

THE EDITOR AND PUBLISHER

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TAFT ON NEWSPAPERS

PRESIDENT IN SPEECH DEPRECATES YELLOW JOURNALISM, BUT IS OPTIMISTIC.

He Spoke Extemporaneously About the Press—Criticism Headlines of Murders, Slanders and Scandals—Thinks Greater Publicity of Crime Shows We Are Growing Better and Not Growing Worse.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Oct. 5.—President Taft, who, with members of his party making a 13,000-mile tour of the United States, was entertained by the Spokane Chamber of Commerce and the people of the Inland Empire on September 28, said in the course of a speech at a game dinner at Hayden Lake in the heart of the National forest reservation in northern Idaho, that the intensive journalism of today gives publicity to everything which formerly was suppressed, thus drawing public attention to things which ought to be condemned. His remarks on the subject follow in full:

"We are getting better. I know it is the habit sometimes of pessimists to point out that we are not, that there are evidences, for instance, in the press of the love of the public for certain tendencies that ought to be frowned down upon. Well, I am inclined to think that headlines of murders and slanders and scandals and that sort of thing do not elevate the public. That we can deprecate, and we can say that it is only an evidence of the publicity of everything today that in the times passed was suppressed and does not indicate a growing tendency to be worse, but only a growing tendency to be better by leaving to the public condemnation the things that ought to be condemned.

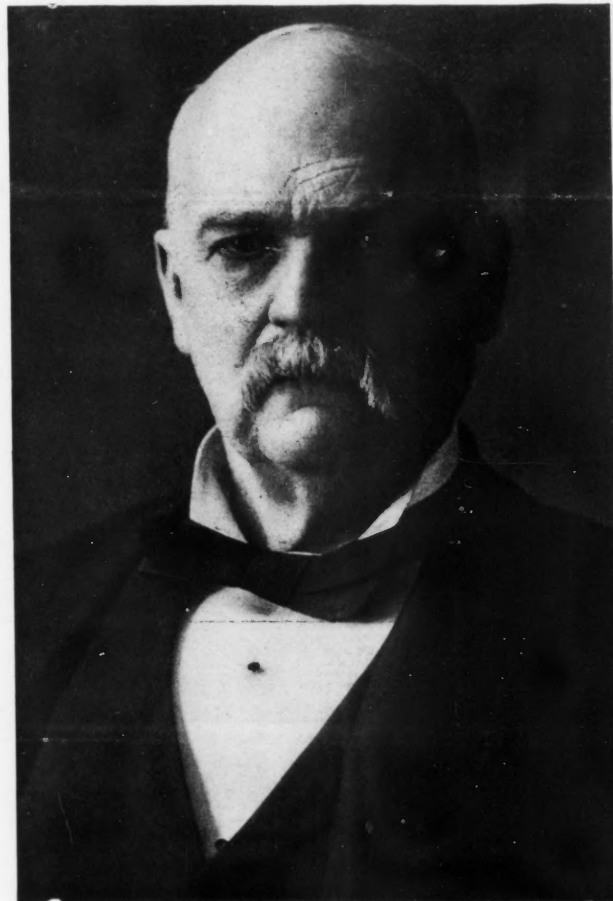
"I deprecate yellow journalism as others do, but I don't think it is an evidence of our going down hill. I think, on the contrary, that the attitude of the press and the influence that they exercise, as shown in the entire independence of the press that the public sometimes shows, is an indication that the press is useful and regarded so and has its influence for useful purpose in so far as it tells the truth to the public and the public believes it.

"And beyond that, while the paper may sell because of its character, the influence that it exerts is measured by the confidence that the public have in the statements that it makes and the judgment in favor of truth and morality that it seems to exercise.

"I don't know why I got into a discussion on the press. I hadn't intended to when I arose, but I only ran into it because it is usually pointed to as an indicator of the tendency of society, and it was in answer to the argument they present that I have to say what I have."

Croy Joins Delineator Staff.

Homer Croy, formerly with The St. Louis Post-Dispatch, has joined the editorial staff of The Delineator.



HARVEY W. SCOTT,

EDITOR OF THE PORTLAND OREGONIAN, WHO DECLARES THAT NEWSPAPER PUBLISHERS SHOULD NOT ENGAGE IN OTHER BUSINESS.

ASSOCIATED PRESS.

Directors Hold Regular Quarterly Meetings in New York.

The regular quarterly meeting of the directors of the Associated Press was held in New York last Tuesday at the rooms of the association in the Western Union Building. Only routine business was transacted.

Among those present were: Frank P. Noyes, Chicago Record-Herald; H. W. Scott, Portland Oregonian; Charles H. Taylor, Boston Globe; C. H. Grasty, St. Paul Dispatch-Pioneer Press; Thomas G. Rapiere, New Orleans Picayune; Victor Lawson, Chicago Daily News; J. H. Fahey, Boston Traveler; Albert J. Barr, Pittsburg Post and Sun; W. R. Nelson, Kansas City Star; William L. McLean, Philadelphia Evening Bulletin; Clark Howell, Atlanta Constitution, and Adolph Ochs, Chattanooga Times.

Will Represent Munsey Newspapers.

A. G. Newmyer, formerly advertising manager of the Washington Times and Boston Journal, is now general representative of the Munsey newspapers in the foreign field.

WILL INCREASE STOCK.

Butterick Company Plans to Make Capital \$15,000,000.

The Butterick Company, of New York, publishers of the Delineator, The Designer, and The New Idea Woman's Magazine, notified the New York stock exchange this week of a proposed \$3,000,000 increase in the capital stock of the company.

A special meeting of the stockholders has been called for October 19 to vote on the question of increasing the capital from \$12,000,000 to \$15,000,000.

New Daily for West Virginia.

It is reported that Harry F. Byrd, publisher of the Winchester (Va.) Evening Star, will start a daily paper at Charleston, W. Va. Mr. Byrd recently disposed of his holdings in the Martinsburg (W. Va.) Evening Journal to Max Von Schlagle.

Illinois Paper Suspends.

The Champaign County Gazette, one of the oldest newspapers in Illinois, has suspended publication. Lack of patronage is said to have been the cause.

HARVEY W. SCOTT

DECLARES NEWSPAPER PUBLISHERS SHOULD NOT ENGAGE IN OTHER LINES.

Editor of the Portland Oregonian Typifies Strong Western Independence—He Refused Ambassadorship to Mexico Because He Would Not Entangle His Newspaper in Politics—Values His Independence.

Written for THE EDITOR AND PUBLISHER by Philip R. Dillon.

You speak about the name of a great newspaper of the far Northwest—the Portland Oregonian. Students of the Greek language who hear the name, repeat it, rolling it sonorously. It is an impressive name, big and round like the big trees of Oregon. The paper is known throughout the land.

I found Colonel Harvey W. Scott, editor of The Oregonian, in New York, where he was this week attending the meeting of the directors of the Associated Press.

To see and talk with Colonel Scott is an experience that any newspaper man might covet. He has been the editor-in-chief of the paper during forty-five years. I watched him.

Last year they offered him the Ambassadorship to Mexico. If there be an ambassador type—a physical type, such as the artist would want to create, Colonel Scott is of that type. He was born in Illinois in 1838. He is six feet three inches in height, massive in figure. Homer Davenport loves to draw pictures of him, and make him one of the French Academy, one of the immortals, giving him the composite look of Bismarck, Thomas B. Reed and Nathaniel Hawthorne. There are bits of delicate color and form in his features, anchorages for sentiment. His eyes are brown. The fighting bumps in his head bulge large.

This is the question I asked:

"It is said that you have always refused to engage in any business outside of your newspaper business; that you have declined many offers which assured success and riches. Why did you refuse them?"

He answered instantly:

"The thing I value most in my life is my independence."

"May not a newspaper publisher preserve his independence if he engages in other business aside from his publishing business?"

"I think not," said Colonel Scott. "The publisher who would produce a newspaper which has lasting character and influence, must have an absolutely free hand. His independence must be maintained. He must stay out of associations that take from his newspaper interest."

"I suppose a man could stay in the newspaper business and have a herd of blooded cattle or a fine flock of sheep, as I have. This kind of relaxation does not interfere with a man's independence."

"If a person nowadays wants to accomplish anything worth while in busi-

ness, he must have a large business and devote all his business faculties to it.

"The object and purpose of a newspaper is full and independent publicity, and a person interested in other lines of business, in railroads, banks, manufacturing or anything of an industrial character, had better stay out of the newspaper business.

"If a man is engaged in the industries I have named, and also owns a newspaper, he is constantly beset by his associates to keep out of print this or that article of news, or to shade news so it will not be unfavorable to the particular business in which friendly parties or associates are interested. They will ask that the matter which might be annoying or unfavorable be suppressed, or that it be presented in a way that will not carry the whole truth. Nor are men engaged in business to be censured for avoiding publicity, or for the desire to have matters about themselves presented in a good light through the newspapers.

"The long and short of it is that the newspaper publisher must not have friends who have such a hold on him that his independence is endangered.

"As to politics, I am convinced that the ownership or editorship of a newspaper is incompatible with political ambition. The people will not tolerate the idea of a man pushing himself through his own newspaper, and they are right about that."

Here I said to him: "The present administration lately offered you the post of Ambassador to Mexico. Why did you decline?"

"For several reasons. One reason was I did not want to entangle my newspaper with politics. Our policy is Republican, but independent at all times.

"Another reason, and perhaps the chief one, was that, since I have made one career, such as it is, I could have no sane expectation at my time of life, of beginning another that would lead to success or satisfaction."

WILLIAM R. HEARST

Mass Meeting of Voters Nominate Him for Mayor of New York.

At a mass meeting of independent voters held in Cooper Union last Wednesday night, William R. Hearst was nominated for mayor of New York. Immediately after the nomination was made a resolution was introduced asking that the necessary steps be taken to place a ticket in the field.

As we go to press it is not known as to whether Mr. Hearst will be a candidate or not. It is understood, however, that he has the matter under consideration.

Editor's Slayer Found Guilty.

Professor J. D. Harris, the Warrenton (Va.) High School principal, who last April shot and killed William H. Thompson, associate editor of the Warrenton Virginian, has been found guilty of voluntary manslaughter. He was sentenced to four years in the penitentiary.

In Philadelphia The Bulletin

goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for July,

242,542

copies a day

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.



