to Subject of Journalism—A Feature of the Day Was Appearance of Big Stick Published by Club.

On last Wednesday Theodore Roosevelt was the guest of the Milwaukee Press Club for the third time in the history of that organization. The occasion was the silver jubilee anniversary of the club, and the presence of Colonel Roosevelt was in accordance with an invitation accepted more than a year ago.

In the principal speech of the day ex-President Roosevelt devoted himself largely to the subject of journalism and aroused great enthusiasm by his reference to Horace Rubely, the founder of the Milwaukee Sentinel, as the type of journalist who deserved the highest respect of his countrymen, the fearless writer who told the exact truth, regardless of whom it hurt or benefited, who conducted his newspaper with honesty, common sense and complete courage.

"If a newspaper man is neutral the performance of his work does neither good nor evil, but if he insists upon being neutral on all moral questions he simply is filling a position about which you cannot say much in blame and not much in the way of praise. He must have high ideals and he must be able to get those ideals adopted by a reasonable proportion of his fellows if his profession is to rank as high as it ought to.

"A newspaper should tell the truth, and the whole truth, and should carefully refrain from scandalizing the character of good men, although it should be fearless in exposing corruption wherever it might be found. In a republic like this, it is essential that the people should know the character of their public servants.

"The politician—I am a politician—and the writer for periodicals and the press—again I am one of them—should always bear in mind that the Eighth and Ninth commandments are equally binding—'Thou shalt not steal' and 'Thou shalt not bear false witness against thy neighbor.'"

A feature of the day was the appearance of the Big Stick, a unique publication issued by the Press Club. It contained a novel collection of articles and cartoons contributed by various members.

Amateur Journalists Elect.

At the organization meeting of the Outlook Amateur Press Club of La Grande, Ore., the following were elected to office: W. R. Gekeler, president; Tina Mayfield, vice-president; Etha S. Huffman, secretary; Alfred Pickens, official editor, and Edward D. Jasper, literary director. The club boasts of a membership of ten.

MEXICO RECORD SUSPENDS.

English Afternoon Daily Involved in Bank Failure.

Coincident with a change in the receivership of the United States Banking Company affairs of Mexico City, the Mexico Daily Record, the only afternoon English daily in the capital, has suspended publication. In the final issue of the paper the suspension was attributed to the change in the receivership.

The Record has been operating for some months past under a receivership growing out of the inability of the Record Publishing Company to meet an obligation of \$114,500 gold to the United States Banking Company at the time of the bank's failure last January.

Moves Into New Home.

The Evansville (Ind.) Journal-News has moved into its new building on Fifth street. The structure is two stories high with a handsome stone front. The old home of the Journal-News on Main street was destroyed by fire.

HARVEST FOR NEWSPAPERS.

Wisconsin Primaries Flooded State Papers with Advertising.

Never before in their history, it is said, have Wisconsin newspapers profited to such an extent as by the recent primaries. Country papers in particular have been flooded with advertisements for the various candidates.

William M. Lewis, candidate for governor, used solid pages in both metropolitan and country papers. It is estimated that he spent in the neighborhood of \$75,000 for advertising.

Editor Sued for \$60,000.

W. J. Stull, editor of the Central City (Colo.) Observer, has been served with papers in a libel suit brought against him by Judge H. A. Hicks, of Denver, in which he demands judgment for \$20,000. The basis for the suit was the publication last week of an alleged slanderous story. This is the third suit filed by Hicks against Stull, the total being \$60,000.

WILL VISIT MEXICO.

Special Train of Newspaper Men Will Be Guests of Government.

More than fifty correspondents of American newspapers and magazines will be entertained by the San Antonio Press Club to-day. The party are en route to the Mexican centennial celebration and San Antonio is the only American city in which the special train will make a stop of any duration. The visitors will have three hours in which to view the sights of the city. President J. Hampton Sullivan, of the Press Club, is in charge of the arrangements.

Many citizens have tendered the use of their automobiles, and a sufficient number will meet the party upon arrival of the train and the members will be shown about the city.

The party left St. Louis on Friday as the guests of the National Centennial Commission of Mexico, of which Guillermo de Landa y Escandon, Governor of the Federal District of Mexico, is president. The tour was arranged by Paul Hudson, owner of the Mexican Herald of the City of Mexico.

In the City of Mexico hotel accommodations have been arranged for the guests of the commission and during the remainder of their trip of about three weeks they will live on the special train, which will carry its own dining car.

The itinerary of the party follows: Leave St. Louis September 8; leave San Antonio September 10; Guanajuato, September 12; City of Mexico, September 13-18; Cuernavaca, September 19-20; Puebla, September 21; Orizaba, September 22; Coatzacoalcos, September 23; Salina Cruz, September 24; City of Mexico, September 27; San Antonio, September 29; St. Louis, September 30.

Employes' Magazine.

The Rio Grande Employes' Magazine is the title of a brand new monthly publication instituted to circulate among the 15,000 employes of the Denver & Rio Grande Southern railroads. The paper is to be published in Denver and the first copy has just been issued. Hallett C. Gallup is editor of the magazine as well as president and general manager of Rio Grande Employes' Publishing Company, which issues the journal.

New Alabama Daily.

C. E. Behrns and Campbell Cory have assumed charge of the Eufaula (Ala.) Times-News plant, which they recently purchased from A. L. Muir. They will publish a new daily called the Citizen.

Will Locate at Portland.

J. L. Brockman, proprietor of the Steeger (Ill.) Herald, has sold the paper and plant, and contemplates locating at Portland, Ore., in the printing business.

The Pittsburg Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

WILLIAM F. PARKHURST.

New Head of Atlanta Ad Men's Club Succeeding G. M. Chapin.

William F. Parkhurst was elected president of the Atlanta Ad Men's Club last week to succeed G. M. Chapin, who resigned. The meeting was one of great enthusiasm. Mr. Parkhurst's name was placed in nomination by Vice-President Paul P. Reese, and was seconded by F. J. Merriam, St. Elmo Massengale, J. R. Holliday and T. H. Brannen. The election was unanimous.

A protective committee was appointed to pass on the merits of all advertising schemes, and members of the club will have printed on large cards and placed conspicuously in their places of business warning to advertising solicitors that any proposition that has not been passed upon and approved by this committee will not be considered. The committee is to look carefully into the merits of all advertising propositions submitted, and if approved, permits are to be issued to the solicitors, which will be recognized by members of the Ad Men's Club. This committee is comprised of W. S. Elkin, Jr., chairman; Paul P. Reese, C. W. Santee and R. C. Massengale.

The following new members were elected: W. C. Barnwell, of Ragan-Malone Company; W. G. Hastings, of Johnson-Dallis Advertising Company; G. W. Seay, of Southern Suit and Skirt Company; L. D. Hicks, of Massengale Advertising Agency; A. R. Spiller, of American Multigraph Sales Company.

A new program committee was appointed by President Parkhurst, consisting of Winship Nunnally, chairman; A. M. Beatty, Clarence Haverty, G. H. Perty and S. C. Dobbs.

NEWSPAPER GOLFERS.

Qualifying Round at Woodmere Won by J. K. MacHaffie.

The qualifying round of the Newspaper Golf Club of New York City held on the links of the Woodmere Country Club, at Woodmere, L. I., Wednesday, was won by J. K. MacHaffie. Thirty-five members started in the tournament. The match play will be held at Van Cortland Park some time during the month. The leading scores follow:

J. K. MacHaffie, 102, 16-86; R. S. Ritchie, 101, 12-89; J. Hennings, 129, 35-94; C. H. Wright, 110, 14-96; B. W. Denison, 129, 32-97; I. Dorgan, 129, 32-97; H. Haines, 104, 6-98; W. Gabine, 108, 10-98; G. Westcott, 110, 8-102; W. McGowan, 131, 28-103; F. A. Doyle, 117, 10-107; A. Carter, 117, 8-109; W. A. Igoe, 119, 18-101; R. W. Wheeler, 117, 12-105; R. D. Knight, 136, 8-128.

Paper Company Organized.

The Canadian Power and Paper Company, of Toronto, has been incorporated with a capitalization of \$10,000,000. The provisional directors of the company are: F. H. Phippen, Gerard Ruel, Geo. F. MacDonnell, R. H. M. Temple and A. J. Reid, all of Toronto. The company proposes to carry on business of manufacture of pulp and paper.

Sued for Criminal Libel.

Thomas Yorke, editor of the Roosevelt (N. J.) News, is held under \$3,000 bonds on charges of criminal libel made by Mayor Joseph Hermann, of Roosevelt. The cause of the trouble is alleged to be due to certain cartoons and editorials attacking the mayor.

KEROSENE AND NEWSPAPERS

Rural Delivery Responsible for Increase in Consumption of Both.

The extension of the rural free delivery system to practically every county in Kansas and the consequent increase in the amount of reading matter furnished the farmers has increased the sales of kerosene 25 per cent. in four years, according to the report of the Kansas oil inspector, J. S. Longshore.

"Until the rural routes were established the farmers were spasmodic readers," says Mr. Longshore. "They subscribed for their local weekly paper and one or two farm or home papers. They took these home when they went to town on Saturday for marketing and read them Sunday, and that was about all the farmers did in the reading line.

"The coming of the rural mail man every day has changed this. The newspaper circulation reports show an exceptionally large increase in country districts. Just as the newspaper circulation increases so does the sale of kerosene increase in the same communities.

"Formerly the average farmer went to bed with the chickens, and now they are becoming night hawks. They work hard all day in the fields, and after the chores are finished and supper eaten they find a lot of enjoyment in spending an hour or two reading the daily papers and the magazines. They do practically all their reading at night, and this increases the consumption of coal oil."

REPUBLICAN EDITORS DINE.

Indiana Newspaper Men Guests of Congressional Nominee.

Republican editors of the Twelfth Congressional District of Indiana were the guests of Judge Owen N. Heaton, Republican nominee for Congress, at an informal dinner held at the Anthony Hotel, in Fort Wayne, last week. Some weeks ago a similar gathering of the district Republican newspaper men was held at Lake James, at which Judge Heaton was a guest.

Among those present were: O. F. Rakestraw and Clyde Willis, of the Steuben Republican at Angola; Frank W. Willis, of the Waterloo Press; Hal Rerick, Lagrange Standard; J. E. Buchanan, Auhurn Dispatch; E. L. Adair, Alhion New Era; W. W. Williamson, Columbia City Commercial-Mail; E. G. Thompson, Ligonier Leader; J. F. Warner, Garrett Press; L. H. Higley, Butler Record; L. W. Yeiser, Avilla News; J. F. Robinson, Kendallville Standard.

Pennsylvania Editors' Outing.

The members of the Pennsylvania State Editorial Association departed from Baltimore Friday on a specially chartered steamship for their annual outing. Stops will be made at Jacksonville, Fla., Savannah, Ga., and other Southern points. The committee in charge of the trip includes W. C. Der-shuck, of the Hazleton Plain Speaker, president of the association; R. H. Thomas, Jr., of the Mechanicsburg Journal; Fred Newell, of the Canton Sentinel; R. P. Hapgood, of the Bradford Star, and W. P. Hastings, of the Milton Standard.

Old Weekly Ceases Publication.

L. L. Rauch, publisher of the Mauch Chunk (Pa.) Democrat, announced in last week's issue of that paper that its publication would be discontinued and that more time would be devoted to the Daily News, issued from the same office. The Democrat was one of the oldest papers in the State.

