

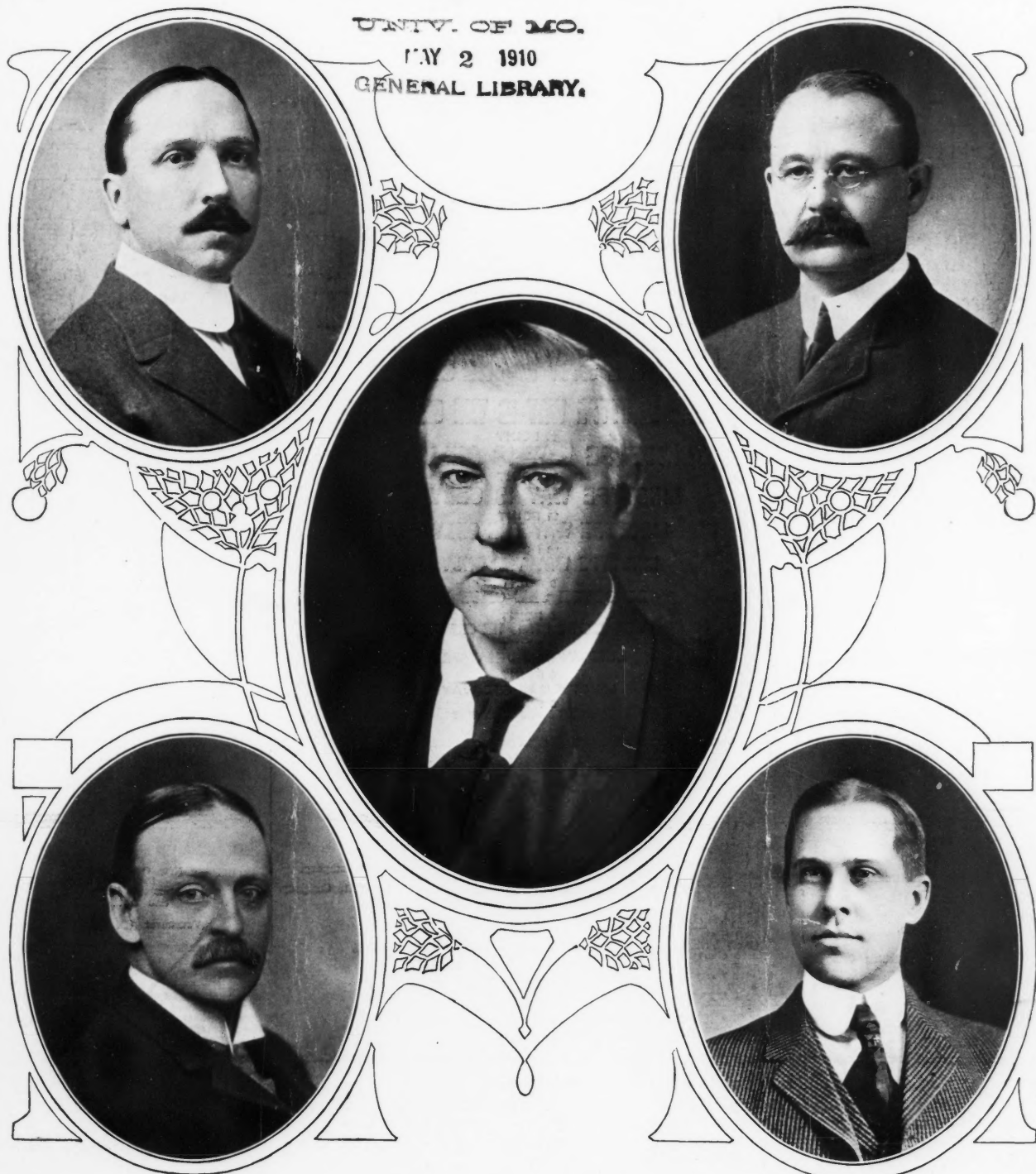
# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 44

NEW YORK, APRIL 30, 1910

5 CENTS A COPY



## OFFICERS AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION

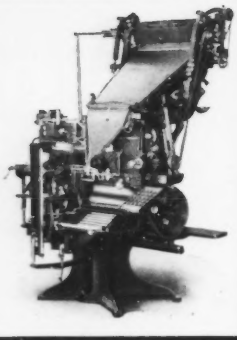
PRESIDENT, HERMAN RIDDER, NEW YORK STAATS ZEITUNG

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TREASURER, W. J. PATTISON, NEW YORK EVENING POST



**OUR PRESENT DISPLAY  
AD FIGURE USERS—  
135—COUNT 'EM**

New Haven (Conn.) Union.  
Washington (D. C.) Post.  
Washington (D. C.) Star.  
Bangor (Me.) Commercial.  
Portland (Me.) Express.  
Baltimore (Md.) American.  
Baltimore (Md.) News.  
Boston (Mass.) Globe.  
Boston (Mass.) Journal.  
Boston (Mass.) Post.  
Fall River (Mass.) Globe.  
Fitchburg (Mass.) News.  
Lawrence (Mass.) Eagle and Tribune.  
New Bedford (Mass.) Standard.  
New Bedford (Mass.) Times.  
Taunton (Mass.) Gazette.  
Ashby Park (N. J.) Press.  
Worcester (Mass.) Telegram.  
Jersey City (N. J.) Journal.  
Newark (N. J.) News.  
Paterson (N. J.) Press-Chronicle.  
Perth Amboy (N. J.) News.  
Trenton (N. J.) Times.  
Albany (N. Y.) Journal.  
Albany (N. Y.) Times-Union.  
Brooklyn (N. Y.) Eagle.  
Brooklyn (N. Y.) Standard-Union.  
Buffalo (N. Y.) Enquirer.  
Buffalo (N. Y.) News.  
Buffalo (N. Y.) Times.  
Corning (N. Y.) Leader.  
Geneva (N. Y.) News.  
Mount Vernon (N. Y.) Argus.  
New Rochelle (N. Y.) Paragon.  
New York City (N. Y.) Bronx Home News.  
New York City (N. Y.) Mercantile Printing Co.  
Oxford (N. Y.) Times.  
Richmond Hill (L. I.) Record.  
Rochester (N. Y.) Democrat and Chronicle.  
Rome (N. Y.) Sentinel.  
Schenectady (N. Y.) Gazette.  
Syracuse (N. Y.) Herald.  
Troy (N. Y.) Times.  
Allentown (Pa.) City Item.  
Allentown (Pa.) Chronicle and News.  
Erie (Pa.) Dispatch.  
Erie (Pa.) Herald.  
Erie (Pa.) Times.  
Franklin (Pa.) Evening News.  
Hazleton (Pa.) Plain Speaker.  
Johnstown (Pa.) Journal.  
Johnstown (Pa.) Tribune.  
Kane (Pa.) Republican.  
Philadelphia (Pa.) North American.  
Reading (Pa.) Eagle.  
Reading (Pa.) Times.  
Scranton (Pa.) Bulletin.  
Bloomington (Ill.) Pantagraph.  
Chicago (Ill.) John Anderson Publishing Company.  
Chicago (Ill.) Rogers & Hall Company.  
Harrisburg (Ill.) Register.  
Mount Vernon (Ill.) News.  
Mount Vernon (Ill.) Register.  
Rock Island (Ill.) Tribune.  
Charleston (S. C.) Post.  
Columbia (S. C.) Record.  
Bluefield (W. Va.) Telegraph.  
Denver (Col.) Post.  
Peru (Ind.) Journal.  
Seymour (Ind.) Republican.  
Terre Haute (Ind.) Tribune.  
Sioux City (Iowa) Tribune.  
Fort Scott (Kansas) Tribune-Monitor.  
Wichita (Kansas) Beacon.  
Louisville (Ky.) Herald.  
Detroit (Mich.) Journal.  
Lansing (Mich.) Republican.  
Pontiac (Mich.) Press-Gazette.  
Brainerd (Minn.) Dispatch.  
Duluth (Minn.) News-Tribune.  
St. Paul (Minn.) Web Publishing Company.  
Fairbault (Minn.) Journal.  
Omaha (Neb.) World-Herald.  
Kansas City (Mo.) Post.  
St. Joseph (Mo.) News-Press.  
Cincinnati (Ohio) Post.  
Toledo (Ohio) News-Bee.  
La Crosse (Wis.) Press.  
Globe (Arizona) Silver Belt.

# THE WEDGE TO LARGER PROFITS

42 POINT  
**THE LINOTYPE WAY IS THE ONLY WAY**

33 POINT  
**THE LINOTYPE WAY IS THE ONLY WAY**

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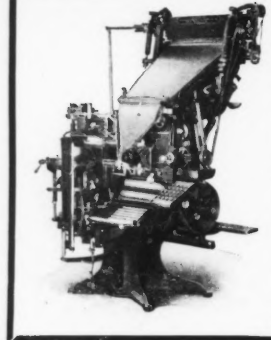
7 POINT  
**LINOTYPE IS ONLY WAY**

6 POINT  
**LINOTYPE IS THE WAY**

5 POINT  
**LINOTYPE THE ONLY WAY**

Fresno (Cal.) Republican.  
Eureka (Cal.) Times.  
Hanford (Cal.) Sentinel.  
Los Angeles (Cal.) Times-Mirror.  
Famosa (Cal.) Progress.  
Whittier (Cal.) Register.  
Miles City (Montana) Independent.  
Missoula (Montana) Missoulian.  
McMinnville (Oregon) Pacific Baptist.  
Portland (Oregon) Journal.  
Portland (Oregon) Oregonian.  
Salt Lake (Utah) Deseret News.  
Spokane (Wash.) Inland Herald.  
Spokane (Wash.) Spokesman-Review.  
Tacoma (Wash.) Ledger.  
Birmingham (Ala.) Age-Herald.  
Miami (Fla.) Metropolis.  
Ocala (Fla.) Star.  
Tampa (Fla.) Tribune.  
New Orleans (La.) Daily States.  
New Orleans (La.) Pheasant.  
New Orleans (La.) Times Democrat.  
Hattiesburg (Miss.) News.  
Tucumcari (N. Mexico) News.  
Atoka (Oklahoma) Indian Citizen.  
Oklahoma City (Oklahoma) News.  
Knoxville (Tenn.) Sentinel.  
Memphis (Tenn.) Commercial Appeal.

Memphis (Tenn.) News-Scimitar.  
Nashville (Tenn.) Banner.  
El Paso (Texas) Herald-News.  
Dallas (Texas) Dispatch.  
Houston (Texas) Chronicle.  
Houston (Texas) Miller and Orem.  
Houston (Texas) Post.  
Houston (Texas) Record.  
San Angelo (Texas) Press-News.  
San Angelo (Texas) Standard.  
San Antonio (Texas) Alamo Printing Company.  
San Antonio (Texas) Express.  
San Antonio (Texas) Light and Gazette Company.  
Temple (Texas) Mirror.  
Waco (Texas) J. S. Perry.  
Waco (Texas) Times-Herald.  
Wichita Falls (Texas) News.  
Lechbridge (Alberta) Herald.  
Vancouver (B. C.) Victoria Province.  
Vancouver (B. C.) World.  
Victoria (B. C.) Colonist.  
Halifax (N. S.) Herald.  
Toronto (Ont.) Star.  
Toronto (Ont.) Arme Press.  
Hamilton (Ont.) Herald.  
Kingston (Ont.) British Whig.  
Ottawa (Ont.) Citizen.  
Ottawa (Ont.) Free Press.



**OUR PRESENT DISPLAY  
HEAD LETTER USERS—  
75—COUNT 'EM**

Bridgeport (Conn.) Telegram.  
Meriden (Conn.) Journal.  
New Haven (Conn.) Register.  
New Haven (Conn.) Union.  
Washington (D. C.) Star.  
Bangor (Me.) Commercial.  
Portland (Me.) Express.  
Boston (Mass.) American.  
Boston (Mass.) Herald.  
Fall River (Mass.) Herald.  
Fitchburg (Mass.) News.  
Taunton (Mass.) Gazette.  
Nashua (N. H.) Record.  
Atlantic City (N. J.) Press.  
Jersey City (N. J.) Journal.  
Paterson (N. J.) Press-Chronicle.  
Albany (N. Y.) Press.  
Brooklyn (N. Y.) Eagle.  
Brooklyn (N. Y.) Standard-Union.  
Buffalo (N. Y.) Times.  
Corning (N. Y.) Leader.  
Mount Vernon (N. Y.) Argus.  
New York (N. Y.) American.  
New York (N. Y.) Herald.  
New York (N. Y.) Italian Press Association.  
New York (N. Y.) Tribune.  
Saratoga (N. Y.) Saratogian.  
Syracuse (N. Y.) Herald.  
Troy (N. Y.) Times.  
White Plains (N. Y.) Record.  
Erie (Pa.) Times.  
Philadelphia (Pa.) North American.  
Denver (Colo.) News-Times.  
Bloomington (Ill.) Bulletin.  
Chicago (Ill.) American.  
Peoria (Ill.) Herald Transcript.  
South Bend (Ind.) News.  
Indianapolis (Ind.) Sun.  
Evansville (Ind.) Journal-News.  
Louisville (Ky.) Times.  
Louisville (Ky.) Post.  
Kansas City (Mo.) Journal.  
Kansas City (Mo.) Post.  
St. Louis (Mo.) Post-Dispatch.  
La Crosse (Wis.) Press.  
Bakersfield (Cal.) Oil World.  
Fresno (Cal.) Republican.  
Los Angeles (Cal.) Record.  
Los Angeles (Cal.) Examiner.  
Oakland (Cal.) Enquirer.  
Oakland (Cal.) Tribune.  
Pasadena (Cal.) Star.  
San Diego (Cal.) Union.  
San Francisco (Cal.) Bulletin.  
San Francisco (Cal.) Chronicle.  
San Francisco (Cal.) Examiner.  
Whittier (Cal.) Register.  
Honolulu (Hawaii) Gazette.  
Missoula (Mont.) Missoulian.  
Portland (Oregon) Journal.  
Salt Lake (Utah) Herald-Republican.  
Salt Lake (Utah) Tribune.  
Seattle (Wash.) Post-Intelligencer.  
Seattle (Wash.) Times.  
Spokane (Wash.) Inland Herald.  
Spokane (Wash.) Spokesman-Review.  
Tacoma (Wash.) Ledger.  
Tacoma (Wash.) Tribune.  
Atlanta (Ga.) Georgian.  
Atlanta (Ga.) Journal.  
Birmingham (Ala.) News.  
New Orleans (La.) Daily States.  
Knoxville (Tenn.) Sentinel.  
Memphis (Tenn.) News-Scimitar.  
San Antonio (Texas) Express.  
Toronto (Ont.) Star.  
Vancouver (B. C.) News-Advertiser.

Toronto (Ont.) Telegram.  
Montreal (Quebec) La Presse.  
Montreal (Quebec) Star.  
Montreal (Quebec) Witness.  
Quebec (Quebec) La Compagnie de L'Evenement.  
Moose Jaw (Sask.) Times.  
Regina (Sask.) Saskatchewan Publishing Co.

Your Linotype Battery is an ASSET which should grow as you grow—  
Mixing methods or persisting in setting by hand that which can be set more expeditiously and economically on a properly equipped Linotype Battery lessens its value.

The Newspaper which hesitates or refuses to continually improve and develop its Linotype Battery is like the man in the Bible, who went and buried his one talent in the ground.

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK  
CHICAGO, 521 Wabash Ave.      SAN FRANCISCO, 638-646 Sacramento St.      NEW ORLEANS, 332 Camp St.  
TORONTO, Canadian Linotype, Limited,      35 Lombard St.



# NEWSPAPERS MAKERS MEET. ANNUAL GATHERING IN NEW YORK A STRIKING EVENT.

### American Newspaper Publishers Association Discussed Practical Business in Session—New York Papers Featured the Visiting Publishers and Star Reporters Interviewed Them—Resolution Adopted to Investigate Mutual Insurance—List of Members Present.

The twenty-fourth annual meeting of the American Newspaper Publishers' Association opened on Wednesday, April 27, in the Astor Gallery of the Waldorf-Astoria Hotel, New York. President Ridder was attending the meeting of directors of the Associated Press when the hour arrived for convening, and at 10 a. m. C. W. Hornick, of the San Francisco Call, acting as temporary chairman, called the meeting to order. Elbert H. Baker, of the Cleveland Plain Dealer, the regular secretary, was in charge of the record.

The program was immediately commenced. It included at the first session the following:

Report of Board of Directors, Treasurer and Manager, Auditing Committee, Budget Committee, Advertising Agents' Committee, Banquet Committee—Topics.

Only members were present at the session. Manager Palmer afterward stated that the following topics were discussed:

On what basis is depreciation of plants figured?

Several members have asked that a report be made of the tests and workings of the electric matrix dry process used in Pittsburg during the past year. Have dry matrices been tried out by any disinterested members? Full discussion of this topic is asked for.

Has the Brooklyn Eagle introduced new methods or processes for stereotype work? How can we eradicate the abuse of agents rebating their commissions to advertisers?

Is it possible to abolish all agents' commissions and have a flat rate for advertisers and agents?

Shall the A. N. P. A. publish another edition of the list of "General Newspaper Advertisers," and how shall the expense be met? Should not formal objections be filed by this association with the United States Government against placing its advertising through an irresponsible agency?

What papers are giving agents' commissions to Standard Oil Company? Do any papers get the advertising without doing so?

Has the time arrived for the A. N. P. A. to undertake a vigorous campaign of advertising for advertising?

A recess was taken at noon and most of the members lunched in the grill room of the Waldorf. It was stated that the following subjects were discussed at the afternoon session:

How should a "double-truck" advertisement be measured? Should it be charged as two full pages? Or, should an additional charge be made for the space of the center margins, or "gutter"?

Has the discussion of the "press agent" problem at the last annual meeting and subsequent action by our members served to reduce that evil? Many members ask for further discussion of the press agent matter.

Are all members who have tried the cash discount to advertisers and agencies satisfied with the way it has worked out? Would any member, who has tried the cash discount, abandon it now and go back to the old method?

What is the extent of the newspaper's right to reject advertising copy where current rate is offered and matter is not libelous, obscene or fraudulent? Are there any legal rulings making newspapers "common carriers" as to advertisements?

Have any members heard of a proposed scheme to establish an advertising agency which will place the advertising of the trusts and kindred big interests and which will withhold the business from all papers whose editorial policy is objectionable to the so-called "money power"?

Have the Iowa Associated Dailies met with success in insisting upon cash in advance for mail subscriptions?

Is a mutual insurance company for newspapers feasible?

Why should newspapers continue to review books without remuneration?

Discussion is asked for on "mutual State news associations." Also on the State news problem.

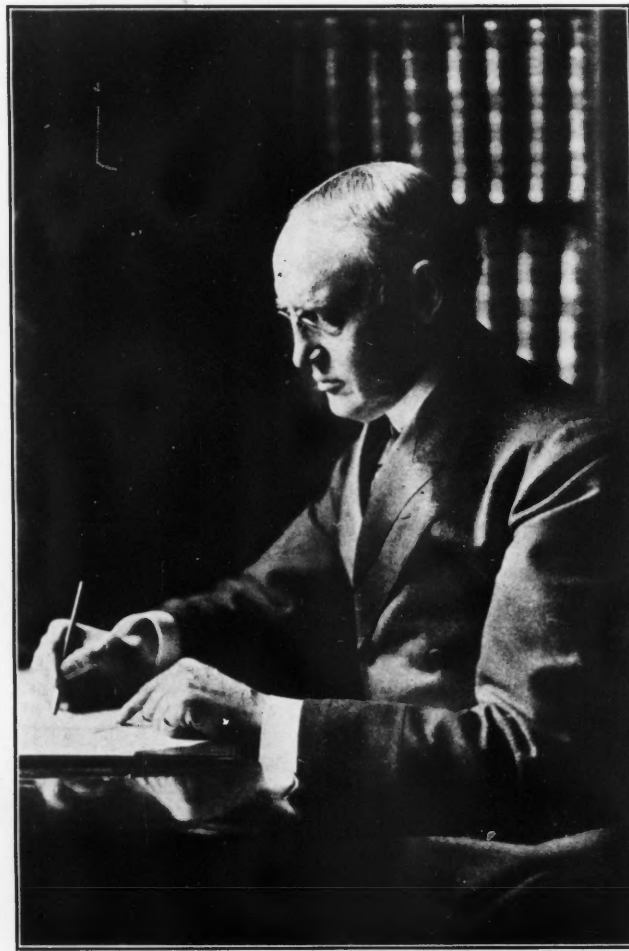
Does "knocking" one's opposition really create any business? (Proposed by a Canadian member who wants to know how it works out on this side of the border.)

During the discussion of the mutual insurance topic, Mr. Baker, of Cleveland, offered a resolution providing for the appointment of a special com-

mission looked like a big political convention.

The following is a complete list of the members who had personally registered at 4 p. m. on Wednesday:

- Albany (N. Y.) Journal, John H. Lindsay.
- Albany (N. Y.) Press-Knickerbocker-Express, John A. McCarthy.
- Atlanta (Ga.) Constitution, J. R. Halliday.
- Atlanta (Ga.) Journal, C. D. Atkinson.
- Augusta (Ga.) Chronicle, D. B. Dyer.
- Baltimore (Md.) American, J. W. Stoddard.
- Baltimore (Md.) News, W. H. Mann.
- Bridgeport (Conn.) Standard, Fred'k H. Stevens.
- Boston Globe, Chas. H. Taylor, Jr.
- Birmingham (Ala.) Ledger, James I. Smith.
- Birmingham (Ala.) News, Victor H. Hanson.
- Bloomington (Ill.) Pantagraph, C. C. Marquis.
- Boston Post, E. Geo. Krodness.
- Boston Traveler, John H. Fahey.
- Brooklyn Daily Eagle, Herbert F. Gunison.
- Brooklyn Standard Union, William Berri, R. F. R. Huntsman and Herbert Berri.
- Brooklyn Times, James A. Sperry.
- Buffalo (N. Y.) Evening News, Edward H. Butler.
- Buffalo (N. Y.) Evening Times, Norman E. Mack and Thomas M. Clark.



MELVILLE E. STONE,

RE-ELECTED SECRETARY AND GENERAL MANAGER OF THE ASSOCIATED PRESS AT THE DIRECTORS' MEETING LAST WEDNESDAY.

mittee to investigate the subject of "mutual insurance" and report to the association.

All day the corridors of the hotel adjacent to the meeting room were thronged. The convention was given extraordinary attention by the New York daily newspapers, and reporters interviewed many of the representatives upon the leading political and economic issues. New York State is just now wrought up over public questions, and the opinions of substantial newspaper men from other States were eagerly sought by star reporters of the New York papers. At times between sessions the occa-

- Burlington (Vt.) Free Press, W. B. Howe.
- Charlotte (N. C.) Daily Observer, John R. Ross and D. A. Tompkins.
- Charleston (S. C.) News and Courier, Charles Robertson.
- Chattanooga (Tenn.) Times, H. C. Adler.
- Chicago Daily News, A. D. Mayo.
- Chicago Daily Tribune, Medill McCormick.
- Cincinnati (O.) Times-Star, C. H. Rembold.
- Cleveland (O.) Leader, Nat. C. Wright, Harry S. Thalheimer and C. E. Kennedy.
- Cleveland (O.) Plain Dealer, Elbert H. Baker.
- Des Moines (Ia.) Register and Leader, W. E. Southwell.
- Detroit (Mich.) Free Press, Thomas J. Barry.
- East Liverpool (O.) Evening Review, Louis H. Brush.
- Elizabeth (N. J.) Daily Journal, Augustus S. Crane.
- Evansville (Ind.) Journal-News, John H. McNeely.
- Fargo (S. D.) Forum and Daily Republican, H. C. Plumley.
- Fort Worth (Tex.) Record, A. J. Sandegard.
- Fort Worth Star Telegram, Amon G. Carter.