MELVILLE E. STONE.

GENERAL MANAGER OF THE ASSOCIATED PRESS, WHO SAILED FROM NEW YORK LAST WEDNESDAY ON A TRIP AROUND THE WORLD.

PUBLISHERS' PRESS

Leased Wire Service Started Under Favorable Auspices.

The Publishers' Press started its leased wire service Saturday night under the most favorable auspices. The wire service reached from New York to the Pacific Coast and evidently was attractive to the papers who came in with this new news gathering organization at the start. It is stated that the Pittsburg Leader printed twenty columns of the service in its Sunday morning edition on Oct. 3; the Denver News about twenty-five columns, Minneapolis Tribune about the same amount, the St. Paul Pioneer-Press, Oakland, California Tribune and the other papers taking the service played it up in good style.

Among the contributors to the service were W. R. Carson and Paul Lambeth, of London, Paul Villiers of Paris, Malcolm Clarke of Berlin, and Clement J. Barrett in special cable letters. Bat Masterson, Richardson Dahlgren, Hillary H. Olmann, Manhattan and Jeff Thompson contributed sporting letters. General news letters bear the names of Ralph M. Whiteside of Washington, Ralph Johnson, James Grant Thurston, Clarence E. Spayd and Robert Lee Carter of New York.

The service was started with a signed statement written specially for the Publishers' Press by Vice-President Sherman, giving his impressions of the Hudson-Fulton celebrations. Professor Hyslop and others contributed signed news articles for the first night's report.

About 2,000 words of cable was sent over on Saturday night by Mr. W. E. Carson, the European representative of the Publishers' Press. A splendid picture service also constituted a part of the report.

NEW SPANISH DAILY

Makes Its Initial Appearance in New York.

The Diario de Las Novedades, the only Spanish daily newspaper in the United States, made its appearance last Friday evening.

The editors are Senors R. O. Galvin, Luis Galvin, and Manuel de J. Galvin, Jr. In an editorial announcement they say:

"The mission of the Diario de Las Novedades is to build up, not to destroy. It will try to foster friendly relations between Spain and the United States, the Latin-Americans and the United States, aiming at the same time to make better understood the character and aspirations of the people of that great territory known as Latin America by the people of this great country, and thus creating a more cordial and definite understanding."

The paper consists of four pages, printed in Spanish and English.

Franklin Now With New York Post.

Dr. Fabian Franklin, former professor at the Johns Hopkins University and for fifteen years editor of the Baltimore News, has been made associate editor of the New York Evening Post.

MELVILLE E. STONE

Banqueted on Eve of His Departure on Around-World Tour.

Friends of Melville E. Stone, general manager of the Associated Press, tendered him a dinner at the Lotus Club, in New York, last Tuesday night on the eve of his departure for a trip around the world. One hundred and thirty guests were present.

Messages of regret were read from Andrew Carnegie, Mark Twain, Dr. Nicholas Murray Butler, Col. George Harvey, Frank R. Lawrence, James Speyer, and Col. J. C. Hemphill.

The speakers included Frank B. Noyes, president of The Associated Press; Judge Elbert H. Gary, John C. Spooner, ex-United States Senator from Wisconsin; J. Hartley Manners, the dramatist; Bourke Cockran, Victor Lawson, and Myron T. Herrick, ex-Governor of Ohio.

Francis D. Carley read a poem in honor of Mr. Stone.

At the conclusion of the dinner Mr. Stone was presented with a shield of cast bronze, taken from one of similar design of the fifteenth century. The shield was twenty-one inches high by sixteen inches wide.

In the center is a bas relief of Mr. Stone surrounded by exact reproductions in gold and enamel of the foreign decorations which have been bestowed upon him by France, Germany, Italy, Russia, Sweden and Japan. The whole is surmounted by an American eagle.

Among those at the guests' table were George B. Cortelyou, Cornelius N. Bliss, John C. Spooner, Judge Elbert H. Gary, Bourke Cockran, Frank A. Vanderlip, George W. Perkins, Myron T. Herrick, John Barrett, Commander Ettore Ximenes, Judge C. H. Truax, Morgan J. O'Brien, F. D. Underwood, George R. Peck, Col. Robert C. Clowry, William F. Sheehan, George R. Sheldon, Oakleigh Thorne, Alphonse Jongers, and George T. Wilson.

Mr. Carley's poem follows:

Anywhere, everywhere, in the day, in the night,

When storms are loose or skies are bright,
In costume of court or knightly robe,
His thumb will be found on the pulse of the globe.

Haste ye back then, dear Mellie, from over the sea;

Hasten back to the shade of the old Lotos tree;

Our fondest endearments will be waiting for thee.

Frank D. Conover presided over the dinner and Henry D. Estabrook acted as toastmaster.

Mr. Stone sailed for Europe Wednesday morning on the *Maurctania*, of the Cunard line.

Iowa Paper Changes Hands.

B. Pruss, of Davenport, Ia., has purchased the plant of the Eldon (Ia.) Forum. The Forum has been published continuously for many years. For several years it was run by W. D. Davis, who will practice law. The paper has been non-political and will continue as such. It has had a large circulation and has given satisfaction.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

HARRY B. JOHNSTON, Manager Advertising Department.

There are 57 varieties of advertising mediums, but 56 of them don't advertise, merely cost you money

The Kansas City Weekly Journal

carries more advertising than any any similar newspaper in the world a condition which emphasizes the fact that Weekly Journal advertising advertises to a profit.

Harvest Number

(OCTOBER 21, 1909)

The Kansas City Journal

250,000 Southwest Farmer Circulation

40c. A LINE FLAT

¶ Can you beat 6,250 loyal rural circulation for a penny a line? That's the advertising value you can buy when you use the Harvest Number of the Kansas City Weekly Journal at 40c. a line.

**The Southwest Farmer has the money
You've got the goods
Here's the paying medium**

¶ Send your copy and instructions for advertising in the Harvest Number direct to

The Kansas City Journal

ESTABLISHED 1854

Kansas City, Mo.

HAND, KNOX & COMPANY

PUBLISHERS' REPRESENTATIVES

NEW YORK
Brunswick Building

CHICAGO
Boyce Building

ST. LOUIS
Victoria Building

KANSAS CITY
Journal Building

SPOKANE

Japanese Editor Says American Newspapers Lead the World—Other Items of Interest from the Far West Boiled Down to Brief Paragraphs.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., Oct. 6.—Robert E. Strahorn, president of the North Coast Railway Company, referred to in the press of the Pacific Northwest as "the silent man from Spokane," was a newspaper man 30 years ago.

When the Sioux tribe declared war in the Northwest in 1875 he was a reporter on The Rocky Mountain News of Denver, and was assigned to join General Crook's command, remaining two years. He was on the firing line and furnished many exclusive stories to The News, The Chicago Tribune and the New York Times. Hundreds of times he was under fire, one of the fiercest engagements being the famous "Battle of the Rosebud," when Crook personally led 1,000 troops against more than 3,500 hostile reds. He was a tent-mate of Colonel W. W. Robinson, then a lieutenant in Crook's command.

He was assigned to follow Crook and Custer in 1876, but missed the Custer massacre. Since then Mr. Strahorn has come into his own. He is today rated a millionaire and has millions of eastern capital at his command in carrying out the railroad enterprise.

Oscar H. Neil, formerly of Bellingham, Wash., now associate editor of The Svenska Nordvastern of Spokane, of which H. Berg is editor-in-chief, announces that the size of The Nordvastern will be doubled and the first column of the front page devoted to editorial discussion of questions of the day.

This column will be in English, the rest of the paper being in the Swedish language.

Fritz Buck, formerly a newspaper man in Spokane, who was committed to the insane asylum at Medical Lake, Wash., after attempting to kill John H. Shaw, a prominent stationer and book-seller in Spokane, escape from the institution a short time ago and has not yet been apprehended.

Buck was committed to the asylum a year ago after having attempted to kill Mr. Shaw. He was suffering from the delusion that the Masonic order was pursuing him with the intent of taking his life.

M. Zamoto, part proprietor of The Japan Times, who was in Spokane recently with the honorary commercial commissioners of Japan on an ocean to ocean tour of the United States, said in an interview in the rooms of The Spokesman-Review after inspecting the plant:

"American newspapers take the lead of all publications in the world. They have the greatest news gathering system. It is little short of wonderful.

The criticism that the American newspaper is inaccurate is not soundly based. When it is considered that the American people demand news when it is new and the speed with which the newspapers put it before the public, the few inaccuracies which creep in are as nothing. The system is ahead of any in Europe, except that which has spread there from the American continent."

J. E. Farrell announces that the socialists of the State of Washington will establish a newspaper at Ellensburg.

It will not deal with local affairs, but is intended to report the work of the organization in all parts of the country, with special reference to the State.

Mr. Farrell, who is one of the stockholders, says that prominent socialists are sufficiently interested to supply the money to buy machinery and make a start.

Alfred Henry Lewis, magazine writer and author of "Wolfville Tales," has come to Spokane in the wake of President Taft to write "the other side of the story" for the Hearst papers.

Dr. C. A. Veasey, of Spokane, has been chosen associate editor of the new tri-State medical journal, to be issued by the State Medical Association, of Washington, Oregon and Idaho. Dr. Clarence A. Smith, of Seattle, president of the Washington State Medical Association for 1909, is editor-in-chief.

J. R. Faulds, owner of The Northwest Tribune, a pioneer newspaper of Stevensville, Ravalli County, Mont., in the Bitter Root country, visited M. Dale at Sandpoint, Idaho, recently. The men have been acquainted since 1855, but had not seen each other since 1880.

Mr. Faulds has been in the newspaper business in Montana for 20 years and is a member of the executive committee of the State Press Association of Montana.

P. W. Mitchell has sold a half interest in The Herald at Nez Perce, Idaho, to W. J. Conger, of Linneaus, Mo., editor of The Bulletin. Mr. Conger will assume editorial charge. Mr. Mitchell devoting himself to the practice of law.

DR. W. B. HALE WEDS.

London Representative of the New York Times Takes Bride.

Dr. William Bayard Hale, London representative of the New York Times, was married in that city last Tuesday to Miss Olga Unger, daughter of the late Emil Unger, of New York.

Dr. Hale was born in Richmond, Va., and was formerly an Episcopal clergyman, being ordained to the priesthood in 1894. From that time until 1900 he held rectorships in various New York churches.

