

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 10, No. 39

NEW YORK, MARCH 25, 1911

5 Cents a Copy

## JOHN WANAMAKER.

**NATION-WIDE MOVEMENT TO HONOR NOTED PHILADELPHIA MERCHANT.**

**Atlanta Firm Asks Merchants of United States to Present Loving Cup to Veteran Retailer—Limit of Ten Dollars Placed on Contributions—Movement Is to Commemorate Fiftieth Business Anniversary—Plan Meets with Wide Response.**

A movement to present a loving cup to John Wanamaker, of Philadelphia, on the occasion of his fiftieth anniversary as a retailer of merchandise, has been launched by the Chamberlin-Johnson-Dubose Co., of Atlanta, Ga., one of the largest department store firms in the South.

In a call published as a three column advertisement in the Atlanta Journal the Chamberlin-Johnson-Dubose Co. requests the merchants of the United States to contribute not more than \$10 each to the fund. The advertisement asks that checks be made payable to Wanamaker's Loving Cup Fund and mailed to the New York Herald, the New York Evening Telegram, the Philadelphia North American, or the Philadelphia Bulletin. The suggestion is made that no contribution of more than \$10 be received in order that the movement be as widespread as possible.

The advertisement concludes with the following appeal to the press of the country:

"We earnestly request editors of newspapers and magazines to stir active interest and enthusiasm in this movement by giving it the broad publicity it justly deserves. If their news and editorial columns ring with a brilliant championship of the just born idea it will swiftly be translated into a palpable achievement."

### REASON FOR THE MOVEMENT.

"Here are our reasons," says the Chamberlin-Johnson-Dubose Co.:

"In the first place, we are in a position to take the initiative in a universal movement to yield public appreciation and recognition of the grand results Mr. Wanamaker's genius has wrought, because no one directly or indirectly connected with this business knows him personally. Every merchant in the country is either consciously or unconsciously under tremendous obligations to Mr. Wanamaker for having infused new ideals into the retail trade. When he started business the average storekeeper was little better than a common cheat. Seller and buyer were pitted against each other in a game of hoodwink. Sharp wits were arrayed against sharper wits, and he who was superior in the art of deceit and subterfuge got the best of the bargain.

"Shopkeepers were shopkeepers—nothing more. They truckled and fawned and cringed. They were obsequious, servile, mealy-mouthed and abject.

"Customers were haughty and arrogant and supercilious. They browbeat, beat down, snobbed, dictated and intimidated. The sniveling, groveling

(Continued on page 4.)



JOHN BUDD,

PRESIDENT OF THE JOHN BUDD CO., NEW YORK, WHICH HAS BEEN APPOINTED ADVERTISING REPRESENTATIVE IN THE UNITED STATES AND CANADA OF THE SAN ANTONIO (TEX.) EXPRESS AND THE EL PASO (TEX.) HERALD.

## BEFORE SUPREME COURT.

**Question of Additional Postage for Sample Copies to be Tested.**

The right of the Post Office Department, under existing law, to require real newspapers, as distinguished from "fake" publications, to pay additional postage for sample copies exceeding 10 per cent of the copies of regular subscribers is to be tested in the Supreme Court of the United States.

The Government on Wednesday docketed an appeal from the decision of Judge Newman, of the United States District Court for Northern Georgia, dismissing an indictment for alleged conspiracy on the part of the Atlanta Journal Co., publishers of The Atlanta Semi-Weekly Journal, and others to defraud the Government.

The judge held that no criminal offense had been stated against the defendants.

The Columbus (O.) Dispatch has placed an order with the Goss Printing Press Co. for a high speed sextuple press.

## WILL AID ARBITRATION.

**New York Press Club Plans Movement to Support Taft.**

The New York Press Club will call a national council of delegates of all social, commercial, religious and financial interests to launch a national and international movement to support President Taft in his work for a treaty of unlimited arbitration between the United States and Great Britain.

The plan was decided on at a meeting called Tuesday by President C. R. Macauley. It will be the work of the national council to arrange meetings to be held in all the large cities of the United States.