- Galveston (Tex.) News, George B. Dealy and J. D. Lorentz.
- Grand Rapids (Mich.) Evening Press, Edmund W. Booth.
- Hartford (Conn.) Times, Clayton P. Chamberlin.
- Haverhill (Mass.) Evening Gazette, Robert L. Wright.
- Houston (Tex.) Chronicle, M. E. Foster.
- Indianapolis (Ind.) Times-Union, F. W. Brown and O. R. Johnson.
- Indianapolis (Ind.) Star, George C. Hitt.
- Jackson (Mich.) Patriot, Milo H. Whittaker.
- Jacksonville (Fla.) Times-Union, F. W. R. Hinman.
- Jersey City (N. J.) Journal, Walter M. Dear.
- Joliet (Ill.) Daily News, H. E. Baldwin.
- Kansas City (Mo.) Journal, Hal Gaylard.
- Kansas City Star, Charles Seastedt.
- Louisville (Ky.) Courier-Journal, Bruce Halde-Sanford.
- Knoxville (Tenn.) Sentinel, G. F. Milton.
- Lexington (Ky.) Herald, Desha Breckenridge.
- Lincoln (Neb.) State Journal, J. C. Seacrest.
- Louisville (Ky.) Courier Journal, Bruce Halde-man.
- Louisville (Ky.) Times, W. B. Phillips.
- Lowell (Mass.) Courier-Citizen, S. F. Whipple.
- Lynn (Mass.) Evening Item, Wilmot R. Hastings.
- McKeesport (Pa.) Daily News, Jess E. Long.
- Macon (Ga.) News, R. L. McKenny.
- Memphis (Tenn.) Commercial Appeal, W. J. Crawford.
- Memphis (Tenn.) News-Scimitar, W. M. Clement.
- Montreal (Can.) La Presse, H. A. Robert.
- Meriden (Conn.) Daily Journal, F. E. Sands.
- Meriden (Conn.) Morning Record, Edwin E. Smith.
- Milwaukee (Wis.) Sentinel, John L. Foley.
- Milwaukee (Wis.) Evening Wisconsin, John W. Campsie.
- Minneapolis (Minn.) Journal, W. S. Jones.
- Minneapolis (Minn.) Tribune, K. H. Murphy.
- Mobile (Ala.) Register, Paul E. Rapiere.
- Montgomery (Ala.) Advertiser, F. P. Glass.
- Muncie (Ind.) Morning Star, Geo. C. Hitt.
- Nashville (Tenn.) Banner, E. B. Stahlman and Edgar M. Foster.
- New Bedford (Mass.) Evening Standard, Benjamin H. Anthony, Geo. A. Hough and E. A. Alley.
- New Orleans (La.) Daily States, Robert Ewing.
- New Orleans (La.) Times-Democrat, J. F. Baringer.
- New York Journal of Commerce, A. W. Dods-worth.
- New York Evening Mail, John C. Cook.
- New York Evening Post, W. J. Pattison.
- New York Staats Zeitung, M. L. Lowenstein.
- New York Sun, W. C. McClay and R. V. Oulahan.
- New York Times, E. P. McCall.
- New York Tribune, Conde Hamlin.
- Newark (N. J.) Evening News, Charles F. Dodd.
- Oil City (Pa.) Derrick, Patrick C. Boyle and W. F. Boyle.
- Omaha (Neb.) Bee, C. C. Rosewater.
- Oskosh (Wis.) Daily Northwestern, Colonel John Hicks.
- Ottumwa (Ia.) Courier, James F. Powell.
- Owensboro (Ky.) Messenger, Urey Woodson.
- Paterson (N. J.) Morning Call, John Toole.
- Paterson Daily Guardian, Henry L. Berdan.
- Paterson Evening News, E. B. Haines.
- Peoria (Ill.) Journal, H. M. Pindell.
- Philadelphia Press, John B. Townsend.
- Philadelphia Public Ledger, Bernard Thalheimer.
- Pittsburg (Pa.) Chronicle-Telegraph, George S. Oliver.
- Pittsburg (Pa.) Dispatch, C. A. Rook and C. R. Sutphen.
- Pittsburg (Pa.) Press, Harry C. Milholland.
- Portland (Me.) Evening Express, Wm. H. Dow.
- Portland (Ore.) Daily Journal, C. S. Jackson.
- Portland (Ore.) Oregonian, H. L. Pittock.
- Providence (R. I.) Journal, Frederick Roy Martin.
- Providence (R. I.) Evening News, D. Russell Brown.
- Richmond (Va.) News Leader, John Stewart Bryan.
- Richmond (Va.) Times-Dispatch, J. C. Hemp-hill.
- Reading (Pa.) Eagle, John W. Rauch.
- Rome (N. Y.) Daily Sentinel, Augustus C. Kessinger.
- St. Joseph (Mo.) Gazette, G. H. Larke.
- St. Louis (Mo.) Globe-Democrat, F. H. J. Richards.
- St. Louis Republic, Henry N. Cary.
- St. Louis Star, Hugh K. Taylor.
- St. Louis Westliche Post, Edw. L. Pretorius.
- St. Paul (Minn.) Daily News, L. V. Ash-baugh.
- Saginaw (Mich.) Evening News, Ralph H. Booth.
- Salt Lake City (Utah) Deseret News, H. G. Whitney.
- Salt Lake City (Utah) Herald-Republican, Geo. E. Hale.
- San Francisco (Cal.) Bulletin, R. A. Crothers.
- San Francisco (Cal.) Call, C. W. Hornick.
- Sandusky (O.) Register, John T. Mack.
- Savannah (Ga.) Morning News, Frank G. Bell.
- Schenectady (N. Y.) Gazette, A. N. Lietcy.
- Seattle (Wash.) Post-Intelligencer, W. W. Chapin and A. P. Sawyer.
- Seattle (Wash.) Times, Adler J. Blethen.
- Spokane (Wash.) Spokesman-Review, W. H. Cowles.
- Springfield (Ill.) Illinois State Journal, Lewis H. Miner.
- Springfield (Ill.) Illinois State Register, H. W. Clendenin.
- Springfield (Mass.) Union, J. D. Plummer.
- Superior (Wis.) Telegram, John T. Murphy.
- Syracuse (N. Y.) Herald, B. McKevett.
- Syracuse Journal, H. D. Burrill.
- Syracuse Post-Standard, J. D. Barnum.
- Taunton (Mass.) Daily Gazette, Frederick E. Johnson.
- Terre Haute (Ind.) Star, Geo. C. Hitt.
- Terre Haute (Ind.) Tribune, R. S. Carver.
- Toledo (O.) Blade, F. T. Lane.

(Continued on Page 4.)

**ASSOCIATED PRESS.****ANNUAL MEETING AND ELECTION OF NEW DIRECTORS AND OFFICERS.**

**Frank B. Noyes Re-elected President and Melville E. Stone Secretary—Three Millions of Dollars Expended for News—New Sports Service for Afternoon Papers.**

The eleventh annual meeting of the Associated Press was called to order by President Frank B. Noyes, of the Washington Star, on Tuesday at 10.30 a. m., April 26, in the Astor Gallery of the Waldorf-Astoria Hotel, New York. The attendance was larger than at any annual meeting in the past history of the association.

Pursuing the plan adopted at a former annual meeting the nominating committee submitted the following names from which to choose seven new directors, five of whom were to fill expired terms and two to fill vacancies:

For the regular term of three years: Delevan Smith, Indianapolis News; H. H. Kohlsatt, Chicago Record-Herald; Charles Hopkins Clark, Hartford Courant; George Mathews, Buffalo Express; Charles W. Knapp, St. Louis Republic; Lafayette Young, Sr., Des Moines Capital; Clark Howell, Atlanta Constitution; R. M. Johnston, Houston Post; V. S. McClatchy, Sacramento Bee; William Glasmann, Ogdon Standard.

To fill the unexpired term of Charles H. Grasty: A. C. Weiss, Duluth Herald, and Edmund W. Booth, Grand Rapids Press.

To fill the unexpired term of Rufus N. Rhodes: Frank B. Noyes, Washington Star, and J. C. Hemphill, Richmond Times-Dispatch.

**DISCUSSION OF "NEW BLOOD."**

There was considerable discussion about the manner of making these nominations. The chairman of the nominating committee stated that it seemed to him very advisable to put new blood into the directorate, and that serious evil would probably result from any policy of perpetuating the same directors in power year after year. Several speakers differed with him and contended that as the old directors had ably handled the affairs of the association it was unwise to make a change.

**NOMINATING COMMITTEE SUSTAINED.**

The position of the nominating committee was indorsed, and the following were elected from the above list:

Clark Howell, Atlanta Constitution; Charles W. Knapp, St. Louis Republic.

In  
**Philadelphia**  
it's  
**The Bulletin**

"Covers the Philadelphia field at one cost."

FEBRUARY CIRCULATION:

**287,963 COPIES  
A DAY**

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher**  
Chicago Office, J. E. Verree, Heyworth Bldg.  
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

lie V. S. McClatchy, Sacramento Bee; Albert J. Barr, Pittsburg Post; Charles Hopkins Clark, Hartford Courant; Frank B. Noyes, Washington Star; A. C. Weiss, Duluth Herald.

The two last-named were elected to fill the vacancies created by the death of Rufus N. Rhodes, of the Birmingham News, and by the resignation of Charles H. Grasty, of the Baltimore Sun.

Of the seven papers attached to the names of the new directors, the Sacramento Bee, Washington Star and Duluth Herald are afternoon, and the others are morning papers. Messrs. McClatchy, Clark and Weiss are new members. The others were re-elected, though not to succeed themselves.

**SKETCHES OF DIRECTORS.**

The following sketches are reprinted from the New York Times:

Mr. Howell, who is the well-known editor of the Atlantic Constitution, has been a National Democratic Committeeman from Georgia since 1892, and from 1900 to 1906 was a member of the Georgia Senate. He succeeded Henry W. Grady as managing editor of the Constitution in 1889, and succeeded his father as editor in chief in 1897. In 1901 he bought out Col. W. A. Hemphill's stock in the Constitution and became president of the company. He has been a director of the Associated Press for ten years.

Mr. Knapp is an ex-president of the Associated Press, as well as of the American Newspaper Publishers' Association. He has been in active newspaper work since 1867, when he entered the service of the Missouri Republican, of which his father was one of the principal owners. For several years he directed the Republican's Washington bureau. When he became president of the publishing company, in 1888, he changed the name of the paper to the Republic, of which he has since been the active editor in chief as well as owner.

Mr. McClatchy comes of a California newspaper family. The Sacramento Bee was conducted by James McClatchy, the veteran California editor, for many years until 1884, when his son, Charles Kenny McClatchy, became editor. Mr. McClatchy represents the Pacific Coast on the board.

Mr. Barr of Pittsburg has long been prominent in Democratic politics in Western Pennsylvania. He has been president and general manager of the Pittsburg Post since 1886, and is also president of the Sun Publishing Company of Pittsburg.

Mr. Clark, a graduate of Yale, has been connected with the Hartford Courant since 1871. He is now president of the Courant Company, a director of the Connecticut Mutual Life Insurance Company, and treasurer of the Wadsworth Athenaeum.

Frank Brett Noyes, until recently editor of the Chicago Record-Herald, and now editor of the Washington Evening Star, has been president of the Associated Press since June, 1900. In returning to Washington he came back to his native city and to a familiar atmosphere in the Star office, where he was manager for twenty years prior to 1901.

Mr. Weiss is head of the largest evening newspaper of the rapidly growing City of Duluth, and is regarded as one of the most progressive newspaper editors and managers in his State.

These are the newly-elected members of the four advisory boards and nominating committees:

Eastern Division—Don C. Seitz, New York World, chairman; Barclay H. Warburton, Philadelphia Telegraph; Patrick C. Doyle, Oil City Derrick; John H. Fahcy, Boston Traveler; Otto A. Meyers, Utica Press, secretary. Members of the nominating committee: Frederick R. Martin, Providence Journal; Samuel Strauss, New York Globe.

Central Division—Charles A. Otis, Jr., Cleveland News, chairman; H. M. Pindell, Peoria Journal; secretary; John C. Eastman, Chicago Journal; Gardner Cowles, Des Moines Register and Leader; Frank E. McLennan, Topeka State Journal. Members of the nominating committee: Arthur Capper, Topeka Capital; Edward L. Preetorius, St. Louis Westliche Post.

Southern Division—E. B. Stahlman, Nashville Banner, chairman; James R. Gray, Atlanta Journal, secretary; F. P. Glass, Montgomery Advertiser; John R. Ross, Charlotte Evening Chronicle; Robert Ewing, New Orleans States. Members of the nominating committee: W. J. Crawford, Memphis Commercial Appeal; P. A. Stovall, Savannah Press.

Western Division—W. N. Cowles, Spokesman Review, chairman; R. A. Crothers, San Francisco Bulletin, secretary; I. N. Stevens, Pueblo Chieftain; E. T. Earl, Los Angeles Express; W. W. Chapin, Seattle Post-Intelligencer. Members of the nominating committee: Charles W. Hornick, San Francisco Call; Alden J. Blethen, Seattle Times.

Fifty-seven new clients were added during the year, and twenty-seven discontinued.

The policy of using staff correspondents has widened, and the association is growing less dependent upon its clients for news gathering.

Four applications for membership were considered and all rejected because the papers were in the "protest districts" of other papers which already have the A. P. franchise. It was announced that the Dallas (Tex.) Times-Herald and the Sandusky (O.) Register had been admitted as new members.

**SPECIAL AFTERNON "SPORT SERVICE."**

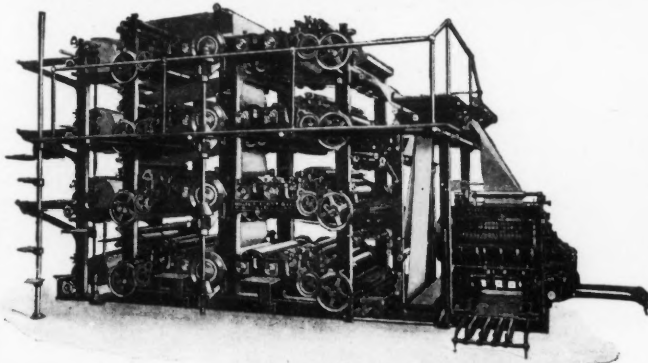
The matter of special afternoon sport service, which was discussed with considerable excitement a year ago, was taken up in a special report by Secretary Lee. This special service has been established to run from April 15 to October 15, giving after-

(Continued on Page 4.)

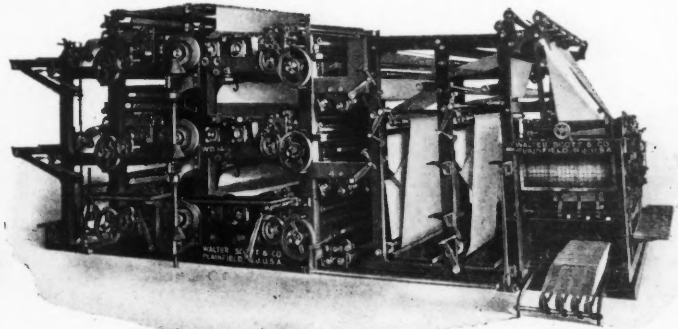
# Do You Know

If not ask any news-dealer in New York City which New York morning newspaper has the largest circulation among thinking people.

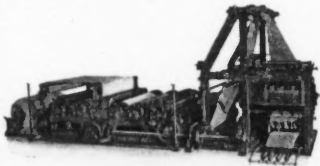




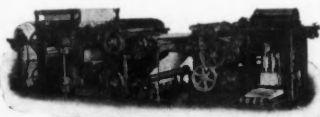
SCOTT HIGH-SPEED FOUR-TIERED TWO-PAGE-WIDE QUADRUPLE PRESS



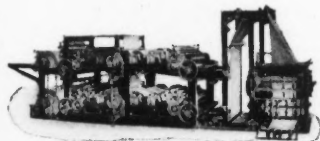
SCOTT HIGH-SPEED THREE-TIERED FOUR-PAGE-WIDE COLOR SEXTUPLE PRESS



SCOTT SINGLE-ROLL THREE-PAGE-WIDE PRESS  
Capacity 4, 6, 8 and 12 Pages



SCOTT "SPEED KING" PRESS  
Standard 16-Page Model  
MADE IN VARIOUS SIZES



SCOTT HIGH-SPEED TWO-ROLL TWO-PAGE-WIDE PRESS  
4, 6, 8, 12 and 16 Pages

# SCOTT Newspaper Presses

are manufactured in a great variety of styles and sizes. While we generally recommend the adoption of our Standard Designs when possible—as they have been found to be most desirable in the majority of cases—we also make all sizes and styles of presses to suit unusual requirements. All our presses embody the latest improvements in Newspaper Press Construction, and also all the special **Scott Features.**

*Get the Special Convention Pamphlet and be sure to ask about the new*

## Scott Unit Presses

Patented and Manufactured Exclusively by

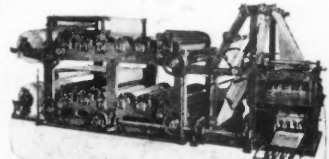
**Walter Scott & Co.**

DAVID J. SCOTT :: :: General Manager

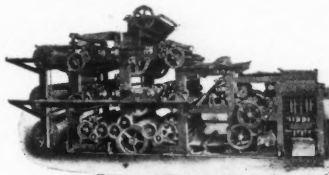
MAIN OFFICE AND FACTORY:  
Plainfield, New Jersey, U. S. A.

New York Office:  
41 Park Row

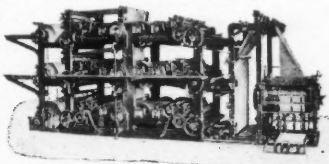
Chicago Office:  
Monadnock Block



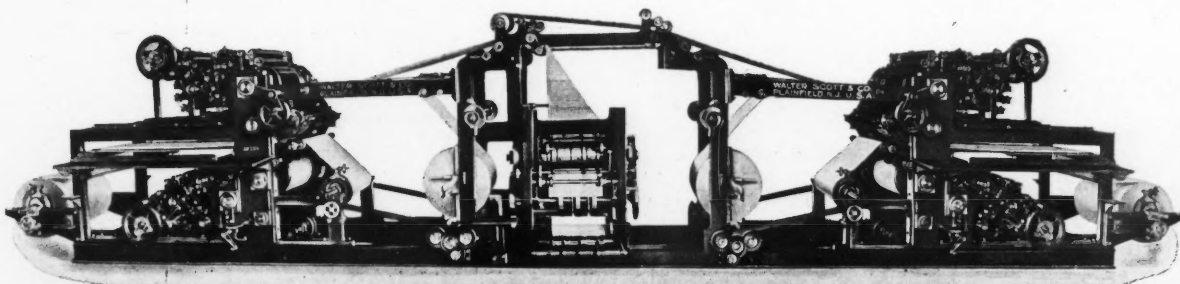
SCOTT TWO-TIERED THREE-PAGE-WIDE PRESS  
4, 6, 8, 10, 12, 16, 20 and 24 Pages



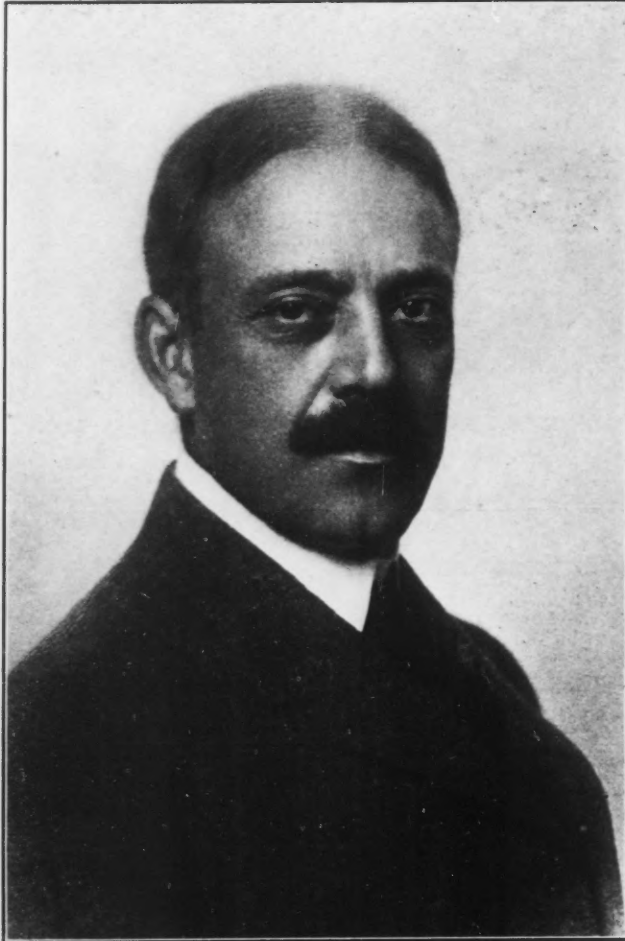
SCOTT "SPEED KING" PRESS  
4, 6, 8, 10 and 12 Pages at 48,000  
14, 16, 18, 20 and 24 Pages at 24,000



SCOTT HIGH-SPEED THREE-TIERED TWO-PAGE-WIDE PRESS  
4, 6, 8, 10, 12, 16, 20 and 24 Pages



SCOTT TWO-ROLL MAGAZINE AND COLOR PRESS WITH CENTRAL FOLDER



COL. CHARLES S. DIEHL,

WHO WAS RE-ELECTED ASSISTANT SECRETARY AND ASSISTANT GENERAL MANAGER OF THE ASSOCIATED PRESS.

**A. N. P. A. MEET.**

(Continued from Page 1.)

Topeka (Kas.) Daily Capital, Arthur Capper.  
Topeka (Kas.) State Journal, Frank P. MacLennan.  
Toronto Globe, J. F. McKay.  
Utica (N. Y.) Observer, Prentiss Bailey, Jr.  
Washington Evening Star, J. Whit. Herron.  
Washington Evening Times, O. J. Newmeyer.  
Wheeling (W. Va.) Register, Chas. H. Tancy.  
Williamsport (Pa.) Grit, Dietrick Lamade.  
Woonsocket (R. I.) Evening Call, Samuel E. Hudson.  
Youngstown (O.) Telegram, Samuel G. McClure.

**STRAUSS RETIRES.**

**Publisher of New York Globe Announces His Withdrawal.**

Samuel Strauss, publisher of the New York Globe, will retire from that publication on May 2. The following statement by Mr. Strauss was printed in the Globe of Wednesday, April 27: "On May 2nd I shall withdraw from the Globe, having found it impossible to reach an agreement with the owners to secure proprietary control of the property, and being unwilling to continue otherwise.

"I am leaving the Globe established as one of the most widely read papers in New York. Its management in all other respects remains unchanged.

"SAMUEL STRAUSS."

Mr. Strauss was formerly publisher of the Des Moines (Ia.) Register and took charge of the New York Globe some five years ago. Under his direction the Globe has made large gains in circulation and in advertising patronage.

**EDITOR BRINGS SUIT.**

**Seeks to Collect \$7,000 for Writing a Book.**

Edward J. Widdell, city editor of the Laporte (Ind.) Herald, filed suit last week against John H. Barker, a millionaire car manufacturer of Michigan City, seeking to recover \$7,000 for writing a book for Barker.

Widdell alleges that at the instance and request of Mr. Barker the plaintiff published a book which was styled "A History of Michigan City," but which was in reality a Barker book, being a eulogistic memorial of the Barker family, illustrated with numerous likenesses of Mr. Barker, his half million dollar home and plant, but that Mr. Barker had failed and refused to compensate him therefor, although Mr. Barker had accepted the book and given it his approval.

The plaintiff alleges that in the preparation of the book he spent \$2,000 of his own money, and that the work is worth \$5,000.

**Will Advertise Memphis.**

The Nelson Chesman Advertising Agency, of Chattanooga, Tenn., will conduct the advertising campaign shortly to be launched by the city of Memphis. A fund of \$50,000 has been subscribed for the purpose.

W. J. Sarres will launch a Greek weekly in Milwaukee.

**ASSOCIATED PRESS.**

(Continued from Page 1.)

noon clients news up to 6 p. m., instead of cutting them off at 4 p. m., which has been the rule of the association. It was announced that twenty-four evening papers and two morning papers had subscribed to this service. The cost of the service was \$40.80 a week for each paper.

The establishment of this special service is in the nature of a victory or gain for the afternoon papers, a number of which had claimed it was not fair to cut them off at 4 p. m. in favor of the morning papers.

The meeting adjourned in the afternoon without any discussion of competition by rival news associations.

**ELECTION OF OFFICERS.**

On Wednesday at noon the directors met and elected the following officers for the year:

President, Frank B. Noyes, Washington Star; first vice-president, R. M. Johnson, Houston Post; second vice-president, Frank P. MacLennan, Topeka State Journal; secretary, Melville E. Stone; assistant secretary, Charles S. Diehl; treasurer, J. R. Youatt.

Members of executive committee: Victor F. Lawson, Chicago Daily News; F. B. Noyes, Washington Star; Charles W. Knapp, St. Louis Republic; Adolf S. Ochs, New York Times; General Charles H. Taylor, Boston Globe.

**CHICAGO PRESSMEN STRIKE.**

**Trouble Arises Over Appointment of Foreman on Inter-Ocean.**

Local No. 7 of the Chicago Web Pressmen's Union struck on the Chicago daily newspapers Tuesday, but places of the strikers were promptly filled by President George L. Berry of the International Union.

The dispute arose over the appointment of Charles H. Rogers as foreman of the press room of the Inter-Ocean. Rogers was formerly a web pressman, but of recent years has been in charge of a flat bed establishment. He went through the necessary formalities in changing from one union to another, but Union No. 7 refused to accept his card. President Berry ordered that Rogers assume his duties as foreman of the Inter-Ocean press room, which he did, other members of the union thereupon walking out.

**MOBILE REGISTER SOLD.**

**Frederick I. Thompson Has Purchased Alabama's Oldest Paper.**

Frederick I. Thompson, of New York city, has purchased a controlling interest in the Mobile (Ala.) Register and assumed charge. Mr. Thompson at one time was a large stockholder in the New Orleans (La.) Item and Norfolk (Va.) Dispatch.

The Register is the oldest paper in Alabama, having been published for more than ninety years.

**WILL KEEP IN TOUCH.**

THE EDITOR AND PUBLISHER,  
New York City.

Gentlemen:—Please change my address to 1003 South West street, Kalamazoo, Mich. I do not want to miss a single issue, and although I am leaving for an European trip of very uncertain duration, I want the papers to pile up and await orders for forwarding, at my home here.