He became managing editor of the Cosmopolitan Magazine in 1900 and a year later he was made editor of Current Literature. He resigned the position in 1903 to become managing editor of the Philadelphia Public Ledger, in which capacity he remained until 1906, when he joined the staff of the New York Times.

It was while literary editor of the Times that Dr. Hale wrote the famous interview with Emperor Wilhelm, which was suppressed.

A Telephone Newspaper.

The Telephone Newspaper Company of America, with offices in New York capital stock of \$100,000.

It purposes to furnish its subscribers throughout the day with general news about politics, sports, song recitals, music and sermons. Subscribers will be connected with the various theaters, churches, concert halls, etc.

ALBERT PULITZER DEAD.

Well-Known Newspaper Man Ends Life in Vienna.

Albert Pulitzer, brother of Joseph Pulitzer, committed suicide in Vienna last Sunday by shooting himself in the head. Mr. Pulitzer had long been a victim of neurasthenia, and it is thought that many years of suffering temporarily unbalanced his mind. He was also depressed, it is said, over the failure of his physicians to benefit him.

Albert Pulitzer was born in Nako, Hungary, July 10, 1851, and came to this country in 1867. He first found occupation in St. Louis, where he taught German in the public schools.

Afterward he taught at the Leavenworth (Kan.) High School. While teaching he was studying English, and in 1869 he went to Chicago and obtained employment on the staff of the Staats-Zeitung.

He was successful as a newspaper man, and in two years moved to New York, joining the staff of the Sun, and later that of the Herald, which sent him to Washington and then to the scene of the Russo-Turkish war.

In 1882 he founded the New York Morning Journal, and built up a circulation of over 100,000. Owing to ill health he sold the paper in 1895 and returned to Europe. A short time later the Journal was bought by William R. Hearst. Mrs. Albert Pulitzer died in New York last June. Walter Pulitzer, the magazine writer, is his son.

LORD NORTHCLIFFE.

His Great Pride is in the London Times.

In the course of an interview in San Francisco recently, Lord Northcliffe said concerning the London Times:

"I have often wondered why you do not have something like it in this country—a great national newspaper.

"I hold that the best account of anything that happens in the world can be found in the Times—that the best account of your San Francisco disaster can be found there.

"Whenever any one in England wishes to learn definitely about a happening he turns to the Times' files.

"When a foreign nation wants information on some topic of world politics it sends to its British ambassador and he looks the matter up in the Times.

"Japan is our best patron in that department.

"You would be surprised how large a business we carry on selling back numbers of the Times.

"We published the best accounts of the proceedings of the special session of your Congress in regard to the tariff—better accounts, I would say, than appeared in any of your papers.

"If you wanted a copy of the tariff, in what American paper could you hope to find it? If you wanted to learn the details of the Dingley tariff bill, in what American paper could you find them? They are both in the Times."

Atlanta Georgian Gives Trophy.

The Atlanta Georgian has given the Horse Show Association of Atlanta a large silver trophy to be known as the Georgian Trophy, and contested for by the owners of the finest Georgia draft mules. The cup is intended to encourage the development of fine mules.

The New Orleans (La.) States claims that the local advertising for the six months ending Aug. 31, 1909, was 172,821 inches.

INCORPORATIONS.

The Telephone Newspaper Company of America, Manhattan. Telephone in Manhattan. Capital, \$100,000. Incorporators: Manly M. Gillan, Wm. H. Alexander, Cornelius Balassa, New York City.

David Williams Company, Augusta; printing and publishing. Capital, \$1,500,000. Incorporators: I. S. Kearney, Augusta, president and treasurer; E. M. Thompson, Augusta, clerk.

Tatler Magazine and Publishing Company, New York; publication business. Capital, \$10,000. Incorporators: Mark A. Elias, No. 540 West 112th street; E. N. Sweet, No. 500 Fifth avenue; Philip B. Fishel, No. 130 East 92d street, all of New York.

The Where-to-Go Company, New York; printers, publishers, etc. Capital, \$1,000. Incorporators: John C. Wilson, No. 128 Broadway; Agnes B. Wilson, No. 697 West End avenue; Louis F. Dodd, No. 52 Broadway, all of New York.

The American Baby Publishing Company, Manhattan; printers and publishers, etc. Capital, \$25,000. Incorporators: W. Joehnke, M. C. Smith, F. T. Stewart, New York City.

Vindicator Printing Company, New Bethlehem, Pa. Capital, \$6,000. Incorporators: W. A. Scott, New Bethlehem.

True Woodman Publishing Company, Ottawa; printing and publishing. Capital, \$2,500. Incorporators: Peter M. MacArthur, W. H. Outman and G. A. Crowder, all of Ottawa, Ill.

Day Publishing Company, of New London. Incorporators: Theodore Bodenwein, of New London, president and treasurer; Joseph T. Chapman, of New London, secretary.

Articles of incorporation have been filed with the Secretary of State by the Kosinski Publishing Company, of Schenectady, N. Y. The directors are William Kosinski, Louis DeMarasse and Frank Cooper, of Schenectady.

A Relic of Long Ago.

In a recent issue, the LeRoy (N. Y.) Gazette printed a fac simile reproduction of an extra edition of the Gazette of July 13, 1826, announcing the death of ex-Presidents Adams and Jefferson. "It will be noticed," says the Gazette, "that the extra was not issued until nine days after the deaths of the Presidents. This is because the news traveled by stage coach in those days, for the telegraph was then unknown. The extra was apparently issued as soon as a copy of the Albany Argus was received. This was dated July 10, showing that it required six days for the news to reach Albany from Massachusetts, and three days from Albany to Le Roy."

The gain in high-class advertising in The New York Times thus far this year over the volume in the corresponding period of last year is nearly one million lines.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE,
225 Fifth Ave.,
New York.

HORACE M. FORD,
Marquette Bldg.,
Chicago.

THE WOMAN EDITOR

The Feminine Influence Grows Stronger in Daily Newspaper Offices—Pittsburg Newspaper Women Analyzes Present Conditions and Looks Ahead to Women Managing Editors.

BY MARION BRUNOT HAYMAKER.

[The writer of this article is the editor of the "Home" page of the Pittsburg Chronicle-Telegraph. She was appointed to the desk in January, 1907. She is the youngest woman editor in Pittsburg, and strikingly handsome, of the golden hair type. She was born in Murrysville, Westmoreland County, Pa., and lived there until eight years ago, when her family moved to Pittsburg. She writes her daily article under the pen name "Marion Brunot." THE EDITOR AND PUBLISHER submitted to Miss Haymaker a list of questions relating to the future of women in journalism. These questions form the subject matter of the following article.—Ed.]

THE WOMAN'S PAGE.

Undoubtedly the WOMAN'S PAGE, as a part, and a great part, too, of the daily newspapers, is with us to stay. Men, and a few women—the latter generally belonging to the class of the suffragette—may discuss in stupendous length the follies of discoursing upon the latest edicts in dress fripperies, the most salient points in courtship and the sagacious methods to employ in training the twentieth-century husband. But, nevertheless, there is a crying need for these selfsame articles, else our wise and, sometimes, grizzly editors would not be bothered with them.

Of course, the woman's page of today is not the same sort of a sheet as would have appealed to our grandmothers. It couldn't be. The up-to-date woman sighs for out-door sports; she longs for constant varying costumes, a versatility of coiffures, an incessant metamorphosis in home entertainment. She even desires advanced methods of being wooed and won.

PAGES FOR MEN.

Someone—let us hope it wasn't a man—puts forth the sophistry that as there are no specific pages for men there should be none for women. Tut! Tut! There are pages, and plenty of them, too, for the men folk. The sporting page, the stock market page, the pages for politics, the editorial page, are all edited to please the masculinity. And thus, partly as a balance—indeed, as a ray of sunshine to clear the motley sky of mankind's all too positive reign, the WOMAN'S DEPARTMENT has broken upon the horizon, and, each year, calmly demands more scope.

The woman's page has been recognized as a FINANCIAL adjunct. A few years back the mother of the home, the grandmother, the growing daughters, scarcely ever thought of glancing at the newspaper. "What is the use?" they argued. "Such things are not for us; we must be about our sewing, our crocheting, our making of golden sponge



MARION BRUNOT HAYMAKER.

YOUNGEST WOMAN EDITOR OF PITTSBURG, WHO HAS CHARGE OF THE "HOME PAGE" FOR THE PITTSBURG CHRONICLE-TELEGRAPH.

cakes." But into some enterprising editor's head—and may the gods bless him!—popped the idea of having someone—a woman, of course, write "heart throbs" for his "daily." These shall be discourses upon "A mother's influence," "The forgetfulness of the average husband," and "'Tis better to economize in necessities and, occasionally, purchase luxuries." And lo! to the four corners of the civilized world this plan spread until today the multiplied women newspaper enthusiasts, the many women with their money held out to the diminutive laddie who cries, "Poiper! Poiper!" show to the auditor of the great white and black sheet that femininity is a force that must be recognized, a force that brings in the pennies which evolve and evolve into dollars.

THE EDITOR OF "HEART THROBS."

To edit these home corners, to write these "heart throbs," to expatiate upon dresses and recipes, there must be a vast army of wide-awake women—women who understand the needs of their ever-varying, ever-unsatiated sisterhood. Consequently, the WOMAN'S PAGE EDITOR takes her place among the men of the newspaper staff; she sits at her desk and wields her pen and grows philosophical, sympathetic, or cynical, as the moment demands.

But, alas! all these women editors do not succeed. Some of them find little if any response from the outside sisterhood. They fail to catch the right spirit—they do not grasp the mythical string which has at its end a bag of everlasting gold and a pearl of shimmering fame.

And why is this?

Do they lose in the same way as men fall back—do they lack grit and determination and brains?

ETERNITY OF THE FEMININE.

Well, yes. That is it. Then, too, they have inherited prerogatives which are bound to hinder them. From their fair ancestors there comes a bump of sensitiveness—a bump which grows morose at slights, which weeps and wails at seeming unappreciation. From these very same ancestors is bequeathed a desire for ease, a longing to put dainty feet upon cushions and wear heavily embroidered kimonos and sip tea from the side of Royal Doulton cups. And still other of these devastating hindrances are intimate love for home protection, a predilection for shimmering silver and hammered brass—a wanting to warm slippers for a husband and to listen to good-night prayers of curly-headed youngsters.