TRIUMPHS IN GRAND OPERA.

Miss Edna Showalter Wins Praise in Difficult Role.

Last week in Cincinnati Miss Edna Blanche Showalter, daughter of W. D. Showalter, the New York newspaper man and advertising expert, made her debut as a prima donna soprano in the Grand Opera of "Paoletta," by Florida and Jones, produced under the auspices of the Ohio Valley Exposition.

Miss Showalter's success was instant and great. In a role that is said to



MISS EDNA SHOWALTER.

make as great demands upon a soprano as any ever written, this young woman of twenty-one, trained wholly in New York, has aroused real enthusiasm, and has taken a high place among operatic sopranos. The brilliance of her singing, and the youthfulness and charm of her acting have combined to make her success impressive.

Successful Contest Closed.

The Shreveport (La.) Times recently conducted a voting contest in which 3,000 subscribers were added to the subscription list. The Sunday paper now has a claimed circulation of 13,500 and the week-day paper 9,500. This paper was purchased about three years ago by Col. Robert Ewing and Col. Brown of the New Orleans States, and has made remarkable progress under their management. Col. Ewing, who was in New York last week, stated that one of the remarkable things about the contest was that the circulation of the paper is still growing, notwithstanding the effects of the contest. The cash receipts of the contest amounted to about \$18,000, it is stated.

Fire damaged the plant of the New-comerstown (O.) Index to the extent of \$1,000 last week. Incendiaries are blamed.

300,000 Lines Gained

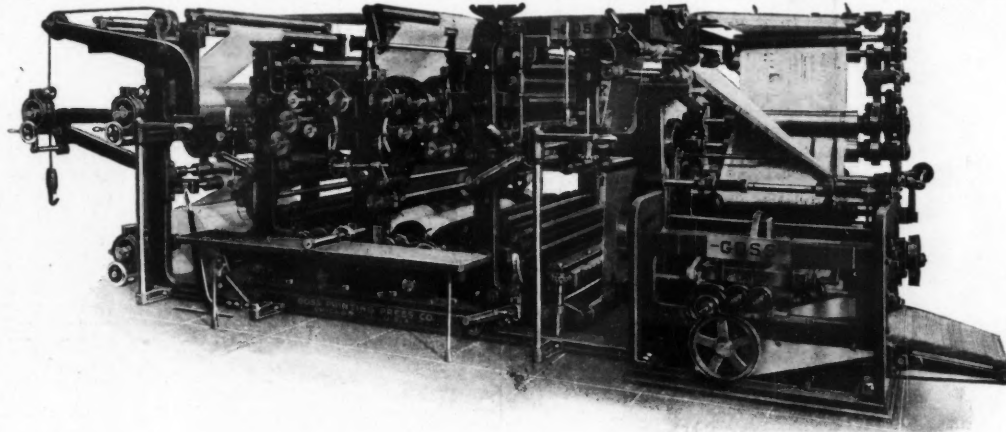
Thus far in 1910 The New York Times published 4,711,700 lines of advertising, compared with 4,412,618 in the corresponding period of 1909—a gain of 299,082 lines, a recognition of the value placed on the merits of The Times as an advertising medium.

The New York Times has a net paid daily sale exceeding 175,000 copies among the money-spending class.

Fraudulent and offensive advertising rigidly excluded.

THE NEW GOSS "ACME"

Straightline Two Roll Rotary Perfecting Press, No. 3-D



Made to print either 4 - 6 - 8 - 10 - 12 - 14 - 16 pages in Book form

Constructed so that it can be arranged to print either two or three extra colors, at a slight expense
It is practically a single plate machine, thus saving time in not having to make duplicate plates
Plates are cast from our regular standard stereotype machinery

New York Office:
1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.

16th Street and Ashland Avenue, Chicago, Ill.

London Office:
93 Fleet Street
LONDON E. C.
ENGLAND

MAKING TYPE.

(Continued from page 1.)

mately related to the art of architecture," said Mr. Parker. "As all modern architecture is a development or variety of a few early models or forms, so is all modern type developed from two original forms known as black letter and Roman face. These two forms were copies of the hand lettering used before printing, and the Adam and Eve of type.

"The black letter and its progeny is becoming more and more restricted in use. The Roman face is the type of great common use. The Roman has two branches, called 'old style' and 'modern.' Newspapers use 'modern' for reading matter. 'Old style' is mostly used nowadays for fine books.

DE VINNE TYPE.

"Take the type called 'De Vinne,' perhaps better known by name than any other. It is a development of the Roman, and was designed in 1889 by the

Central Type Foundry of St. Louis—which is now a part of our concern. The design was named to compliment Theodore L. De Vinne, the great printer of the Century Magazine."

With an attempt at shrewdness, I wanted to know what is the best way to the care of type so as to make it last. But the question was manifestly trivial. Surely any printer or publisher ought to know how to take care of type! However, Mr. Parker said succinctly:

CLEAN WITH LYE.

"Keep the type clean all the time. Keep it free from dust. The best thing to clean type is lye—though benzine is also a favorite wash. But the best way to use type is to keep it in use all the time."

We went through the workrooms, surprisingly clean and sunshiny to one who is used to New York City factories. Millions of pounds of type, wrapped and labeled and stored. In the "treasure" room, which is fireproof like a bank vault, are 7,000 drawers, each holding the matrices of a size of type or a mould.

MATRIX CUTTING MACHINE.

And there were wonderful machines that cut the matrices for the beautiful designs we see reproduced in periodicals and books. Mr. Parker explained:

"The Benton matrix cutting machine is exclusively owned by the American Type Founders' Company. It makes possible for us to get out thirty series a year instead of three or four as formerly when the matrix cutting was done by hand."

TYPE FOR SPANISH PAPERS.

I was surprised to know that the company exported considerable type to Australia and South America. The newspapers of the latter continent are

printed almost entirely in Spanish, but they use the same Roman letters as New York papers, with the addition of about fifteen letters to each font—"accented letters" these extras are called.

There are four other type foundries in the country as follows: Barnhardt Bros. and Spindler, of Chicago; Inland Type Foundry, of St. Louis; Keystone Type Foundry, of Philadelphia, and H. C. Hanson, of Boston.

W. W. NAUGHTON

Elected President of 'Frisco Press Club at Annual Meeting.

W. W. Naughton, of the San Francisco Examiner, was elected president of the San Francisco Press Club at the annual election held last week. Other officers elected were: Vice-president, William J. Ahern; secretary, Walter L. Doyle, Call; treasurer, John Burrows, Call. Directors: S. Fred Hogue, Evening Post; W. Russell Cole, Call; Henry Roberts, Chronicle; Randall W. Borough, artist; William Woodhead, Sunset Magazine.

The incorporation of the club has inspired the officers and members to begin a campaign for the erection of a building to be owned and occupied by the organization. Plans now under consideration will soon be perfected, and the actual work begin within a short time.

Editor Attacked by Pellagra.

John M. Julian, editor of the Salisbury (N. C.) Evening Post, is seriously ill with pellagra. He has been a sufferer from the disease for some time, but has directed his paper until a week ago. Physicians have had considerable success, it is said, in treating the ailment and hope to prolong his life.

CUBAN EDITOR SHOT.

Killed by Politician Following First Issue of His Paper.

Juan Amer, editor of the Chantecler, a satirical weekly which made its first appearance in Havana, Cuba, last Friday morning, was shot and killed the same day by Jose Pennino, a naturalized Cuban and a prominent Liberal politician.

The cause of the shooting was an article in the paper attacking a young woman, prominent socially and to whom Pennino was paying marked attention. He gave himself up after the shooting.

Pennino, who is of Italian birth, was deported by the late President Estrada Palma on the ground that he was a pernicious foreigner.

Houston, Tex., Will Be Advertised.

The Business League of Houston, Tex., will inaugurate in the near future one of the largest publicity campaigns ever undertaken by a municipality. Between \$50,000 and \$100,000 will be spent. A permanent press bureau will be established with a competent newspaper man in charge.

NOT all publishers believe that good Rollers have anything to do with the attractive appearance of a sheet

Many Do

That is the reason why some are better printed than others. Running a Roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., 521 Cherry St.,
N. Y. Philadelphia
Allied with
BINGHAM & RUNGE, CLEVELAND

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

COUNTRY NEWSPAPER

Most Valuable Advertising Medium That We Have—Man Who Reads It Looks Upon It as a Neighbor and a Friend—Plays Important Part in National Affairs.

[Arthur Brisbane in New York Evening Journal.]

The Evening Journal believes it is most important that the metropolitan newspapers should do what they can to advocate the use by advertisers of the local newspapers throughout the country.

To begin with, the local newspapers, in proportion to their circulation, are infinitely the most valuable advertising mediums that we have. We say this, naturally uninfluenced by the fact that our own newspaper organization has no country newspapers, but only metropolitan dailies.

The value of the country newspaper is based largely upon the fact that the man who reads it looks upon it as a neighbor and a friend, a personal acquaintance, and attaches to the printed statements and advertisements of the country newspaper far greater importance than the dweller in the big city attaches to the statements or the advertisements in the big city newspaper.

As one friend talking to another about certain kinds of goods can influence a friend more than a stranger, so a country newspaper standing on a footing of friendship with its readers can talk to them about goods for sale or any other topic and impress them more strongly than the big metropolitan newspaper, which is really a stranger, an abstraction to its readers, can impress the metropolitan reader.

More than that, and infinitely more important, is the part that the country newspaper or the small newspaper of the moderate sized city or town or village plays in national work.

Big newspapers in big cities are useful. But every honest newspaper is a member of a great police force. It is important for vigilant, active, well paid newspaper policemen to be scattered in every corner of the country. It is very important that a reasonable income, generous recognition by advertisers should make the local newspaper independent of everything except its readers' welfare. It is important that the local editor should be well paid; that he should be at least as well off financially as the average man in public office, whom he alone criticises, by whom he alone is feared.

As conditions are today, the local editor, the man who is leading thousands of good fights all over the country, is poorly recognized, or not recognized at all. With few exceptions, it is impossible for men of

great ability, public spirit and integrity to make by hard work in a year of intelligent journalism a quarter as much as can be made by any rascal willing to sell himself to a corporation. It is a great harm to the country that the ambitious newspaper man should be moving always toward the big cities in order to make a decent living. Every town where there is a congressman needs a good editor. Every city where a judge sits and looks at the corporation with one eye and the little people with the other eye—and a very different eye for each—needs an honest editor, with both eyes on the judge.

It would be a very good thing, indeed, for this country if country editorship meant a comfortable income, a permanent fortune, permanent independence, in addition to a position of honor and dignity.

But the local editors, the owners of the newspapers in the smaller communities, will never come into their own until the United States government shall introduce the parcels post system.

As matters stand now, hundreds of men who would be glad to advertise in local newspapers, to reach the local population, away from the big department stores, are unable to do so, because the thievery of the express companies makes it impossible for the manufacturer to reach the consumer reasonably.

A big, successful newspaper in San Francisco—as an example—earns five dollars every year for every copy of the paper sold. This newspaper can earn this amount of money because advertisers through that newspaper can reach directly the people that have the money to spend, and supply them immediately.

How much it would mean to the owner of a small newspaper if his circulation could be worth to him five dollars a copy! What a good thing it would be for the intelligent, earnest, energetic and honest editor with two thousand circulation in the country meant ten thousand dollars profit a year!