Sincerely yours,

H. B. R. BRIGGS,  
Editor, Kalamazoo Telegraph.

**M. C. Watson**

34 West 33rd Street

New York City

Representing

**Leading  
Dailies**Published in the  
Middle Size Cities

— ONLY —

Publishers will find that I have a definite proposition to talk about

**C. F. KELLY**

Begs to announce that he has severed his connection with Hand, Knox & Company, and on May first will open offices of his own as

**NEWSPAPER  
REPRESENTATIVE**

Suite 7073-7075

**Metropolitan Building  
New York City**

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list

Headquarters for  
**TYPEWRITER RIBBONS  
TYPEWRITER PAPER, CARBON PAPER  
FOR ALL USES**

We manufacture the best line of  
**TYPEWRITER SUPPLIES**  
on the market.

**The S. T. Smith Company**  
11 Barclay St. New York City  
Tel. 5922 Barclay

Please send for our Catalogue and samples of Manifold, Typewriter Linen and Carbon Papers; also Price Lists of same. DISCOUNTS ON APPLICATION.



**EARNINGS SHOW INCREASE.**

**Receiver of Star Publishing Company Makes March Report.**

George Hitt, receiver for the Star Publishing Company, of Indianapolis, has filed his report of the operation of the company for March, 1910.

The gross earnings of the Indianapolis Star were \$67,477.15; operating expenses, \$53,243.15; net earnings, \$14,234. The gross earnings of the Muncie Star were \$14,757.27; operating expenses, 110,617.99; net earnings, \$4,139.28. The gross earnings of the Terre Haute Star were \$13,840.82; operating expenses, \$12,723.37; net earnings, \$1,117.45.

The total earnings of the three papers were \$19,490.73, to which is added interest receipts of \$338.33, making total earnings \$19,829.06. Against this amount the following items were charged: Receivership expenses, \$250; interest on bonds and past due coupons, \$2,783.33; interest on demand note, \$1,103.21; taxes, \$332.24; total charges, \$4,468.78. The surplus for the month, after making provision for the foregoing charges, was \$15,360.28.

The assets of the company on March 31, 1910, amounted to \$441,458.46; liabilities, \$925,322.78. No account is taken, however, of franchises and good will under assets, nor of the outstanding capital stock under liabilities.

**Washington Paper Discontinued.**

The Molson (Wash.) Leader, launched in 1908 by H. L. Mooney, of the Chesaw News, has discontinued publication, and the plant has been moved to Chesaw and consolidated with that of the Chesaw News.



W. R. HOTCHKIN.

SALES MANAGER FOR JOHN WANAMAKER IN NEW YORK, WHO WAS RECENTLY ELECTED PRESIDENT OF THE SPHINX CLUB.

**H. B. R. BRIGGS RETIRES.**

Editor of Kalamazoo (Mich.) Telegraph Sells Interest.

Henry B. R. Briggs, editor and part owner of the Kalamazoo Evening Telegraph, announced his retirement from the paper last week. Mr. Briggs will leave for Europe early in May to represent a syndicate of American papers.

His stock in the Telegraph has been purchased by V. L. Palmer. Harlan E. Babcock, formerly of the Kalamazoo Gazette, will become managing editor of the Telegraph.

**Will Publish Farm Paper.**

William R. Lighton, author of "The Story of an Arkansas Farm," which appeared in the Saturday Evening Post some time ago, has made arrangements to launch an agricultural paper at Fort Smith, Ark.

**New York State Change.**

The Up-State Democrat is the name of a new paper which will succeed the Schuylerville (N. Y.) News. Edwin S. Harris, formerly superintendent of schools of Troy, N. Y., and Henry F. Tooley, a lawyer of Schuylkill, are the proprietors.

**LONDON STANDARD SOLD.**

Control Transferred to Davidson Dalziel, Prominent Financier.

Davidson Dalziel, well-known financier of England and member of Parliament, has purchased the controlling interest in the London Standard and the Evening Standard from C. A. Pearson. There will be no change in the policy of the papers.

Mr. Pearson has been in ill health for some time and is forced to retire from active business affairs.

**Only One of Its Kind.**

The first number of the Journal of the American Institute of Criminal Law and Criminology edited by Professor James W. Garner, of the department of political science of the University of Illinois, will appear in May from the Chicago office of the publication. It will be the only journal of its kind in the English language and will be issued bi-monthly.

**Medical Editors to Meet.**

The American Medical Editors' Association will hold its annual meeting at the Planters' Hotel, St. Louis, on June 4 and 6.

**WOOD PULP.**

**Canadian Act Prohibiting Exportation Becomes Law.**

The new law prohibiting the exportation of pulp wood cut in the crown lands in the province of Quebec, Can., has been signed by the Lieutenant Governor, and becomes effective at once. The prohibition clause reads as follows:

"All timber cut on crown lands after May 1, 1910, must be manufactured in Canada, that is to say, converted into pulp or paper, into bales or boards, or into any other articles of commerce or merchandise as distinguished from timber in its raw or unmanufactured state.

"Shall not be considered as manufactured within the meaning of the present regulations—timber merely cut into lengths, or logs piled up, barked, or otherwise worked preliminary to the fabrication of pulp or paper, of deals or boards, or any other articles of commerce; nor waney timber nor poles, but actual square timber and railway ties, are considered as manufactured."

**El Paso Times Sold.**

The El Paso (Tex.) Morning Times has been sold to a stock company headed by Thomas O'Keefe. The purchase price is said to have been \$150,000. The Times was founded thirty years ago by Capt. Juan S. Hart.

**Leases Pennsylvania Paper.**

W. F. Cleaver, formerly connected with Cumberland (Md.) newspapers, has leased the plant of the Somerset (Pa.) County Democrat.



**The Memphis Commercial Appeal**

Statements showing increases of advertising are often misleading, because the basis of comparison is frequently not made clear. A publication might justly claim an increase of 1000 per cent. over the previous year, and still carry a limited amount of Advertising, because the previous year it might have carried nothing. Here is a statement which goes right to the bottom of things, and shows a remarkable condition of affairs in one of the chief cities of the United States.

**LOCAL DISPLAY ADVERTISING OF THE COMMERCIAL APPEAL**

In Excess of Any Other Memphis Paper, Is as Follows:

1905.....	60,020 inches
1906.....	120,983 inches
1907.....	121,368 inches
1908.....	122,799 inches
1909.....	133,285 inches

**CLASSIFIED ADVERTISING OF THE COMMERCIAL APPEAL**

In Excess of Any Other Memphis Paper, Is as Follows:

1905.....	26,349 inches
1906.....	58,699 inches
1907.....	63,746 inches
1908.....	62,456 inches
1909.....	72,382 inches

Please bear in mind these are not total figures, but simply show the excess over any other Memphis newspaper during the years named.

March average Daily Circulation . . . 51,015  
March average Sunday Circulation . . 75,191  
SMITH & BUDD CO.

Advertising Representatives.  
Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.



**PITTSBURGH**

What other city of its size and consequence can duplicate Pittsburgh's recent action in its municipal affairs? What other big city of the country can go about its family wash in a more incisive, decisive, and ruggedly honest manner, and hang it out before the world with less cause for shame?

The people of Pittsburgh are "real folks," and there is a tremendous number of them within the buying radius—millions of them—look it up and satisfy yourself.

Creating your goods, Mr. Manufacturer, is only half the battle; you have got to create a market for them as well. Why not in Pittsburgh?

**Pittsburgh Post**  
(Morning and Sunday)

**Pittsburgh Sun**  
(Evening)

go into thousands and thousands of the very best homes in Pittsburgh and vicinity; not just now and then, but regularly, day after day, month after month, and year after year; the Post, for nearly three-quarters of a century. It is the great, big Democratic newspaper of Western Pennsylvania. The Sun is independent politically, and is run on lines that make it exceedingly attractive to the women folks. It is a home newspaper in every sense of the word.

SMITH & BUDD CO.  
Advertising Representatives.  
Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

# New York Tribune's Circulation is Steadily Increasing

Not only is the New York Tribune making large advertising increases as the months come and go, but it is gaining steadily in circulation--and 90 per cent. of this increased circulation is centered in and about Greater New York; where, as most experienced advertisers know, come the best and most steady of newspaper advertising results. Ask the newsdealer.

A good, solid, paid-for circulation among a "Discriminating Audience" is a guarantee of "value received," and the New York Tribune's steady advertising growth, larger each succeeding month, proves it.

*The advertising growth of the New York Tribune is along reasonable lines; and from an increase in new business in February over January of over 60 per cent., it made over 100 per cent. gain in March.*

## THE R. HOE PLANT.

Situated in Heart of New York City  
—Has Floor Area of More Than  
Seventeen Acres — Visiting  
Publishers May Inspect  
New Presses in  
Operation.

Few people have any conception of the magnitude of the great manufacturing plant of R. Hoe & Co., in New York, and members of the American Newspaper Publishers' Association and Associated Press who are able, while in the city, to avail themselves of a visit to the Hoe works will be well repaid for the time so spent and surprised not only at the size and completeness of the establishment, but at the many different kinds of machines in the various stages of construction.

Situated in the heart of New York City, on the lower East Side and in what is probably the most densely populated section in the world, it is the largest plant in existence for the manufacture of printing, stereotyping and photo-engraving machinery, the shops having a floor area of over seventeen acres and giving steady employment to about two thousand five hundred men.

A conspicuous feature of the Hoe business is the fact that it is thoroughly complete in itself and relies on the outside for nothing, having its own pattern shop, its own iron foundry, its own brass foundry, its own forge, its own hardening shop, its own electrical department, and even its own plumbing, steam fitting and carpenter departments, all fitted with

the latest and most up-to-date tools and machinery, made especially to suit the work done.

It would be almost impossible to enumerate even the larger and more interesting machines which are employed. There are special grinding machines for making perfect the huge cylinders used in the presses, many large turning, boring and planing machines, gear cutters and lathes, as well as automatic monitors into one end of which rods of iron are fed and come out at the other end in finished bolts, screws, etc., ready for use. Other machines accurately cut out of the solid metal, in a perfect and finished manner, nuts and other small parts required in the manufacture of the presses. Every part used in the construction of Hoe machinery, even to the smallest screw, is made on the premises.

The method of manufacturing the large cylinders for the presses is typical of the way all the work is done in this mammoth establishment. They are cast from Hoe's own special high-grade cylinder iron, bored on large special boring machines and cleaned by means of a sand blast. The shafts for the cylinders are made of hammered steel billets, treated in large furnaces and hammered under great hammers, somewhat after the manner employed in olden times in making the famous Damascus blades, but on a much more elaborate scale, so that when finished there can be no possibility of flaws or cracks.

After the cylinder shafts are turned and ground they are forced into the cylinders by means of powerful hydraulic presses, then the cylinders are turned to grinding size and the jour-

nals turned and finished, after which the cylinders are ground while running on their own bearings and accurately balanced on machines especially made for that purpose, to insure their revolving true and evenly without vibration.

Throughout the works no expense is spared to make the most perfect and up-to-date machinery. In their efforts to secure the finest metals and alloys best suited for each particular part entering into the construction of their presses the Hoe Company has searched the world over and is constantly experimenting, regardless of expense; but before any change is made or new material adopted it is subjected to the most crucial tests, extending over many months and sometimes years, to prove that it is up to the high standard demanded by the Hoe people and their customers.

To meet the constantly increasing demand for Hoe machinery it has been necessary to make extensive additions to the buildings every few years, until they now cover nearly three large city blocks, the latest of these additions being a large new iron foundry covering about half a block a short distance away from the main factory on the East River water front, so as to be convenient for handling the pig iron, coal and coke used in manufacturing. This foundry, which cost half a million dollars, is one of the finest and best equipped in the world, having electric cranes, conveyors and all other up-to-date conveniences for handling the work.

In order to maintain the high standard of their workmanship, the Hoe Company have their own school for educating apprentices in the different

subjects bearing on their work, including mechanical drawing and mathematics, where capable instructors supplement, by well devised courses of training, the practical experience acquired in the shop.

It has been customary for the Hoe people to have several machines in operation in the works at the time of the annual meetings of the publishers in New York. This year they are showing running one of their new style sextuple presses with lightning folders, patent tubular cylinders, paper-roll feeding devices, self-oiling boxes, locking roller sockets, and other recent improvements adapted to high-speed machines; also a display of stereotyping machinery, including pneumatic drying presses, automatic plate finishing machines, and one of the new rotary offset presses with automatic feeder attached.

### California Change.

Edgar Johnson, proprietor of the Fullerton (Cal.) Orange County Tribune, has purchased the Morning Mission and Riverside Enterprise of Riverside. The words Morning Mission will be dropped from the title.

### The Word "Underwent."

City Editor—"One minute, Jones."  
Reporter—"All right."  
City Editor—"I don't know whether it is absentmindedness on your part, or an expression of your views on matrimony, but I'd rather, when you have occasion to write about a wedding, not have you say that Miss Smith and Mr. Brown 'underwent' a marriage ceremony."—*Life*.

### Why the Press Has Waned.

Francis E. Leupp writes in the Atlantic Monthly on the "Waning Power of the Press." Queer how many editors think that the press is waning in influence when they quit.—*Syracuse (N. Y.) Post-Standard*.





The manufacturer of a household article called us on the 'phone to-day, to comment on the GRIT talk in "Printers' Ink" last week.

"Say, you have answered a question that has been bothering me a whole lot lately. I have been getting orders from jobbers here and there, and I couldn't account for it to save my life; never had a traveling man in their territory, never did any advertising in their local newspapers, but I got orders, and some of them repeated. I traced down the orders, got lists of retail dealers from some of the jobbers, but couldn't quite satisfy myself until to-day. Six months ago I tried some small package goods on a mail order scheme—ran a 60-line ad. three times in GRIT. I got a lot of orders, but couldn't handle them at a profit, and stopped. I can prove to a jury that this \$108.00 expenditure, not only pulled a lot of direct replies, but is now selling goods through retailers. I am ready to talk GRIT to you any minute. Come over."

It is needless to say we went over immediately.

Over a quarter of a million copies of GRIT go each week into homes of live, growing, developing people, in over 12,000 of the small cities, towns and villages of the country.

SMITH & BUDD CO.  
Advertising Representatives.  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Third Nat'l  
Bank Bldg., St. Louis.



A lot of men buy advertising like they buy other things. A man will go to a tailor to get a suit of clothes, and take the first thing that looks good to him, and be satisfied. A woman, on the same errand, first has to see every piece of cloth in the shop. She picks one, and is satisfied. The man is satisfied, because he doesn't know there is anything better. The woman is satisfied, because she knows there isn't anything better.

If we can get a thoughtful, critical size-up of the UTICA



we are confident that it will be regularly used by many general advertisers, who now confine themselves to other mediums in their endeavor to create a market for their goods in the territory in which the GLOBE circulates most extensively, namely, interior New York, New England and adjacent states. In the towns and villages of this great section, 140,000 copies of the UTICA SATURDAY GLOBE go each week. It is a five cents a copy publication, and of a quality which insures a desirable class of readers. Its method of distribution by its boy agents and carriers also insures a clean, live thoroughly read circulation every week. There are no dead names on the GLOBE list.

SMITH & BUDD CO.  
Advertising Representatives.  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Third Nat'l  
Bank Bldg., St. Louis.

**MOVING UP TOWN.**

**Madison Square Becoming Center of the Paper Trade.**

Although dozens of skyscrapers are springing up like mushrooms in the night in lower Manhattan, the demand for offices is so great that they are filled with tenants almost before their roofs are on. The result is that light and air, as well as floor space, command high rates in that part of town. The streets are uncomfortably crowded with people and subways and other lines of travel are taxed to their utmost to take care of those who work or visit that section of the city. This congestion has increased to such a degree that many of the older concerns are seeking new quarters up town, where conditions are very favorable.

When James Gordon Bennett, ten or twelve years ago, moved the Herald office to Thirty-fifth street, he was regarded as crazy, and yet subsequent events have shown that he was wise beyond his generation. Then the Times followed the Herald and established its office at Forty-second street. When Mr. Munsey purchased the News he moved it to Twenty-fifth street, where it remained until it gave up the ghost. The Morning Telegraph has been located up town ever since it was started, with the exception of a brief stay in Nassau street.

The up-town movement of newspapers was followed by a similar movement among the advertising agents and special representatives. At present, nearly all of the agencies, with the exception of those devoted especially to financial interests, are located above Fourteenth street.

The latest group of business men who are affiliated with the newspapers to catch the up-town fever is the paper manufacturers, and if the disease spreads as rapidly during the next twelve months as it has during the past year, not one of the representative houses will be left down town at the end of that period.

That Madison Square is rapidly becoming the center of the paper trade, with the Fifth Avenue Building as its headquarters, is shown by the fact that in that building alone are now located the following firms and corporations: A. G. Paine & Co., New York and Pennsylvania Co., West Virginia Pulp and Paper Co., Advertisers' Paper Mills, Inc., Ticonderoga Pulp and Paper Co., Highland Paper Co., Oxford Paper Co., Castle, Gottheil and Overton, United Box Board Co., American Straw Board Co., National News Co., R. B. McEwan (McEwan Bros.), Climax Wall Paper Co., The Taylor-Burt Co.

**Notable Feat.**

The Memphis (Tenn.) Commercial Appeal, performed a great newspaper feat in handling the Cooper case. It received by wire and reprinted completely both opinions, the opinions themselves running over 65,000 words, this in connection with the Associated Press report and the Hearst News report. To get both opinions in full it was necessary to use as high as eight wires between Nashville and Memphis, on the Western Union, and five wires on the Postal.

**Comic Artist Died Rich.**

The will of Tom Brown, the cartoonist and comic artist of London, who died last month, was probated this week. He left an estate valued at nearly \$95,000.

**DAILY NEWSPAPER CLUB.**

**Right to Existence Clearly Vindicated, Says President Wiley.**

The annual meeting of the Daily Newspaper Club was held in New York last Tuesday. In his annual address, President Louis Wiley, business manager of the New York Times, said among other things:

Within the last year the right to existence of the Daily Newspaper Club has been clearly vindicated. The progress it has made by developing newspaper advertising has been sufficiently marked to justify the hope for greater results in the future.

The engagement of E. J. Preston as general manager was made only six months ago and since that time much excellent work has been done in equipping national advertisers with information helpful to the daily newspapers of the country.

Mr. Preston has shown marked capacity for his work and his enthusiasm has won the admiration of all the members of the club with whom he has come in contact, and with advertisers and advertising agents whom he has approached in the prosecution of his duties.

The work of the club has so impressed itself upon the newspapers of the country that since the last meeting the following newspapers have been added to the membership list:

Boston Globe, Boston Transcript, Brooklyn Eagle, Buffalo Evening News, Chicago Record-Herald, Cincinnati Enquirer, Kansas City Star, Lowell Courier-Citizen, Memphis Commercial-Appeal, New Bedford Standard and Mercury, Pittsburg Chronicle-Telegraph, Pittsburg Gazette Times, Rochester Democrat and Chronicle, Savannah News, Springfield Union, Washington Post, Wilmington Every Evening, Grand Rapids Press, Detroit News, Saginaw News.

This makes a total of forty-five members of the club. Indications point to several notable additions to the membership list during the present week. Some of the largest advertisers in the country who have concentrated upon magazines have responded to our arguments and are now conducting newspaper campaigns.

The association has worked with the leading special agents in the city; has aided them and been aided in return; and the feeling existing between them and ourselves is friendly in every respect. We are constantly in touch with the general agencies and keep the value of newspaper advertising continually before them. We are in correspondence with the leading national advertisers who are not employing newspapers, or perhaps, if using them, have not availed themselves of our full Daily Newspaper Club list.

The club keenly realizes the importance of its duties and is leaving no stone unturned in its campaign for newspaper supremacy.

**Strong Demand for Linotypes.**

Orders were entered for 127 Quick Change Linotypes and thirty-five Junior Linotypes during the month of March. This would seem to indicate that the Mergenthaler Company's aim to steadily increase the versatility of the Linotype and widen its field of usefulness is being substantially appreciated in the form of repeat orders from its customers and by those who are making their first plunge into machine composition.



**Syracuse Evening Journal**

The rapid, but normal and natural development of the SYRACUSE EVENING JOURNAL during recent years has surprised many advertisers and agents, who find it more comfortable, even if not more profitable to hold fast to the old order of things as long as they can.

Syracuse is a fine market for most lines of manufactured goods.

It is a manufacturing city, and its principal products are those requiring workmen of skill and intelligence above the ordinary.

Piano, typewriter and automobile factories are illustrations.

Men are well paid, prosperous and thrifty, and a greater proportion of workmen own their own homes, for instance, than in any other manufacturing center in the United States.

Under such conditions, the growth and development of the SYRACUSE EVENING JOURNAL is a matter of importance to those manufacturers, who wisely and successfully operate on the principal that the creation of a market is of as great an importance as the creation of goods.

During the months of January, February and March, 1910, the SYRACUSE EVENING JOURNAL carried 197,372 agate lines of foreign advertising; The Post-Standard carried 158,900, and the Herald, 190,764.

This was a gain for the JOURNAL of 100% over the corresponding period of last year.

The SYRACUSE EVENING JOURNAL, in point of total circulation, has passed its afternoon competitor, and is giving the morning paper a hard chase. It has a larger circulation in the city of Syracuse than any other daily newspaper.

SMITH & BUDD CO.  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Third National  
Bank Bldg., St. Louis.

# 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. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortlandt.

Issued every Saturday. Subscription, \$1.00 per year. Foreign, \$2.00 per year.

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, APRIL 30, 1910.

### BIG THINGS DONE BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

By process of development, beginning with the year 1887, when the American Newspaper Publisher's Association was organized, the annual meeting of this organization has grown to be the most important class event of the year to the publishers of the nation.

From the little body which met first at Rochester, N. Y., in 1887, the association has grown to include three hundred of the leading publishers of the country and has become a powerful national institution.

The object of the organization is stated in article II of the by-laws:

The purposes of this incorporation are: To provide a common agency for gathering and disseminating information of value to publishers of reputable newspapers; to protect them from irresponsible customers; to act as agents or attorney in fact for corporations and individuals in all transactions in which corporations or individuals may lawfully engage and employ an agent or attorney in fact, and to render such other assistance or service to its stockholders as may be within its corporate powers.

Events of the past year more trenchantly than ever pointed to the necessity of a practical organization of publishers for mutual business interest, and more than justified the combined activity of the members of the A. N. P. A. in behalf of the entire industry.

The remarkable campaign conducted by the association to bring about a more equitable adjustment of the price of white paper was the leading work of the past year.

The discussion of this subject by Congress during the consideration of the Payne-Aldrich Tariff bill attracted the attention of the whole country, and of most of the publishers in foreign countries. It is directly due to the A. N. P. A. that tariff duties on white paper were reduced.

While the reduction of the cost of white paper seemed to be the main purpose of the organization last year, chiefly because of the intenseness of

the controversy, many other matters of vital concern to the publishers were handled and developed.

The labor bureau continued its quiet but effective work, and strengthened the concord between publishers and their mechanical workmen. Nearly four hundred arbitration agreements are standing.

The system through which advertising agents are made known and recognized by the association has been perfected.

It has continued to steadily influence the Legislatures of the various States toward harmony and uniformity in enacting and revising libel laws.

It has been quick to discover evils and to search for remedies. The evil of the "press agent" had grown to such size that it was made a salient feature of the association's program of reform. The officers have gathered data and opinions upon this subject for presentation to the present convention. The publishers of the whole country will watch with keen interest the action of the A. N. P. A. in dealing with this problem.

Altogether, the gathering of publishers this year brings a spirit of forceful optimism and looks out upon a field throbbing with new life and prosperity.

### SPELLING OUT "SWEAR WORDS"

It is a fact, curiously significant at this time, that it was a woman who first broke away from the custom of printing swear words and other expletives in a kind of disguise.

Charlotte Bronte, writing the "editor's preface" to a new edition of her sister Emily Bronte's novel, "Wuthering Heights," in 1850, frankly tells what she thinks in the following passage, which shocked the people of her day:

"A large class of readers, likewise, will suffer greatly from the introduction into the pages of this work of words printed with all their letters which it has become the custom to represent by the initial and final letter only—a blank line filling the interval. I may as well say at once that,

for this circumstance, it is out of my power to apologize; deeming it, myself, a rational plan to write words at full length. The practice of hinting by single letters those expletives with which profane and violent persons are wont to garnish their discourse, strikes me as a proceeding which, however well meant, is weak and futile. I cannot tell what good it does—what feeling it spares—what horror it conceals."

The London Daily Mail, Lord Northcliffe's paper, offers a prize of \$50,000 for an aviation race from London to Manchester this week. This looks like newspaper enterprise. It would be disingenuous to go as far in criticism of British newspaper methods as American editors used to go in the past.

### PRAISED NEWSPAPERS.

#### Influence of Press Increasing Declares William J. Bryan.

In a talk to the Chicago Newspaper Club last week, William J. Bryan said of the newspapers:

"If actions speak louder than words, my entrance into journalism ought to be sufficient proof that I regard it as not only legitimate, but also as an inviting field. I believe the influence of newspapers is increasing rather than diminishing. If the papers in this country did their duty to the public, not a wrong could last one year. Evils exist only because we have so many newspapers that, instead of exposing wrong, cover it up, and have an interest in the plunder of the grafters."