And with these erstwhile monsters to battle against, is it any wonder that the emotional nature of woman sometimes conquers and, occasionally, someone falls from our ranks—a backslider and a failure?

SUCCESSFUL WOMEN EDITORS.

However, turning to the happy side, the really successful woman editor has come into the newspaper world to remain. And to make this entry a surety she has proven that she has different qualities from those of her brother. Up until this time she has been given the sympathetic side of the editorship; she has been discovered to be able to

write upon the life dramas of both the masses and the aristocracy. She has dealt with society—its subtlety, its tact and its hospitality. She has gone into police courts, into the homes of the murderer, the bank robber—the historian, the statesman, the explorer. She has interviewed, as they sat by their firesides, singers, artists and other writers. And in doing these things she has learned to read humanity; she has torn aside the veil of outside conventionality and has reached the real heart-beats of the nation.

And, combined with her marvelous intuitive ability, where will this lead?

Perhaps, who knows, straight to the MANAGING EDITOR'S CHAIR.

WHEN SHE IS MANAGING EDITOR.

And with such a dream in the future we must needs ask the question, could woman possibly take up the minute detail of the world's great events—could she discuss with accuracy the discovery of the North Pole and the death of such a financier as E. H. Harriman?

Well, this is a query that only time can unfold. Catherine the Great of Russia, from an architectural standpoint, fairly remodeled her kingdom; Elizabeth of England awoke her sleeping country to a period of worthy literature; Isabella of Spain was the ruling spirit of the greatest wars of the latter part of the fifteenth and the first part of the sixteenth centuries. These women lived hundreds of years ago; and surely with what knowledge has since been accumulated, the journalistic Eve of the twentieth century could undertake even the Herculean task of giving to our biggest cities a newspaper containing authenticated reports of all the happenings of the day.

And bravo to the first woman who scores in such an attempt!

What a grave creature this feminine editor will have to be; how she will be compelled to weigh the ability of the people under her; how she will have to combat with other master minds, and how her brows will have to wrinkle and her lips will have to be compressed.

But why not? This is an age of the Minervas and not the Hebes. This is a season for the Aspasias and not the Poppaeas.

SERIOUS IN HER WORK.

It pays to be serious. But not too serious. For the world ever needs the lights and the shadows; men and women incessantly call for the entire gamut of emotions. And so the woman journalist—the woman editor, must shoulder as her greatest work the combination of her God-given faculties, intuition, sympathy, a joyous gayety and a fluctuating versatility, with the more sturdy attributes of man—positiveness, perseverance and earnest ambition.

And with these shall she WIN!

Mann Succeeds Fields.

William Mann has succeeded W. H. Fields as advertising manager of the Munsey publications.

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.



Marbridge Bldg., New York

Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.

Results Count—Write for References

THE CENTURY CLUB.

Eighty-two Newspapers That Have Lived 100 Years Are Members — List Includes Fifty-five Dailies and Twenty-seven Weeklies.

Probably not very many newspaper men know of the Newspaper Century Club. It has not a clubhouse, so far as known, except the headquarters office in the St. Louis Republic Building. Its members are all centenarians.

In July of last year the St. Louis Republic published its "Centennial Edition," and then was conceived the plan to get together in an association, league, family or clan, all the daily and weekly journals "which had survived the storms of 100 winters." The word "club" was adopted, as carrying best the idea of practical good fellowship.

Last Sunday the St. Louis Republic published the list of papers which had qualified and had been admitted to membership. There are eighty-two members, including fifty-five dailies and twenty-seven weeklies. It was explained that diligent search had been made for every paper which could prove that it had lived a hundred years. It was stated that the Republic was not certain that all the hundred years old papers in the country had been admitted. The following is the list:

NEW JERSEY.	Established.
New Brunswick.....	1792
Trenton	1792
NEW YORK.	
Ballston Spa—Weekly Journal.....	1798
Cambridge—Washington County Post.....	1798
Canandaigua—Ontario Messenger.....	1797
Catskill—Recorder	1792
Cooperstown—Freeman's Journal.....	1808
Geneva—Gazette	1809
Goshen—Democrat	1808
Hudson—Gazette	1785
Kingston—Argus	1803
New York—Commercial.....	1795
New York—Evening Post.....	1801
New York—Globe.....	1797
Poughkeepsic—Eagle	1785
Troy—Northern Budget.....	1797
Utica—Herald-Dispatch and Gazette.....	1793
OHIO.	
Chillicothe—Scioto Gazette.....	1800
Cincinnati—Weekly Gazette.....	1793
Dayton—Herald of Gospel Liberty.....	1808
Dayton—Journal	1808
Lancaster—Ohio Eagle.....	1809
Lebanon—Western Star.....	1806
Lisbon—Ohio Patriot.....	1806
Marietta—Register	1801
Stenbenville—Herald-Star	1806
PENNSYLVANIA.	
Bedford—Gazette	1805
Carlisle—Herald	1798
Chambersburg—Franklin Repository.....	1790
Doylestown—Bucks County Intelligencer.....	1804
Greenburg—Tribune Press.....	1807
Greenburg—Westmoreland Democrat.....	1798
Lancaster—Intelligencer	1794
Lancaster—Volksfreund und Beobachter.....	1808
Norristown—Herald	1799
Norristown—Register and Montgomery County Democrat.....	1802
Philadelphia—North American.....	1728
Philadelphia—Saturday Evening Post.....	1728
Pittsburg—Gazette-Times	1786
Reading—Adler	1796
Uniontown—Genius of Liberty.....	1805
Washington—Reporter	1803
West Chester—Village Record.....	1808
Williamsport—Gazette and Bulletin.....	1801
York—Gazette	1795
RHODE ISLAND.	
Newport—Mercury	1758
SOUTH CAROLINA.	
Charleston—News and Courier.....	1732
TENNESSEE.	
Clarksville—Chronicle	1808
VERMONT.	
Montpelier—Vermont Watchman.....	1806
Rutland—Herald	1794
Windsor—Vermont Journal.....	1783
VIRGINIA.	
Alexandria—Gazette	1780
Lexington—Gazette	1804
Lynchburg—News	1808
New Market—Shenandoah Valley.....	1807
CONNECTICUT.	
Bridgeport—Republican Farmer.....	1790
Hartford—Connecticut Courant.....	1764
New Haven—Connecticut Herald and Weekly Journal.....	1766
Norwich—Courier	1796
GEORGIA.	
Augusta—Chronicle	1785
INDIANA.	
Vincennes—Western Sun.....	1804
KENTUCKY.	
Lexington—Kentucky Gazette.....	1787
MAINE.	
Portland—Advertiser	1785
Portland—Eastern Argus.....	1803
MARYLAND.	
Annapolis—Maryland Gazette.....	1745
Baltimore—American	1773
Easton—Star-Democrat	1799
MASSACHUSETTS.	
Boston—Courier	1795
Greenfield—Gazette	1792
Haverhill—Evening Gazette.....	1798
New Bedford—Morning Mercury.....	1807
Northampton—Hampshire Gazette.....	1786
Pittsfield—Berkshire County Eagle.....	1789
Salem—Register and Mercury.....	1768
MISSOURI.	
St. Louis—Republic.....	1808
NEW HAMPSHIRE.	
Concord—New Hampshire Patriot.....	1809
Keene—Cheshire Republican.....	1793
Keene—New Hampshire Sentinel.....	1799
Milford—Cabinet	1802
Portsmouth—New Hampshire Gazette.....	1756
NEW JERSEY.	
Elizabeth	1779
Newark	1796

San Francisco Evening Post.

The San Francisco Evening Post and Globe is making a remarkable growth, both in point of circulation and in volume of advertising carried. It has been found necessary to largely augment the present mechanical equipment, and the management recently purchased from R. Hoe & Co. what is claimed to be the largest and fastest sextuple press that has ever been built for a newspaper west of the Mississippi River. It will be capable of printing 80,000 papers per hour, and will be equipped with the Kohler automatic control.

Will Publish Indiana Paper.

T. P. Knotts and Melton & Cain, have organized the Gary (Ind.) Printing and Publishing Company, with a capital stock of \$15,000. The new company will publish the Gary Post, the first issue of which will make its appearance shortly.

Newspaper Women's Meeting.

The Ohio Newspaper Women's Association will hold their annual meeting in Lima Oct. 11 and 12. Mrs. Della Amos Holbrook, of Warren, is president of the association, and Miss Helen Wallwork John, of Zanesville, is secretary.

SIX-POINT LEAGUE

Will Hold First Meeting of the Season Next Tuesday.

The first general meeting and luncheon of the Six-Point League of New York for the season will be held at the Aldine Association, Fifth Avenue Building, Tuesday, Oct. 12, at one o'clock.

All New York City representatives of daily newspapers published elsewhere will be the guests of the League.

An advertising man of prominence will give a short talk and the chairmen of standing committees will outline the League's work for the coming year.

HOMER W. MARTYN.

Joins New York Staff of Hand, Knox & Co.

Hand, Knox & Co. have added another solicitor to their New York force in Homer M. Martyn, formerly Eastern



HOMER W. MARTYN.

manager of the People's Popular Monthly, Des Moines, Ia.

Mr. Martyn was previously associated with the W. E. Rhodes Special Agency, representing a list of mail order papers in Chicago.

CELEBRATION WEEK.

Was a Great One for the Newspaper Men.

The week of the Hudson-Fulton celebration in New York was a great week for newspaper men. Herman Ridder, publisher of the New York Staats-Zeitung and president of the Hudson-Fulton Commission, marched the entire distance of five and one-half miles at the head of the Historical Pageant on Tuesday, and repeated at the head of the carnival parade on Saturday night. Beside him in both parades marched Mayor George B. McClellan, a star reporter before he became an office holder.

In the same week, on Thursday, the Democrats of New York nominated for mayor Judge William J. Gaynor, who began as a newspaper reporter thirty-five years ago.

The Elgin (Ill.) Courier.

The Elgin (Ill.) Courier building is being enlarged and remodeled so as to make a very commodious and up-to-date newspaper office.

Use good paste in the mailer.

WILL ENTERTAIN SCRIBES.

Newspaper Men of Three Cities Will Be Guests of Norfolk, Va.