Two thousand circulation in the country would be worth more than two thousand in the city to the owner of the paper if this country had the parcels post.

In the long run it would be far better for the local storekeeper. It might crowd out the man who is hesitating about failing, and who is going to fail in the end, anyhow. But it would certainly help the able man. And it would make rich men of many struggling editors.

If the man who owns a newspaper in the country had the power, backed with parcels post, to distribute manufactured goods to his readers directly, his paper would be of the greatest possible value, and infinitely more valuable per copy of circulation than any newspaper in any big city.

It is important to emphasize the value of the country newspaper.

To urge patronage of the local press is good advice from the point of view of the advertiser, and it is still better advice from the point of view of the average citizen.

It would be a very sad day, indeed, for this country if there were not scattered in every little hamlet a conscientious, clean newspaper man, willing for ridiculously small pay to watch and protect the interests of the neighborhood.

Dr. R. E. Hill has assumed charge of the Lockhart (Tex.) Register.

WORLD TRADE IN WOOD PULP.

The following statistics on the international trade in wood pulp during the years 1904-1908 have been compiled by the Department of Agriculture at Washington:

Country.	1904.	1905.	1906.	1907.	1908.
Exports—	pounds.	pounds.	pounds.	pounds.	pounds.
Austria-Hungary	147,236,842	166,589,396	170,770,020	187,836,660	177,828,338
Belgium	68,359,246	54,872,925	68,233,066	72,943,332	54,463,780
Canada	359,000,000	349,000,000	397,000,000	453,000,000	480,000,000
Denmark	130,027,777	133,477,320	123,555,456	133,410,176	140,860,769
Germany	155,056,119	158,651,351	156,740,026	211,855,779	281,362,453
Norway	981,629,727	975,158,500	1,114,716,540	1,227,103,672	1,310,902,225
Sweden	865,367,383	846,213,535	914,501,238	1,170,316,873	1,242,530,222
Switzerland	14,938,960	14,004,420	13,901,905	13,066,133	12,338,167
United States	20,172,901	26,379,946	28,267,309	24,839,012	22,595,379
Other countries	3,137,000	49,843,083	79,751,207	75,160,286	56,805,575
Total	2,744,955,455	2,769,190,476	3,067,739,737	3,509,561,923	3,780,007,013
Imports—					
Argentina	35,123,171	30,886,404	37,368,826	40,845,920	39,930,837
Austria-Hungary	5,342,681	4,709,018	4,050,552	4,304,084	5,486,202
Belgium	177,288,153	174,530,000	223,929,053	243,156,223	265,428,111
Denmark	64,605,245	67,310,417	64,800,231	80,119,997	75,910,059
France	465,941,055	490,998,886	563,826,785	630,970,533	692,701,423
Germany	155,961,854	109,748,067	108,547,347	116,995,542	99,261,783
Italy	85,246,119	93,789,911	114,677,382	126,906,861	135,943,606
Japan	22,726,098	22,769,993	37,020,666	35,476,759	40,733,602
Russia	49,107,233	44,467,063	46,715,121	45,479,955	48,932,344
Spain	62,599,816	70,535,343	76,781,583	82,575,953	79,954,210
Sweden	6,918,148	6,579,305	7,583,006	6,691,936	6,448,409
Switzerland	14,229,512	19,680,440	16,764,828	19,232,681	20,914,147
United Kingdom	1,263,028,480	1,280,780,480	1,341,735,360	1,484,703,360	1,662,662,400
United States	358,648,640	341,734,400	399,403,200	592,555,200	500,969,689
Other countries	6,753,000	122,801,943	118,569,048	25,424,495	238,684,904
Total	2,773,518,805	2,881,315,130	3,161,571,988	3,536,432,604	3,698,082,295

*Estimated from value.

†Not including free ports prior to March 1, 1906

‡Preliminary.

AN ENGRAVING "STUNT."

How Plate of Unique New York World Ad Was Made.

There was published in the Editor and Publisher of September 3, a page advertisement of the New York World announcing that it had passed the million mark in the number of advertisements printed during 1910. The advertisement was mechanically unique and much interest has been manifested as to how the plate was made.

To begin with, an artist was engaged to "paste up" a background on cardboard of words and figures reading "one million," 1,000,000, etc., repeated over and over. This was made up in diagonal form and a negative made. From the negative a positive was made. Then the glass bearing the positive was given to the "film layer" and a Benday line was drawn upon it. The glass was then ready to make the necessary print upon the zinc.

When etched the letters came white, and the Benday line laid direct on the positive came black. This gave the tint with the words and figures on it in white. A plate paper proof was pulled of this plate. Then the advertisement was set in boldface type.

The proof of the tint plate, thoroughly dried, was placed on the type and a proof of the type was pulled on the face of the tint. This proof was then placed before the camera and a negative made in the usual way. A plate made from this negative gave the superimposed effect.

New Michigan Publication.

The first number of Progress, a monthly magazine, has made its appearance at Sault Ste. Marie, Mich. George A. Ferris is the editor and owner. It is announced as a magazine of reformation, renovation, innovation and information. The editor takes a stand against the liquor traffic and "anything under the sun that is wrong."

No Advertising in New Subway.

No part of the road or stations of the proposed new subway system for New York City may be used for advertising purposes, and no trade shall be allowed except the sale of newspapers and periodicals as may be permitted by the commission.

BOSTON TRAVELER.

Makes Changes of Representatives in the Foreign Field.

J. C. Wilberding has resigned as eastern representative of the Boston Post in order to take on the Boston Traveler, now owned and controlled by E. H. Baker and the publishers of the Cleveland Plain Dealer. Mr. Wilberding has represented the Cleveland Plain Dealer for a number of years, and the publishers of that paper were desirous of having the same representative for both papers.

John Class of Chicago, who represents the Plain Dealer in the West, will represent the Boston Traveler also. This change is the logical conclusion of the purchase of the Boston Traveler by the Plain Dealer interest. Mr. Frank S. Baker, formerly business manager of the Plain Dealer, is now general manager and in active charge of the Boston Traveler.

Publicity Director for Democrats.

The Hon. James T. Lloyd, of Missouri, chairman of the Democratic National Congressional Committee, has appointed Clyde H. Tavenner, proprietor of the Tavenner News Bureau of Washington, D. C., publicity director for the Democrats in the approaching congressional campaign. Mr. Tavenner will write a weekly letter of Democratic doctrine, which will be supplied free of charge to any weekly Democratic paper requesting the same.

The Chicago Tribune has editorially denied that it is to be sold, and says that the late Joseph Medill instructed his heirs never to sell the paper.

“The majority of newspaper publishers agree that we are the leaders in the contest business—others follow.”

Publishers Circulation Service Co.
Marbridge Building
Herald Square
NEW YORK CITY



FRANK P. GOULD

Placed in Charge of the Advertising of the South Bend (Ind.) Tribune.

The South Bend (Ind.) Tribune has a new advertising manager in the person of Frank P. Gould, who began his duties September 1. Mr. Gould is a man of much natural ability and has had a wide experience in all branches of the printing and publishing trade.

Mr. Gould was born near Owatona, Minn., in 1877, and received his education in the schools of Minnesota, Tennessee and Indiana, the thirty-three years of his life having been spent in those three states, together with two years spent in Chicago. He has been connected with the newspapers and job printing business since he was fourteen years of age, holding



FRANK P. GOULD.

positions with numerous printing companies in Chattanooga and also with the Daily Times of that city.

For two years he was with the Ketteredge Color Printing House of Chicago, for a time edited the Record at Royal Center, Ind., and was owner and publisher of the Herald at Ke-wanna, Ind., for eleven years, one term of five and another of six years, during which he served a year as secretary of the Independent Publishers' Association of Indiana and a year as secretary of the Northern Indiana Editorial Association.

He established the News at Star City, Ind., which he sold to accept a position as manager of the branch office of the South Bend Times at Mishawaka, which position he resigns to go with the Tribune.

Buys Newton (Ia.) Daily.

Frank L. Boyden, who recently purchased the Newton (Ia.) Journal, has changed it into a daily. This gives Newton, with 5,000 population, two daily papers. Mr. Boyden formerly owned the Newton Daily News.

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building
25 East 26th St. NEW YORK

TRIBUTE TO PRESS.

Most Potent Force of the Time, Declares Idaho Senator.

At the joint convention of the various Idaho editorial associations held in Boise City recently, Senator Borah, who was the chief speaker, took occasion to laud the newspaper profession. He said in part:

"I know that the newspaper world is having its struggles with the great thirst for wealth—I know, too, that there are those who dishonor their profession, or calling—outrage and discredit society—by selling their editorial page and their influence to the highest bidder, who barter opinions and conviction and conscience like the merchant upon the rialto. Yet there still remain those who hold with unswerving fidelity to the highest conceptions of unapproachable citizenship; there still remain the mentality, the energy, the patriotism behind the press as a whole which make it the most potent factor in the whole social political forces of these stirring times.

"Those who will barter will pass on unremembered, their influence a temporary influence, despised even by those who use them, while the standard, the influence of the press, will be established and maintained by those who hold unwaveringly to the highest principles of their calling, even when wealth and political power offer greater immunities and greater prestige. In the almost tragic events of to-day, in this all important period, when the new industrial life is trying to adjust itself to the governmental principles which its growth has made necessary, the most enviable and in many respects the most admirable personage of all is the fearless, conscientious student of affairs at his editorial table, backed by his sometimes self-sacrificing employer or business associate, dealing with those questions day by day according to the truth as he sees it. No predecessor in his calling ever had such gigantic questions with which to deal, and none ever had such temptations to which to yield. He will take his stand in future years with the greatest of his calling, and notwithstanding what is called the waning power of the press, fortunately for the country there are such men and plenty of them."

To Manufacture Print Paper.

The Inland Empire Paper Company has been organized with a capital of \$500,000 and will establish a paper mill near Trant, Wash., nine miles east of Spokane, where a large water power site has been secured. The mill will have a capacity of thirty tons of print paper per day.

School for Printing Pressmen.

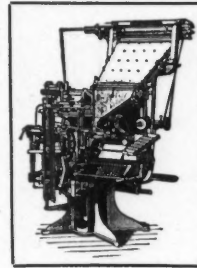
The International Printing Pressmen and Assistants, at the recent convention in Columbus, O., favorably considered a proposition to establish a home and sanitarium at Rogersville, Tenn. Also it was decided to establish a technical school for the proper training of apprentices.

Arrested for Bad Check.

N. M. Norfleet, a magazine publisher of Los Angeles, Cal., was arrested last week, charged with passing a worthless check for five dollars. The check was passed on May 17 last and Norfleet says that he did so in good faith, as he supposed the check was good.

Beginning with the October number, Gunter's Magazine will be known as the New Magazine and will be published in Chicago.

NO NEWSPAPER HAS EVER FAILED



BECAUSE OF THE INTRODUCTION

OF

LINOTYPES

IN ITS COMPOSING ROOM

On the other hand the LINOTYPE has made possible not only the Great Newspapers of today, but the development of innumerable weeklies into paying "Daily" propositions.

To every hand-set paper the LINOTYPE is the means and the way to a better livelihood.

Ultimately—THE LINOTYPE—Why Not Now?

EASY TERMS TO THE RIGHT-MEANING MAN

MERGENTHALER LINOTYPE COMPANY

CHICAGO SAN FRANCISCO TRIBUNE BUILDING, NEW YORK NEW ORLEANS TORONTO

A UNIQUE SOUVENIR.