#### Dinner to Henry Watterson.

A dinner in honor of Henry Watterson, editor of the Louisville Courier-Journal, will be given by members of the New York Press Club in the clubhouse on Saturday evening, May 28. Mr. Watterson wrote that he would be glad to be the guest of the club on the date named.

#### Siegfried Company Moves.

The offices of the Siegfried Company, general advertising, have been moved from the Park Row Building to 50 Church street, New York.

#### In re Poet John Carter.

Take heart, O bards, the way to fame  
Has now at last been brought to view,  
For one at least has won a name  
In form and manner wholly new!  
You must be cold and starved and broke—  
That's nothing new, of course, to us—  
That long has been a standing joke  
In items "miscellaneous."  
To make a hit a burglar's kit  
Is quite en regle now to-day;  
You've got to rob and get a job  
At breaking stone to "pave your way."  
You burglarize to advertise  
The fact that you are born to write;  
And then a pardon comes to let  
The world appease your appetite!  
Take heart, O bards! our hour is here!  
We bow the head and take it meekly.  
One of the hords has found reward  
In "Century" and "Harper's Weekly."  
—H. L. P. in Chicago Record-Herald.

#### Retired Printer Had \$560.

Old citizen who was robbed of \$560 on an "L" train admits to being a retired printer, thereby destroying at one fell swoop two rooted beliefs, (1) that a member of the art preservative ever had money enough to retire and (2) that he ever had \$560 at one time.—New York Evening Telegram.

#### Ship News of Planet Mars.

Here is a grain of encouragement for Professor Percival Lowell. His reported discovery of a new canal on Mars is mentioned in a column of shipping notes in an English weekly, the Mariner.—New York Tribune.

#### Big Pictures.

"I want a few colored illustrations of beets and tomatoes," inquired the artist.  
"Catalogue size," replied the seedsman, with a significant smile.—Louisville Courier-Journal.

### OBITUARY

Reuben Smith, aged seventy years, for many years a prominent newspaper editor in the West and an author, died in Mobile, Ala., last week.

J. T. Law, editor of the Shullsburg (Pa.) Pick and Gad, died last week at his home. He had filled many offices and was elected county judge of Lafayette county in 1873, serving four years, and was again elected in 1905.

William Hollister Wall, who was for fifteen years on the editorial staff of the Newark (N. J.) Daily Advertiser and the Newark Star, died last week at his home in South Orange, N. J., after a six months' illness. He was at one time one of the proprietors of the Hoboken Evening News. He was born in Dresden, Germany, fifty-two years ago, of English parents and was brought to this country when a year old.

Charles Edwin Hurd, Jr., for nearly thirty years literary editor of the Boston Transcript, died at his home in Allston, Mass., last week. He was 76 years old. When twenty years old he became a newspaper writer, and afterward an actor and an artist, never giving up his newspaper work. As an artist and correspondent he went to Canada in 1870 with the Fenian army, representing Frank Leslie's Illustrated Newspaper. He afterward became editor of the Erie Dispatch, and then went to Providence and Boston. In 1875 he went on the Boston Transcript, where he remained until 1901.

Charles H. Bissell, a pioneer Wisconsin newspaper man, died last week at his home in West Allis. He was 66 years of age. For many years he was editor and publisher of the Montello (Wis.) Express. He sold out his interest about three years ago.

H. Elmore Smith, editor of the Harrisburg (Pa.) Sunday Courier and president of the Harrisburg Advertising Company, died last week of cirrhosis of the liver. He was 39 years old and had been engaged in newspaper work for many years.

#### Veteran Editor Buys Paper.

The Yukon (Okla.) Sun has been purchased by L. F. Grove. Mr. Grove is one of the oldest newspaper men in the State and has been an editor for forty years. He went to Oklahoma on the day of the opening and became one of the editors of the El Reno Eagle. Later he owned and published the El Reno Herald, the Supper Bell, and the Daily News in El Reno, the Minstrel in Minco, and, together with Shirley Chapman, established the Enid Enterprise, the first paper published in the Cherokee Strip. The Yukon Sun was established eighteen years ago. Mr. Grove will continue the Sun as a Democratic paper.

The El Reno (Okla.) American Publishing Company has been incorporated with a capital stock of \$25,000.

#### Speaker Cannon a Knocker.

Speaker Cannon is, in some ways, an admirer of newspaper men. The other day, after reading the fifty-seven varieties of interviews with him concerning his declaration that he had no intention of retiring, would not retire, etc., he stuck his hands in his pockets, tilted his cigar at an acute angle, grinned through the smoke, and said:  
"Well, the trouble this time was that the boys had something to go on. But they can write beautiful and accurate stuff when they're not at all hampered by facts."  
Something of a knock, yes?—Washington



**PERSONALS**

D. D. Martin, formerly city editor of the St. Joseph (Mich.) Daily Press, has accepted a position on the editorial staff of the Lansing (Mich.) Republican.

Emmett G. Dougherty, city editor of the Ottumwa (Ia.) Courier, and former president of the Iowa State League Board, was married last week to Miss Margaret J. Conroy.

Harry W. Armstrong, who has been representing the South Bend (Ind.) Tribune and other newspapers in Washington, has returned to the local Tribune staff.

Dr. José Gomez Brieso, editor of the San Juan (P. R.) Times, is in New York this week on his way to Washington.

Frank Fish Rogers, for many years connected with the business office of the Washington Star, is now a member of the advertising staff of the Times.

Frank J. O'Rourke, long connected with the editorial staff of the Freeport (Ill.) Journal, has taken a position in the city department of the Rockford (Ill.) Star. He has charge of the sporting page.

E. H. Marriott, for many years connected with the Rockford (Ill.) Morning Star, has joined the editorial staff of the Joliet (Ill.) Republican.

E. D. Shaw, general manager of the Munsey newspapers, returned to Washington last week to make his headquarters at the Munsey Building, Washington, D. C.

Howard C. Kegley, city editor of the Ames (Iowa) Times, has resigned. Mr. Kegley will take a short rest before returning to newspaper work.

Frank Markle, secretary of the Milwaukee Press Club, has sailed for Europe. He expects to be gone about six months, and will visit the exposition at Brussels. Mr. Markle expects to meet ex-President Roosevelt somewhere in Europe and arrange for his expected visit to Milwaukee under press club auspices some time after his return home.

R. E. Morris, editor of the Runnells (Ia.) Telegram, has announced himself a candidate for State representative on the Republican ticket.

J. C. Marquis, editor of agricultural publications at the University of Wisconsin, has been given the additional title of instructor in agricultural journalism.

John H. Dailey, for some time business manager of the Pittsburg Sun and formerly managing editor of the Pittsburg Post, has been appointed secretary to the Mayor of Pittsburg.

R. S. Turk, for many years editor and proprietor of the Staunton (Va.) Weekly Spectator and Vindicator, has been made editor in chief of the Staunton Morning Dispatch.

Allison C. Van Allen, editor of the Avon (N. Y.) Herald, was married last week to Miss Edith Kerry, of Holley, N. Y.

Major Henry Augustus Shorey, retired Maine newspaper man and senior editor and publisher of the Bridgeton

News, celebrated his seventieth birthday anniversary last week.

**CLUBS AND ASSOCIATIONS.**

The executive committee of the South Carolina Press Association met in Columbia recently to arrange for the annual meeting, which will be held at Glen Springs, June 9. The members of the executive committee are: President, August Kohn, vice-presidents, William Banks and J. C. Mace; treasurer, James L. Sims; secretary R. L. Freeman, and Elbert H. Hall, Ed. H. DeCamp and William E. Gonzales. After the business session, for which an attractive program has been prepared, the members will embark on a three-day pleasure trip extending over a portion of Tennessee.

The program committee of the Mississippi Press Association met in Jackson last week to make arrangements for the forty-fifth annual meeting of the association, to be held in New Albany May 17-19. An attractive program for the occasion was prepared, which will terminate with a side trip to Memphis as the special guests of the Business Men's Club. The editors at the meeting were: Frank E. Birdsall, Yazoo Sentinel, president; E. A. Fitzgerald, Vicksburg Herald, first vice-president; Albert C. Anderson, Southern Sentinel, Ripley, second vice-president; J. G. McGuire, Yazoo City Herald, secretary, and S. Joe Owen, New Albany Gazette, treasurer.

The coming meeting of the Virginia Press Association will be unique in that it will be held on board a steamer in the James River. The date of the meeting is July 12, 13 and 14. The following committee has been appointed to work up interest in the meeting and to secure new members for the association: First District, W. McDonald Lee, of Irvington; second, Harvey L. Wilson, of Norfolk; third, the Rev. R. H. Pitt, D.D., of Richmond; fourth, R. P. Barham, of Petersburg; fifth, R. A. James, of Danville; sixth, W. E. Addison, of Lynchburg; seventh, J. H. Lindsay, of Charlottesville; eighth and ninth, A. B. Williams, of Roanoke; tenth, the Rev. George O. Greene, of Clifton Forge.

**"Poor Bob's Almanak,"**

which is "designed to give absent treatment to advertisers possessed with 'errors' about Brooklyn," says: "The Island of Manhattan brought only \$24 in the open market in 1626. Almost everyone knows it's worth more today.

"But there are a few minds that move slowly, and a readjustment of values seems almost criminal to these.

"In another three hundred years they will grasp the idea that in 1910 the Standard Union had distanced all competitors in Brooklyn in point of circulation—that its daily sales of 57,000 copies surpassed by many thousands the number claimed by any other Brooklyn medium." \*

Edmund S. Lancaster, manager of Golane Special Agency, is on an extended Western trip, during which he will visit some of the publications represented by his agency.

The Philadelphia Evening Times is now running sixteen pages regularly on its afternoon edition.

**\$25,000.00 BUYS**

only evening daily newspaper property in city of 28,500. 1909 cash receipts over \$36,000.00. The profit after paying manager's salary and maintaining efficiency of the equipment was \$3,120.89. Terms \$15,000 cash, balance deferred. Equipment adequate and in good condition. An unusual value. Proposition No. 618.

**C. M. PALMER**  
Newspaper Broker

277 BROADWAY - NEW YORK

**BAIN NEWS SERVICE**

sends eight photographs and letterpress daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.

**GEORGE GRANTHAM BAIN**  
32 UNION SQUARE EAST, NEW YORK

**THE INTERNATIONAL SYNDICATE**

Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested. Features for Newspapers. BALTIMORE, MD.

**NEW YORK HERALD SYNDICATE**

For Samples, Proofs and Process Address  
Herald Square Canadian Branch  
New York City Desbarats Bldg., Montreal

**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**

**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.

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

The 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

**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.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**NEWSPAPER MANAGER.**

A young man of 15 years' experience with important papers in all branches, eight years as general manager, who went into other business recently, desires to return to newspaper work shortly, as business manager, editor or manager of strong semi-metropolitan paper; preferably in Middle West; fine record; fine references; would invest if mutually desirable. Address Newspaper Manager, THE EDITOR AND PUBLISHER.

**NEWSPAPER PRESSMAN.**

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Teetotaler; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

**PRESSMAN—SITUATION**

Wanted by a Perfecting Pressman and Stereotyper on either Goss or Hoe presses. Executive, A1. Reference, B. 21. Care THE EDITOR AND PUBLISHER.

**HELP WANTED**

**ADVERTISING SOLICITOR**

competent to build up business, will be given liberal contract by long established class publication. No drawing account. Full details with references necessary to secure interview. Room 206, 114 East 28th Street, New York.

**CIRCULATION EXPERT**

A BRIGHT, ENERGETIC MAN, ABOUT 40 YEARS OF AGE, LONG EXPERIENCE IN THE NEWSPAPER BUSINESS, THOROUGHLY FAMILIAR WITH CIRCULATION MATTERS; TO TRAVEL, ADDRESS, "CIRCULATION," CARE OF THE EDITOR AND PUBLISHER.

**WANTED—EXPERIENCED,**

Successful man to take full charge of daily and weekly circulation; good position for reliable and resourceful man. C. P., Care THE EDITOR AND PUBLISHER.

**FOR SALE**

**FOR SALE—ENTIRE**

Property or interest in afternoon, Sunday morning and weekly Southern newspaper, with well equipped plant, to capable, experienced, successful newspaper man who could assume management and devote his whole time to same. Paper more than 12 years old. Part cash and terms. Five lines of railway; population 35,000. Address D. C., Care THE EDITOR AND PUBLISHER.

**FOR SALE—ONE OF**

The leading morning dailies in Arkansas; city 25,000; money maker; excellent opportunity. Address Money-Maker, Care THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**DAILY NEWS**

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

**ROSSITER FELTON SMITH'S**

new feature series, with pictures, is now ready. Write for specimen copy. ROSSITER'S FEATURE SERVICE, 239 Broadway, New York City.

**NEWSPAPERS FOR SALE**

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

**BUS. OPPORTUNITIES**

**\$54,486.04 PROFIT**

During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

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The discussion of this subject by Congress during the consideration of the Payne-Aldrich Tariff bill attracted the attention of the whole country, and of most of the publishers in foreign countries. It is directly due to the A. N. P. A. that tariff duties on white paper were reduced.

While the reduction of the cost of white paper seemed to be the main purpose of the organization last year, chiefly because of the intenseness of

the controversy, many other matters of vital concern to the publishers were handled and developed.

The labor bureau continued its quiet but effective work, and strengthened the concord between publishers and their mechanical workmen. Nearly four hundred arbitration agreements are standing.

The system through which advertising agents are made known and recognized by the association has been perfected.

It has continued to steadily influence the Legislatures of the various States toward harmony and uniformity in enacting and revising libel laws.

It has been quick to discover evils and to search for remedies. The evil of the "press agent" had grown to such size that it was made a salient feature of the association's program of reform. The officers have gathered data and opinions upon this subject for presentation to the present convention. The publishers of the whole country will watch with keen interest the action of the A. N. P. A. in dealing with this problem.

Altogether, the gathering of publishers this year brings a spirit of forceful optimism and looks out upon a field throbbing with new life and prosperity.

### SPELLING OUT "SWEAR WORDS"

It is a fact, curiously significant at this time, that it was a woman who first broke away from the custom of printing swear words and other expletives in a kind of disguise.

Charlotte Bronte, writing the "editor's preface" to a new edition of her sister Emily Bronte's novel, "Wuthering Heights," in 1850, frankly tells what she thinks in the following passage, which shocked the people of her day:

"A large class of readers, likewise, will suffer greatly from the introduction into the pages of this work of words printed with all their letters which it has become the custom to represent by the initial and final letter only—a blank line filling the interval. I may as well say at once that,

for this circumstance, it is out of my power to apologize; deeming it, myself, a rational plan to write words at full length. The practice of hinting by single letters those expletives with which profane and violent persons are wont to garnish their discourse, strikes me as a proceeding which, however well meant, is weak and futile. I cannot tell what good it does—what feeling it spares—what horror it conceals."

The London Daily Mail, Lord Northcliffe's paper, offers a prize of \$50,000 for an aviation race from London to Manchester this week. This looks like newspaper enterprise. It would be disingenuous to go as far in criticism of British newspaper methods as American editors used to go in the past.

### PRaised NEWSPAPERS.

#### Influence of Press Increasing Declares William J. Bryan.

In a talk to the Chicago Newspaper Club last week, William J. Bryan said of the newspapers:

"If actions speak louder than words, my entrance into journalism ought to be sufficient proof that I regard it as not only legitimate, but also as an inviting field. I believe the influence of newspapers is increasing rather than diminishing. If the papers in this country did their duty to the public, not a wrong could last one year. Evils exist only because we have so many newspapers that, instead of exposing wrong, cover it up, and have an interest in the plunder of the grafters."

#### Dinner to Henry Watterson.

A dinner in honor of Henry Watterson, editor of the Louisville Courier-Journal, will be given by members of the New York Press Club in the clubhouse on Saturday evening, May 28. Mr. Watterson wrote that he would be glad to be the guest of the club on the date named.

#### Siegfried Company Moves.

The offices of the Siegfried Company, general advertising, have been moved from the Park Row Building to 50 Church street, New York.

#### In re Poet John Carter.

Take heart, O bards, the way to fame  
Has now at last been brought to view,  
For one at least has won a name  
In form and manner wholly new!  
You must be cold and starved and broke—  
That's nothing new, of course, to us—  
That long has been a standing joke  
In items "miscellaneous."  
To make a hit a burglar's kit  
Is quite en vogue now to-day;  
You've got to rob and get a job  
At breaking stone to "pave your way."  
You burglarize to advertise  
The fact that you are born to write;  
And then a pardon comes to let  
The world appease your appetite!  
Take heart, O bards! our hour is here!  
We bow the head and take it meekly.  
One of the horde has found reward  
In "Century" and "Harper's Weekly."  
—H. L. P. in Chicago Record-Herald.

#### Retired Printer Had \$560.

Old citizen who was robbed of \$560 on an "L" train admits to being a retired printer, thereby destroying at one fell swoop two rock-rooted beliefs, (1) that a member of the art preserve ever had money enough to retire and (2) that he ever had \$560 at one time.—New York Evening Telegram.

#### Ship News of Planet Mars.

Here is a grain of encouragement for Professor Percival Lowell. His reported discovery of a new canal on Mars is mentioned in a column of shipping notes in an English weekly, the Mariner.—New York Tribune.

#### Big Pictures.

"I want a few colored illustrations of beets and tomatoes," inquired the artist.  
"Life size?" inquired the artist.  
"Catalogue size," replied the seedsman, with a significant smile.—Louisville Courier-Journal.

### OBITUARY

Reuben Smith, aged seventy years, for many years a prominent newspaper editor in the West and an author, died in Mobile, Ala., last week.

J. T. Law, editor of the Shullsburg (Pa.) Pick and Gad, died last week at his home. He had filled many offices and was elected county judge of Lafayette county in 1873, serving four years, and was again elected in 1905.

William Hollister Wall, who was for fifteen years on the editorial staff of the Newark (N. J.) Daily Advertiser and the Newark Star, died last week at his home in South Orange, N. J., after a six months' illness. He was at one time one of the proprietors of the Hoboken Evening News. He was born in Dresden, Germany, fifty-two years ago, of English parents and was brought to this country when a year old.

Charles Edwin Hurd, Jr., for nearly thirty years literary editor of the Boston Transcript, died at his home in Allston, Mass., last week. He was 76 years old. When twenty years old he became a newspaper writer, and afterward an actor and an artist, never giving up his newspaper work. As an artist and correspondent he went to Canada in 1870 with the Fenian army, representing Frank Leslie's Illustrated Newspaper. He afterward became editor of the Erie Dispatch, and then went to Providence and Boston. In 1875 he went on the Boston Transcript, where he remained until 1901.

Charles H. Bissell, a pioneer Wisconsin newspaper man, died last week at his home in West Allis. He was 66 years of age. For many years he was editor and publisher of the Montello (Wis.) Express. He sold out his interest about three years ago.

H. Elmore Smith, editor of the Harrisburg (Pa.) Sunday Courier and president of the Harrisburg Advertising Company, died last week of cirrhosis of the liver. He was 39 years old and had been engaged in newspaper work for many years.

#### Veteran Editor Buys Paper.

The Yukon (Okla.) Sun has been purchased by L. F. Grove. Mr. Grove is one of the oldest newspaper men in the State and has been an editor for forty years. He went to Oklahoma on the day of the opening and became one of the editors of the El Reno Eagle. Later he owned and published the El Reno Herald, the Supper Bell, and the Daily News in El Reno, the Minstrel in Minco, and, together with Shirley Chapman, established the Enid Enterprise, the first paper published in the Cherokee Strip. The Yukon Sun was established eighteen years ago. Mr. Grove will continue the Sun as a Democratic paper.

The El Reno (Okla.) American Publishing Company has been incorporated with a capital stock of \$25,000.

#### Speaker Cannon a Knocker.

Speaker Cannon is, in some ways, an admirer of newspaper men. The other day, after reading the fifty-seven varieties of interviews with him concerning his declaration that he had no intention of retiring, would not retire, etc., he stuck his hands in his pockets, tilted his cigar at an acute angle, grinned through the smoke, and said: "Well, the trouble this time was that the boys had something to go on. But they can write beautiful and accurate stuff when they're not at all hampered by facts." Something of a knock, yes?—Washington



**PERSONALS**

D. D. Martin, formerly city editor of the St. Joseph (Mich.) Daily Press, has accepted a position on the editorial staff of the Lansing (Mich.) Republican.

Emmett G. Dougherty, city editor of the Ottumwa (Ia.) Courier, and former president of the Iowa State League Board, was married last week to Miss Margaret J. Conroy.

Harry W. Armstrong, who has been representing the South Bend (Ind.) Tribune and other newspapers in Washington, has returned to the local Tribune staff.

Dr. José Gomez Brieso, editor of the San Juan (P. R.) Times, is in New York this week on his way to Washington.

Frank Fish Rogers, for many years connected with the business office of the Washington Star, is now a member of the advertising staff of the Times.

Frank J. O'Rourke, long connected with the editorial staff of the Freeport (Ill.) Journal, has taken a position in the city department of the Rockford (Ill.) Star. He has charge of the sporting page.

E. H. Marriott, for many years connected with the Rockford (Ill.) Morning Star, has joined the editorial staff of the Joliet (Ill.) Republican.

E. D. Shaw, general manager of the Munsey newspapers, returned to Washington last week to make his headquarters at the Munsey Building, Washington, D. C.

Howard C. Kegley, city editor of the Ames (Iowa) Times, has resigned. Mr. Kegley will take a short rest before returning to newspaper work.

Frank Markle, secretary of the Milwaukee Press Club, has sailed for Europe. He expects to be gone about six months, and will visit the exposition at Brussels. Mr. Markle expects to meet ex-President Roosevelt somewhere in Europe and arrange for his expected visit to Milwaukee under press club auspices some time after his return home.

R. E. Morris, editor of the Runnells (Ia.) Telegram, has announced himself a candidate for State representative on the Republican ticket.

J. C. Marquis, editor of agricultural publications at the University of Wisconsin, has been given the additional title of instructor in agricultural journalism.

John H. Dailey, for some time business manager of the Pittsburg Sun and formerly managing editor of the Pittsburg Post, has been appointed secretary to the Mayor of Pittsburg.

R. S. Turk, for many years editor and proprietor of the Staunton (Va.) Weekly Spectator and Vindicator, has been made editor in chief of the Staunton Morning Dispatch.

Allison C. Van Allen, editor of the Avon (N. Y.) Herald, was married last week to Miss Edith Kerry, of Holley, N. Y.

Major Henry Augustus Shorey, retired Maine newspaper man and senior editor and publisher of the Bridgeton

News, celebrated his seventieth birthday anniversary last week.

**CLUBS AND ASSOCIATIONS.**

The executive committee of the South Carolina Press Association met in Columbia recently to arrange for the annual meeting, which will be held at Glen Springs, June 9. The members of the executive committee are: President, August Kohn, vice-presidents, William Banks and J. C. Mace; treasurer, James L. Sims; secretary R. L. Freeman, and Elbert H. Hall, Ed. H. DeCamp and William E. Gonzales. After the business session, for which an attractive program has been prepared, the members will embark on a three-day pleasure trip extending over a portion of Tennessee.

The program committee of the Mississippi Press Association met in Jackson last week to make arrangements for the forty-fifth annual meeting of the association, to be held in New Albany May 17-19. An attractive program for the occasion was prepared, which will terminate with a side trip to Memphis as the special guests of the Business Men's Club. The editors at the meeting were: Frank E. Birdsall, Yazoo Sentinel, president; E. A. Fitzgerald, Vicksburg Herald, first vice-president; Albert C. Anderson, Southern Sentinel, Ripley, second vice-president; J. G. McGuire, Yazoo City Herald, secretary, and S. Joe Owen, New Albany Gazette, treasurer.

The coming meeting of the Virginia Press Association will be unique in that it will be held on board a steamer in the James River. The date of the meeting is July 12, 13 and 14. The following committee has been appointed to work up interest in the meeting and to secure new members for the association: First District, W. McDonald Lee, of Irvington; second, Harvey L. Wilson, of Norfolk; third, the Rev. R. H. Pitt, D.D., of Richmond; fourth, R. P. Barham, of Petersburg; fifth, R. A. James, of Danville; sixth, W. E. Addison, of Lynchburg; seventh, J. H. Lindsay, of Charlottesville; eighth and ninth, A. B. Williams, of Roanoke; tenth, the Rev. George O. Greene, of Clifton Forge.

**"Poor Bob's Almanak,"**

which is "designed to give absent treatment to advertisers possessed with 'errors' about Brooklyn," says: "The Island of Manhattan brought only \$24 in the open market in 1626. Almost everyone knows it's worth more today.

"But there are a few minds that move slowly, and a readjustment of values seems almost criminal to these.

"In another three hundred years they will grasp the idea that in 1910 the Standard Union had distanced all competitors in Brooklyn in point of circulation—that its daily sales of 57,000 copies surpassed by many thousands the number claimed by any other Brooklyn medium."

Edmund S. Lancaster, manager of Golane Special Agency, is on an extended Western trip, during which he will visit some of the publications represented by his agency.

The Philadelphia Evening Times is now running sixteen pages regularly on its afternoon edition.

**\$25,000.00 BUYS**

only evening daily newspaper property in city of 28,500. 1909 cash receipts over \$36,000.00. The profit after paying manager's salary and maintaining efficiency of the equipment was \$3,120.89. Terms \$15,000 cash, balance deferred. Equipment adequate and in good condition. An unusual value. Proposition No. 618.