Newspaper men of Washington, Baltimore and Philadelphia, will be the guests of the City of Norfolk, Va., on November 19, the day on which President Taft will visit the city.

A special programme is being prepared for the entertainment of the newspaper men, the big feature of which will be a smoker at the Monticello Hotel, at which the president, vice-president, speaker of the House of Representatives, and many other notables will attend.

CHANGES IN INTEREST.

B. Pruss, of Davenport, Ia., has purchased the plant of the Eldon (Ia.) Forum. The paper has been established many years.

A. W. Brademarn has taken over the Hearn (Tex.) Democrat.

A deal has been closed whereby E. R. Teft becomes owner and editor of the Lindsay (Neb.) Post.

Joseph Moore, of Mason City, Ia., has purchased the Sutherland (Ia.) Courier from Vos & Vos.

W. A. Titchcock has purchased the interest of his partner, Roy L. Herrick, in the White Lake (S. D.) Standard, and will conduct the paper in the future as sole proprietor. Mr. Herrick has purchased an interest in the Dayton (Ia.) Review.

E. T. Pierson has disposed of his interest in the Granville (N. D.) Record.

N. P. Bonney, of Summit, Miss., has bought the Corinth (Miss.) Daily Corinthian from the J. C. Martin estate.

J. M. Hathaway has secured control of the Castana (Ia.) Times. W. C. Newton was the former owner.

Dr. F. B. Morris and his son, Jesse Morris, have purchased the plant of the Hoffman (Okla.) Herald. The Herald will be revived.

H. S. Rushmore has purchased the Jamaica (L. I.) Democrat from Lewis M. Wood, who has conducted the paper for thirty-five years.

NEW PUBLICATIONS.

S. V. Treadwell will launch a new paper at Devils Lake, N. D.

The Pittsburg County Democrat and Star has made its appearance at McAlester, Okla. Col. Nat P. Jackson is the editor and W. P. Welch the business manager.

Benjamin-Kentnor Agency.

Benjamin & Kentnor, special agent, New York and Chicago, have added the Utica (N. Y.) Observer to their list of papers.

The WANTS ADS Tell the Story in Philadelphia

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

Examined by the Association of American Advertisers.

IF YOU MAINTAIN



an agent in the various trade centres to boom your sheet as an advertising medium, you must keep him supplied with nicely-printed copies. If he is compelled to apologize for its appearance, you lose prestige right away. Good rollers ONLY can give your paper a nicely-printed appearance. Use ours; they are guaranteed.

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

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

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a revelation awaits you that is of interest and importance to every editor and publisher in America. New patrons are being added every week to the extensive list of subscribers now receiving from us

THE BEST NIGHT WIRE REPORT
THE BEST DAY WIRE REPORT
THE BEST PICTURE SERVICE

furnished by any press association or syndicate in the world. A new **FAST MAIL PICTURE BUREAU** is only one of many recent improvements in this service. It gives our clients news photographs for publication twenty-four hours earlier than they have been able to get them before, or can get them elsewhere now. More than that, a recent complete reorganization and expansion of our working forces enables us to make our service, which has always been the best, far better than ever. If you don't get it soon, your competitor will. Don't wait!

For particulars and terms, address

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200 William Street, New York City

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DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.

Entered at Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, OCTOBER 9, 1909.

NEW YORK NEWSPAPERS LACKING IN RED-BLOODED HOSPITALITY.

The New York newspapers said that 2,000,000 visitors came to the city during the week of the Hudson-Fulton celebration. We had hoped that the New York papers would strongly counsel the people of New York to be courteous, to be exceptionally polite to the visitors. Some of them did so counsel their home readers.

The president of a well-known club in New York, while the organization was holding a meeting, held in his hand a clipped editorial from an evening paper which urged residents of New York to be courteous to visitors. He read it aloud to the club. Thereupon that club formally pledged each member to extraordinary efforts of kindness to all strangers. Evidently the editorial was the whole cause of the action.

Probably the average New Yorker is less initiative in courtesy to strangers than the average citizen of any city in the country. There may be such fundamental differences of environment between New York's citizens and such other cities as, let us say, Seattle, that this selfishness or indifference or carelessness of the metropolitan citizens is, in some measure, excusable.

But it cannot be maintained that New York newspapers may be excused for failure to put forth every effort toward bringing about a lively regard for strangers in New York.

Newspaper men of Western and Southern cities, who, every day, personally undertake the work of making strangers welcome, very naturally resent what they call the cold-bloodedness of New York. They openly criticize New York newspapers.

We have in mind the tremendous hurry of the metropolis. We know well the rudeness of street car employees and public officials. At least a million people last week had to make inquiries about localities, compass points, and other matters which strangers cannot know except they be told by residents. In justice to New Yorkers, it must be said that the average resident cheerfully answered when he was summarily stopped and questioned. But it cannot be said that the newspapers did much to help strangers find their way, nor to arouse New Yorkers to a sense of re-

sponsibility for visitors to the city.

We do not know just why New York newspapers seem to lack this sentiment of red-blooded hospitality.

In our opinion advertising space in a publication with a paid circulation of 5,000 is of more value and will produce better results than a like amount of space in a publication with a free circulation of 25,000.

J. AMBROSE BUTLER.

His Death Removes One of the Founders of the A. N. P. A.

The death of J. Ambrose Butler, formerly of the Buffalo News, which occurred in his rooms at the Waldorf-Astoria Hotel in New York last week removes the second of the trio of publishers who founded the American Newspaper Publishers' Association.

Concerning this, a leading publisher, who is intimately related to the genesis of the organization, said to THE EDITOR AND PUBLISHER:

"The three men who organized the A. N. P. A. were William Brearley, of the Detroit Evening News; J. Ambrose Butler, of the Buffalo News, and Milton A. McRae, at that time manager of the Cincinnati Post.

"As a result of correspondence, the three met at the old Russell House in Detroit early in the 80's, and discussed the matter of an association.

"The result of this conference was a call for the first meeting, which was held in the Powers Hotel, Rochester, N. Y. Two other men who aided and co-operated in the formation of the association were James W. Scott, of the Chicago Times-Herald, and William C. Bryant, of the Brooklyn Times. This was really the quintette that formed the Publishers' Association.

"All of these men have been officials of the association. James W. Scott was its president for several years; Milton A. McRae was vice-president for three years; Butler was secretary at one time, and afterward vice-president for one year; Bryant was secretary or treasurer for several years, and Brearley was at one time secretary.

"Mr. McRae is now the sole survivor of the five active men who founded the association.

Knowledge in Small Type.

Compositor—What do you think of the new foreman, Jimmie?

Devil—Say, dat fellow could print all he knows in display type on a postage stamp without canceling the stamp.—*Typographical Messenger.*

OBITUARY.

Frederick Russell Burton, novelist, composer and member of the New York Sun staff, died suddenly last week at Lake Hopatcong, N. J. Heart failure was the cause. He was born in Jonesville, Mich., on Feb. 23, 1861, and graduated with high honors from Harvard with the class of 1882. Since that time he had been engaged in music and literary composition. He collected songs of the Ojibways and also collected folk songs of other Indian tribes. "Strongheart," a novelization of the play in which Robert Edson appeared several seasons ago, was the work of Mr. Burton, whose Indian musical cantata "Hiawatha" was probably his best known musical work. He composed the Inauguration of President McKinley.

Pierre Purcell, for many years connected with the Rochester (N. Y.) Union and Advertiser, died at his home at Middletown, N. Y., last week. He had been in failing health for three years. He was forty-six years old.

L. H. Bigelow, member of the publishing house of Bigelow & Main, of New York, died at his home in Norwalk, Conn.

George H. Goodwick, editor of the Amsterdam (N. Y.) Morning Sentinel, died at his home in that city after an illness of eleven months. He was sixty-one years old.

Samuel B. Jones, for many years connected with the New York Wall Street Journal, died at his home in Richmond Hill last Tuesday. He had been in ill health for several months from the effects of an operation performed early in the summer.

Thomas C. MacKenna, one of the justices of the peace of Queens County, N. Y., before the greater city's consolidation and for years in charge of the Whitestone ship news station for the New York Herald, died in Whitestone on Sunday, aged sixty-three years.

O. W. Merrill, for many years connected with Paterson (N. J.) newspapers in the capacity of advertising manager, died last week after a long illness from Bright's disease. He was born in Boston in 1851.

William Tecumseh Perkins, a well-known newspaper and advertising man of New York, died last Monday at Orange, N. J. He had been ill for nearly a year. He was born in Troy, N. Y., in 1848. He came to New York when he was nineteen, and joined the New York Dispatch force. A short time before the starting of the Daily Graphic, the first illustrated daily newspaper ever published, he joined its staff and remained with it for more than seventeen years, until it ceased publication, occupying the positions of dramatic critic and business manager. He was with the New York Times for some years.

John R. O'Donnell, for many years connected with the editorial staff of the New York Herald, died suddenly at his home last Tuesday of heart trouble. He was fifty-six years old. Mr. O'Donnell began his newspaper career as a compositor. He became president of Typographical Union No. 6 in 1883 and for many years was prominent in the affairs of the organization. While he was a compositor, Mr. O'Donnell studied law at Columbia, and later was admitted to the bar. He continued in newspaper work, however, and first became night editor and then news editor of the Herald.

STAFF NEWS AND CHANGES.

Robert W. Ruhl has retired from the Rockford, Ill., Republic after a year's service as managing editor. It is understood that he is to be associated in the publication of a magazine in New York. In the reorganization of the editorial staff, made necessary by Mr. Ruhl's resignation, Addison Schuster becomes managing editor and Laverne Miller city editor.

Milton Dunn, formerly of the Waukegan (Ill.) Sun, is a new addition to the Chicago Record-Herald reportorial staff.

John P. Churchill, for two years advertising manager for the Joliet (Ill.) Republican, has accepted a position on the advertising staff of the Joliet Herald.

Jas. A. Fore has assumed the management of the Stamford (Tex.) News.

Willard J. Banyon, former city clerk of Benton Harbor, Mich., who during the past summer has been connected with the St. Joseph Daily Press, has gone to Ann Arbor to take up his last year's work in the university. Mr. Banyon is one of the best known newspaper men in the county, having been connected with the Twin City press at different times for nearly a decade.

Louis B. Cone, for the past year connected with the reportorial staff of the Joliet (Ill.) Republican, has accepted a position on the staff of the Joliet Herald.