Chicago Newspaper Woman Presented with Insignia of Masonry.

Mrs. Magda Frances West of the Chicago Examiner staff is the possessor of a souvenir of the Knights Templar conclave which, together with the circumstances of the presentation, is probably unique.

So well did she do her work and so charming did she make herself to the distinguished Lord Euston of England, who attended, that he presented to her the silver insignia of the highest degree in Masonry, saying, with impressive dignity, as he did so, "This, Mrs. West, is to indicate to you our appreciation of the most intelligent, the most charming, and the best-bred reporter it has ever been our pleasure to meet."

Lord Euston also wrote to Mrs. West a personal letter expressing his admiration of the correct and clever reports written by her.

Presented with Gold Watch.

George P. Nichols, the retiring president of Baltimore (Md.) Typographical Union, No. 12, was presented with a handsome gold watch, chain and charm last week in recognition of his services to the union.

Will Study for Priesthood.

Edward Mullins, for some time employed as a printer in the office of the Athens (N. Y.) Gazette, has entered St. Mary's Monastery at Dunkirk to study for the priesthood.

The American Laurel has been launched at Rankin, Pa.

PRESS ROOM WASTE.

July Report Shows Downward Tendency in Percentages of Waste.

The reports of press room waste for the month of July, 1910, as prepared by John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, indicate a continuance of the downward tendency in the percentage of waste.

Reports of weight of paper show a material reduction in comparison with the samples furnished by publishers twenty months ago, but the number of reports recently received relating to weight of paper hardly justifies a detailed comparison with the previous tabulation.

Fined for Striking Editor.

Found guilty of assaulting Frank L. Campbell, editor of the Coatesville (Pa.) Times, Councilman Richard D. Gitney of that city was fined \$50 and costs.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

THE CITY EDITOR.

Story in Detail of How the City Editor of a New York Morning Paper Directed the "Covering" of the Shooting of Mayor Gaynor.

[The following is part of an article written by Alexander McD. Stoddart, entitled "What the City Editor Does When a Gaynor Is Shot," and published in the Independent of August 25. Mr. Stoddart is assistant city editor of the New York Press.]

When the "flash," or bulletin, as the first information is called, reached the city editor, the afternoon newspaper men were all in the office awaiting assignment. The morning newspaper men were in their beds. What happens in this story is true of both afternoon and morning newspapers, save that the staff of the one is at talking distance in the office, whereas the morning staff is still slumbering (9.30 a. m.). The morning newspaper is here dealt with.

The first bulletin read:

"Mayor Gaynor was shot this morning while on the deck of the *Kaiser Wilhelm der Grosse* in Hoboken. It is rumored he is dead."

The city editor read it at a glance. The first thing he did was this: He read the message aloud to those within listening distance. This is always done with big news, so that every one may be alert and ready.

Then he went back to his desk and picked up his telephone. He said to the man at the switchboard: "Mayor Gaynor has been shot. I want you to pay particular attention to the editorial telephones; watch mine especially. Don't let any inquiries about the Mayor come up here at all. Keep them in the business office."

GETTING REPORTERS OUT OF BED.

Then to the several office boys "within call" he said as he took out of a pigeon hole a printed list of the staff with their printed telephone numbers:

"Get me Smith, Jones and Robinson" (reporters).

While awaiting these three numbers to respond, the city editor had a second dispatch from the news association.

It read: "The Mayor was taken to St. Mary's Hospital, Hoboken."

"Mr. Smith is on the wire," replied one office boy.

"Smith," said the city editor, tersely, "Mayor Gaynor was shot fifteen minutes ago while on the deck of the *Kaiser Wilhelm der Grosse* at Hoboken. Get right over there quick."

Smith evidently has asked no questions, for the receiver is hung up. There are no instructions; Smith knows that he is to get there quickly and gather what he may.

"Mr. Jones is on this wire," says another boy.

To Jones the same terse message is given. Jones may be in his pajamas, his telephone being at his bedside, but he is alive to the situation.

"Mr. Robinson is on this wire," cries a third boy at another telephone.

Remarkable as it may seem, at an hour like this morning newspaper men are more apt to be found in one place than possibly at any other hour of the day.

So far three men are on the way to

the scene, Smith, Jones and Robinson. Meanwhile the city editor's phone has not been used. That time will come later.

THE SECOND BULLETIN.

Another flash is hastily delivered. It reads:

"The man who shot the Mayor has been arrested. His name is James J. Gallagher. He lives at No. 440 Third avenue."

The office boys hover near. They have initiative.

"Get me quick, Johnson, Roberts and King," says the city editor.

The boys each have a printed list now. Each one goes to a telephone, for there may be a dozen instruments in the big city room alone.

Perhaps Johnson is heard from first.

Says the city editor:

"Mayor Gaynor was shot this morning while on the deck of the *Kaiser Wilhelm der Grosse*. The man who shot him is James J. Gallagher—James J. Gallagher. He lives at No. 440 Third avenue. Go up there, get everything you can about him. Get a picture. Find out to what political party he belongs, run him down to the ground and phone me later; I may be able to give you something additional."

"Mr. Roberts is on this wire," says the boy.

The city editor walks quickly across the room. He picks up the hand telephone and holds it close to him. His tones are low, even. If he is excited it does not betray itself in his voice. Again he tells the story. "Roberts, Mayor Gaynor was shot this morning and has been taken to St. Mary's Hospital, Hoboken. Get over there quick, see the doctors and let me know early what you get."

Another bulletin is received which reads: "Gallagher was a night watchman in the Dock Department until July 1, when he was discharged from the city employ."

"Mr. King is on this wire," and in reply to the boy, the story of the shooting is again told in a sentence. Adds the city editor: "Gallagher is to be arraigned in Police Headquarters, Hoboken. Go over there quick."

NINE MEN AT WORK.

On the pad in front of the city editor is a memo, which says:

Smith, Jones, Robinson: Gaynor shot.
Johnson: Local end; Gallagher.
Roberts: St. Mary's Hospital.
King: Hoboken Police Headquarters.

There is a breathing spell for a moment.

And then another order for three men given to the boys: "Get Jackson, McGuire and Horton."

"Mr. Jackson has called you up himself. He is waiting to talk with you on the wire," says one boy, while the others dart off to follow the instructions of their chief; they are the city editor's staff, too.

The news is told briefly to Jackson: "Yes, it is true; Gaynor has been shot," reports the city editor. Jackson lives in Brooklyn, not far from the Gaynor home in Eighth avenue: "Go over to the house," says the city editor. "Gaynor was going on his vacation alone. Perhaps Mrs. Gaynor is at home. If she is at St. James, go to Deepwells and see her."

While the city editor is not familiar with the whereabouts of Mrs. Gaynor, he does know that the Mayor intended to go alone.

"Mr. McGuire is on the telephone," is heard far across the room. Is it an accident that all these men can be got so quickly, or is the city editor familiar with the habits of his men or is it the office boy who knows just where to telephone? McGuire is made acquainted with the shooting. "Find John Purroy Mitchel," are his instructions, "and stick close to him."

Horton is found. "Go over to City Hall," are his instructions, "and get what there is there. See if Billy Kennel knows the man who did the shooting. He was employed in the Dock Depart-

ment, but was recently discharged. His name is James J. Gallagher."

To the list on the city editor's desk is added these names and data:

Jackson: Mrs. Gaynor.
McGuire: John Mitchel.
Horton: City Hall.

CITY NEWS ASSOCIATION BUSY.

The news from the association is beginning to come in rapidly, the bulletins are longer.

The city editor looks over the list of men and at the printed list:

"Tell Hobart, Reed and Judd to come to the office," he says, briefly.

The telephone bells now begin to work all over the office. It matters little now, the usual office routine may go on. Already at work are his men, nine of them, say, with three more to come. A dozen picked men are at work.

He has time to ease up. The afternoon extras are already on the streets. The shrill cry penetrates even to the upper floors of the skyscrapers. Long distance calls break in. It may be an afternoon paper in Philadelphia or Boston or Cleveland. The paper officially does not ask for news, but John Jenkins, of the Boston Enquirer, wants Jimmy Bush of the New York Transcript. Can Jim Bush give him anything further?

MAPPING THE STORY.

Smith calls up. He tells the city editor what he has learned. "Smith," says the city editor, "I want you to write the main story. Write a plain, straightaway story without any frills. Put Jones on interviews with those who saw the shooting and have Robinson write the story of Gallagher on board the ship." The main story is mapped out.

Johnson calls up on the city editor's wire. He tells what he has learned about Gallagher. "I understand," says the city editor, looking at bulletins before him "that Gallagher has been a chronic kicker and a prolific letter writer. Go down to the Department of Docks, the Civil Service Commission, the City Hall and get copies of all the correspondence."

Roberts at St. Mary's follows after Johnson: Gaynor is not so badly hurt as at first thought," he says. "The doctors are not probing for the bullet, however. The Mayor is resting quietly."

In the meantime King, at Police Headquarters, has not been heard from. The photographers are coming in with their pictures. Standing alongside of Gallagher as he is arraigned is King. That tells its own story.

In the meantime a tipster has brought in an interesting piece of news. Gallagher has retained a lawyer. The information is put in an envelope marked "King."

In the meantime the last three of the city editor's dozen men arrive. They are Hobart, Reed and Judd. Hobart is the political man. "Go out and get me a story," says the city editor, "as to what the charter says in case of the death of the Mayor and the manner in which his successor shall be chosen."

"Reed," says the city editor, curtly, "get all the stuff out of 'the morgue' (the place where newspaper clippings are filed away in special envelopes or indexed cards which show where articles may be found in the bound files), and write an obituary of Gaynor dealing particularly with his first six months as Mayor and his home life."

A TELEPHONE TIP.

The telephone bell is ringing. The city editor says "Hello!" in a voice that never hesitates. "This is Mr. Rockhill, one of your readers. I know this man Gallagher. Seventeen years ago he worked under me," says the man at the other end of the wire. "He did many strange, uncanny things while he was here."

"Will you give the story to one of my men if I send up," interrupts the city editor.

The city editor jots down the name and address. "Judd," he says, "this man," handing him the memorandum, "knows

Gallagher. Go up and see what he has."

Jackson telephones; says that Mrs. Gaynor has heard the news and is on her way to his bedside. "She is on her way in a machine from St. James."

"Follow her," says the city editor, and hangs up the receiver.

McGuire has found Mitchel in Hoboken, he telephones.

"Get a line on him. He has opposed Gaynor on some things and been with him on others. Find out about this and tell about Mitchel's hatred of Tammany." And so it goes.

The schedule of events now looks like this:

Smith: Main story of the Gaynor shooting.

Jones: Interviews on board the *Kaiser Wilhelm der Grosse*.

Robinson: Gallagher on board the *Kaiser Wilhelm der Grosse*.

Johnson: Gallagher the man and his correspondence.

Roberts: Gaynor at St. Mary's Hospital.

King: The arraignment of Gallagher and his plans.

Jackson: Mrs. Gaynor and family.

McGuire: John Purroy Mitchel, the Acting Mayor; his opposition to Tammany.

Horton: City Hall—telegrams and cables.

Hobart: What the charter says, with interviews.

Reed: Obituary of Gaynor.

Judd: The strange, uncanny things Gallagher did.