**C. M. PALMER**  
Newspaper Broker

277 BROADWAY - NEW YORK

**BAIN NEWS SERVICE**

sends eight photographs and letterpress daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.

**GEORGE GRANTHAM BAIN**  
32 UNION SQUARE EAST, NEW YORK

**THE INTERNATIONAL SYNDICATE**

Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested. Features for Newspapers. BALTIMORE, MD.

**NEW YORK HERALD SYNDICATE**

For Samples, Proofs and Process  
Herald Square New York City  
Canadian Branch  
Desbarats Bldg., Montreal

**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**

**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.

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

The 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

**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.

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**NEWSPAPER MANAGER.**

A young man of 15 years' experience with important papers in all branches, eight years as general manager, who went into other business recently, desires to return to newspaper work shortly, as business manager, editor or manager of strong semi-metropolitan paper; preferably in Middle West; line record; fine references; would invest if mutually desirable. Address Newspaper Manager, THE EDITOR AND PUBLISHER.

**NEWSPAPER PRESSMAN.**

Experienced foreman and half-tone man, credentials that will satisfy, showing past and present connections. Age, 35; settled, not a roamer. Know how to hustle, good executive ability and organizer. Fictitious; permanent position only. Address Pressman, THE EDITOR AND PUBLISHER.

**PRESSMAN—SITUATION**

Wanted by a Perfecting Pressman and Stereotyper on either Goss or Hoe presses. Executive, A1. Reference, B. 21. CARE THE EDITOR AND PUBLISHER.

**HELP WANTED**

**ADVERTISING SOLICITOR**

competent to build up business, will be given liberal contract by long established class publication. No drawing account. Full details with references necessary to secure interview. Room 206, 114 East 28th Street, New York.

**CIRCULATION EXPERT**

A BRIGHT, ENERGETIC MAN, ABOUT 40 YEARS OF AGE, LONG EXPERIENCE IN THE NEWSPAPER BUSINESS, THOROUGHLY FAMILIAR WITH CIRCULATION MATTERS; TO TRAVEL. ADDRESS, "CIRCULATION," CARE OF THE EDITOR AND PUBLISHER.

**WANTED—EXPERIENCED,**

Successful man to take full charge of daily and weekly circulation; good position for reliable and resourceful man. C. P., CARE THE EDITOR AND PUBLISHER.

**FOR SALE**

**FOR SALE—ENTIRE**

Property or interest in afternoon, Sunday morning and weekly Southern newspaper, with well equipped plant, to capable, experienced, successful newspaper man who could assume management and devote his whole time to same. Paper more than 12 years old. Part cash and terms. Five lines of railway; population 35,000. Address D. C., CARE THE EDITOR AND PUBLISHER.

**FOR SALE—ONE OF**

The leading morning dailies in Arkansas; city 25,000; money maker; excellent opportunity. Address Money-Maker, CARE THE EDITOR AND PUBLISHER.

**MISCELLANEOUS**

**DAILY NEWS**

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

**ROSSITER FELTON SMITH'S**

new feature series, with pictures, is now ready. Write for specimen copy. ROBBIE'S FEATURE SERVICE, 239 Broadway, New York City.

**NEWSPAPERS FOR SALE**

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

**BUS. OPPORTUNITIES**

**\$54,486.04 PROFIT**

During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

## UNITED PRESS BULLETINS

The announcement made last week that the United Press had entered into an alliance with the British and Colonial Press Service, Limited, for an exchange of news facilities, created much favorable comment among United Press clients. The Canadian concern will soon be in the field with a thorough-going news service. It is backed by many of the leading citizens of Canada, and Canadian publishers generally are encouraging the building up of a strong nationalized press organization. Canadian news will be much more systematically handled than ever before and United Press clients will be thoroughly protected on important Canadian news.

What was probably one of the biggest and cleanest scoops scored during the past few months was put over by the United Press in connection with the announcement of the retirement of Senator Nelson W. Aldrich. United Press papers received the exclusive announcement of General Charles R. Brayton, "the Blind Boss of Rhode Island," together with a good follow story from Washington in time for all regular editions. The next morning the announcement was confirmed by the personal statement of Senator Aldrich himself.

Montelle R. Fletcher, manager of the Cleveland bureau, and probably one of the best posted men in the country on the works of Mark Twain, was the author of the obituary mailed to all United Press clients several days before the humorist's death. The story attracted much favorable comment among newspaper men by reason of the graphic word picture it painted of the author's life.

Mr. W. Philip Simms, manager of the Paris bureau of the United Press, sails for America on May 7 for a month's vacation. During his absence the bureau will be in charge of his assistant, Edmund Peluso.

Max Balthasar (The Ringsider), who is covering the fight camps for the United Press, has seen both Johnson and Jeffries in all their battles on the Pacific Coast. To date he has declined to do any "doping" on the probable winner.

C. P. Helpman, formerly of the Chicago bureau of the United Press, has been made manager of the Indianapolis bureau, relieving Kent A. Cooper, who has been permanently attached to the business department.

Edwin Duffield has been made manager of the new United Press bureau opened this week at Springfield, Ill.

A. M. Corrigan, formerly of the Cleveland bureau, has been made manager of the recently established Central Ohio bureau at Columbus.

Gilson Gardner, staff correspondent of the United Press with Colonel Roosevelt, writes that his hair has turned gray as a result of trying to get speed out of Italian telegraph operators who could not read English script. Gardner and the other correspondents had to print their stuff a la kindergarten.

The United Press has recently added the following papers to its list of clients: Leased wire—Indianapolis Sun, Canton (O.) Times, Racine (Wis.) Times, Chicago Daily Socialist. Pony clients—Provo (Utah) Herald, Knoxville World, Chicago Drivers'



A. C. WEISS,  
PRESIDENT AND GENERAL MANAGER OF THE DULUTH (MINN.) HERALD, WHO HAS  
BEEN ELECTED A DIRECTOR OF THE ASSOCIATED PRESS.

Journal, Nashville Banner, Chickasha (Okla.) Express, Sheboygan (Wis.) Journal, Durham (N. C.) Sun, New Castle (Ind.) Courier, Petaluma (Cal.) Courier, Monmouth (Ill.) Atlas, Mattoon (Ill.) Journal-Gazette, Decatur (Ill.) Review, Jacksonville (Ill.) Courier, Lincoln (Ill.) Courier.

#### OPERATORS' ASSIGNMENTS.

B. P. Rice, Niagara Falls Gazette; J. H. Mason, Boston bureau; B. F. Waters, Johnstown (Pa.) Tribune; E. H. Snyder, Fort Wayne News; E. Brown, Indianapolis Sun; George T. Hattie, Canton Times; F. A. Stotz, Dayton Herald; Walter Melnerney, Berkeley (Cal.) Gazette; T. W. Gerber, Sacramento Star. \*

#### Voting Contests.

The Publishers' Circulation Service Company, 951 Marbridge Building, New York City, is running European contests on the following newspapers: New Orleans (La.) Times Democrat, St. Louis (Mo.) Times, Syracuse (N. Y.) Journal, Scranton (Pa.) Truth, Pittston (Pa.) Gazette, Bay City (Mich.) Tribune, Columbia (S. C.) Record, Trenton (N. J.) State Gazette, Washington (Pa.) Record, and Bermuda contests on the Canton (O.) News and Jamestown (N. Y.) Journal. The European trips will include the following cities: Amsterdam, Cologne, Coblenz, Wiesbaden, Munich, Oberammergau, Paris, Versailles, Brussels, London and the Passion Play and Berlin.

#### NEWSPAPER ON TRAIN.

##### Wichita Eagle to Print Booster Edition on Excursion Trip.

Realizing the importance of a continuous news service, the Wichita (Kan.) Eagle will this year, as formerly, issue a special Booster edition aboard the train on the trading excursion trip of the Wichita merchants.

News from home will be provided, as well as the essential grain and market reports.

The press will be installed in the baggage car, which will become an improvised press room, and which will likely, as last year, be surrounded with merchants eager to seize the news hot off the flying press.

The edition this year will be in volume 2 of this special enterprise, and is planned to be newsier and better than ever.

#### Club Plans Reception.

The Des Moines (Ia.) Press Club is planning a big reception at its home in the near future. Guests of honor will be the Highland Park College students and other musicians who assisted in the presentation of "The Bohemian Girl" for the benefit of the Press Club. Members of the Women's Press Club of Des Moines will be invited to chaperon the party and help entertain the Highland Park guests. A big affair is planned and the occasion will be the formal opening of the new quarters.

#### POST INTELLIGENCER.

##### Penny Morning Edition of Seattle Paper a Success.

As indicated by its initial sale of 5,000 copies on the street and a steady increase in the six weeks that have elapsed, the penny morning edition of the Seattle Post Intelligencer, whose publisher, W. W. Chapin, is attending the meeting of the A. N. P. A. in New York, has taken firm hold on the news field in the western metropolis.

Mr. Chapin brings with him enthusiasm over the country's general prosperity, of which he says Seattle is taking its usual large part. He will make a brief tour of coast cities and visit in Cincinnati on his return trip west.

In springing the penny issue Mr. Chapin had to disregard traditions that have stood for fifty years with the influential Northwestern daily.

##### Editor Elected Police Magistrate.

By an unusual circumstance E. A. Bailey, editor of the Geneva (Ill.) Patrol and enthusiastic prohibitionist, was elected police magistrate at the recent election there. Bailey was not a candidate. No one was. The incumbent was filling an unexpired term. The council forgot to put the office on the ballots. Alderman J. Niles Wheeler saw the error and drummed up seven votes for Bailey. Bailey was elected.

##### Baltimore Journalists' Club.

The annual election of officers of the Baltimore Journalists' Club resulted in the selection of the following: Honorary president, Frederick H. Gottlieb; president, Howard S. Biscoe; vice-president, Dr. R. Martin Bruns; secretary, G. Franklin Wisner; treasurer, John Peirce Bruns; additional members board of governors, J. Haslup Adams, W. Dwight Burroughs, Julien F. Bailey and Edward B. Smith.

"Quality Counts"

# Chas. H. Eddy

Representative of daily newspapers  
having quality of circulation

New York Evening Post

Boston Evening Transcript

Milwaukee Evening Wisconsin

Providence Journal

Providence Evening Bulletin

Springfield Republican

Hartford Courant

Lewiston Journal

Savannah Morning News

New Orleans Picayune

1 Madison Avenue - New York  
150 Michigan Avenue - Chicago





GILBERT KINNEY



H. G. HALSTED



PAUL BLOCK



H. M. LASKER



C. A. REGAN



C. S. BENDER



N. F. FOOTE



H. J. WARNER



JACK HENDERSON



M. L. CHIZZOLA



H. D. CUSHING



D. P. BEVANS



W. M. MESSITER



G. A. HAMMER



N. R. MAAS



C. H. HOWSE



H. M. TAYLOR

# Don't Be Pessimistic

CONDITIONS are improving, especially in Newspaper advertising, which is increasing every month.

Most papers have shown an increase in advertising revenue during the first four months of 1910 as compared with 1909.

The papers we represent have prospered—no doubt others have done as well—if not, perhaps there is a reason.

Here is what is being done for some of our papers :

SYRACUSE, N. Y., April 5, 1910.  
 PAUL BLOCK, Inc., New York City.  
 DEAR Mr. Block: We are very pleased with the increase in foreign advertising.  
 We notice that March of 1910 is not only the largest month's income we have had in the history of our paper, but is nearly 50 per cent. greater than last March.  
 The first three months of this year are many thousands of dollars ahead of the same months last year.  
 Keep up the good work!

Very truly yours,  
 THE POST STANDARD CO.,  
 Per W. E. Gardner, Vice President and General Manager.

TOLEDO, April 8, 1910.  
 PAUL BLOCK, Inc., New York City.  
 GENTLEMEN: I find I must write you every month to congratulate you on the increased foreign business.  
 I find that March of this year is nearly \$7,000 greater than March last year.  
 Your total foreign advertising for the BLADE for the first three months of this year is over \$20,000 greater than for the first three months of last year.  
 The writer believes that the reason the Paul Block Agency is such a success is because you are not only solicitors but because your methods are of such assistance to the publisher that you increase the income without increasing the expense.

Very truly yours,  
 THE TOLEDO BLADE CO.,  
 H. S. Thalheimer, Business Manager.  
 NEW YORK, April 2, 1910.

PAUL BLOCK, Inc., 290 Fifth Avenue, New York City.  
 GENTLEMEN: I think it is due to you and your associates to express our appreciation of your industry in the general field, your loyalty to the ownership of this paper, and your success in securing for us business at good rates.  
 I think the reason you succeed is because you have back of you two purposes—one, a desire to do always your level best for the publisher; and the other a desire to do the very best you know how for the advertiser.  
 After all, there must be community of interest between publisher and advertiser, if both are to make money, and you seem to understand this as well as any man I know.

Yours very truly,  
 THE NEW YORK EVENING MAIL,  
 (Signed) W. C. Freeman, Advertising Manager.  
 "The cash income from foreign advertising in the Cleveland Leader during January, February and March of this year is 60 per cent. greater than from the same months of 1909."

MEMPHIS, TENN., April 3, 1910.  
 PAUL BLOCK, Inc., New York City.  
 DEAR Mr. Block: No doubt you have noticed that the foreign advertising in March is nearly 50 per cent. greater than last March.  
 This is a fine increase.  
 Congratulations!!  
 Very cordially yours,  
 THE NEWS SCIMITAR,  
 W. M. Clemens, General Manager.

WASHINGTON, D. C., April 3, 1910.  
 Dear Mr. Block:  
 The large increase in foreign advertising in the POST is very pleasant to notice. It reflects great credit on the work of your organization.  
 Yours very truly,  
 THE WASHINGTON POST,  
 Per Arthur D. Marks.

St. Louis, Mo., April 7, 1910.  
 PAUL BLOCK, Inc., New York City.  
 GENTLEMEN: We must congratulate you on your part in the up-building of the advertising in the St. Louis Times.  
 The local advertising department has made great records and so has your office in the foreign department.  
 We find that the cash income for foreign advertising in March is nearly 50 per cent. greater than March of last year.  
 In February it was nearly 100 per cent. greater than the previous February, and in January nearly 75 per cent. greater.

If you keep this up, the foreign advertising this year may reach \$70,000, which for a paper three years old, is certainly very satisfactory, and we want you to know that we appreciate your good work.  
 THE ST. LOUIS TIMES,  
 Edw. L. Preetorius, President and General Manager.

"The foreign advertising income in the Milwaukee News for January was over 50 per cent. larger than January, 1909."  
 "In February, 1910, it was about 100 per cent. greater than February, 1909."  
 "In March, 1910, the income is about 60 per cent. greater than March, 1909."

"The foreign advertising in the Rochester Democrat & Chronicle during January of this year was about 50 per cent. greater than January last year."  
 "In February it was about \$3,000 greater than February last year, and March, 1910, is the largest month's foreign advertising in the history of the paper."

# PAUL BLOCK, Inc.

290 FIFTH AVENUE, NEW YORK CITY

24 Milk Street  
BOSTON

Hartford Building  
CHICAGO

# WHEN IN NEW YORK

*Visit the largest Printing Press Factory in the World. You will be welcome, and will see in operation the latest Improved Newspaper Machinery, including*

A New Patented High-Speed X-Pattern Sextuple Press with Lightning Folders, Tubular Cylinders, Paper Roll Feeding Devices, Self-Oiling Boxes, Locking Roller Sockets, and other recent Improvements adapted to High-Speed Presses

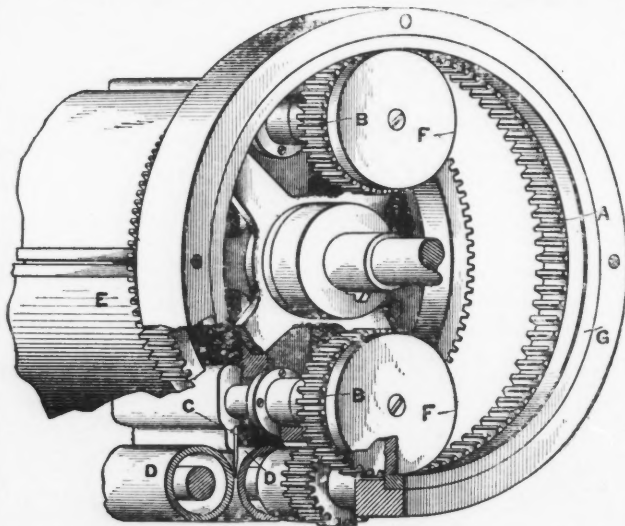
## Capacity Per Hour, from Three Rolls of Paper :

80,000—4, 6, 8, 10 or 12 pages, the sheets all inset.	40,000—16, 20 or 24 pages, composed of two collected sections.
40,000—14, 16, 18, 20, 22 or 24 pages, the sheets all inset.	40,000—18, 20, 22 or 24 pages, composed of two collected sections of different numbers of pages.
60,000—16 pages (40,000 with the sheets inset and 20,000 composed of two collected sections).	20,000—28, 32, 36, 40 or 48 pages, composed of two collected sections.

## HAVE YOU SEEN OUR NEW LIGHTNING FOLDERS?

The stationary internal gear "A" is made of hammered steel, in our own forge. After the teeth have been cut it is annealed by a special process to eliminate all strain or tension and accurately finished to correct size.

"B" are special composition pinions on the end of the folding blade shaft; "C" is the folding blade; "D" the folding rollers, and "E" the folding cylinder.



The hammered steel bearings "F" on the pinions engage the steel liner "G" let into the internal gear, thus keeping the pinion in correct mesh with the internal gear, to prevent binding.

The action of the folding blade is such that the sheet or web of paper is always in POSITIVE CONTROL and at an accurate folding line when presented to the folding rollers.

The SIMPLEST, SPEEDIEST, most ACCURATE and most DURABLE FOLDING MECHANISM EVER DEvised

## Representative Newspapers Equipped with the New Hoe Lightning Folders:

NEW YORK AMERICAN AND JOURNAL  
(20 presses)  
NEW YORK WORLD  
NEW YORK TIMES  
NEW YORK JEWISH MORNING JOURNAL  
WASHINGTON POST  
CHICAGO DAILY NEWS  
CHICAGO EXAMINER  
SAN FRANCISCO EXAMINER  
SAN FRANCISCO POST  
LOS ANGELES TIMES  
LOS ANGELES EXPRESS

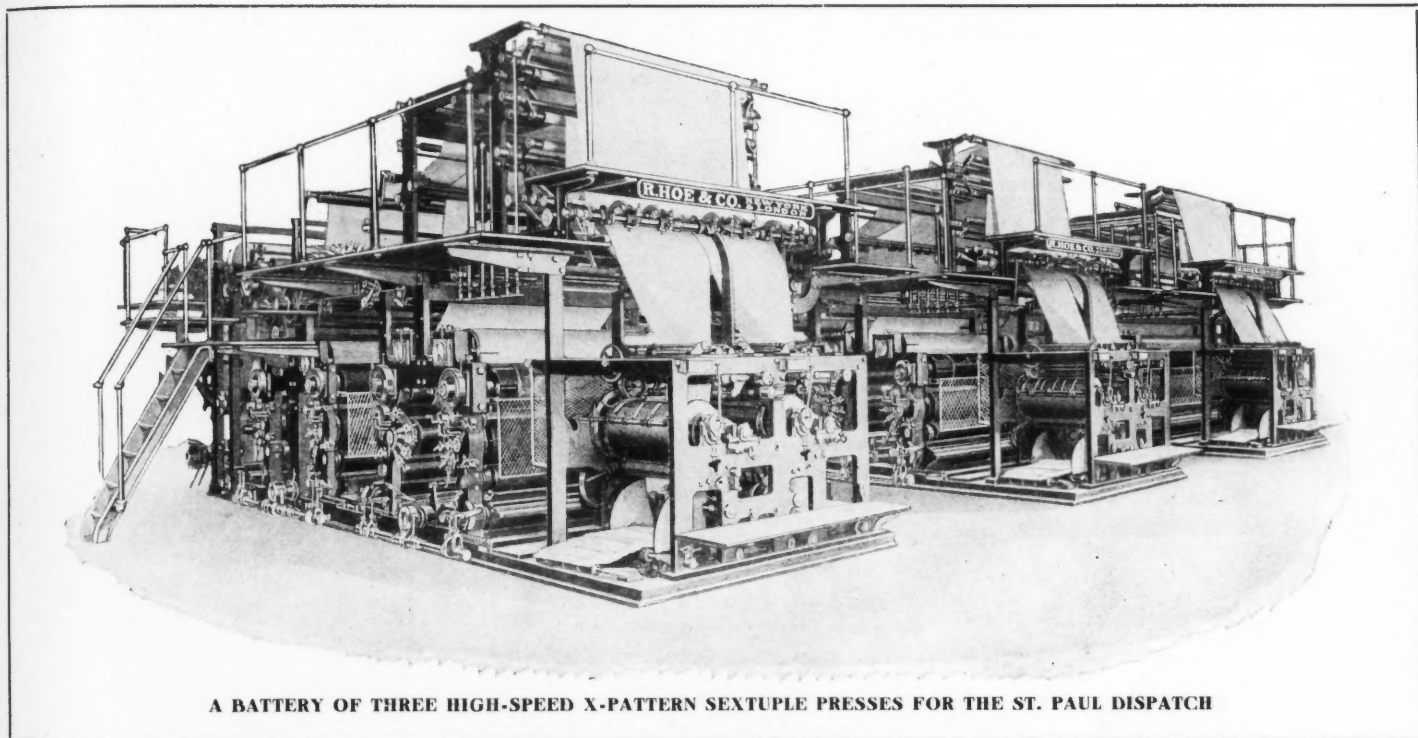
FRESNO REPUBLICAN  
OAKLAND TRIBUNE  
SEATTLE POST-INTELLIGENCER  
MILWAUKEE EVENING WISCONSIN  
ST. PAUL DISPATCH (3 presses)  
DETROIT JOURNAL  
ST. LOUIS POST-DISPATCH  
KANSAS CITY POST  
MEMPHIS COMMERCIAL  
CLEVELAND PLAIN DEALER  
BALTIMORE NEWS  
BUFFALO NEWS

SYRACUSE JOURNAL  
ALBANY JOURNAL  
BOSTON AMERICAN  
BOSTON GLOBE  
BOSTON POST (3 presses)  
SCRANTON TRUTH  
TORONTO STAR  
VANCOUVER WORLD  
LONDON NEWS OF THE WORLD  
(12 presses)  
LONDON TIMES  
LONDON MAIL (2 presses)



The Rotary Lightning Folders, without cams, insure the most **Accurate Folding**, at Almost Limitless Speed

The HEAVY FRAMES, HEAVY STEEL GEARING and GENERAL SOLIDITY of construction ESPECIALLY ADAPT THESE PRESSES FOR ENLARGEMENT to Octuple capacity when required



A BATTERY OF THREE HIGH-SPEED X-PATTERN SEXTUPLE PRESSES FOR THE ST. PAUL DISPATCH

Fall in line and get a HOE—It's a safe investment and saves worry

## A HUNDRED DIFFERENT DESIGNS

to choose from, embodying the latest practical improvements, combined with the well-known "Hoe" qualities of strength and durability

We make all our own Castings, both iron and brass, as well as our own Forgings, and every part entering into the construction of HOE Machines, even to the smallest screw, is manufactured on our own premises, under our personal supervision and from the highest grade materials obtainable.

# R. HOE & CO.

504-520 GRAND STREET, NEW YORK, N. Y.

ALSO AT

7 Water Street  
BOSTON, MASS.

143 Dearborn Street  
CHICAGO, ILL.

109-112 Borough Road  
LONDON, S. E., ENGLAND

8 Rue de Chateaudun  
PARIS, FRANCE

## FAKE ADS.

### PIANO DEALERS' ASSOCIATION AROUSSED OVER PUZZLE COMPETITION.

Annual Convention at Richmond, Va., in May Will Be Largely Devoted to Question of Legitimate and Illegitimate Advertising—Ask Newspapers to Decline Rebus and Puzzle Advertisements—Prominent Manufacturers Sign Letter to Publishers.

The annual convention of the National Association of Piano Dealers of America at Richmond, Va., May 16-19, promises to be of great interest to newspapers and advertisers throughout the country, for the question of legitimate and illegitimate advertising will be fully discussed by the delegates.

The piano dealers point to the fact that the columns of newspapers recently have been disfigured by pictures of heads and faces and puzzles and rebuses enlivened by alluring promises of articles of great value to be given to those who solve the "problems," whereas these mainly are traps for the unwary and offer no real inducements to the public.

The newspapers, it is added, owe it to their readers not to publish advertisements which are likely to mislead them and it is considered probable that strongly worded resolutions to this effect may be adopted by the Richmond convention and that it may be decided that the members of the National Association of Piano Dealers will advertise only in newspapers which decline to publish advertisements of the firms engaging in puzzle competitions.

As a preliminary to the convention, piano dealers have been exchanging correspondence with the standard bearer of the so-called "anti-fake" advertising forces, Lewis H. Clement, manager of the Mason and Hamlin Company, first vice-president of the National Association of Piano Dealers and only nominee for president of that organization, with the American Newspaper Publishers' Association and with the newspapers.