THE NORTHCLIFF PROJECT

Destined to Be a Disappointment, Says New York Herald.

The New York Herald on last Wednesday printed an article in which it is asserted that the large paper and pulp enterprise of Lord Northcliffe in Newfoundland, is destined to be a disappointment.

Much of the land, it is declared, is barren, and climatic conditions are such that shipments will be impracticable during six months of the year.

LONDON EDITOR.

Will Study Monetary and Trade Conditions of America.

George Paish, editor of the London (Eng.) Statist, was a passenger on the Kronprinzessin Cecilie, which arrived from Southampton this week.

Mr. Paish will visit important points in this country and Canada, with a view to an authoritative report to the Statist on the momentary, trade and railway outlook.

American Trade Journals in Siberia.

Although in the past it has not been the custom for the Vladivostok Chamber of Commerce to keep foreign trade journals unless they have been translated into Russian, the president, in a recent conversation with Consul Lester Maynard, stated that he was prepared to file American trade journals, provided they were supplied to the Chamber of Commerce free of cost. The consul adds that this seems a good opportunity for publishers of such papers to place them where they will come into the hands of merchants in a new field.

The Country Publishing Company, Indianapolis, Ind., Capital, \$100,000. Incorporators: P. W. Raidabaugh, H. M. Quinby, T. E. Quinby, R. W. Macy, Walter Raidabaugh, and W. F. Crawford.

PERSONAL

William A. Menger, of the Southern Messenger of San Antonio, Tex., has returned from an extensive European trip.

Roland B. Moore, a member of the reportorial staff of the Elizabeth (N. J.) Evening Times, was married recently to Miss H. Gertrude Goodenough, of Rileyville, Pa.

J. R. Taylor, editor of the Paragould (Ark.) Daily Soliphone, has returned home from Little Rock, where he has been for the past month, assisting the editorial staff of the Arkansas Gazette during the absence of E. Heiskell.

Howard A. Burrell, the well-known Iowa editor, is touring the East, and will visit old historical places on the coast of Massachusetts.

Robert W. Jones, editor of the Columbia (Mo.) Tribune, was married in St. Louis last Saturday, to Miss Alice Tyler.

W. H. Jeffries, advertising manager of the Birmingham (Ala.) Age-Herald, is in New York this week. Mr. Jeffries is on his annual trip calling on the general advertisers in both the East and Western territory.

Col. A. W. Brown, business manager of the New Orleans (La.) States and part owner of the Shreveport (La.) Times, is in New York this week on his annual trip, calling on the general advertisers. Colonel Brown reports that both the Daily States and the Shreveport Times are making great gains in circulation and advertising.

Edgar E. Bartlett, publisher of the Rockford (Ill.) Register-Gazette, is in New York this week in the interest of that paper.

E. A. Berdan, New York representative of the Cincinnati (O.) Star, returned home after a very successful trip in northwestern New York.

In Charge of Dr. Cook's Tour.

James Pooton, Jr., a well-known New York newspaper man, and a son of James Pooton, the founder and first president of the New York Press Club, is now in charge of Dr. Frederick A. Cook's lecture tour. Although a young man, Mr. Pooton has been identified with the press of New York for nearly a score of years. In the past few years he has been business manager in succession of the Florida, John Drew, Frances Wilson and the Golden Butterfly companies.

CLUBS AND ASSOCIATIONS.

Richmond (Va.) newspaper men got together recently and organized a press club. Chris Evensen was selected as caterer and manager, and other officers chosen were: Vice-president, C. E. Smith; secretary-treasurer, C. O. B. Cowardin; board of governors, Messrs. Tommy Atkins, E. W. Gill, Harry Tucker, C. O. B. Cowardin and Chris Evensen. Among other matters of interest it was decided to extend to President Taft an invitation to join the club in a luncheon upon the visit of the President to this city on November 10.

The members of the East Texas Press Association met at Palestine and perfected a permanent organization. Among other features of the meeting was the appointing of a committee to investigate and report the feasibility or advisability of co-operating in buying paper direct from mills or jobbers in carload lots and distributing the same to members. The committee is composed of H. V. Hamilton, J. F. McFarland and S. A. Lindsey. The following were enrolled as members: Mrs. George Deming, Palestine Visitor; D. R. Harris, Henderson Times; H. V. and W. M. Hamilton, Palestine Herald; D. S. Harrison, San Augustine; A. P. Flanigan, Franklin; Giles Halton, Nacogdoches Sentinel; Tom P. Cooper, Overton; J. E. McFarland, Jacksonville Banner; S. A. Lindsey, Tyler Courier-Times; H. G. Edwards, Troupe Banner; R. E. Yantis, Athens Review. The following officers were elected after permanent organization was effected: President, R. E. Yantis; vice-president, A. P. Flanigan; secretary, D. R. Harris; treasurer, W. M. Hamilton.

The Southern Iowa Editorial Association will hold their fall meeting at Chariton Oct. 4-15. The programme covers a wide range of topics and it is planned to make the meeting one of unusual interest. The officers are: R. G. Weisell, president, Corning Free Press; H. W. Gittinger, vice-president, Chariton Leader; O. E. Hull, secretary-treasurer, Leon Reporter.

During the recent visit of President Taft to Denver the newspaper men of the presidential party in company with the local newspaper men were royally entertained at the Cafe de Paris, by Guy R. La Coste, secretary to Senator Hughes. The menu cards were unique miniatures of the newspapers represented by the guests. Among those present were Wendel W. Mischler, assistant secretary to President Taft; Robert H. Hazard, of the United Press; Williams Hoster, of the Hearst news service; Harry L. Dunlap, of the New York World; John S. Irby, secretary to Mayor Speer; Hamlet J. Barry, president of the Denver Press Club; C. A. Bonfils, managing editor of the Denver Post; Josiah M. Ward, city editor of the Post; George Creel, special writer of the Post; Hugh O'Neill, editorial writer of the Post; Eugene W. Taylor, Montrose; F. G. Bonfils, of the Post; William L. Morrissey, of the Post; Thomas H. Lawrence, city editor of the Denver Republican; James H. McLennan, political writer of the Denver Republican; H. L. McLaurin, of the Republican; B. T. Gurley, managing editor of the Denver Express; David H. Wilson, political writer of the Express; and Lute M. Wilcox, managing editor of Field and Farm.

The Waukegan (Ill.) Press Club has elected the following officers for the ensuing year: President, A. A. Frudenberg; vice-president, George Bastian; secretary, John Kessler; treasurer, Wayne T. Stupey; sergeant-at-arms, Arthur Friedman.

UNITED PRESS BULLETINS

Frank Rostock, of the Cincinnati office, and Addie Joss, of the Cleveland American team, will cover the world championship series for the United Press. Chief Operator James J. Rafter will personally attend to the handling of the stuff from the ball grounds.

Fred S. Ferguson is back in the Pittsburg bureau after a two week's vacation.

Harry J. Thomas, of the New York bureau, next week succeeds E. B. Hatrick, resigned, in the management of the New Haven bureau.

W. E. Hall, of the Chicago bureau, next week succeeds, temporarily, to the management of the Indianapolis bureau in the absence of Kent Cooper, who has been detailed for special work by the New York office.

E. R. Sartwell has been placed temporarily in charge of the cable department, relieving Eli D. Zaring, who has been detailed for staff correspondence work.

The Washington bureau this week contributed a splendid scoop in the first detailed account of the provisions to be contained in the proposed central bank scheme which will be recommended by the Monetary Commission.

Phil Simms, manager of the Paris bureau of the United Press, secured an exclusive interview on Wednesday with Prof. Metchnikoff, the French scientist, who is working on a germ theory for prolonging human life.

The Star-Telegram, Fort Worth, Texas, claims an average circulation for the first eight months of this year of 17,307 copies. The management also claims that the Star-Telegram published 10,157 columns of advertising during the same period.

Witnesses for the Showalter Service

Number One
H. C. Plumley, Manager The Forum, Fargo, N. D.

"I desire to congratulate you on the excellency of your service to promote advertising, especially in the classified field. The Forum has taken your service from the first, and much of its pre-eminence can be traced to the results of these suggestions. This paper carries as much classified advertising as the other eleven dailies of the State put together. Newspapers too often do not realize that publicity is just as necessary to their success as to the merchant. If you have something to sell—even newspaper space—and can offer it as a bargain, let it be known—is good advice to the newspaper publisher, and your suggestions will be of much value to all energetic newspaper men."
W. D. SHOWALTER, 150 Nassau St., New York.

\$4000.00 Net Cash

Profit in 1908 from southern evening daily after paying salary of owner-manager. Gross business, \$34,000.00 annually. Equipment includes 3 linotypes, no job dept. Will be sold for \$25,000.00; \$10,000.00 cash, balance distributed in 4 annual payments with interest at 8%. Exceptional opportunity. Proposition No. 549.

C. M. PALMER
Newspaper Broker
277 BROADWAY NEW YORK

HAND, KNOX & CO.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

SITUATION WANTED

By foreman, stoneman, make-up. Good on ads., loose leaf, manifold, tabular work; read proof. Age 35, married, good habits; 20 years' experience; prefer Virginia. State needs and salary offered. W. B. JAMES, 599 De Kalb Avenue, Brooklyn, N. Y.

POSITION WANTED

on trade newspaper. Have had eight years' experience in editorial and news departments. Can make up and get out whole issue. Address TRADE PAPER, EDITOR AND PUBLISHER.

MISCELLANEOUS.

HAVE YOU A

representative for your newspaper in Cincinnati? If not, write me. Terms reasonable. Address, LOUIS T. LEAVITT, P. O. Box 373, Cincinnati, Ohio.

WANTED—LIVE YOUNG

business men to join class in Advertising. 23rd St. Y. M. C. A. Term begins Oct. 6 and continues Wednesday evenings until April. Lectures by leading ad men of city. Practical work each week. Terms moderate. Send for booklet. First lecture free.

LEAGUE BALL RESULTS FOR

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers (except one) in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Quick Photo News Service

We mail illustrations of current events daily with text. Quickest service in existence. We beat every service one to ten days on COOK, PEARY, HUDSON-FULTON CELEBRATION, etc.