Now comes the routine news of the day, for the world has not stopped, merely halted. Later there will come the licking of the story into shape. But that is for the copy desk to do. That is not for the city editor. He directs what to do when a Gaynor is shot.

Would Locate Relatives of Printer.

The Syracuse (N. Y.) Typographical Union desires to locate the relatives of William N. (or Wilbur) Safford, a printer, who died at Syracuse on September 25. He was born in Corinna, Me., December 7, 1856, and his family probably moved to the State of Massachusetts later. William N. Safford was initiated into Joliet typographical union in 1881, and was in Oshkosh, Grand Rapids, Green Bay, Oconto and other middle west towns until 1900, when he moved to Syracuse. He was a well educated man and had spent some of his life as a journalist. It is thought he had a brother, a druggist, and two sisters. Any information can be sent to Norman G. Sprague, post office box 104, Syracuse, N. Y.

Creditors Take Action.

An involuntary petition in bankruptcy has been filed in the Federal Court against the Record Publishing Company, of Houston, Tex., publishers of the Record, which suspended publication some weeks ago. The petitioning creditors are: United Press Association, Barnhart Type Founders' Company, Samuel Bingham's Son Manufacturing Company, and the E. W. Blatchford Company.

History of Big Six.

George A. Stevens, statistician of the New York State Department of Labor, is engaged in collecting data for a history of Typographical Union No. 6.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

One of Our Customers

recently told us that he had bought a ton of metal at $\frac{3}{4}$ to 1c. per lb. under our price. Using this metal he set up a job of composition of three million ems, on which he had estimated a substantial profit. The work was a failure due entirely to poor metal. He lost over \$300.00. He had expected to save \$20.00 on the metal purchase. (We will give name of this party on request.)

Use Widest Metal and Make your estimated Profits.

Thomas Wilson's Son
NEW YORK

"COPY"

Responsible for More Failures in Advertising Than Media or Other Contributory Causes. What Constitutes Good Copy. Should Fit Class and Character of Readers.

"Copy" was the title of an address delivered to the members of the advertising staff of the New York Times, last Saturday, by Thornton Purkis, formerly of Hampton's Magazine. He said in part:

The ability to understand the function of copy is a prerequisite to a creative advertising solicitor. I use the term creative in its widest sense. The man who solicits business for The New York Times after having first seen the advertisement in another paper is not strictly a creative advertising man, and, while he may talk copy with a view to getting the advertiser to extend his appropriation, I am of the opinion that he does not create.

The newspaper should support a copy writer whose services should be at the command of each solicitor. The solicitor actually sells a man a given blank space in his medium, but in justice to his client he ought to be able to offer suggestions as to the best manner in which to utilize it.

For example, we will assume that he has brought a grocer to the point where he wishes to advertise tea, to create for it a local demand—since the field for his newspaper is purely local. The grocer knows a whole lot about tea, where it is grown, how it is blended, and how tea should be made; but when it comes to marshaling these facts in order to produce reasons why his tea should be bought in preference to any other he is at a loss.

The creative advertising man can assimilate this information, and either make suggestions upon the spot or carry the information to the staff copy writer, or, as an even better alternative, arrange a meeting between the grocer and the copy writer. There is a further advantage in the latter method, in that the copy writer approaches the client from a different angle and can be of wide assistance in dispelling whatever illusions the grocer may have about advertising. The creative advertising man should refuse business, or at any rate discourage it, rather than allow an advertiser to be indiscreet with his advertising, either in the form of copy or in the sense of not giving his newspaper a sufficiently lengthy trial.

WHAT CONSTITUTES GOOD COPY.

This leads us to a consideration of what constitutes good copy. Obviously it is that which sells the goods or produces whatever results are being aimed at.

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.
THE ADAMS NEWSPAPER SERVICE.
George Matthew Adams.
2013 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.



ROBERT M. LA FOLLETTE.

UNITED STATES SENATOR AND PUBLISHER AND EDITOR OF LA FOLLETTE'S WEEKLY MAGAZINE, WHO SWEEP THE STATE IN THE REPUBLICAN PRIMARIES HELD THIS WEEK IN WISCONSIN.

But I defy anyone to judge copy before it has been used, assuming, of course, that the media are above reproach. In my experience innumerable instances recall themselves where the combined opinions of an agency staff regarding the possible pulling power of certain copy have been set at naught by the ultimate results, and any man here with an agency, or experience in an advertising department of a concern, will bear out this statement.

The most remarkable instance of this character was in the case of some copy written to produce subscriptions for a magazine devoted to travel interests. Excellent and beautifully illustrated copy was prepared and used in good media, but it brought only perfunctory results in the shape of inquiries. We used the same space and ran copy, as, for instance, the following in Life:

"Just for curiosity send your name and address to The Sentimental Traveler and get the biggest surprise you ever had in your Life."

The number of inquiries was amazing, running into thousands, and we sent the promised surprise in the form of a parody on Laurence Sterne's Sentimental Journey. We received in return hundreds of subscriptions, proving that to get around the blasé attitude of the public toward magazine advertising, you had to adopt outlandish methods. In this case we appealed to curiosity.

Another good form of copy is the appeal to vanity, an instance that suggests itself being the advertising of Hart, Schaffner & Marx. They tell you little

or nothing about the material, the inference from their advertising being that the wearing of one of their suits will give you an appearance corresponding with the elegant grace and poise of the men represented in the illustrations.

Another is that of the Cluett, Peabody collar, showing pictures of men at the opera or driving automobiles (not chauffeurs), the inference being that the wearing of a Cluett collar will put you in a class with the presumably wealthy and well-dressed men. It is a form of sub-conscious advertising, something which appeals to one's self-respect.

Then there is copy which appeals to the sense of taste, as, for instance, the copy used by the National Biscuit Company, which continually suggests the uses of their biscuits in providing a satisfying or a dainty meal.

ITS RELATION TO MEDIA.

The next thing to bring out is copy in its relation to media and the presentation of copy to a prospective advertiser. It is at all times policy to suggest to an

advertiser that he use his copy in a manner that is calculated to fit the class and character of the readers of the paper. For example, I would never advise an advertiser to use the same kind of copy to sell a given article at an equal price through the columns of The New York Evening Journal as I should through The New York Evening Post or The New York Times.

Take, for example, selling a cheap safety razor. I am inclined to the opinion that in the Journal I should harp upon the fact that it was a cheap—essentially cheap—serviceable razor, but in The Times or Post I would minimize the emphasis upon price and talk more of its facilities.

To bring out this a little more I would instance the fact that the whole of the tendency of the large department stores' advertising in The Evening Journal is to show startling bargain values. It is a simple point, I know, but it is one that often represents the whole of the difference between success and failure in the purpose of advertising. Along the same lines I would in a National advertising campaign use different copy to appeal to New England people than that which I would expect to draw business from the people of the Middle West.

Now, in talking to an advertiser about copy, when you have brought him to the point where he will consider copy, by all means present it to him attractively. Instead of taking him half a dozen sheets of folded typewritten paper or some smeared printer's proofs it is a good plan to have a dummy book bound up of good deckle edge paper and then have one proof of your copy put into type. Paste this inside the first sheet of the dummy brochure and then paste your typewritten sheets behind it.

Presenting it in the following manner: "Here, Mr. Brown, is the way your copy will look when it is in type. We suggest that you use this advertisement first and the others in the serial order enumerated, for they are written with the intention of securing whatever benefit may be remaining over in the mind of a prospective buyer who read your last advertisement."

I know from practical experience that this argument has helped me to clinch and start upon the road to successful advertising many firms who are now successful advertisers, and so in conclusion I would reiterate the point that an understanding of copy and an ability to talk intelligently about it will help you to get business to an even greater extent than talking bald facts about quality, quantity and distribution of circulation.

Retires After Twenty-Eight Years.

B. Schroeder, owner and editor of the Emery (S. D.) Enterprise for the past nine years, has disposed of his interest to Matt Nichols, who is now in charge. Mr. Schroeder announces that he has permanently retired from the newspaper business after having been connected with it for a period of twenty-eight years.

The Wallace (Idaho) Times has suffered a fire loss of \$15,000.

The American Ink Co., of New York City, make the "dense" and "long" ink now so popular with successful newspapers. Price is always 4 cents the pound.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

Entered as second class mail matter in the New York Post Office.

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. A. BONIFIELD, News Editor.

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NEW YORK, SATURDAY, SEPTEMBER 10, 1910

THE SUBSTITUTION OF "CENTENARY" FOR "CENTENNIAL."

The word "centenary," as all observing newspaper readers may see, is just now to the fore in editorial offices. It is having a run.

Newspaper men easily recognize the fact that certain words are popular at times, like plays and songs. All of us recall the vogue of "strenuous," and later of "tentative," and "recrudescence" and others. The psychology of this popularity, as the ambitious reporter would say, is worth some space, somewhere, but we have no mind to go into it right here.

We would like to know why that good old adjective and noun "centennial" has been dropped from the vocabularies of many leading dailies, and why the word "centenary" has been substituted for it.

For it is easily seen that "centenary" is a newcomer as a popular substitute—not to say synonym—for "centennial."

Did anybody ever hear the Philadelphia celebration of 1876 called anything but "the centennial"? Some grammarians may inform us that "centennial" was an adjective and modified "exposition," which was left out. However, the common people have accepted "centennial" as a noun, and it is the common people who make a language. The common people did not make "centenary" as a substitute for "centennial."

In the beginning, "centenary" (from the Latin *centenarium*) meant a weight of 100 pounds. We do not know just when it arrived at equivalence for "centennial."

"Centennial," derived from "centum" and "annus," has always meant, used as a noun, the one hundredth anniversary or its celebration. Thus it is entirely proper to write about the "Dickens centennial" and other "centennials" that are being scheduled, though it is the newspaper fashion just now to use the other word.

The Standard dictionary has this comment:

"Careful writers often make the adjective CENTENARY refer to 100 and CENTENNIAL to 100 years; as, a CENTENARY (or hundredth celebration); a CEN-

TENNIAL celebration (on the hundredth anniversary). A CENTENARY may be a period of a hundred years; a CENTENNIAL is the close of that period or its commemoration."

From the above it would seem that the "Dickens centenary" is the whole period of 100 years after the birth of Dickens, and the "Dickens centennial" is the close of that period, and therefore the particular business that editorial staffs will have in hand in 1912.

In the course of a speech at St. Paul recently W. D. Simmons, president of the Simmons Hardware Company of St. Louis, said, among other things:

"The newspapers are not only most potent factors in spreading enlightenment, but they can always be depended on to take enthusiastic hold of any movement that is honestly and disinterestedly for the general good."

Mission of the Newspaper.

A good newspaper is the grandest temporal blessing that God has given the people of this country. In the first place all the people read the newspapers and the newspapers furnish the greater proportion of the reading to the people. They don't read books. The old people look for deaths, the young look for marriages, the business men read the business and financial columns, and those who are unemployed read the want advertisements. Great libraries make a few intelligent men and women, but newspapers lift the nation into the sunlight.—*Gaffney Ledger*.

Smiths Still in Lead.

The new city directory of New York, which has just been issued by the Trow Publishing Company, is considerably larger than previous numbers. The Smiths remain in the lead, there being 3,318 of them. Brown runs second, with 1,600, and Jones, 850. Peculiar names contained in the book include Drinkers, Boozers, Drinkwine, Pickle, Drinkwater, Beers, Schnapps and Seltzers. There are also Bears, Beavers, Mules, Hoggs, Goats, Piggs and Wolfs. Bird life is represented by Cranes, Ravens, Robins, Hawks and Pidgeons. There are two Laffs and Tear.