Mr. Clement recently sent the following communication to Lincoln B. Palmer, manager of the American Newspaper Publishers' Association:

313 Fifth Avenue, New York,  
March 30, 1910.

Mr. L. B. Palmer, Secretary,  
American Newspaper Pub. Assn.,  
World Building, City.

Dear Sir:—Inclosed is a letter submitted for the consideration of the



W. W. CHAPIN.

PUBLISHER OF THE SEATTLE POST INTELLIGENCER, WHO HAS RECENTLY LAUNCHED A PENNY MORNING EDITION.

American Newspaper Publishers' Association. It bears, as you will observe, the names of not only some of your very largest and most profitable advertisers, but names that also stand for the highest in the piano world. The signers of this letter are all piano dealers and manufacturers of wide experience, who are thoroughly familiar with all the details of the so-called 'rebus,' word-building, geographical and similar piano advertisements which, however carefully they may be worded, depend for their success on certain coupons which are

given to all contestants, and which are represented as having a definite value when used in the purchase of a piano.

The fact that such reputable dealers and manufacturers have signed this request to the newspapers of New York furnishes convincing proof of undesirability of this class of advertising. Your association and the newspapers of New York are, therefore, respectfully requested to give this request their very serious consideration, to the end that the wishes of those piano advertisers who furnish

them with more than ninety-nine per cent. of their income from this class, be respected.

I would also add that Mr. E. H. Droop, president of the National Association of Piano Dealers of America, in a letter received by the writer this day, says: "I am unalterably opposed to all coupon, guessing contests, or any similar schemes. I consider the principle of the thing entirely wrong, and do not hesitate to put myself on record that I shall in every instance where I can do so condemn the practice."

I think it will also be of interest to you to know that two of the signers of the letter inclosed, namely, Mr. Frank Decker and Mr. H. Paul Mehlin & Sons, are respectively the president and ex-president of the National Association of Piano Manufacturers, and though these gentlemen sign for their firms, their signatures can be fairly considered to reflect the views of at least the majority of the members of the National Manufacturers' Association. I make this latter statement, however, on my own authority and belief. \* \* \*

Very sincerely yours,  
LEWIS F. CLEMENT.

The letter referred to by Mr. Clement reads as follows:

We, the undersigned, believing that piano contest advertising through which certificates or "checks" are given to contestants, is detrimental to the interests of the trade at large, and tends to destroy public confidence in all advertising, thereby depreciating the value of newspaper space, respectfully request the newspaper publishers of Greater New York and vicinity not to accept any form of this objectionable advertising.

Signed:—Mason & Hamlin Company, Kranich & Bach, The Aeolian Company, Hardman, Peck & Co., Horace Waters & Co., Decker & Son, John Wanamaker, Steinway & Sons, Hazelton Bros., Sohmer & Co., Sterling Piano Company, Krakauer Bros., Mehlin & Sons, Frederick Loeser & Co.

The signers of the above communication also sent the following letter to the newspapers through Mr. Clement:

We, the undersigned, dealers in pianos in Greater New York, desire to express our appreciation to those newspapers which have declared themselves as opposed to fraudulent and deceptive advertising, and who have stated that they will not accept piano contest or other similar piano advertising schemes which tend to deceive the public.

Signed:—John Wanamaker, Mason & Hamlin Company, Kranich & Bach, The Aeolian Company, Hardman,

# Wesel — Westinghouse = Perfect Mats in Unbeatable Time

Wesel expertness in Stereotyping Machinery combined with Westinghouse infallibility in compressed air apparatus—an infallibility upon which the lives of millions depend daily—has produced the perfect drying tables and the perfect mat. In the beginning the price is a bit higher, but in the end the extra expenditure gives reliability, permanency, durability and the best of the bargain.

**USERS:** World (N. Y.), 10; Globe (Boston), 4; Tribune (Chicago), 7; Courier-Journal (Louisville), 2; Tribune (Terre-Haute), 2; Post (Cincinnati), 2; News (Dayton), 3; Eagle (Brooklyn), 4; Inquirer (Cincinnati), 4; Star (Kansas City), 4; Times-Union (Albany), 2; Chronicle (Houston), 3; Dispatch (St. Paul), 5; Press (Cleveland), 3; Bee (Omaha), 3; News (Indianapolis), 3.

**F. WESEL MANUFACTURING CO.** Main Office and Factories  
70-80 Cranberry Street, Brooklyn, N. Y.  
NEW YORK, 10 Spruce Street CHICAGO, 315 Dearborn Street PHILADELPHIA, 712 Mutual Life Building  
New York Telephone: 4720 Beckman Brooklyn Telephone: 4500 Main



ELECTRIC PNEUMATIC MATRIX DRYING  
TABLES USED IN PLANT OF  
BROOKLYN EAGLE



Peck & Co., Horace Waters & Co., John Decker & Son, Frederick Loeser & Co., Steinway & Sons, Krakauer Bros., Hazelton Bros., Sterling Piano Company, Sohmer & Co., Mehlin & Sons.

A number of replies, satisfactory replies, from the newspapers, were received by Mr. Clement.

The reply of Louis Wiley, business manager of the New York Times, read:

April 18, 1910.

Mr. Louis H. Clement,  
313 Fifth Avenue, City.

Dear Mr. Clement:—

Acknowledging your recent inquiry, the New York Times has for years excluded all fraudulent and objectionable advertisements. Piano manufacturers or dealers who make improper announcements are, of course, subject to this ban. The index expurgatorius of the Times includes these classifications: Bucket shops, attacks of a personal character, large guaranteed dividends, offers of something for nothing, guaranteed cures, massage, matrimonial offers, fortune tellers, palmists, etc., suggestive books, objectionable medical advertisements, offers of large salaries.

In supporting the effort to purge the advertising columns of newspapers of fraudulent or deceptive advertisements, your association is doing good work, and we wish you continued success.

The New York Times has a larger high class circulation and carries a greater volume of high class advertising than any other American newspaper.

Yours very truly,  
LOUIS WILEY.

Conde Hamlin, business manager of the Tribune; William C. Freeman, advertising manager of the Mail, and others wrote in similar terms.

J. Walter Thompson, the head of the well-known advertising agency bearing his name, also wrote to Manager Palmer of the American Newspaper Publishers' Association, frankly expressing his views on the subject. Mr. Thompson's letter is in part as follows:

The point that directly interests you and ourselves and which is the occasion of this letter is simply one of cold cash and self interest, and has nothing to do with the moral issue.

This is the objectionable scheme: A few makers of cheap pianos commenced two years ago a plan by which customers could apparently acquire "something for nothing." In other words, they advertised that to the person who would first solve a simple puzzle, or who would perform some trifling service (for which they would not pay 5 cents in cash) they would issue a certificate valued at \$50 or more. The result of this is that thousands of replies are received which are used for circularizing and a follow-up system. Each person who replies

gets the \$50 certificate and it then is discovered that it is only available as part pay on the purchase of a new piano of their particular make.

Of course, the trick seems transparent to the merest child, as it is only necessary to raise the retail price to enable the manufacturer to avoid any cost to himself; but even persons of average intelligence cannot resist yielding to the belief that a handsomely engraved certificate bearing the mark, "value \$50," must be worth something, and they think in many cases that they save money by going to the "fakir" and buying a piano for \$350 and turning the \$50 certificate rather than to go to a straight dealer and buy a better piano for \$300 cash.

This scheme has already done much damage to the legitimate trade. Manufacturers of repute who have advertised for years are beginning to look askance on the whole advertising proposition and our work as agents is becoming proportionately harder.

It has come to a point where the publisher and the advertising agent must decide which of these customers he will adopt. No publisher can carry both kinds in his columns and no reputable maker will deal with an agency which is handling fake business.

Setting aside, therefore, all considerations of morality or decency, the vital question that now presents itself is, which of the two means money to us?

The "legitimate" manufacturer has been advertising for years steadily and if not disturbed will continue for years to come. The "certificate" manufacturer advertises once and stops. He does not advertise to secure trade, not to build reputation, but merely to obtain names which by means of circulars and a follow-up system can be made possible customers. The "certificate" manufacturer is of no possible advantage either to the "legitimate" trade and reflects directly on all of us.

Is it not good policy on the part of both of us to discourage and refuse all this certificate business and stick loyally to our old customers who advertise to build up a valuable trademark and not to gull the public?

Yours very truly,  
J. WALTER THOMPSON CO.

**WOMEN'S SUFFRAGE MEETING.**

To Be Held in Assembly Room of the New York Press Club.

The members of the New York Press Club will listen to a discussion of the women's suffrage issue on Sunday, May 1. The following letter from Mrs. O. H. P. Belmont, head of the women's suffrage organization in New York, contains all the necessary information:

My Dear Mr. Hennessy:—It will give me much pleasure to preside at the suffrage meeting of the Press Club on Sunday, May 1, at three o'clock, and also to introduce Mrs. Ida H. Harper. I, myself, shall be unable to speak for you, as, by the advice of a doctor, I am obliged to refuse all such requests for the present. Our winter work, of a very strenuous nature, I feel has tired me.

Looking forward to the pleasure of meeting you and the other officers of the Press Club, believe

Yours sincerely,  
ALVA S. BELMONT.

477 Madison avenue.

**Editor Dies of Burns.**

R. B. Russell, editor of the Hayfield (Minn.) Guard, died last week as the result of burns received in a kerosene explosion. Mr. Russell was pouring kerosene upon the fire in his office stove when the can slipped from his hands and, falling into the flames, exploded.

**A Connecticut Paper that Gives  
You Quality and Quantity**

**The Hartford Times.**

Hartford, Conn.

**ACTUAL PAID CIRCULATION  
OVER 21,000 COPIES DAILY**

Which is a larger circulation by several thousand than that of any other paper in the State

**PERRY LUKENS, JR.**  
New York Representative  
TRIBUNE BLDG.

**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 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.

JOHN W. CAMPSIE, Business Manager.

**THE EVENING WISCONSIN**

CHAS. H. EDDY, Foreign Representative.  
NEW YORK—6013 Metropolitan Bldg.  
CHICAGO—403 Marquette Bldg.

**The Pittsburg Press**

**HAS THE LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG**

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

**No Advertising Agent**

can overlook the Augusta (Ga.) Chronicle, and do justice to their client or themselves when placing orders in Augusta. Look over a month's file, that will tell the story.

C. B. HANSON, MANAGER ADV. DEPT.  
S. C. BECKWITH SPECIAL AGENCY  
New York Chicago Kansas City

**\$532,685,245**

That's the value of Kansas crops and livestock for 1909. Want some of that money?

**Topeka Daily Capital**

Reaches every post-office in that state; guarantees 33,500 circulation; is the only Kansas daily with State-wide circulation; only Topeka daily that gives definite circulation statement.

*Arthur Capper*  
Publisher

J. C. FEELEY  
Flatiron Building, New York  
JUSTIN E. BROWN  
Hartford Building, Chicago

1909

**BIG YEAR OF THE  
Big German Daily  
PHILADELPHIA  
German Daily Gazette**

gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 330,000 Germans in Philadelphia can be covered thoroughly by using the

MORNING GAZETTE } WRITE  
EVENING DEMOKRAT } FOR  
SUNDAY GAZETTE } RATES

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

**Has a Business PULL**

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

**The Pittsburg Dispatch**

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

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, Horace M. Ford,  
225 Fifth Ave., Marquette Bldg.,  
New York. Chicago.

**MUCKRAKERS**

**Lasting Power of the Average Criticism of Public Men by the Press Discussed by Representative Kahn of California—To-day's Newspapers Lost in Starting To-morrow's Fires.**

Muckrakers of other days was the subject of an interesting talk in the House recently by Representative Julius Kahn of California. He declared that the onslaught of the muckrakers of the present to tarnish the fame of those in high station would fail, just as they had failed in the past. To-day's newspapers are lost in starting to-morrow's fires, said Mr. Kahn.

"There is a class of newspapers and magazines that descend to vituperation and abuse upon the merest pretext. So frequently have attacks of this character challenged my attention during the past year that I began to wonder whether the early Presidents, whose names have come down to us as the very embodiment of the highest type of American patriotism and official integrity, were also the subject of such fierce vilification and abuse in the periodicals published in their particular day and generation. I had not proceeded far in my investigation ere I found that they, too, had been the victims of muckrakers. But, knowing how their memory is revered by the great majority of our countrymen, I became convinced that these attacks usually have little effect upon posterity.

**WASHINGTON MUCKRAKED.**

"I soon found that during the first administration of President Washington he had been the subject of more or less attack in the pamphlets and newspapers of that epoch. But it was during his second administration that the muckrakers of that era came out in the open and made him the target of bitter invective and vituperation such as has seldom been equaled in the annals of our country.

"Here are a few samples of the vapors of the writers of that period:

"The President, not content with annihilating the people, wished also to annihilate the obligations of a treaty—the price of our liberties. Faithless, unprincipled and aristocratical moderatist, who would offer the liberties of thy fellow citizens on the altar of administration, and the sacred obligations of our country, though perhaps not thine, on the altar of treachery and dishonor!"

"If ever a nation was debauched by



A Miniature Illustration of our Book-Rack in Service

**BOOKS ONLY**

We Manufacture for **PUBLISHERS**

De Luxe Cloth—Gold Stamping

10 Vol. KIPLING - -	\$1.25	10 Vol. LIB. OF ENG. FICTION	\$1.25
10 " POE - - -	1.25	2 " Bryce's Am. Com'w'ith	1.25
6 " VICTOR HUGO -	1.25	9 " STEVENSON -	1.60
6 " ABRAHAM LINCOLN	1.25	10 " SHAKESPEARE -	1.50
10 " LIB. OF AM. FICTION	1.25	8 " GUY DE MAUPASSANT	1.50

BOOK RACKS, 7c EACH

SEND FOR SPECIAL CIRCULARS

**DICTIONARIES :: COOK BOOKS  
STANDARD CLASSICS :: BIBLES**

World's Great Books | Standard Authors | Handsomely Bound, in cloth, each, 10c to 17c  
Juvenile Classics

We manufacture with special reference for sending books by mail or prepaid express at book rate. Single volumes or sets of books sent direct from bindery, to your customers, or shipped in bulk by freight.

**60,000 NEW SUBSCRIBERS FOR ONE WEEKLY**

in three months campaign. Paid in advance subscriptions, by mail, is our specialty.

Write for full particulars

**ORSAMUS TURNER HARRIS - - 12-14 West 32nd Street, New York City**  
**BOOK MANUFACTURING - - - PREMIUM ADVERTISING**

a man, the American nation has been debauched by Washington. If ever a nation has been deceived by a man, the American nation has been deceived by Washington. Let his conduct, then, be an example to future ages; let it serve to be a warning that no man may be an idol; let the history of the Federal Government instruct mankind that the mask of patriotism may be worn to conceal the foulest designs against the liberty of the people.

"What will posterity say of the man who has done this thing? Will it not say that the mask of political hypocrisy has been worn by Caesar, by Cromwell, and by Washington alike?"

**PRESIDENT RESENTED ATTACK.**

"It seems almost incredible that in the days of President Washington such language could have been printed in any newspaper in this fair land. But the President resented this kind of attack. How could he do otherwise? How could any man, who had at heart the love of his country that our first great President had, do otherwise? How could any man of his patriotic nature have remained silent under such abuse? And so he wrote a letter to his friend, Governor Lee of Virginia, and I commend to this committee the language of that letter, for it well may be taken as an excellent model of remonstrance against the vile attacks that are being made upon public men of our own day. The President said:

"That there are in this, as in all other countries, discontented characters I well know, as also that these characters are actuated by very different views. Some good, from the opinion that the measures of the general Government are impure; some bad and (if I might be allowed to use so harsh an expression) diabolical, inasmuch as they are not only meant to impede but more especially to destroy the confidence which it is necessary the people should place (until they have unequivocal proof of demerit) in their servants, for in this light I consider myself whilst I am an occupant of office; and if they were to go further and call me their slave during this period, I would not dispute the point with them. But in what will this abuse terminate?"

**"OUTRAGES ON DECENCY."**

"For the result, as it respects myself, I care not. I have a consolation within me of which no earthly efforts can deprive me, and that is that neither ambition nor interested motives have influenced my conduct. The arrow of malevolence, however barbed and pointed, can never reach my most vulnerable part; though, whilst I am up as a mark, they will be continually aimed at me. The publications in Freneau's and Bache's papers are outrages on common decency and they progress in that style, in proportion as their pieces are treated with contempt and passed over in silence by those against whom they are directed. Their tendency, however, is too obvious to be mistaken by men of cool and dispassionate minds, and in my opinion, ought to alarm them, because it is difficult to prescribe bounds to their effect."

"Every American is proud of this city of Washington, with its superb Capitol and its modest but architecturally beautiful White House. The construction of these buildings was authorized and commenced during the administration of President Washington. Hark, now, to this extract from one of the publications of that period: "Ninety-seven thousand dollars have gone into the President's house and as much more is wanted. Eighty thousand dollars spent upon the Capitol, and the building scarcely above the foundation walls. And this waste-

fulness is encouraged by a Government that cannot raise money to pay the interest on the debt it is contracting."

"During the administration of John Adams the Federalist press and the Democratic press vied with each other in printing abuse of the adherents of the opposing political parties. The President was constantly assailed by the Democratic muckrakers of that day. I shall not dwell at any length upon the articles that the deliver into the contemporaneous newspaper literature of that period will bring to light, but I will content myself with referring to 'The Prospect Before Us,' which was said to have been written and published by Callender while undergoing sentence in the Richmond (Va.) jail, having been convicted under the sedition laws that had been passed during the Adams administration. He delighted to refer to President Adams as 'a hoary traitor,' and charged him with having 'only completed the scene of ignominy which Mr. Washington had begun.'"

**Reporter Made Police Judge.**

J. K. Garrett, a newspaper reporter on the Burlington (Ia.) Hawkeye, has been appointed police judge and clerk by the commission plan city council. Both offices were combined and the salary fixed at \$25 per month, effecting an annual saving of \$2,000. Mr. Garrett will make it a side line to his newspaper work.

**WHAT'S THE MATTER WITH PASTE?—No. 2**

Your circulation manager knows that too often it WON'T stick. He knows that half the "kicks" from your subscribers are nobody's fault but the paste's. The label is lost in transit—the paper is lost—the subscriber is lost. How much longer will you stand it? You can get a working sample of **JELLITAC** by mail, and **JELLITAC sticks**. We say s-t-i-c-k-s and we'll give you back the whole purchase price if it ever fails. Because **JELLITAC** can't deteriorate. And it will not spoil. It's a powder—you mix it as you need it, in a jiffy. Shall we mail a gratis sample?

**ARTHUR S. HOYT—NEW YORK**  
90-A. West Broadway

**FEATURES**

**The International Syndicate**

**ESTABLISHED 1899**

**FEATURES FOR NEWSPAPERS**

**BALTIMORE, MARYLAND**



**BARNUM'S CIRCUS**

Has a Printed Program Called "Magazine and Daily Review," Wherein Alfred Ringling "Slings the Superlatives in Description of Near-Thaumaturgic Spectacles.

Alfred Ringling, one of the famous Ringling Brothers and now one of the proprietors of the Barnum & Bailey "Greatest Show on Earth," is the editor of the "Barnum & Bailey Magazine and Daily Review—Price 10 Cents," a periodical vulgarly known as the "circus program."

Among the members of the staff of the show, Mr. Ringling is technically and seriously referred to as the man "in charge of the superlatives."

The circus has been showing in Madison Square Garden, New York, for a month past, and the "magazine" has circulated among many thousands. It is unofficially explained that the printed "superlatives" are of last year's crop, and that the 1910 season crop is now being gathered into type. However, a few examples from the Madison Square program may interest newspaper philologists.

"J. J. Dooley" presents a "herd of elephantine marchers, pyramid builders and colossally comic comedians," and a little later "Prince Youturky" does some "jeopardous exploits of equilibrium, with terrific back slide on a wire from the dome to the arena."

The horseback riding especially appeals to Mr. Ringling's estheticism. Surely this is English in harmony with the subject: "Dainty and dexterous displays of principal bareback equitation by the charming exemplars of grace and agility. The epitome of all riding features and the very quintessence of the art of equestrianism by Miss Julia Shipp and Miss Victoria Davenport." Perhaps a more spectacular act is performed by "Orrin, Victoria and Mae Davenport," described as "a brilliant presentation of the advanced methods of rapid moving jockey riding by the most skillful pair of equestrians before the public. An act which contains novelty and charm and in which the grace and superability of the riders are ever apparent." That "superability" is some word, as may be said.

"Fred Derrick" does an act which is "the acme of expert equitation and acrobatic horsemanship," but when he appears with Miss Ella Bradna, the situation calls for more delicate English, and thus the act is described: "A delightfully daring and delectable demonstration of the latest and most artistic feats of equestrianism in which a gifted young Swiss rider and her active associate, riding two mettled horses, perform notable feats."

"Display No. 16" grips the imagination while one reads: "Absolute daring that arrests and fascinates the eye of the beholder is the feature of this act, replete with sensational, awe-inspiring aerial flights. Like wings of supernatural power these artists fly through the air with apparent ease and absence of effort," referring to the "Six Neapolitans."

The "Imperial Viennese Troupe" is marked by the longest sentence in the program. The summary reads: "Desperately dangerous displays of unrivaled aerialism. Eleven of the greatest high-air gymnasts in the world, in single, double and triple-flying somersaults, passing each other in mid-air, catching one another by

the hands or feet, playfully tossing one performer to the waiting hands of another across a yawning chasm, and numberless other astonishing and audacious feats of finished flights and reckless rarity."

A reference to the "Dallas Troupe" as "Europe's most sensationally satisfying offering in prize-winning acrobaticism" is curiously reminiscent of certain styles in advertisement writing seen every day in newspapers. Oddly enough, the circus editor refrains from frequent use of that word "sensational," which is used much in department store advertising.

Rhetorical onomatopoeia is well illustrated by "Tenth Event—Thundering, Desperate and Furious Four-Horse Roman Chariot Race. Three Times Around the Arena." This is a prize sentence.

And here is the real thing: "Display No. 19—AND HERE'S THE CLIMAX TO THE SHOW—THE CULMINATING AND AMAZING ACME OF TRANSCENDENT AND TERRIFIC THRALDOM."

You will have to go to the show to get the full thrill.

**WANT MORE PUBLICITY.**

**International Lyceum Association Announce Prize Competition.**

The International Lyceum Association, composed of members of the lyceum platform profession, managers and agents of booking bureaus, and committee-men who operate lecture courses and chautauquas over the country, has taken a number of steps recently looking to wider legitimate publicity. The association has concluded that the answer to every question as to whatever may be needed by the lyceum profession is "publicity."

The newspapers are recognized as the logical field for the right kind of publicity—the kind that reaches the public.

Prizes have been offered by the publicity committee of the I. L. A. to the editor or publisher printing in his newspaper the best article regarding the benefits of a lecture course to a town, city or other community. A cash prize of \$50 is offered as an inducement to editors to compete. The competition closes next Sept. 1. The only specifications are that the article must be about the benefits of the entertainment course, and not less than half a column in length.

There are many ex- and some active newspaper men on the lecture platform today, and these were among the first to clamor for additional publicity. Facts and stories of intrinsic merit bearing on the profession are to be featured. Only such stories as are worth while on their merits are to be supplied as reading matter, and these must pass through the regular channels.

**Vandals Wreck Plant.**

Vandals broke into the office of the Juneau (Alaska) Daily Record recently and, with sledge hammers and crowbars, wrecked the plant. The linotype machines were badly battered, type forms broken and cases were piled up in hopeless confusion. The presses were also badly damaged. Two sledge hammers and a crowbar were the only clues left by the vandals. This is the second time the Record has been made the object of an attack. A year ago the plant was destroyed by an incendiary fire, causing a loss of over \$7,500.

**For the Most Perfect Results in Stereotype and Composing Rooms**

use

**WILDES' REFINED METALS and OXODIO**

You know WILDES' METALS—Do you know OXODIO? Better get acquainted—Here's an opinion from a reliable and thoroughly modern printing establishment

**BROOKLYN DAILY EAGLE**

Brooklyn, N. Y., Jan. 31, 1910

Thomas Wildes' Son,  
21 Maiden Lane, N. Y.

Gentlemen:

In reply to yours of the 22d inst., as to why we use OXODIO, would say—OXODIO cleans our metal and lessens the dross, two efficient recommendations for its being in our office.

Very truly,

(Signed) HUGH C. CURRY

Foreman Comp. Room.

There are hundreds of Newspapers, Printers and Electrotypers located all over the country now using OXODIO. We sell on trial. You had better look into our proposition. We can save YOU money and improve your work. Let us SHOW you.