DAILY ILLUSTRATED NEWS SERVICE
Gen. Grantham Bldg., 32 Union Sq. E., N. Y. City

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Matrix and Photo Service Address: Herald Square, Canadian Branch New York City Desbarats Building, Montreal

THE INTERNATIONAL SYNDICATE

Established 1899.
FIVE WEEKLY PAGES
Baltimore, Md.

WILBERDING

LET ME REPRESENT YOU

"THERE'S A REASON"
F. P. ALORN, Newspaper Representative
FLATIRON BUILDING, NEW YORK.

For the Attention of Your Space-Buyer

1817—Sixty-two Years of Progress—1909
The Evening Wisconsin

Milwaukee's Leading Home Paper
SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

It not only thoroughly covers the City of Milwaukee and all the surrounding suburbs, but it goes to over 1,000 other towns in the State of Wisconsin.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

If you intend to advertise in the great State of Wisconsin, use Wisconsin's Great Paper.

JOHN W. CAMPSIE, Business Manager.
THE EVENING WISCONSIN
CHAS. H. EDDY, Foreign Representative.
NEW YORK—6018 Metropolitan Bldg.
CHICAGO—408 Marquette Bldg.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Thompson Medicine Company, Titusville, Pa., is placing orders in western Pennsylvania papers.

Leverman & Son, Philadelphia, have suspended advertising of Sydmore Soap in Pennsylvania papers.

The Walt McDougal Agency, 241 South 13th street, Philadelphia, is asking for rates on some financial advertising.

The Victor Fur Company, 575 Broadway, New York, is asking for rates in Pennsylvania papers on a small ad to run one, five or ten times.

John H. Rennard & Co., Wheeling, W. Va., are asking for rates in Pennsylvania papers on business that will be placed later in the season.

The Rub-a-Lac Manufacturing Company, Marietta, O., is placing some business in Pennsylvania papers.

The Phoenix Oil Company, Cleveland, O., is asking for rates on classified advertising.

The Gowan Medicine Company, Durham, N. C., is placing some business in Ohio papers.

Albert Frank & Co., Broad Exchange Building, New York, are making up the list of publications for the advertising of the Clyde Steamship Company, 80 South street, New York. Orders for the advertising will be placed about Nov. 1.

The Phel-Meyer Agency, 132 Nassau street, New York, is sending out orders for 200 lines eight times for the advertising of the "Atterbury System of Men's Clothing," 110 Fifth avenue, New York, to cities where this concern has local agents.

The Namrod Agency, 29 Broadway, New York, will shortly place orders in the larger city dailies for the advertising of a distillery account.

The Morse Agency, West 34th street, New York, is making new contracts for Thomas Beechman, Beechman's Pills, St. Helens, Lancashire, England.

The Underwood Typewriter Company, 241 Broadway, New York, is sending out telegraphic readers to Allen Forman, 60 Liberty street, New York.

Frank Seaman Agency, West 33d street, New York, is making 5,000 line contracts in Western papers for the Regal Shoe Company, Regal Shoes, East Whitman, Mass.

The Federal Advertising Agency, West 30th street, New York, is placing

10,000-line contracts in Pacific Coast papers for Weingarten Bros., same city.

W. S. Peck & Co., Syracuse, N. Y., is placing one-half page ads. in South-western papers through the Samuel Knopf Agency, 32 Union Square, New York.

The Butterick Publishing Company, New York, is making 10,000 contracts in Pacific Coast papers.

The Charles H. Fuller Agency, Chicago, is making 10,000-line contracts to be used within sixteen months for the W. L. Dodge Company, Chicago.

Kauffman & Handy, Chicago, are placing 5,000-line contracts in Pacific Coast papers for Kuh, Macon & Fisher, Men's Clothing, Chicago.

Lord & Thomas, Chicago, are placing 10,000 lines in Pacific Coast papers for the Sterling Remedy Company, Kramer, Ind.

J. Walter Thompson Company, 41 East 23d street, New York, is placing 1,000 lines in Southern papers for the Chichester Chemical Company; 1,000 lines for F. C. Clark, Clark's Tours; 1,000 lines for the Globe Soap Company, Cincinnati; 1,000 lines for Thomas B. Jeffrey; 1,000 lines for Lamont, Corliss & Co., and 1,000 lines for Pabst Brewing Company. This business is all going to the same territory.

Penick & Ford, Belya Breakfast Syrup, are placing 1,250 inches in Southern papers through N. W. Ayer & Son, Philadelphia.

The J. Walter Thompson Company, 41 East 23d street, New York, is placing 1,000 lines in Southern papers for the Southern Cotton Oil Company, 24 Broad street, New York.

The Swift's Specific Company, Atlanta, Ga., are making new contracts for 6,000 inches to be used within three years.

The McJunkin Advertising Agency, Chicago, is placing 7,500 lines in Western papers for R. Brewster.

The Mahin Advertising Agency, Chicago, is placing 1,000 inches in West and Northwest papers for the N. K. Fairbanks Company, Gold Dust Washing Powder, Fairy Soap, Chicago.

Nelson Chesman & Company, Chicago, is placing 5,000 lines in Southern and Pacific Coast papers for the advertising of the Globe Pharmaceutical Company.

The Charles H. Fuller Agency, Chicago, is making new contracts for 5,000 lines in Pacific Coast papers for the advertising of the Knowlton Dandierine Company, same city.

The J. Walter Thompson Company, 41 East 23d street, New York, is placing 5,000 lines in Western papers for the Union Central Life Insurance Company.

H. W. Kastor & Sons, St. Louis, are placing 5,000 lines in Western papers for the Maycliffe Distilling Company.

The Charles H. Fuller Agency, Chicago, is placing 14,000-line contracts to be used within sixteen months in Pacific Coast papers for the F. A. Stuart Company, Marshall, Mich.

Williams & Cunningham, Chicago, are placing 14,000 lines in Pacific Coast papers for the Quaker Oats Company, Chicago.

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.		GERMAN GAZETTE Philadelphia	
ADVERTISER	Montgomery	DISPATCH	
ITEM	Mobile	PITTSBURG PRESS	
ARIZONA.		TIMES-LEADER	
GAZETTE	Phoenix	NORTH CAROLINA.	
ARKANSAS.		NEWS (Av. cir. mo. of Aug., 7,609) Charlotte	
SOUTHWEST AMERICAN	Fort Smith	TENNESSEE.	
CALIFORNIA.		NEWS-SCIMITAR	
BULLETIN	San Francisco	BANNER	
CALL	San Francisco	Memphis Nashville	
EXAMINER	San Francisco	TEXAS.	
FLORIDA.		CHRONICLE	
METROPOLIS	Jacksonville	RECORD	
GEORGIA.		SEMI-WEEKLY TRIBUNE	
ENQUIRER-SUN	Columbus, Ga.	TIMES-HERALD	
CHRONICLE	Augusta	Houston Fort Worth	
THE ATLANTA JOURNAL	Atlanta, Ga.	WASHINGTON.	
LEDGER	Columbus	TIMES	
ILLINOIS.		Seattle	
HERALD	Joliet	WISCONSIN.	
JOURNAL	Peoria	EVENING WISCONSIN	
IOWA.		Milwaukee	
CAPITAL	Des Moines	CANADA.	
THE TIMES-JOURNAL	Dubuque	ONTARIO.	
KANSAS.		Free Press	
GLOBE	Atchison	London	
CAPITAL	Topeka	BRIEFS.	
GAZETTE	Hutchinson	The Robert Clarke Company, Cincinnati, O. Printing and publishing; capital, \$50,000. Incorporators: W. K. Stewart, Roderick D. Barney, Ben B. Dale, E. C. Drach.	
EAGLE	Wichita		
KENTUCKY.			
COURIER-JOURNAL	Louisville		
TIMES	Louisville		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
MICHIGAN.			
PATRIOT (Aug. D. 9,169—S. 9,963)	Jackson		
MISSOURI.			
DAILY AND SUNDAY GLOBE	Joplin		
MONTANA.			
MINER	Butte		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
PARIS MODES	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TIMES	Chester		
DAILY DEMOCRAT	Johnstown		
HERALD	New Castle		
BULLETIN	Philadelphia		

Anderson (S. C.) Mail
 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.
MacQuoid-Alcorn Special Agency
 Tribune Building, N. Y.
 Marquette Building, Chicago

THE NORWALK HOUR
NORWALK, CT.
 Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

THE ASBURY PARK PRESS
 is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.
J. LYLE KINMONTH, Publisher
 ASBURY PARK, N. J.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
 Fellng 428 more than February, 1908, and 119 more than last month's (January, 1909) average.

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

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined
SMITH & BUDD
 FOREIGN ADVERTISING REPRESENTATIVES
 Runswick Bldg 3d Nat. Bank Bldg Tribune Bldg
 New York St. Louis Chicago

IMPROVING EQUIPMENT.

Many Papers Are Ordering New Presses.

The St. Louis Post-Dispatch is getting a new Hoe sextuple press of the latest X pattern design, with new lighting folder, patent tubular cylinders, and other up-to-date improvements. It has a capacity of 80,000 papers an hour and will turn out as many as 48 pages at a single revolution of the cylinders. The papers are delivered cut, folded, pasted and counted.

The Chat, of Brooklyn, N. Y., has also installed a new Hoe 32-page quadruple press, capable of printing 48,000 papers an hour, also a complete equipment of the latest improved Hoe stereotyping machinery.

The rapidly growing circulation of the Albany Times-Union, and increasing demand for advertising space, has necessitated enlarging their pressroom plant. When the new machinery is installed they will have two improved Hoe four-roll machines, with a capacity for producing any number of pages up to 32 at one operation, at the rate of 96,000 eight-pages per hour.

The Washington Post also announces the purchase of a new Hoe press of special design and having a capacity of 72,000 papers per hour of 4, 6, 8, 10 or 12 pages; 36,000 of 14, 16, 18, 20, 22 or 24 pages; or 18,000 of 28, 32, 36, 40 or 48 pages.

This great press weighs 65 tons, is 28 feet long, 10 feet wide and 12 feet high, and requires a 65 h. p. motor to drive it. It takes on 48 stereotype plates, weighing one ton of metal, has 12 ink fountains, each of which takes 100 pounds of ink, and there are 60 composition rollers to convey the ink to the plates.

The machine is equipped with all the newest and latest mechanical devices, and the folders are the new Hoe rotary fast-speed design.