North Dakota Papers Combine.

The Towner (N. D.) Tribune and the Towner News and Stockman have been consolidated, with B. H. Miller as publisher and Fred Haines as editor.

OBITUARY.

William S. Gilmore, for five years editor of the Riverside (Cal.) Enterprise and the Morning Mirror, died last week in the city hospital of hemorrhages. He was well known among newspaper men in California.

James Swisher, editor of the Breckenridge (Col.) Bulletin and the Summit County Journal, died suddenly of apoplexy recently. He was at one time a member of the lower house of the Colorado Legislature.

Edward S. Averill, for fifty-four years editor and publisher of the Palmyra (N. Y.) Courier and said to be the oldest newspaper man in point of service in the State, died at his home in that city last Monday. He was seventy-nine years old, and was born in Medina in 1832. He had edited newspaper in Batavia, Albany, and Geneva.

John A. Sheehan, veteran newspaper man of California, died in Sacramento last week after an illness of several weeks. He was fifty-three years old. He was editor of the Sacramento Sunday News and was for a number of years connected with San Francisco papers.

Clayton P. Fife, for more than forty years the head of a bureau for supplying news of the courts to Philadelphia newspapers, died suddenly Tuesday. He was sixty-seven years old. He was admitted to the bar in 1867, and soon after took up newspaper work.

D. G. Griffith, editor and owner of the Elkader (Ia.) Register for the past thirty-six years and a civil war veteran, died last week of apoplexy. He was sixty-five years old.

Herbert Sawtelle Pugh, a well-known California newspaper man, died recently in Lincoln, Tenn. He was born in San Francisco, November 2, 1872. He was a graduate of the University of California and had been connected with newspapers at Oakland, San Francisco, Chicago, New York and other cities.

R. C. Hite, veteran newspaper man and publisher of the Southwest, died at his home in Fort Smith, Ark., last week. He was eighty-six years old. Mr. Hite began his career in the newspaper business with the Memphis Appeal, on which paper he set the first type and made up the first four pages. Following the Civil War he returned to Memphis and founded the Public Ledger and later the Evening News. About 1878 he removed to Little Rock, where he was connected with the Democrat. Later he moved to Clarksville, Ark., where he established the Clarksville Herald, which paper he edited for ten years. In 1891 he moved to Fort Smith, and was one of the founders of the News-Record. In 1901 he established the Fort Smith City Item.

Charles P. Vandiver, editor of the Charlton (Mo.) Courier and one of the best known newspaper men in the State, died last week. His death was the result of injuries suffered early in August.

New California Daily.

E. Falch, for three years editor of the Chippewa (Wis.) Herald, has launched a daily newspaper at Auburn, Cal., called the Republican. Mr. Falch, in March, 1909, purchased the Placer County Republican.

Garage for Chicago Daily News.

Victor F. Lawson has purchased property on which to erect a garage and stable for the Chicago Daily News, to cost, including the land, \$200,000.

BOARDS OF HEALTH.

Question in Illinois Whether Newspapers May Publish Record of Decisions in Health Cases Before Health Officials.

[The following editorial, entitled "The Press and Publicity," was printed in the Moline (Ill.) Dispatch, issue of August 26.]

The Rock Island board of health is in controversy with certain makers of ice cream, one in Davenport, one in Rock Island. The board of health declared the ice cream sold by these makers to be so far below a proper standard as to be unfit for use, and it warned the public not to purchase ice cream made by these firms. The action and declarations of the Rock Island health board were made public, and the Dispatch published the news.

The accused men came out with a statement in the Dispatch Wednesday evening that there is no legal standard for ice cream in Illinois, though it is being planned to establish a standard of 8 per cent. of butterfat. The statement declared that the ice cream denounced by the Rock Island board usually runs more than 8 per cent., and often goes as high as 10 and 12 per cent.

Following presentation of this statement the ice cream makers have taken the matter to court, suing Mayor McCaskrin, Health Commissioner Mueller, the individual members of the Rock Island health board, and the Dispatch, for damages to their business, and for an injunction to restrain from further announcement of the decision of the board against their product.

Here is an interesting test of the freedom and usefulness of the press. The Dispatch does not believe that it can be held in any way responsible for any damage to the business of these men that may have been inflicted by the finding of the Rock Island health board and its publication. In this latter, by the way, Rock Island papers participated, and it seems to be a compliment to the influence of the Dispatch that it is named in the legal proceedings and the other papers are not.

The newspaper is a necessary adjunct to make effective the rulings of governing and punitive boards, which without publicity could do very little to carry out promptly their findings and orders. It should not be made responsible for their errors. It is a duty of a newspaper to the public to publish findings of boards which the public has constituted. Mere publication of these findings should not be considered as constituting a declaration by the newspaper that the findings are true and just. That should be a matter at issue solely between the boards themselves and the affected parties.

The Dispatch takes and has taken no sides. It simply announced the action of the Rock Island board, a thing which it believes was a duty to the public. It will stand by its right to do this until the courts rule otherwise.

If a newspaper is liable for giving publicity to the findings of the Rock Island board of health, it should be liable for publication of the findings of the national government chemists, who have ruled against all sorts of foods and medicines alleged to be deleterious. These findings have been published broadcast all over the country, and many of them have appeared in the Dispatch from time to time.

Plans a Woman's Newspaper.

Mrs. E. C. Atwood, of Philadelphia, was in Washington last week arranging for the first appearance of The Woman's Interstate Press, a woman's newspaper, edited and reported by women and devoted entirely to their interests. Mrs. Atwood states that the new paper is not to be a fashion journal or a cook book, or a collection of health hints, but a real newspaper, in which matters of genuine interest will be discussed. One of the features will be a review of the world's work.

PERSONAL.

Cyrus H. K. Curtis, publisher of the Ladies' Home Journal and the Saturday Evening Post, accompanied by Mrs. Curtis, attended the exercises at the unveiling of the Reed monument in Portland, Me., last week. Mr. Curtis was an intimate friend of Thomas B. Reed.

Col. Oliver S. Hershman, editor and publisher of the Pittsburg Press, was in New York this week to meet Mrs. Hershman, who arrived from Europe Friday morning on the President Lincoln. Mrs. Hershman has been abroad since early last June and returns greatly benefited in health.

Frank B. Kane has resigned as instructor in journalism at the University of Washington to accept a position on the editorial staff of the Detroit News. Mr. Kane is well known as a writer and is a frequent contributor of short stories to the magazines.

The condition of Prof. Edmund F. Weber, assistant editor of the Baltimore (Md.) German Journal, who fell down the steps of the Journal building last week, is reported as much improved.

James B. Nevin, for many years paragon of the Washington (D. C.) Herald, has resigned to become associate editor of the Rome (Ga.) Tribune-Herald. Before leaving for the capital some years ago Mr. Nevin was connected with the editorial management of the Tribune.

Robert Patchin, in charge of the Canadian bureau of the New York Herald, at Ottawa, spent a day in Des Moines, Ia., last week visiting old friends. Mr. Patchin recently completed an eight weeks' tour of Western Canada, in company with the party of Premier Laurier.

C. M. Yould, city editor of the Oklahoma City Daily Pointer, has announced his engagement to Miss Fannie Duncan, of St. Paul, Minn. The Daily Pointer is the only daily in the United States which circulates without subscription price. On this account it is not allowed mail privileges and is distributed entirely by express.

Charles W. Meyers, for many years connected with newspapers of Clinton, Ia., has been made advertising manager of the Bay City (Mich.) Tribune.

William D. Dwyer, publisher of the Brockton (Mass.) Searchlight, a well known weekly, is a candidate for the mayoralty this coming fall.

E. J. O'Reilly, editor of the Motor Trader, of London, will visit America in October. He will inspect a number of the larger automobile manufacturing plants in this country.

J. I. and William Steel, editors of the Shamokin (Pa.) Herald, have returned home after a pleasant vacation spent at Atlantic City, N. J.

J. Fred Williams, of Valparaiso, Ind., has been made city editor of the La Porte (Ind.) Argus Bulletin, succeeding C. B. Huntress, who is now with the La Porte Herald.

A. F. Conklin, editor of the Belvidere (Ill.) Daily Republican, has withdrawn

from the contest for county superintendent of schools of Boone County. His paper did not care to lose his services.

James G. Doyle, editor of the La Salle (Ill.) Daily Post, is a candidate for Representative at the Democratic primaries September 15.

George P. Engelhard, a well-known trade journal publisher, of Chicago, is a candidate for Congress in the Tenth District.

Frank E. Furry, editor and proprietor of the Alden (Ia.) Times for many years, retires from journalistic work this week.

W. R. Orchard, editor of the Glidden (Ia.) Graphic, has purchased an interest in the Council Bluffs (Ia.) Nonpareil and will become editorial writer for that paper.

In honor of the Fifty-eighth anniversary of his birth, friends of Charles Neumeyer, managing editor of the Louisville (Ky.) Anzeiger, gave a surprise party at his residence last week.

Joseph T. Gleason, representative in America of the Amalgamated Press, and who was recently made advertising representative of the Harmsworth publications, will leave about September 20 for London and Paris, where he will study advertising conditions.

G. D. Robbins, publisher of the San Antonio (Tex.) Light and Gazette, who has been in the East for some time on business, left this week for Chicago, where he will stay for several days previous to his departure for home.

Albert Hanson, manager of foreign advertising of the Montgomery (Ala.) Advertiser and the Birmingham (Ala.) News, is in New York this week calling on the general advertisers.

L. B. Foley, of the advertising department of the Memphis Commercial Appeal, was in New York this week en route to his old home in Syracuse, N. Y., where he will spend his vacation.

Fred. I. Thompson, editor and publisher of the Mobile (Ala.) Register, one of the best known papers in the South, is spending the summer at his home in Bronxville, N. Y. Mr. Thompson was formerly a member of the firm of Smith & Thompson, special agents.

John F. Carroll, publisher and business manager of the Portland (Ore.) Telegram, was in New York this week on business connected with that paper.

W. H. Hofmann, advertising manager of the Portland (Ore.) Oregonian, is in New York this week calling on the general advertisers.

Blaine W. Bradfute, editor of the Bloomington (Ind.) Telephone, was married in New Albany, Ind., last week to Miss Annie R. Weatherby, a prominent young society woman of Bloomington.

Miss Florence Wilson, formerly connected with the staff of the Nashville Tennessean, has accepted a position with the New Decatur (Ala.) Twin City Telegram.

Lindsay C. Marshall, for a number of years editor of the Cambridge (Md.) Daily Banner, has been appointed vice-principal of the Cambridge High School.

Pacific Coast

evening daily in growing small city, made a profit of \$6,581.00 in 1909 after paying manager a salary of \$150.00 per month. Annual business \$21,000.00. Owner wishing to get out of newspaper business will sell for \$12,000.00 cash. Equipment includes linotype, Cottrell drum cylinder and two job presses. A great bargain. Proposition No. 37.

C. M. PALMER
Newspaper Broker

277 BROADWAY NEW YORK

DON'T USE STALE PICTURES

Why publish illustrations already used in other papers, SELECTED TO PLEASE THEIR READERS when you can get eight better, newer, original pictures a day with adequate text for less money?