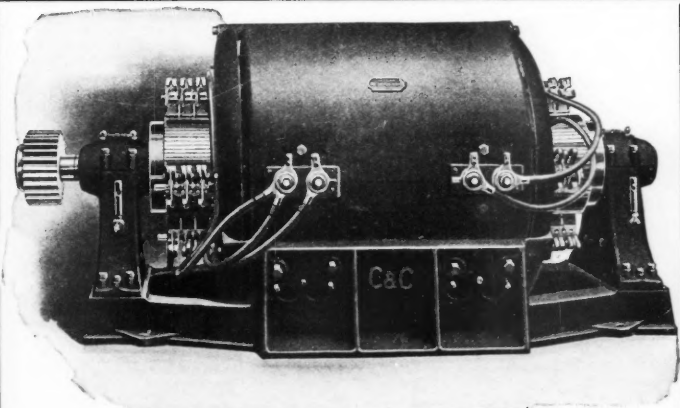
ESTABLISHED 1827

Our 84th Year in the Metal Business

*Thomas Wildes' Son*  
METALS

Our 84th Year in the Metal Business

NEW YORK



**THE GARWOOD ELECTRIC**

Automatic Station Control System

Installed at the Philadelphia Public Ledger

PRINTS 1,000—8 PAGE PAPERS

with a consumption of 500 watts or less, or 1,000—8 page papers or more for 1c. based on current costing 2c. per k. w. hour.

No Other System Has Ever Equalled This Economy

**GARWOOD ELECTRIC COMPANY**

Main Office and Works: Garwood, N. J.

NEW YORK—149 Broadway  
PHILADELPHIA—West End Trust Bldg.  
BOSTON—176 Federal Street  
CHICAGO—Old Colony Building  
PITTSBURG—Ludwig Hommel & Co. Lewis Block

ST. LOUIS—Int. Supply & Export Co. Bank of Commerce Bldg.  
SEATTLE—Montellius Price 525 New York Block  
TORONTO—Fellows & Fellows Lawlor Building

# Publishers Press Leased Wire and Special News Service

OUR ADDRESS IS POSTAL TELEGRAPH BUILDING  
253 BROADWAY, OPPOSITE CITY HALL  
OUR TELEPHONE CALL IS 5998 BARCLAY

**T**HE NEW PUBLISHERS PRESS has perfected its Leased Wire and Special News Services and its extensive Syndicate and Feature Services. We will be pleased to give full information concerning these Services to the Publishers, Managers and Editors now visiting New York, or we will be glad to furnish promptly any information to the Home offices of the papers throughout the Country.

## LEASED WIRE FEATURE NEWS SERVICE.

The Publishers Press Leased Wire Feature News Service is now being delivered to a number of the best papers throughout all sections of the United States. Its Saturday Night Leased Wire Service, which extends from New York to San Francisco and Seattle and South to New Orleans, is devoted largely to special exclusive first-page news spreads for early editions. This Leased Wire Service has met with very general approval and is being constantly extended.

In our Leased Wire Service we aim to deliver accurate and graphically written news stories of human interest, not covered by the ordinary routine News Report.

Sporting News, which for the next six months will be to the front, is featured extensively in the Publishers' Press Service.

Either with or without the Wire News Report, the Publishers' Press furnishes an exclusive Fast Mail Special News Letter Service for both daily and Sunday use, summarized briefly as follows:

### DOMESTIC LETTER SERVICE:

A Washington Society Letter by Constance Carruthers and a New York Society Letter by Margaret Watts De Peyster, giving social news of interest to the various sections of the Country in a crisp and attractive manner.

An attractive personal and political letter by Ralph M. White-side.

A New York industrial and financial Letter by Preston C. Adams.

New York Letters covering odd and interesting news features and personal gossip of the Metropolis by Frank Charlton, Robert Lee Carter and Ralph Johnson.

A weekly non-sectarian Religious Review by D. V. Francis.

A weekly Theatrical Letter by James Grant Thurston.

### FOREIGN LETTER SERVICE.

Signed Letters from our own special correspondents in all the principal European capitals. Special Fast Mail Letters from London, Paris, Berlin, Dublin, Rome, Vienna, St. Petersburg, Copenhagen.

These letters average between fifteen hundred to two thousand words each.

Special Foreign Letters for Saturday editions from London, Paris and Berlin.

*The business of the Publishers Press is exclusively that of a news and feature service. It has no direct or indirect interest in the publication of any newspaper or group of newspapers. Publishers patronizing this Service are not helping to build up a possible future competitor in their local field.*

## SUNDAY SPORTING LETTER SERVICE.

In addition to the Publishers Press Daily Sporting Service, referred to elsewhere on this page, we send out a Special Letter Service on Sports for Sunday use. Through special arrangement with the New York Morning Telegraph, the Publishers' Press, in addition to its own staff of experts, is able to give its clients the benefit of the New York Telegraph's special writers.

Among the writers whose work is used regularly in this Special Sporting Service are: W. B. (Bat) Masterson, Jeff Thompson, James Dockerall, Hal Dexter, Richard Dahlgren and Manhattan. The Special Letters for Sunday use comprise several columns of expert opinion and comment on the current sporting events, featuring baseball, racing, pugilism and athletics.

## SPECIAL NEWS AND QUERY SERVICE.

The Publishers Press is in a position through its Bureaus in the principal cities, to deliver special news reports or query services, for morning, afternoon or Sunday newspapers.

Special interviews promptly secured and special stories covered by experienced newspaper men on request.

## DAILY NEWS PICTURE SERVICE.

The Publishers Press Syndicate is now sending out a very complete and up-to-date Daily News Picture Service in either matrix or photo form. These pictures are up to the minute with the news, artistically prepared and mechanically as nearly perfect as it is possible to make them.

## DAILY SPORTING PAGE.

The Publishers Press Syndicate offers a Daily Sporting Page Service consisting of a Daily Fast Mail Sporting Letter Service by expert writers on baseball, racing, pugilism and general sports. A Daily Telegraphic Bulletin Service, covering baseball and all sporting results, if desired, in connection with this Service.

The Daily Sporting Letters will average a thousand words each, and in addition to the letters will be several strong special daily features, a Sporting Fable by Uncle Toby, a daily column Who's Who in Sports, dealing with the personality of men famous in the sporting world, and other new and unique features for Sporting Pages. The Publishers Press Syndicate also furnishes a Daily Sporting Picture and Cartoon Service in matrix form. The cartoons are by Scar, of the New York Evening Globe, and other noted sporting cartoonists.

This Daily Sporting Service will also be supplemented by daily telegraphic and mail letters from the training camps of Jeffries and Johnson, by Willie Jacobs, a noted sporting writer of the Pacific Coast.

We will be glad to furnish any of these Services either singly or

**C. J. MAR,**

PUBLISHERS PRESS NEWS AND SYNDICATE SERVICES



# Publishers Press Syndicate and Sunday Feature Services

**THE PUBLISHERS PRESS SYNDICATE SERVICE** covers practically every feature needed by an up-to-date newspaper.

Our features are not prepared primarily for New York newspapers, but specially for the out of New York Publisher. A brief summary of the Syndicate features the Publishers' Press is now ready to offer either morning, afternoon or Sunday newspapers follows:—

## DAILY HOME AND WOMAN'S PAGE SERVICE.

Included in this Daily Home and Woman's Page Service is the work of authors and special writers who are known in every home in America. Among the writers whose work appears on this Daily Home Page are Ferdinand C. Iglehart, Virginia Harlan, Margaret E. Sangster, Constance Carruthers, Harriet Prescott Spofford, Alva Armstrong, Frank L. Stanton, Amanda Moore ("Chat"), Donald Crosby, William de Hertburn Washington, Hardin Burnley, John Anderson Jayne, Cara Reese, Landon Carter, Robert Snowden, Mrs. George Brandt Winthrop, Lawson Carter Rich, D.D., Mary Grier Hazard, Mrs. John A. Logan, and Katherine Forrest Hamill.

These and other writers cover every phase of good, clean home reading and all subjects likely to interest the women and the young people.

Instead of treating home subjects primarily in a manner to appeal to New York newspaper readers, the Publishers' Press Syndicate aims to deliver to newspaper publishers throughout the country a class of matter somewhat different. Home Page matter prepared specially for New York newspapers and later syndicated, necessarily caters to a large extent to a New York clientele, chiefly dwellers in apartment houses and hotels, which have almost made real American home life ancient history in New York.

This Daily Home and Woman's Page Service comprises about seven columns of matter each day, sent out either in proof or matrixes, together with zinc vignettes of the writers. The Publishers now using this Daily Home and Woman's Page Service express themselves well pleased. An extract from a typical expression of approval, from Mr. A. P. Moore, Publisher of the Pittsburg Leader, follows:—

After a fair trial of your Service I believe it is the best Daily Home Page now being put out. You have hit the right idea and really met a long felt want for a Home Page especially prepared for the papers throughout the country and not chiefly gotten up for the New York papers.

Many of the Publishers in the past have had to depend on Home Page Matter especially written up for New York use. A great deal of this matter has been worthless for the readers of papers in other cities than New York. Then, too, your having such a large staff of writers to vary the articles with, is a very strong feature, especially as most of your writers have a national reputation.

The *Leader* discarded a Home Page Service it had been using from a New York paper when it took on the Publishers Press Syndicate Service. On the Home Page we had been running we carried a ten cent Pattern "ad." The average number of replies, while we had the Home Page Feature of the NEW YORK PAPER, WAS FROM FORTY-FIVE TO SEVENTY-FIVE A DAY. SINCE WE HAVE BEEN USING YOUR HOME PAGE MATTER THE AVERAGE NUMBER OF REPLIES FOR THIS PATTERN HAS RUN UP TO THREE AND FOUR HUNDRED A DAY.

## WILLIAM C. FREEMAN'S DAILY BUSINESS TALKS.

Mr. Freeman's Daily Business Talks in the New York Evening Mail has been one of the great hits of the past year's history of newspaper development.

He is one of the best known advertising men in the United States to-day and his daily talks bringing the advertiser, the Publisher and the reader close together and pointing out to them

their community of interests, is undoubtedly more widely read by business men and advertisers than any other feature ever printed in a New York newspaper.

The Publishers Press Syndicate Service has been fortunate enough to arrange with Mr. Freeman for a Daily Business Talk suitable for use in out of New York newspapers. This helpful feature for the Publisher and Business Manager will be ready for delivery in the very near future.

## FRANK L. STANTON'S FABLES AND PHILOSOPHY.

Through special arrangement with Mr. Clark Howell of the Atlanta Constitution, the Publishers' Press Syndicate is pleased to offer the work of America's premier poet, philosopher and humorist, Frank L. Stanton.

Mr. Stanton has been for years the most widely copied writer in the United States. This feature is illustrated and sent out either in matrixes or calendar proof form for Sunday use and is being used by such leading papers as the Boston Post, Denver News, Memphis News-Scimitar, Los Angeles Times, Detroit News-Tribune, Seattle Post-Intelligencer, Pittsburg Leader.

## THE HOMER DAVENPORT SUNDAY FEATURE.

We are about ready to deliver a Page Sunday Feature, either in colors or for printing in black, by the most famous cartoonist in America, Homer Davenport, in collaboration with a noted writer. This new and striking feature will undoubtedly attract immediate and wide-spread attention.

## DAILY AND SUNDAY COMIC SERVICE.

A strong Daily and Sunday Comic Service along new lines, details of which will be furnished publishers in the near future, is in course of preparation.

To-day the publishers of the country are flooded with Sunday and Daily comic features. We believe the time is ripe for comics along entirely new lines. Rather than simply join the procession of something good or nearly as good in the comic line as is now being offered, the Publishers' Press Syndicate is at work on the problem of new comic features which will meet with the hearty approval of the guardians of the children and the home.

We will be ready to give details concerning this service in the near future.

## PUBLISHERS PRESS FICTION SERVICE.

The Publishers Press Syndicate is pleased to offer a list of high-class serials averaging in length from 30,000 to 60,000 words.

Our Fiction Service also comprises a daily short story of about 1500 words each, a Sunday page novel complete, either in proof or matrix form.

## SUNDAY FORUM SERVICE.

Six strong articles each week by noted writers and prominent men and women on subjects of general and timely interest. This Service makes a very attractive page for editorial sections.

## ILLUSTRATED SUNDAY SERMON.

A full page Sunday sermon feature with seven column illustration. Owing to the recent great religious awakening throughout the world, the publishers are finding that our Sunday illustrated sermon full page feature is proving very attractive to their readers.

This sermon is in the nature of a heart to heart talk with all classes of people of all religious beliefs and is written by John Anderson Jayne, one of the foremost writers on religious topics in America.

The full page in matrix form or the text in proof form and the seven column illustration in matrix form if desired.

in combination at moderate rates. Address all communications to

**R, General Manager**

POSTAL TELEGRAPH BUILDING, 253 BROADWAY, NEW YORK

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

E. S. Wells, Rough-On-Rats, Jersey City, N. J., it is said, will do no advertising this spring or summer.

Sherman & Bryan, 79 Fifth avenue, New York, is making the list of publications for the spring and summer advertising of Erlanger Brothers, B. V. D. Underwear, Worth and Church streets, New York.

The R. A. Foley Agency, Temple Court, New York, is sending out orders generally for the Monahan Moth Paper Company, Pearl street, New York.

Leopold Powell, 507 Fifth avenue, New York, contemplates an advertising campaign in the state of Iowa for Espina Cigar. This business will be placed by the C. Ironmonger Advertising agency, Post Building, New York.

The Gunther-Bradford Agency, Chicago, is placing 300-inch contracts in Southern papers for the advertising of Evelyn Cunningham.

H. W. Kastor & Sons, St. Louis, Mo., are placing 5,000-line contracts for the advertising of Dr. Meyer & Co.

The Morse Agency, Detroit, Mich., is placing 250-inch contracts in Southwestern papers for the Herpicide Company, same city.

Nelson Chesman & Co., New York, are placing 2,500-line contracts in Southwestern papers for the advertising of Prof. Roxroy.



### To Manufacturers Seeking a New Field

The newspapers of the New Orleans district have relatively less circulation than the penny mediums published in cities the size of New Orleans, because they are designed to appeal to the well-to-do classes who direct business in Louisiana and Mississippi. The average buying power of their circulation is consequently very much higher than the average buying power of the mediums of a cheaper grade of circulation. The per capita wealth of their readers as a whole is much higher than that of any other newspapers of like circulation in the country.

This accounts for their comprehensiveness as newspapers and for the quality standard that they maintain. The present marks the beginning of an era of expansion in the great industrial development of New Orleans and its tributary states of Louisiana and Mississippi. They are in the heart of the great new South, the country of the future. The two million people whose business is influenced by the circulation of the New Orleans newspapers, are increasing in wealth. Immigration is coming in, and it would seem to be the part of wisdom for manufacturers to investigate and enter the New Orleans field.

The NEW ORLEANS ITEM has a circulation of over 30,000 copies daily and Sunday. It is an independent newspaper, primarily interested in the development of its section of our country. As it carries the advertisements of every general and local advertiser of importance who does business in New Orleans, Louisiana and Mississippi, it must look for a growth of business from new enterprises entering its field. It will therefore gladly put any manufacturer in touch with sources of information relating to the opportunities for his business in the New Orleans field, and in doing this, does not seek to commit him either to newspaper advertising or to a use of the NEW ORLEANS ITEM.

Manufacturers and business men who are interested in, what, to many of them is new territory, should have their representatives visit New Orleans and call at the office of the NEW ORLEANS ITEM for information regarding this section, and we shall be glad to have them write us regarding the field, or personally visit our offices in New York, 225 Fifth Avenue, Chicago, Tribune Building, and St. Louis, Third National Bank Building, where we are represented by the Smith & Ruld Co.

NEW ORLEANS ITEM,  
James M. Thomson, Publisher.

The Henry Webb Advertising Agency, Dayton, O., is placing 10,000-line contracts in Pacific coast papers for the Cooper Medicine Company, same city.

Lord & Thomas, Chicago, are placing 100 lines nineteen times in Western papers for the advertising of the Chicago Beach Hotel.

Herbert Kaufman & Handy Agency, Chicago, are placing 10,000-line contracts in Western papers for the Chicago, Rock Island & Pacific Railway.

The Stack-Parker Agency, Chicago, is placing 5,000 line contracts in Western papers for the Northern Pacific Railway Company, St. Paul, Minn.

The George Batten Co., Fourth avenue Building, New York, is placing 2,600-line contracts in Southwestern papers for the National Lead Company, 100 William street, New York. This agency is also making up a list of Tennessee papers for Bendiner & Schleringer, New York. Also will shortly place orders in New England, New York and Pennsylvania papers for the Cliquot Club Company, C. C. C. products, Millis, Mass.

The E. H. Clarke Agency, Chicago, is placing 1,000-line contracts in Western papers for the advertising of Dr. Luella Derbyshire.

The J. J. Bocker Drug Company, 139 Liberty street, New York, is placing orders direct in New Jersey papers.

Nelson Chesman & Co., St. Louis, is placing new contracts for 10,000 lines in Southwestern papers for the Davis Hosiery Company, Chattanooga, Tenn. This agency is also using Sunday papers in the Southwest for the Loomis Machine Company, Tiffin, O.

Nelson Chesman & Co., 225 Fifth avenue, New York, is using a selected list of dailies for the Domestic Manufacturing Company, Windo-Klene Polish, Long Island City, N. Y.

W. S. Cookson, Chicago, is placing orders for the Grand Trunk Railway System, Chicago, in Southwestern papers on an exchange basis.

The Roy L. Curtiss Advertising Agency, Kansas City, Mo., is placing orders in the larger Southern papers for the J. B. Welsh Realty and Loan Association, Kansas City, Mo.

The Dake Advertising Agency, San Francisco, is placing fourteen lines twenty-six times in Southwestern papers for Langley & Michaels, same city.

Dauchy & Co., 9 Murray street, New York, are placing orders in the larger city dailies for Henry B. Platt, Platt's Chlorides, 42 Cliff street, New York.

The Dollenmayer Advertising Agency, Minneapolis, is placing six inches eighteen times in Pacific coast papers for the National Resource Security Company, Vancouver, B. C.

E. M. Hoopes, Wilmington, Del., is placing two inches e. o. d., one year in Pennsylvania papers for Johnston, Hollowday & Co., Heiskell's Ointment, Philadelphia.

The S. Greve Advertising Agency, St. Paul, Minn., will shortly place orders in Pacific coast papers for Guiterman Brothers, Summit Shirt, St. Paul, Minn.

# 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:

<b>ALABAMA.</b>	<b>NORTH CAROLINA.</b>
ITEM ..... Mobile	NEWS (Av. cir. mo. of Aug., 7,609) ..Charlotte
<b>ARIZONA.</b>	<b>OHIO.</b>
GAZETTE ..... Phoenix	PLAIN DEALER ..... Cleveland (Mar. D. 82,761—S. 112,727)
<b>ARKANSAS.</b>	VINDICATOR ..... Youngstown
SOUTHWEST AMERICAN ..... Fort Smith	<b>OKLAHOMA.</b>
<b>CALIFORNIA.</b>	OKLAHOMAN ..... Oklahoma City
BULLETIN ..... San Francisco	<b>PENNSYLVANIA.</b>
CALL ..... San Francisco	TIMES ..... Chester
EXAMINER ..... San Francisco	DAILY DEMOCRAT ..... Johnstown
<b>FLORIDA.</b>	JOURNAL ..... Johnstown
METROPOLIS ..... Jacksonville	BULLETIN ..... Philadelphia
<b>GEORGIA.</b>	DISPATCH ..... Pittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	GERMAN GAZETTE ..... Philadelphia
CHRONICLE ..... Augusta	PRESS ..... Pittsburg
ENQUIRER-SUN ..... Columbus	TIMES-LEADER ..... Wilkes-Barre
LEDGER ..... Columbus	DISPATCH AND DAILY ..... York
<b>ILLINOIS.</b>	<b>TENNESSEE.</b>
SKANDINAVEN ..... Chicago	NEWS-SCIMITAR ..... Memphis
HERALD ..... Joliet	BANNER ..... Nashville
HERALD-TRANSCRIPT ..... Peoria	<b>TEXAS.</b>
JOURNAL ..... Peoria	RECORD ..... Fort Worth
<b>INDIANA.</b>	CHRONICLE ..... Houston
JOURNAL-GAZETTE ..... Ft. Wayne	SEMI-WEEKLY TRIBUNE ..... Waco
NEWS-TRIBUNE ..... Marion	TIMES-HERALD ..... Waco
TRIBUNE ..... Terre Haute	<b>WASHINGTON.</b>
THE AVE MARIA ..... Notre Dame	MORNING TRIBUNE ..... Everett
<b>IOWA.</b>	TIMES ..... Seattle
EVENING GAZETTE ..... Burlington	<b>WISCONSIN.</b>
CAPITAL ..... Des Moines	EVENING WISCONSIN ..... Milwaukee
REGISTER AND LEADER ..... Des Moines	<b>CANADA.</b>
THE TIMES-JOURNAL ..... Dubuque	<b>ALBERTA.</b>
<b>KANSAS.</b>	HERALD ..... Calgary
GLOBE ..... Atchison	<b>BRITISH COLUMBIA.</b>
GAZETTE ..... Hutchinson	WORLD ..... Vancouver
CAPITAL ..... Topeka	TIMES ..... Victoria
<b>KENTUCKY.</b>	<b>ONTARIO.</b>
COURIER-JOURNAL ..... Louisville	EXAMINER ..... Peterborough
TIMES ..... Louisville	FREE PRESS ..... London
<b>LOUISIANA.</b>	<b>QUEBEC.</b>
ITEM ..... New Orleans	LA PATRIE ..... Montreal
STATES ..... New Orleans	LA PRESSE ..... Montreal
TIMES DEMOCRAT ..... New Orleans	
<b>MAINE.</b>	
JOURNAL ..... Lewiston	
<b>MICHIGAN.</b>	
PATRIOT—(Mar., D 10,957—S 11,908)—Jackson	
<b>MINNESOTA.</b>	
TRIBUNE (Morning and Evening) ..Minneapolis	
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE ..... Joplin	
<b>MONTANA.</b>	
MINER ..... Butte	
<b>NEBRASKA.</b>	
FREE PRESSE (aver. circ. 142,440) ..Lincoln	
<b>NEW JERSEY.</b>	
PRESS ..... Asbury Park	
JOURNAL ..... Elizabeth	
TIMES ..... Elizabeth	
COURIER-NEWS ..... Plainfield	
<b>NEW MEXICO.</b>	
MORNING JOURNAL ..... Albuquerque	
<b>NEW YORK.</b>	
BUFFALO EVENING NEWS ..... Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) ..New York	
PARIS MODES ..... New York	
RECORD ..... Troy	

**JORNAL DO COMMERCIO**  
OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative  
Tribune Building - New York

**NEW BEDFORD TIMES**

The paper that has made New Bedford, Mass., the fastest growing city in the world.

Average to Dec. 1

**Evening, 7,296      Sunday, 13,850**

ALFRED B. LUKENS      Tribune Bldg.  
New York Representative      New York

FRANK W. HENKELL      Tribune Bldg.  
Western Representative      Chicago

**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.  
Boice Building, Chicago



**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warreo St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- BALLARD & ALVORD**  
1328 Broadway, New York  
Tel. 38th 2246
- CARPENTER & CORCORAN**  
26 Cortlaodt St., New York  
Tel. Cortlaodt 7800
- CONE, ANDREW**  
Tribuoe Bldg., New York  
Tel. Beekmao 2792
- DEBEVOISE, FOSTER CO.**  
45 West 34th 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. Cortlaodt 1854
- MEYEN, C. & CO.**  
Tribuoe 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. Cortlaodt 7828

**PENNSYLVANIA**

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

**ADDITIONAL AD TIPS.**

The Pabst Chemical Company, Chicago, is placing generally one inch 156 times.

The Newman Chase Co., Syracuse, N. Y., will shortly place orders in New York, New England and Pennsylvania papers for the Pelley Toilet Paper Company, Pelley's Toilet Tissue Package, Fulton, N. Y.

The Mahin Advertising Company, Chicago, is placing orders in Western papers for Lowe Bros., Lowe Paints, Pittsburg. This agency is also placing orders in the larger city papers for the Blackstone Hotel, Chicago.

Proctor & Collier, Cincinnati, O., are asking for rates.

Roberts & MacAvinche, Chicago, are placing orders in Southern and Southwestern papers for Wolfe Bros., Shoes, Columbus, O.

George M. Savage, Detroit, is plac-

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.

**Publishers' Representatives**

- FRANK R. NORTHRUP**  
225 Fifth Ave., New York  
Tel. Madtsoo Sq. 2042
- SMITH & BUDD**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- THE FISHER AGENCY**  
118 East 28th St., New York  
Tel. 6556 Madison Square
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madtsoo Sq. 962

ing thirty-five lines six times in Southern and Southwestern papers for Mount Clemens Springs, Mount Clemens, Mich.

J. Walter Thompson Co., 44 East Twenty-third street, New York, will place the advertising of Bowring & Co., Red Cross Line, 17 State street, New York, in Eastern papers.

The M. Volkmann Advertising Agency, 5 Beekman street, New York, is placing orders for the advertising of E. L. Brown, Dr. Brown's Blood Medicine, Philadelphia.

E. E. Vreeland, 113 West Thirty-first street, New York, is placing orders in Western papers for George G. Batcheller & Co., Rengo Belt Corsets, 130 Fifth avenue, New York.

The F. A. Gray Advertising Agency, of Kansas City, is placing copy of various sizes in daily and mail order papers for the Economy Iron Company, of the same city.

Albert Frank & Co., 26 Beaver street, New York, is placing orders in New York State papers for Spencer Trask & Co., bankers, New York.

The Gagnier Advertising Agency, Toronto, Can., is placing orders in Pacific coast papers for James Watson & Co., Dundee, Scotland.