The Buffalo News is having a new deck added to its Pan-American Hoe press, converting it into a five-roll machine, with an output of 72,000, 18 and 20-page papers an hour.

The News is also adding a new Hoe lightning rotary folder to this press which will still further increase the capacity at least 50 per cent.

The Salem News has put in another Hoe stereotype web perfecting press.

The New York Times.

The issue of the New York Times for Sunday, Oct. 3, contained ninety pages. Of the numerous supplements three were pictorial in character and were printed on calendered paper. The Hudson-Fulton pageants, the return of Commander Peary, President Taft's tour of the country and other live topics were all vividly portrayed. The coming fall fashions, both millinery and sartorial, were also handsomely illustrated. In fact, the entire issue was out of the ordinary, both as to the amount of live news matter and the exceptional character of the magazine features. A heavy volume of advertising was carried.

Atlanta Ad. Club Honors Dobbs.

S. C. Dobbs, president of the Associated Advertising Clubs of America, and general sales and advertising manager of the Coca Cola Company, of Atlanta, Ga., was the guest of honor at a dinner given by the Atlanta Ad. Men's Club at the Piedmont Hotel last Wednesday.

The Fisher Agency, Temple Court, New York, have added the Eureka (Cal.) Herald to its list of papers.

ADDITIONAL AD. TIPS.

The M. I. S. T. Company, Toledo, O., is placing 5,000 lines in Pacific Coast papers through the E. H. Clark Agency, Chicago.

The J. Walter Thompson Company, 41 East 23d street, New York, is placing 5,000-line contracts for the advertising of the O'Sullivan Rubber Company, O'Sullivan's Rubber Heels, Lowell, Mass.

The Allen Advertising Agency, 30 West 23d street, New York, is making trade deals with daily papers for the advertising of the Mallory Steamship Company, 79 South street, New York.

H. E. Ayres & Co., Boston, is placing orders in weekly papers for the advertising of the Magee Furnace Company, same city.

W. H. Blaker, 41 Park Row, New York, is using the larger city dailies for the advertising of Sturges & Walton Co., 31 East 27th street, New York.

The Homer W. Hedge Company, 266 Fifth avenue, New York, is placing orders in Pacific Coast papers for the Sperry-Hutchinson Company, S. & H. Green Trading Stamps, 34 West 34th street, New York.

The Wylie B. Jones Agency, Binghamton, New York, will shortly place orders for the Othine Company, Buffalo.

Charles D. Levin, 1269 Broadway, New York, is placing orders in the larger city dailies for the S. & M. Frank & Co. Pipes, 292 Fifth avenue, New York.

The Frank Seaman Agency, 30 West 33d street, New York, is placing orders in Western papers for the Isle of Pines Company, 225 Fifth avenue, New York.

The St. Clair-Edwards Company, Philadelphia, are placing orders in New England papers for the Lehigh Coal and Navigation Company, same city.

Wood, Putnam & Wood, Boston, are placing orders in New York State and Connecticut for O. G. Thomas, Herald Ranges, Taunton, Mass.

Albert Frank & Co., Broad Exchange Building, New York, is placing fifty-six lines, one time a week, for four months in Western papers, for the advertising of the Royal Mail Steam Packet Company, 22 State street, New York.

Kauffman & Handy, Chicago, are placing 10,000 lines in daily papers for the advertising of I. Lewis & Co., Cobs Cigar.

ADVERTISING NOTES.

John D. Burekhardt, general manager of the Swift Specific Company, Atlanta, Ga., was in New York last week to see the Hudson-Fulton celebration. Mr. Burekhardt met his family here, who just returned from an extensive trip through Europe.

The MacQuoid-Alcorn Special Agency, New York and Chicago, have been appointed the representatives in the foreign field of the Newark (N. J.) Sunday Call.

Frank P. Alcorn, special agent, Flatiron Building, New York, has been appointed the representative in the Eastern field of the Salt Lake City (Utah) Desert Evening and Semi-Weekly News. The Evening News has a claimed circulation of over 10,000, and the Semi-Weekly News over 22,000. These papers represent the Mormon interest in that city.

The Shreveport (La.) Times, which was purchased about a year ago by Colonel Robert Ewing and A. W. Brown, has made remarkable gains in circulation under their management. When they took hold of the Times the Sunday paper had a circulation of 7,200, and it now has a claimed circulation of over 11,000, and the Daily Times had a circulation of 5,100, and the circulation of that paper is now over 7,800.

F. W. Henkel, formerly of the Lincoln (Neb.) Star and later with the Boston Traveler, has started a special agency with headquarters in the Tribune Building, Chicago. He will represent the following papers in the Western field: Brooklyn Times, Jersey City Journal, Worcester Telegram, Lowell Courier-Citizen, Rochester Post-Express, Troy (N. Y.) Standard, Salem (Mass.) News, Attleboro (Mass.) Sun.

THE BECKWITH AGENCY.

Opens New Branch Office in Kansas City, Mo.

The S. C. Beckwith Special Agency, of New York and Chicago, has opened a Kansas City office. Thomas S. Sollers is in charge.

Mr. Sollers has devoted his entire business life, covering the past twenty years, to newspapers and mail order publications. His experience and work for the past few years has been in and about the States of Kansas, Missouri, Nebraska and adjoining territory, and he will make a valuable addition to the Beckwith forces.

The New York Tribune.

On Saturday, Sept. 25, the New York Tribune issued a Hudson-Fulton celebration number that will take rank as one of the finest special editions ever issued by a newspaper. Especially attractive was section two, which was printed in magazine form and was a veritable triumph of art and skill. It contained a copy of the complete programme and a wealth of historical matter that will make the edition one of permanent value. The entire issue was well illustrated and carried over 77,000 lines of advertising.

Becomes Chicago Librarian.

Harry H. Legler, formerly city editor of the Milwaukee Sentinel, has accepted the position of city librarian of Chicago, being the unanimous choice of the board of education.

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS
and Manufacturers of Electrotyping Machinery.
44-446 Pearl Street NEW YORK

THE PUBLISHERS METAL CO.

134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill.

We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN

Hygrade Autoplate, Senior or Junior, Sterotype, Combination or Linotype Metals.



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, 38.00.
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 advise these our machinery."—Paul Shneiderman & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the 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.

Gets At The Kernel

With a wealth of practical information in every issue, The American Printer becomes necessary of the highest value at
An Advertising Medium
its pages bring rich results to the firms that make and sell things in the printing office.
From brain-raisers to motors, from ink to pieces, the most successful manufacturers get into our columns.
Right down to the meat at once—Essentials and Accidents—Facts not Theories—Practical Suggestions—Actual Experience—Tried and Tested Plans—that's what you get every month in
The American Printer
In departments of Commercial Art, Typography, Penmanship, Photo-Engraving, and Bookbinding, read the most advanced ideas of America's foremost authorities on these subjects. It brings to the circulation and gives a glimpse of application the complete notes and comes up with a new field of thought and action in the advertising profession.
Subscription Price \$2.00 per Year
Single Copy Ten Cents
Oswald Publishing Company
41 City Hall Plaza, New York City

TAKE IT TO POWERS

OPEN THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N. Y. Tel. 1909-6 Bookman

THE PUBLISHERS METAL CO.
134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill.
We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN
Hygrade Autoplate, Senior or Junior, Sterotype, Combination or Linotype Metals.

Send To-day for the List of Users of
"THE KOHLER SYSTEM"

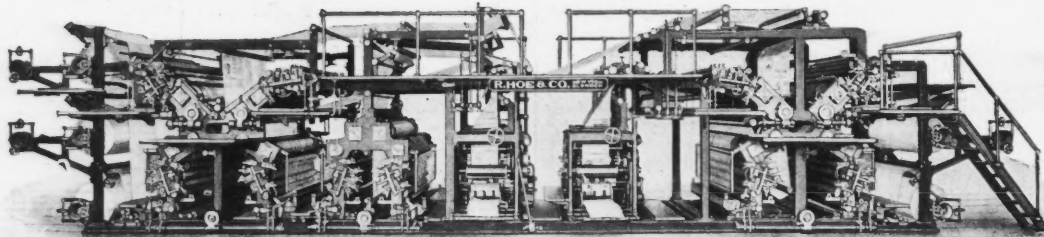
We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

Kohler Brothers, 277 Dearborn St., CHICAGO
LONDON: NEW YORK:
56 Ludgate Hill, E. C. No. 1 Madison Ave.

X PATTERN DECUPLE NEWSPAPER PRESS

WITH NEW LIGHTNING FOLDER, PAPER ROLL FEEDING
DEVICES, PATENT TUBULAR CYLINDERS
AND OTHER IMPROVEMENTS

THE LATEST AND BEST IN PRESS CONSTRUCTION



ONE OF 12 MACHINES ORDERED BY MR. W. R. HEARST

PRINTS PAPERS AT A RUNNING SPEED OF 20,000 REVOLUTIONS OF THE CYLINDERS
PER HOUR, OR 66½ PER CENT FASTER THAN THE SPEED OF 12,000
REVOLUTIONS, STANDARD FOR MANY YEARS

THE PATENT CENTRAL FOLDER DESIGN SAVES 30 PER CENT FLOOR SPACE.
HIGHEST POINT FROM FLOOR, 9 FEET. CAN BE USED WITH OR WITHOUT ANGLE
BARS. THE INK FOUNTAINS, PLATE CYLINDERS AND ALL OTHER PARTS ARE MOST
ACCESSIBLE.

GUARANTEED CAPACITY PER HOUR

<i>Running as a Five-Roll Press</i> (No sheet passing over a bar)	<i>The Sextuple End, Running Independently</i>	<i>The Quadruple End, Running Independently</i>
160,000 4, 6, 8 or 10 pages, inset	80,000 4, 6, 8, 10 or 12 pages, all inset	80,000 4, 6 or 8 pages, all inset
120,000 12 pages, inset	40,000 14, 16, 18, 20, 22 or 24 pages, all inset	40,000 10, 12, 14 or 16 pages, all inset
80,000 14, 16, 18 or 20 pages, inset	40,000 16, 20 or 24 pages, collected	40,000 12 or 16 pages, collected
80,000 16 or 20 pages, collected	20,000 28, 32, 36, 40 or 48 pages, collected	40,000 20, 24, 28 or 32 pages, collected
60,000 24 pages, collected		
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