Daily Illustrated News Service
GEORGE GRANHAM BAIN
32 Union Square E. New York City

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service. Address: Herald Square, New York City. Canadian Branch, Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible. Features for Newspapers. Baltimore

WILBERDING

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES
Brunswick Building, New York City.
WESTERN } Boyce Building, Chicago.
OFFICES: } Victoria Building, St. Louis.
 } Journal Building, Kansas City.

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday Newspaper west of New York, and the great Home Medium of the Middle West.

NEW YORK.

THE BUFFALO EVENING NEWS

's read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 84,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

FOR SALE

MONOTYPE,

Gas Engine, Job Press, Paper Cutter and other printing material. List sent on request. In bankruptcy court. THE EAST WISCONSIN TRUSTEE CO., Manitowoc, Wisconsin.

AUTOMATIC METAL POT

(Wood & Nathan); perfect condition; sell reasonably. OXODIO, care THE EDITOR AND PUBLISHER.

MISCELLANEOUS

DAILY NEWS

Reports for evening papers, league ball scores daily, special and Chicago news. YARO'S NEWS BUREAU, 166 Washington st., Chicago, Ill.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED

Position as managing or city editor on a progressive afternoon paper. Pennsylvania preferred. Years of experience covering every department. Thorough knowledge of the editorial and mechanical ends of the business. Seven years in last position on one of Pennsylvania's most progressive inland dailies. Position offering opportunity for substantial investment specially desired. Address R. K., care THE EDITOR AND PUBLISHER.

WANTED—MANAGING EDITORSHIP

of small Evening Daily. Live, energetic young newspaper man, now on New York paper, wants managing editorship of small daily. Opportunity for advancement more important than salary. Has edited influential dailies in two inland cities. Address DAILY, care THE EDITOR AND PUBLISHER.

MANAGING EDITOR.

Resourceful, tremendously active man wants to connect with a paper in a big city. Is confident that he can take a run-down paper of good reputation and make it a success that will be talked about all over the country. Strong, vigorous executive, accustomed to getting quantity and best quality of work out of medium-sized staff. Besides, knowing all editorial branches he can prompt the advertising and circulation managers to make bigger records—because he thoroughly understands these branches of newspaper promotion. The salary must be good, because he will produce a "gingery" paper and boost the profits. Address COMBINATION, care of THE EDITOR AND PUBLISHER.

WANTED

Position on Daily by College Graduate with seven years' experience on weekly. Box 184, Annville, Pa.

A WESTERN PUBLISHER

having successfully published and managed three corporation newspapers, desires the general management or business management of a publication east of Chicago—corporation owned newspaper preferred. Only publishers who are willing to pay high-grade salary for proven talent and capability and financial acumen need answer. Address all communications to GENERAL MANAGER, care THE EDITOR AND PUBLISHER, New York.

ADVERTISING SOLICITOR.

Ten years' experience on publications and agency work, knowledge of foreign language papers, highest references as to ability, etc. Address TED, care EDITOR AND PUBLISHER.

GOOD WRITER,

original ideas, vigorous diction, anti-Roosevelt, anti-Bryan, anti-Tammany, anti-Jingo, wants editorial employment on conservative, reactionary newspaper of either political party. No other need apply. Address J. F. Griggs, 467 W. 23d street, New York.

HELP WANTED

WE WANT YOUNG MEN

between the ages of 20 and 35 to join our force of contest managers. Newspaper men with some contest experience preferred, but not absolutely essential. Bright reporters, circulation and advertising men can soon learn our system and double their present salary. As evidence of good faith \$200 investment of stock in this company is required. Give full details of your experience, age and reference in first letter. THE UNITED CONTEST COMPANY, Inc., Cleveland, Ohio.

BUS. OPPORTUNITIES

NEWSPAPER MEN

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

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

The C. E. Sherin Agency, 452 Fifth avenue, New York, is putting out a line of copy Knox Hat advertising.

The Standard Oil Company, 26 Broadway, New York, is placing some new contracts and renewal orders for about 1,000 inches for the advertising of the Perfection Smokeless Heater and Rayo Lamp.

J. W. Morgan, 44 East Twenty-third street, New York, is placing 672 lines two times for the Butterick Publishing Company, to advertise the Delineator.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing orders for Truly Warner, Hats, 813 Broadway, New York, in towns where they have stores.

The Morse International Agency, Fourth Avenue and Thirtieth street, New York, is placing new contracts for the Piso Company, Warren, Pa.

The P. & W. Vacuum Cleaner Company, 523 West Forty-fifth street, New York, is placing a line of classified advertising direct.

The John Davis Company, 1120 Chestnut street, Philadelphia, is asking for rates in Pennsylvania papers.

The W. S. Hill Company, Pittsburg, is asking for rates on telegraph readers in Pennsylvania papers.

The Swiss Federal Railroad Company, 245 Fifth avenue, New York, is making up a list of papers for their advertising. This business will be placed through the Dorland Advertising Agency, Atlantic City, N. J.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing orders in Western papers for the Utica Knitting Mills.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for Collier's Weekly.

N. W. Ayer & Son, Philadelphia, are sending out orders for the Curtis Publishing Company, Ladies' Home Journal, Philadelphia.

L. A. Sandlass, advertising agent, Baltimore, Md., is making new contracts for William Lanahan & Son, Hunter Maryland Rye, same city. This agency is also making new contracts for five inches 104 times for the Resinol Chemical Company, Resinol Soap, Baltimore, in Western papers.

The Mahin Advertising Agency, Chicago, will shortly place orders for the N. K. Fairbanks Company, Gold Dust Washing Powder, Fairy Soap, Chicago.

Lord & Thomas, Chicago, are resuming the advertising of the Washburn-Crosby Company, Ben Hur Flour, Gold Medal, Minneapolis, Minn.

The Gundlach Advertising Company, Chicago, is planning an extensive advertising campaign on the Pacific Coast for Bondy & Lederer, Tom Keene Cigar, New York.

Roberts & MacAvinche, Chicago, are placing 5,000 lines in daily papers for the Globe Pharmaceutical Company, same city.

Nelson Chesman & Co., Chattanooga office, is placing 156 inches in Southern papers for Bonds Pharmacy Company.

The Kaufman-Handy Agency, Chicago, is placing 5,000 line contracts in daily papers for the Patent Vulcanite Roofing Company, same city.

Blumenstock Bros., St. Louis, are placing 5,000 lines in Southern papers for the Folka Porter Shield Company, same city.

The Pettingill, Flowers Advertising Company, Memphis, Tenn., is placing 10,000 line contracts in Southern papers for the W. R. Moore Dry Goods Company. This agency is also placing 10,000 lines for the Bureau of Publicity and Development in Southern papers.

The Kaufman-Handy Agency, Chicago, is placing 5,000 lines in Western papers for the Great Western Cereal Company, same city, and 10,000 lines in Southern papers for the United Cigar Manufacturing Company, New York, also 5,000 lines in Western papers for Kuh, Nathan & Fisher Company, Sincerity Men's Clothing, Chicago.

The Electro Vigor Company, San Francisco, Cal., is placing 7,000 line contracts on the Pacific Coast direct.

The Corning Advertising Agency, St. Paul, Minn., is placing 3,000 line contracts in Pacific Coast papers for Gordon & Ferguson, Hats and Caps, St. Paul.

The George Batten Company, Fourth Avenue Building, New York, is placing 10,000 line contracts in Southwestern papers for the F. M. Hoyt Shoe Company, Beacon Shoes, Manchester, N. H.

Green's Capital Advertising Agency, Washington, D. C., is placing 4,200 line contracts in Southwestern papers for the Mertz Preparations.

The Imperial Chemical & Manufacturing Company, New York, is placing fifteen lines fifty-two times direct.

The I. Lewis Cigar Company, 402 Bank street, Newark, N. J., is placing 10,000 line contracts in Southern papers through the A. D. Sampuls Agency, 118 West Twenty-eighth street, New York.

Destroyed by Fire.
The Ross Valley News, published at Ross, N. D., was entirely destroyed by fire last week.

ROLL OF HONOR

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

ALABAMA.	NORTH DAKOTA.
ITEM Mobile	NEWS Fargo
	NORMANDE (Av. Cir. '09, 9,450) Grand Forks
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALER Cleveland
	(August, D. 92,657-S. 114,354)
CALIFORNIA.	VINDICATOR Youngstown
INDEPENDENT Santa Barbara	OKLAHOMA.
BULLETIN San Francisco	OKLAHOMAN Oklahoma City
CALL San Francisco	PENNSYLVANIA.
EXAMINER San Francisco	TIMES Chester
	DAILY DEMOCRAT Johnstown
FLORIDA.	JOURNAL Pittsburg
METROPOLIS Jacksonville	DISPATCH Pittsburg
	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburg
THE ATLANTA JOURNAL Atlanta	TIMES-LEADER Wilkes-Barre
(Cir. 53,163)	DISPATCH AND DAILY York
CHRONICLE Augusta	GAZETTE York
HERALD Augusta	
EXPLORER-SUN Peoria	SOUTH CAROLINA.
LEDGER Columbus	DAILY MAIL Anderson
	DAILY RECORD Columbia
ILLINOIS.	THE STATE Columbia
POLISH DAILY ZGODA Chicago	(Cir. D. 14,047-S. 14,163)
SKANDINAVEN Chicago	DAILY PIEDMONT Greenville
WOMAN'S WORLD Chicago	TENNESSEE.
HERALD Joliet	NEWS-SCIMITAR Memphis
HERALD-TRANSCRIPT Peoria	BANNER Nashville
JOURNAL Peoria	TEXAS.
	RECORD Fort Worth
INDIANA.	CHRONICLE Houston
JOURNAL-GAZETTE Ft. Wayne	SEMI-WEEKLY TRIBUNE Waco
NEWS-TRIBUNE Marion	TIMES-HERALD Waco
TRIBUNE Terre Haute	
THE AVE MARIA Notre Dame	WASHINGTON.
	MORNING TRIBUNE Everett
IOWA.	WISCONSIN.
EVENING GAZETTE Burlington	EVENING WISCONSIN Milwaukee
CAPITAL Des Moines	
REGISTER & LEADER Des Moines	CANADA.
THE TIMES-JOURNAL Dubuque	ALBERTA.
	HERALD Calgary
KANSAS.	BRITISH COLUMBIA.
GAZETTE Hutchinson	WORLD Vancouver
CAPITAL Topeka	TIMES Victoria
KENTUCKY.	ONTARIO.
COURIER-JOURNAL Louisville	EXAMINER Peterborough
TIMES Louisville	FREE PRESS London
LOUISIANA.	QUEBEC.
ITEM New Orleans	LA PRESSE Montreal
STATES New Orleans	LA PATRIE Montreal
TIMES DEMOCRAT New Orleans	
MAINE.	GET THE BEST ALWAYS!
JOURNAL Lewiston	The Pittsburg Dispatch
	Greater Pittsburg's Greatest Newspaper
MICHIGAN.	WALLACE G. BROOKS Horace M. Ford
PATRIOT (July, D. 10,828-S. 11,841) Jackson	Bunswick Bldg. Peoples Gas Bldg.
	New York Chicago
MINNESOTA.	NEW BEDFORD TIMES
TRIBUNE (Morning and Evening) Minneapolis	The paper that has made New Bedford, Mass., the fastest growing city in the world.
MISSOURI.	Average to July 1, 1910
DAILY AND SUNDAY GLOBE, Joplin	Evening, 7,840 Sunday, 13,756
MONTANA.	ALFRED B. LUKENS Tribune Bldg.
MINER Butte	New York Representative New York
NEBRASKA.	FRANK W. HENKELL Michigan Ave.
FREIE PRESSE (aver. circ. 142,440) Lincoln	Western Representative Chicago
NEW JERSEY.	Anderson (S.C.) Mail
PRESS Asbury Park	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
JOURNAL Elizabeth	MacQuoid-Alcorn Special Agency
TIMES Elizabeth	Tribune Building, N. Y.
COURIER-NEWS Plainfield	Boise Building, Chicago
NEW MEXICO.	
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) New York	
MESSENGER OF THE SACRED HEART New York	
RECORD Troy	

The Special Advertising Representatives
who come to New Orleans and thoroughly investigate the local field, invariably use The Item and often use it exclusively.