Charles H. Fuller Company, Chicago, is placing three inches twenty-six times in Western papers for the F. B. Hall Company, Chicago.

E. T. Howard, Tribune Building, New York, is placing extra copy for the L. E. Waterman Company, Waterman's Ideal Fountain Pen, 173 Broadway, New York.

H. W. Kastor & Sons, St. Louis, are placing orders in Southern papers for the Pearl Brook Distilling Company, same city.

J. P. Miller & Co., 1552 Broadway, New York, is placing six inches twenty-six times in Pennsylvania papers for the Times Square Automobile Company, 1699 Broadway, New York.

**Will Have New Home.**

The Hopkinsville (Ky.) New Era has closed contracts for the construction of a modern home, one block from the present plant. The structure will be completed by the first of August.

**Howland Agency Moves.**

The Henry S. Howland Advertising Agency has moved from 38 Park Row to the Commercial Cable Building, 20 New street.

Angler and Hunter, a weekly newspaper issued in a magazine form, has been established by Jesse C. Peck at East Syracuse, N. Y.

**INCORPORATIONS.**

United Press Syndicate, Dover, Del., to do a general publishing business. Capital, \$25,000.

Randolph Publishing Co., Dover, Del., to print, publish and circulate magazines and newspapers. Capital, \$25,000. Incorporators: W. F. P. Lofland, W. I. N. Lofland, J. S. Collins, Jr., Dover, Del.

W. W. Publishing Co.; J. E. Hanway, Harry J. Newton, Nelson A. Reiner. Capital, \$50,000.

Western Empire Publishing Co., Montrose, Colo. Capital, \$7,500. Incorporators: George A. Herrington, John J. McCarthy, Charles J. Moynihan.

Professional Publishing Company, print and publish books, periodicals, etc. Capital, \$5,000. Incorporators: Julius Auerbach, No. 686 Union avenue, Bronx; Jacob Husch, No. 269 1/2 Vernon avenue; Martin Weinberger, No. 57 Tompkins avenue, both of Brooklyn.

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**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 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, Stereotype, 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 BROS., 277 Dearborn Street, CHICAGO**  
LONDON: 56 Ludgate Hill, E.C. NEW YORK: No. 1 Madison Avenue

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

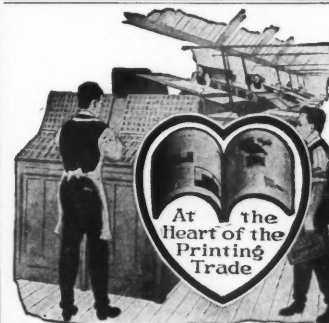
Established 1878. Every Thursday.  
W. JOHN STONHILL & CO., 58 Shos Lane, London, E. C.

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 Sniedewend & Co., Chicago.  
"Very popular publication."—Challenge Machinery Company, Chicago.  
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilon, 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, Linnet, 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.



Every phase of the printer's activities is treated in a practical way in the pages of

**THE AMERICAN PRINTER**

Regular departments in Typography, Presswork, Commercial Art, Designing, Photo-Engraving, Lithography, Office Accounting and Bookbinding are conducted by masters of these subjects. The best work of the best printers, illustrators and engravers is reproduced—often in full size and color. New processes are described—new ways of doing old things suggested. The subscription price of THE AMERICAN PRINTER is \$2.00 a year. Advertising rates will be furnished on application. Subscribe for it—study it—advertise in it.  
**Oswald Publishing Co., 25 City Hall Place, N.Y.**

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 Bankman

## THE NEWS LETTER.

The Source from Which Great Body of Gentry and Clergy of England in Early Times Learned the History of Their Own Period—The Early English Press.

From Macauley's History of England.

In 1665 nothing like the London daily paper of our time existed, could exist. Neither the necessary capital nor the necessary skill was to be found. Freedom, too, was wanting, a want as fatal as that of either capital or skill. The press was not, indeed, at that moment under a general censorship. The licensing act, which had been passed soon after the Restoration had expired in 1679. Any person might therefore print, at his own risk, a history, a sermon, or a poem, without the previous approbation of any officer; but the judges were unanimously of opinion that this liberty did not extend to Gazettes, and that, by the common law of England, no man, not authorized by the crown, had a right to publish political news.

While the Whig party was still formidable, the government thought it expedient occasionally to connive at the violation of this rule. During the battle of the Exclusion Bill, many newspapers were suffered to appear, the Protestant Intelligence, the Current Intelligence, the Domestic Intelligence, the True News, the London Mercury. None of these was published oftener than twice a week. None exceeded in size a single small leaf. The quantity of matter which one of them contained in a year was not more than is often found in two numbers of the Times. After the defeat of the Whigs it was no longer necessary for the King to be sparing in the use of that which all his judges had pronounced to be his undoubted prerogative.

### THE LONDON GAZETTE.

At the close of his reign no newspaper was suffered to appear without his allowance, and his allowance was given exclusively to the London Gazette. The London Gazette came out only on Mondays and Thursdays. The contents generally were a royal proclamation, two or three Tory addresses, notices of two or three promotions, an account of a skirmish between the imperial troops and the Janissaries on the Danube, a description of a highwayman, an announcement of a grand cockfight between two persons of honor, and an advertisement offering a reward for a strayed dog. The whole made up two pages of moderate size. Whatever was communicated respecting matters of the highest moment was communicated in the most meager and formal style. Sometimes, indeed, when the government was disposed to gratify the public curiosity respecting an important transaction, a broadside was put forth giving fuller details than could be found in the Gazette, but neither the Gazette nor any supplementary broadside printed by authority ever contained any intelligence which it did not suit the purpose of the Court to publish.

The most important parliamentary debates, the most important state trials recorded in our history, were passed over in profound silence. In the capital the coffee houses supplied in some measure the place of a journal. Thither Londoners flocked, as

the Athenians of old flocked to the market place, to hear whether there was any news. There men might learn how brutally a Whig had been treated the day before in Westminster Hall, what horrible accounts the letters from Edinburgh gave of the torturing of Covenanters, how grossly the Navy Board had cheated the crown in the victuals of the fleet, and what grave charges the Lord Privy Seal had brought against the Treasury in the matter of the hearth money. But people who lived at a distance from the great theater of political contention could be kept regularly informed of what was passing there only by means of newsletters.

### THE NEWS LETTER.

To prepare such letters became a calling in London, as it now is among the natives of India. The news writer rambled from coffee room to coffee room, collecting reports, squeezed himself into the Sessions House at the Old Bailey if there was an interesting trial, nay, perhaps, obtained admission to the gallery of Whitehall, and noticed how the King and Duke looked. In this way he gathered materials for weekly epistles destined to enlighten some county town or some bench of rustic magistrates.

Such were the sources from which the inhabitants of the largest provincial cities, and the great body of the gentry and clergy learned almost all that they knew of the history of their own time. We must suppose that at Cambridge there were as many persons curious to know what was passing in the world as at almost any place in the kingdom, out of London. Yet at Cambridge, during a great part of the reign of Charles the Second, the Doctors of Laws and the Masters of Arts had no regular supply of news except through the London Gazette.

At length the services of one of the collectors of intelligence in the capital were employed. That was a memorable day on which the first newsletter from London was laid on the table of the only coffee-room in Cambridge. At the seat of a man of fortune in the country the newsletter was impatiently expected. Within a week after it had arrived it had been thumbed by twenty families. It furnished the neighboring squires with matter for talk over their October, and the neighboring rectors with topics for sharp sermons against Whiggery or Popery. Many of these curious journals might doubtless still be detected by a diligent search in the archives of old families. Some are to be found in our public libraries; and one series, which is not the least valuable part of the literary treasures collected by Sir John McIntosh, will be occasionally quoted in the course of this work.

### NO PROVINCIAL NEWSPAPERS.

It is scarcely necessary to say that there were then no provincial newspapers. Indeed, except in the capital and at the two universities, there was scarcely a printer in the kingdom. The only press in England north of Trent appears to have been at York.

It was not only by means of the London Gazette that the government undertook to furnish political instruction to the people. That journal contained a scanty supply of news without comment. Another journal, published under the patronage of the Court, consisted of comment without news. This paper, called the Observ-

# Removal Notice

## Morse International Agency

ESTABLISHED 1849

## ADVERTISING

On Thursday, April 28th, will remove its business to new offices at

**Fourth Ave. and 30th Street**

Our knowledge of best methods—based on more than half a century of experience in handling the business of many of the world's most successful advertisers—is continually at the service of our clients

**We invite correspondence with regard to the placing of large or small accounts**

ator, was edited by an old Tory pamphleteer named Roger Lestrangle. Lestrangle was by no means deficient in readiness and shrewdness; and his diction, though coarse, and disfigured by a mean and flippant jargon which then passed for wit in the green room and the tavern, was not without keenness and vigor. But his nature, at once ferocious and ignoble, showed itself in every line that he penned.

When the first Observators appeared there was some excuse for his acrimony. The Whigs were then powerful; and he had to contend against numerous adversaries, whose unscrupulous violence might seem to justify unsparring retaliation. But in 1685 all the opposition had been crushed. A generous spirit would have disdained to insult a party which could not reply, and to aggravate the misery of prisoners, of exiles, of bereaved families; but from the malice of Lestrangle the grave was no hiding place, and the house of mourning no sanctuary.

In the last month of the reign of Charles the Second, William Jenkyn, an aged dissenting pastor of great note, who had been cruelly persecuted for no crime but that of worshipping God according to the fashion generally followed throughout Protestant Europe, died of hardships and privations at Newgate. The outbreak of popular sympathy could not be repressed. The corpse was followed to the grave by a train of a hundred and fifty coaches. Even courtiers looked sad. Even the unthinking King showed some signs of concern. Lestrangle alone set up a howl of savage exultation, laughed at the weak compassion of the Trimmers, proclaimed that the blasphemous old impostor had met with a most right-

eous punishment, and vowed to wage war, not only to the death, but after death, with all the mock saints and martyrs. Such was the spirit of the paper which was at this time the oracle of the Tory party, and especially of the parochial clergy.

The American Poultry World is a new monthly soon to be established at Buffalo, N. Y.

**W.** E. TAYLOR, of the St. Louis Post-Dispatch—who is, perhaps, the greatest authority on "want ads" in the country—said to me once:

"The big advertiser is the man of whims. He thinks it may rain—and he doesn't advertise AT ALL, today. But rain or shine, the want ads POUR A STEADY STREAM OF COIN OVER YOUR COUNTERS. The newspaper that HAS THE WANT AD PATRONAGE OF ITS READERS—all of it, all of the time—need never worry about competition in other things."

## The Showalter Service

helped Mr. Taylor for a good many years to MAKE THE MOST OF THE WANT AD PATRONAGE AND POSSIBILITIES OF HIS FIELD. It is helping several hundred important newspapers to do that—now, all the time.

YOU can get ALL OF THE WANT AD PATRONAGE OF YOUR READERS ALL THE TIME—and to be satisfied with anything less than that is to "flinch" in this big task of "making" a newspaper

**W. D. SHOWALTER**  
150 Nassau Street - NEW YORK



# The Globe

AND Commercial Advertiser. ESTD. 1875.  
NEW YORK'S OLDEST NEWSPAPER.

**LARGEST  
HIGH-  
CLASS  
EVENING  
CIRCULATION  
IN  
NEW YORK**

**THE PURCHASING POWER  
PER THOUSAND OF CIRCULATION OF THE NEW YORK GLOBE IS UNEXCELLED BY ANY NEWSPAPER SOLD AT ANY PRICE ANYWHERE**

**NEW  
YORK'S  
OLDEST  
DAILY  
NEWSPAPER.  
Established  
1797**

**Read these remarkable figures  
of GAIN in advertising during the  
first quarter of this year!**  
**See, too, how the gain MOUNTS  
UP from month to month!**

	1910 LINES	1909 LINES	GAIN LINES
☛ January	333,671	288,653	45,018
☛ February	268,627	218,836	49,791
☛ March	358,830	294,970	63,860
	961,128	802,459	158,669

## MARK TWAIN.

**Reminiscences of Early Days When  
He Was a Newspaper Man in the  
Pacific Coast Country—Salt  
Lake City Veteran Alleges  
the Author Was Eighty  
Years Old at  
Death.**

The Associated Press last week carried the following under a San Francisco date line:

The "old-timers" are calling up many reminiscences of the days, fifty years ago, when Samuel L. Clemens was plain "Sam" Clemens and the name "Mark Twain" had little significance for anybody except steamboat men on the Mississippi River.

"Back in the old days," said Joseph T. Goodman of Alameda, the pioneer editor who gave Clemens his first job as a writer, "Sam was the best company, the drollest entertainer, and the most interesting fellow imaginable. His humor was always creeping out and stayed with him to the last. A few weeks ago I received a letter from him couched in terms so characteristic. He wrote:

"Come on and visit me once more before we get so old we can't hear each other swear."

"It was my privilege to read many of his works in manuscript before they were sent to the publishers. I recollect his giving me the manuscript of 'Roughing It' to read one afternoon when I was visiting him in the early seventies. He made a great hit with 'Innocents Abroad,' and he was afraid he would not sustain his newly acquired reputation.

"When I began to read, Sam sat down at his desk and wrote nervous-

ly. For an hour I read along intently, hardly noticing that Sam was beginning to fret and shift about uneasily. At last he could not stand it any longer and jumping up he exclaimed: "D—n you, you have been reading that stuff an hour and you haven't cracked a smile yet. I don't believe I'm keeping up my luck."

### HIS FIRST NEWSPAPER WORK.

Mr. Goodman gave Clemens his first position as a writer, in 1862, on the Virginia City Enterprise. In 1863 he was sent by Goodman to report the session of the Nevada Legislature, at Carson City. It was while on this assignment that Clemens wrote the first story to which the nom de plume "Mark Twain" was signed.

Clemens, writing as "Mark Twain," with a freedom of style and comment that was as breezy and open as the lives of the men about whom he wrote, attracted the attention of San Francisco editors, and offers began to tempt him. In 1866 he left Nevada for San Francisco. Here he worked upon the Alta California, the Call, then owned by George Barnes, and on the Bulletin. He was commissioned by the Sacramento Union, in 1867, to go to the Sandwich Islands, and describe them and their people. In 1869 he went to New York. He never returned to San Francisco.

Most of the "Old Guard" who were intimately acquainted with Clemens are dead. The last one of his close friends of the early Western days was Arthur McEwen, an editorial writer, who died three years ago.

It was said of Clemens that, as a reporter here he would go to a corner's inquest and report proceedings after the manner of a society wedding, and he would write up a wedding in the style of a prize fight. Only the ridiculous appealed to him, and he

warped all his reportorial writings to strike that key.

From Salt Lake City came another reminiscent story:

SAYS MARK TWAIN WAS NEARLY EIGHTY.

"Mark Twain lacked only six months and nine days of fourscore years of age," said ex-Judge C. C. Goodwin, a veteran editor, in commenting on the death of the humorist. "I know he said that he was only seventy-five," continued the judge, "but when we were in Virginia City, Nev., Mark was older than I was, and I am seventy-eight. Here is the record of it."

He opened a book of biographies by Amelia J. Carver, published in 1889. It said: "Samuel L. Clemens, born November 30, 1830."

"I did not go on the Virginia City Enterprise until Clemens left it," said Judge Goodwin, "but I never ceased to hear from him. He first wrote a burlesque Fourth of July oration, which was published in an Aurora (Nev.) paper. As I remember it, it began:

"I was sired by the great American eagle, and born by a continental dam."

"This pleased Joseph T. Goodman, editor of the Virginia City Enterprise. He wrote to Clemens, telling him that if he were not making more than the Enterprise was paying he would be welcomed to the staff of the paper. One day a man came into the editorial sanctum. He wore a dilapidated hat, jeans, a 'hickory' shirt, and carried a roll of dirty blankets. That was Mark Twain's entrance into literature. Except for his experience on the Enter-

prise, it is doubtful if he would ever have been known as a genius.

"With him on that paper were the owner and gifted editor, Joseph T. Goodman, now living in Alameda, Cal.; the inimitable Rolly M. Daggett, William Wright (Dan Dequill), and others. There was a close comradeship between them, and nothing of envy or jealousy to keep them from giving full praise for every flash of genius.

"He was a marvelous humorist, and his books never became stale, because through them there is woven in a woof of royal good sense; underneath his humor was held in leash many of the attributes of a statesman. Except for his overpowering sense of humor, he might in another channel have won fame as a leader of men."

C. F. Eise has retired as the editor of the Gallion (O.) Daily Leader.

## 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**

## ROOSEVELT SPEECH

Delivered in Paris Before Time Set for Release in America and Extraordinary Situation Resulted in Offices of Press Associations.

William Loeb, Jr., de facto personal representative of Colonel Roosevelt, forgot something while talking with Manager Howard of the United Press Associations last week, and a curious and stormy mixup over the Roosevelt lecture in Paris was the consequence.

The speech in pamphlet form had been turned over to Mr. Loeb by the Outlook Company for distribution to the press associations.

After considerable controversy between the representatives of morning and afternoon newspapers Mr. Loeb decided to release the speech at noon on Saturday, April 23. It was an "arbitrary" release; that is to say, it was to be released at that hour, even if Colonel Roosevelt delivered it later. Mr. Loeb wrote to the various associations, except the United Press, definitely naming the noon hour and stating that the speech must be released at that hour, without regard to whether it would be delivered before or after that hour.

But the instructions were given to Mr. Howard orally and it seems that neither Mr. Loeb nor Mr. Howard considered that it might be delivered before the noon hour. At any rate, Mr. Loeb forgot to forbid Mr. Howard to use it before noon, even if it was actually delivered before noon. Thus, unwittingly, the United Press was given a privilege over its rivals.

At 10.48 a. m. the United Press office in New York received a flash from Gilson Gardner, its representative with Roosevelt in Paris, reporting that the delivery of the speech had commenced. It lacked one hour and twelve minutes of noon.

Of course, it is understood by all

press associations that no speech is held up after the actual delivery has begun, except the conditions for release provide that it shall not, "under any circumstances," be released before an exact and arbitrary time named. Manager Howard, on receiving the flash from Paris, instantly put the release on the United Press wires, while the other associations were waiting for the noon hour.

In a few minutes the speech was in the street in United Press papers. Naturally, the officers of the other associations were amazed and angry at what they called a violation of word of honor by the United Press.

Later Mr. Loeb wrote to the Associated Press management exonerating Mr. Howard. Mr. Loeb frankly stated he had forgotten to warn Mr. Howard that the speech must not be released before noon, even in the event that it be actually delivered before that hour.

## NEWSPAPER VACATIONS.

Luxuries That May Be Dispensed With, Says Noted Humorist.

"The man in newspaper harness has few real vacations," says Strickland Gillilan, the well-known humorist now with the Baltimore Sun. "The vicissitudes that cause other men to relinquish business for a week or so often suffer from neglect because the newspaper man, especially if the staff be short-handed, simply cannot find the time to be incommoded by them, and substitutes are next to impossible.

"I remember once having been saved a serious illness by reason of the fact that the city editor didn't think he could spare me long enough to permit me to indulge in that luxury.

"At the time, I was working on the Los Angeles Herald, doing editorial features through the day and space and detail work at night—often including night police that kept me on the job till 3 a. m. I was a little peaked, but had thought nothing of my condition until one day when the managing editor came by my desk where I was whanging out freak stuff for my department. Mr. Chapman was a very kindly Englishman, taking a deep personal interest in the personnel of his staff. Stopping by my desk he looked at me a moment, solicitously, and said:

"My boy, you're looking badly. You're working too hard. If you don't have a little quiet and rest, you'll break down."

"It always impresses a man to be told he's working too hard. So when I tried to go on with my work I found myself feeling worse and worse, until finally I hadn't strength to hammer the typewriter keys. I arose and dragged myself wearily to the desk of the city editor, Scott, and said: "Mr. Scott, Chapman tells me I need quiet and rest. I'm not feeling at all well."

"Scott looked up under his dilapidated sun-helmet, expectorated into a convenient cuspidor, and said: "Quiet and rest, hey?"

"Then he clipped another paragraph from an afternoon sheet, pasted it on a sheet of copy-paper, wrote a reporter's name on it, stabbed it with a copy-spindle, and repeated: "Quiet and rest, hey?"

"Another assignment disposed of, and he turned squarely toward me with his third: "Quiet and rest, hey? Well, I've got you. There's a deaf-mute funeral on Flower street this afternoon. I

want you to attend it and get a feature story out of it. That ought to give you all the quiet necessary. And"—he paused and grinned—"I'll tell you the rest when you bring in that story."

"That ended my vacation, even as it began it. I felt perfectly well from that time on, though working as hard as ever. While, if Scott had been as kind as Chapman, I should probably have coddled myself into a fine condition of hypochondria and had a nice, long sick spell from nervous prostration, neurasthenia or kindred high-sounding complaint."

## Idaho Consolidation.

The Grangeville (Iaho) Standard-News has been purchased by the Globe Printing Company, publishers of the Grangeville Globe. It will be discontinued. The Standard was established eleven years ago and five years later absorbed the News.

## Joins Hoe Organization.

James Carruthers, for more than eighteen years prominently identified with Walter Scott & Co., printing press manufacturers, is now associated with R. Hoe & Co., of 504 Grand street, New York City.



If you were facing death on a public conveyance, in a burning building, or on the street, wouldn't you go to the "happy hunting grounds" well satisfied, if you knew your dear ones were provided for to the extent of \$10,000, \$20,000 or more? The cost for guaranteeing such an estate is trifling. Ask about it to-day—NOW.

**CHAS. W. KOLLER**  
1 Madison Ave., New York, N.Y.

Branch: 32 Union Square, East

## Get Next to the Adams Features

Adams Small Features create and hold circulation. Ask for samples and quotations on "Uncle Walt," "Chit-Chat," "The Tickle-mouse," "Zimnie," "Snake Culture," "Little Bed-Time Tales," "The Incident Feature," "Greater America," "Mother's Corner," "Abe Martin," "Fano" and "Fancee" Sporting Service, and also the most complete "Want-Ad" Services. Everything sold on the Adams well-known "Make-Good" Plan. Write us to-day. THE ADAMS NEWSPAPER SERVICE 941 Commercial Nat. Bank Bldg., CHICAGO

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SPECIAL EDITIONS  
In my hands  
and you will  
DOUBLE YOUR  
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## STATE CAPITAL PAPER FOR SALE

Only evening paper in Eastern State Capital with double the circulation of any other paper in the field. Gross receipts in 1909 over \$37,000; netted approximately \$5,000. Accurate financial exhibit furnished responsible buyers. City and paper growing rapidly. Long established and safe. Price, \$27,500; \$15,000 cash required.

Proposition No. 537x.

## EVENING REPUBLICAN PAPER WITHIN 75 MILES OF CHICAGO;

netted owner \$7,814.29 in 1909. Fine field, growing property. Best reasons for selling. Quick sale price \$24,000; easy terms if desired.

Proposition No. 376x.

Address with references

H. F. HENRICHS, Newspaper Broker  
LITCHFIELD, ILL.

## Illustrated Editorials

Some big Metropolitan dailies have made a hit by illustrating their editorials. It adds interest and brightens up the text.

We are equipped for this class of work. Send us advance proofs of manuscripts of Editorials and we will get up bright, catchy drawings to fit. Try us out on this Service.

Drawings to order only. Prices reasonable. Work first-class.

THE ETHRIDGE COMPANY,  
Madison Square Building, New York City.  
DAY AND NIGHT STAFFS.

## CIRCULATION AND MONEY

There is only one kind of circulation which is worth while; that is the kind that pay in advance; the kind that makes the advertiser sit up and take notice.

By means of our Educational Tour Contests for Women we can increase the circulation of nearly any newspaper from 25% to 100% in from eight to twelve weeks, and every subscription will be paid in advance from six months up.

You need no money to start one of our contests; they finance themselves, and if perchance you are in need of ready money to meet pressing obligations, we can bring it to you; thousands of dollars.

One contest which we are now running way down South has already taken in \$0,000 and it still has a month to go; this contest will run over \$75,000. Let us tell you about it and many more nearly as good. Mr. Publisher.

We have run over two hundred and fifty of these contests in the past two years; there is a reason for this.

**PUBLISHER'S CIRCULATION SERVICE CO.,**  
951 Marbridge Bldg., Herald Square,  
NEW YORK CITY

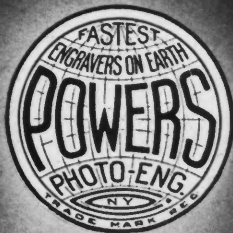
Publishers who attend 1910 Banquet of the A. N. P. A., at the Waldorf-Astoria are invited to investigate our guaranteed News Ink while in New York City.

AMERICAN INK CO. - 12 Duane Street



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QUALITY PLANT



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BALTIMORE AMERICAN

BALTIMORE, MARCH 30, 1910

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GENTLEMEN:-

It affords me pleasure to testify to the good qualities of the JUNIOR AUTOPLATE. We put in the machine about three years ago, and recently we gave you an order for the second one, and for one of your AUTOSHAVERS. I cannot refrain from letting you know how well pleased we are with the JUNIOR AUTOPLATE; it has never failed, and the expense for repairs has been trifling. We are glad to commend the AUTOPLATE because we know what it has accomplished for us.

Very truly yours,

(Signed) J. W. STODDARD,

Business Manager

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