THE ITEM
goes into over 22,000 New Orleans homes daily, and also has over 8,000 circulation in Louisiana and Mississippi, covering the districts most valuable for foreign advertisers more thoroughly than any other New Orleans paper.

ELMER E. CLARKE, Business Manager.

SMITH & BUDD
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3153

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

CONE, ANDREW
Tribune Building, New York
Tel. Beekman 2792

DEBEVOISE, FOSTER CO.
15-17 West 28th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
231 West 39th St., New York
Tel. Bryant 4770

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745

GUENTHER, RUDOLPH
115 Broadway, New York
Tel. Broad 1420

HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4388

KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FRWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

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

NO ADVERTISER can overlook the clientele of
"THE PANHELLENIC"
New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address
"THE PANHELLENIC"
50 Church Street, New York, N. Y.
Phone 7623 Cortlandt

American Home Monthly
A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.
HENRY RIDDER, Publisher
27 Spruce Street. New York.

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Augusta, Ga.
Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.
Benjamin & Kentnor Co.
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Publishers' Representatives

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BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

KELLY, C. F. & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

KRUGLER, FRED'K M.
150 Nassau St., New York
Tel. Beekman 4746

NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 32d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
30 W. 33d St., New York
Tel. Madison Sq. 3613

SMITH & BUDD CO
Brunswick Bldg., New York
Tel. Madison Sq. 6187

THE FISHER AGENCY
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

BUSINESS OFFICE NOTES.

The Minneapolis (Minn.) News will shortly be changed from seven to eight columns to the page. Larger type will be used in the body of the paper and numerous improvements are planned for the editorial department. The News claims a circulation of 40,000 daily.

In the first eight months of this year the Des Moines (Ia.) Capital, states that it has gained 28,481 inches of advertising over the same eight months of last year. This is an average gain of 3,560 inches a month. The total amount of advertising published by the Capital in the first eight months of this year was 235,028 inches.

The Rochester (N. Y.) Union and Advertiser inaugurated a \$10,000 subscription contest.

The Sixtieth anniversary supplement of the Dixon (Ill.) Daily Telegraph, issued recently, is a splendid example of journalistic enterprise. It was largely devoted to the growth and development of the city and was printed on calendered paper and profusely illustrated. Dixon's population has passed the 10,000 mark and it ranks as one of the important cities of the State. The Telegraph has the distinction of being the oldest paper in the county, the first issue being printed on May 1, 1851. It passed into the control of B. F. Shaw in 1854 and since his death, which occurred last September a year ago, the burden of the management has rested upon his daughter, Mrs. E. E. Shaw.

The Knoxville (Tenn.) Sentinel carried as part of the regular issue of Wednesday, August 31, a sixteen-page advertisement of Hall's, a local men's

furnishing store. This is one of the largest single advertisements ever printed in a newspaper.

The Knoxville (Tenn.) World issued a special Appalachian Exposition number on last Saturday. The edition contained five sections of fifty-two pages and was dedicated to bigger and better Knoxville. The multifold advantages of Knoxville, both as a manufacturing and as a residence city, were graphically set forth by picture and text. The issue was well made up and carried a large volume of local advertising.

ADVERTISING NOTES.

R. J. Shannon, special agent, Brunswick building, New York, is on a business trip to Buffalo, Pittsburg, Birmingham and Schenectady in the interest of the papers that he represents.

J. C. Wilberding, special agent, Brunswick building, New York, returned from a trip to northern New York in the interest of the papers that he represents.

T. Hand, of Hand, Knox & Co., special agents, New York and Chicago, is on a business trip through northern New York.

Jim Verree, of the Verree & Conklin Special Agency, New York and Chicago, is in New York for a few days on business connected with that agency. Mr. Verree states that the outlook for business in the western field was never better, and he looks for business this fall to be larger than previous years.

John B. Woodward, the well-known representative of the Chicago Daily News in the eastern field, made a business trip through New England this week.

To Represent Boston Post.

C. F. Kelly & Co., publishers' representatives, New York and Chicago, have been appointed the foreign advertising representatives of the Boston (Mass.) Post. Although this agency has been in business only about five months, it has recently added the following papers to its list: Buffalo Evening News, Boston Post, St. Joseph News-Press, Trenton Times and Mobile Register.

Will Edit South Dakota Paper.

James T. Wolfkiel, of Norfolk, Neb., will edit the Harrold (S. D.) Journal, which was established four months ago by a stock company of Harrold business men. Mr. Wolfkiel was formerly connected with the Norfolk (Neb.) Daily News.

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

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence. Mechanical and other Inventions Illustrated. Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.
Annual Subscription (52 issues), post free, \$3.00.

The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.
"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shniedewend & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Lion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.
Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.
Send for sample copy.

The School of Hard Knocks



Practical—practical, reap through every page of
The American Printer
Its articles are written by men who have learned in the dear school of experience—men who speak with authority—men whose words will put dollars and cents into the pockets of employers and employees—makers, buyers and sellers of printing.
You should be reading this magazine. It's the only journal of its kind—hard-earned and carried out on a scale attempted by no other publication.
The many reproductions of fine printing and engraving which appear on its pages are alone worth far more than the subscription price. Every department that concerns the up-to-date printing office receives adequate treatment. Composition, Commercial Art, Paper, Ink, Dyeing, Process Engraving, Business System, Bookmaking—all are handled in an entirely practical way.
As an advertising medium The American Printer is a class by itself. It gives reproduction of circulation. The greatest well-earned of printing machinery and printing-office equipment—use us columns liberally, for it yields them greater returns for their money than any other publication in the world. Write today for sample copy. If you have anything to sell that is used in the modern printshop, get our rate card. Subscription price of The American Printer is \$10.00 per annum in advance. Oswald Publishing Company, 25 City Hall Place, New York City

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

Best Work at Lowest Price
Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO. Established 1853
ELECTROTYPEERS
and Manufacturers of Electrotpe Machinery
444-446 Pearl Street New York

The Newbein (Tenn.) Chronicle published by H. A. Hand, has suspended publication.



The Garwood Electric System

Permits the press to be run constantly and economically at any point in the speed range. These are only a few reasons why the GARWOOD ELECTRIC SYSTEM leads all others.

Garwood Electric Company

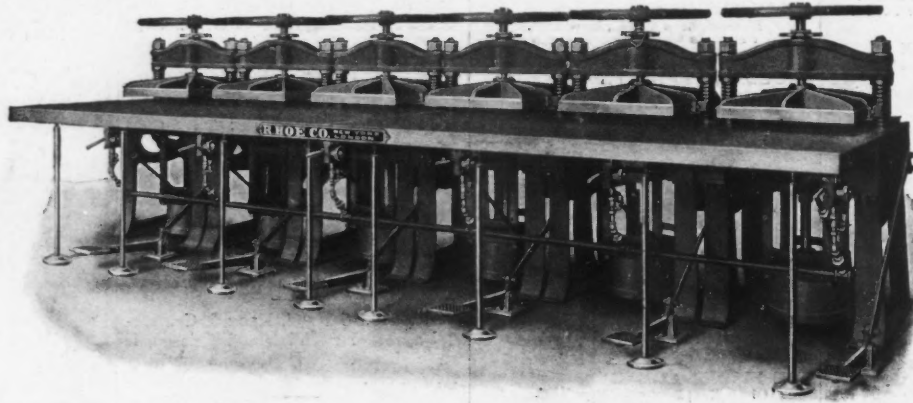
New York. Philadelphia. Chicago. St. Louis. Pittsburgh



Send To-day for the List of Users of "The Kohler System"

We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
LONDON: NEW YORK: 56 Ludgate Hill, E. C. 50 Church Street.

YOU WILL FIND IT PROFITABLE TO INSTALL HOE PNEUMATIC DRYING PRESSES



**A BATTERY OF SIX HOE PNEUMATICALLY OPERATED MATRIX DRYING PRESSES
MADE WITH ELECTRIC HEATERS WHEN REQUIRED**

AMONG THE RECENT PURCHASERS OF OUR PNEUMATIC PRESSES ARE:

NEW YORK AMERICAN.....	6	MINNEAPOLIS TRIBUNE	4
PHILADELPHIA TELEGRAPH	4	DETROIT JOURNAL	3
PHILADELPHIA BULLETIN	4	ATLANTA JOURNAL	4
KANSAS CITY POST.....	4	NEWCASTLE CHRONICLE	4
ST. LOUIS POST-DISPATCH.....	4	LYNN ITEM	2
PORTLAND OREGONIAN	4	NEW BEDFORD STANDARD.....	2
HARTFORD TIMES	3	DECATUR HERALD	2
BOSTON TRANSCRIPT	4	ALBANY PRESS	2
BOSTON TRAVELER	1	ONEONTA STAR	2
BROCKTON ENTERPRISE	2	PETIT PARISIEN	3
SALEM NEWS	1	ABERDEEN FREE PRESS.....	2
NEW HAVEN UNION.....	1	OTAGO DAILY TIMES.....	2
AMERICAN PRESS ASSOCIATION.....	10	MONTREAL GAZETTE	2

Extracts from what users say

NEW YORK AMERICAN:

"Better mats and output increased more than 25 per cent."

PHILADELPHIA BULLETIN:

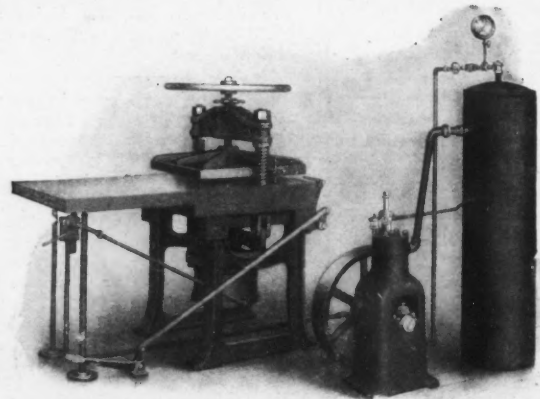
"Time cut in half; constant and equal pressure."

DETROIT JOURNAL:

"At no time have they failed to give most excellent service; better impression and time saved."

MINNEAPOLIS JOURNAL:

"Very efficient and satisfactory; better time and better mats."



Showing Air Compressor and Receiving Tank. Any number of Tables can be placed side by side and worked from one Compressor.

R. HOE & CO., 504-520 Grand St., New York, N. Y.

ALSO AT

7 Water Street
Boston, Mass.

143 Dearborn Street
Chicago, Ill.

160 St. James Street
Montreal, Can.

109-112 Borough Road
London, S.E., England

8 Rue de Chateaudun
Paris, France