### New Daily for Johnstown.

A new evening paper, to be known as the Leader, will be started in Johnstown (Pa.) by Senator Wertz. New equipment will be purchased throughout and the paper will receive the telegraph and cable reports of the United Press Association. It is stated that the first issue will appear about the middle of June.

## PURE DRUG CRUSADE.

**NEW YORK WORLD EXPOSES FRAUD IN FILLING PHYSICIANS' PRESCRIPTIONS.**

**Secret Investigation Conducted by that Paper Results in Startling Disclosures—Evidence in Three Hundred Cases to Be Turned Over to the District Attorney—World Commended by Drug Associations, Who Offer Aid.**

That a number of Manhattan druggists have been dispensing impure drugs in the filling of prescriptions with possible danger to life in some cases, was the startling disclosure made by the New York World on last Monday following a secret investigation conducted by that paper covering a period of two months. A chemical analysis of three hundred physicians' prescriptions purchased by World reporters show that 50 per cent vary from the standards required by the United States Pharmacopoeia, which is the standard required by the courts. A number of druggists failed to give the medicines called for in the physicians' prescriptions and expert chemists were even unable to determine what the druggists used as a substitute.

From the analyses of eight different prescriptions of heart stimulants, published on Monday, it is shown that three are of so low a strength they would be valueless to a patient, while the other five are so over-powerful that death might be caused by their administration. Other prescriptions used in cases of fever and cold show that the preparation of the druggist in every case would fail to produce the desired result. One contained water and was absolutely valueless.

Samples of the prescriptions, together with the analysis in each case, have been turned over to the District Attorney, who will proceed against those druggists where criminal cases are established. Following the investigation of the District Attorney, the names will be published.

Commenting upon the World's crusade District Attorney Whitman said Tuesday:

"I consider the evidence just turned over to my office the most valuable service ever rendered by a newspaper to the citizens of New York. While evidence against pharmacists who disobey the law is gathered by the State Board of Pharmacy and by the City Board of Health, it remained for the World to show the wide spread of the evils and the necessity for a prompt cleaning up of them. My office will conduct the prosecutions of all cases where the World supplies the evidence, just as swiftly as they can be brought. The entire bureau of Special Sessions is open to them. I believe that the evidence is sufficiently strong to force many of the offenders to plead guilty. I congratulate and thank the World for the work it has begun."

Various officials, the State Pharmacy Board, the local organization of the National Pharmaceutical Society and others have complimented the World on its exposure and offer co-operation.

## T. T. WILLIAMS DEAD.

**Publisher of New York Evening Journal Dies Following Operation. Noted for His Loyalty and Indomitable Courage—Publishers' Association Adopts Resolutions.**

Thomas T. Williams, publisher of the New York Evening Journal and treasurer of the New York Evening Journal Publishing Company, died Wednesday afternoon in his apartment at the Hotel Gotham, after an illness of less than three weeks. He was fifty-six years old. Erysipelas developed following a severe cold and an operation was performed last Monday with the hope of affording relief. He rallied for a few hours, but his strength was not sufficient to carry him through the critical period following the operation. He is survived by his widow and one daughter.

Mr. Williams was born in London, England, and when a boy went to Melbourne, Australia. Several years later he took passage for San Francisco. Although only fifteen years old at the time of his arrival he immediately embarked on a career as a prospector and miner. He made money and friends. Later he became sporting editor of the old Alta California, which position he held for several years. He then became managing editor of the San Francisco Post, and when Senator George R. Hearst purchased the San Francisco Examiner about thirty years ago, Williams joined the staff and successively became sporting editor, editorial writer and business manager. He remained with the Examiner when Mr. Hearst took charge in 1886, and has been closely identified with the Hearst interests ever since.

In his long career as a newspaper man, Mr. Williams had the respect and esteem of all who came in contact with him. He was noted for his loyalty and indomitable courage.

The following resolutions were adopted by the Publishers' Association of New York City:

"The Publishers' Association of New York City records its sense of irreparable loss in the death of Thomas T. Williams, treasurer of the New York Evening Journal Publishing Company.

"Self-made, schooled thoroughly in the practical duties of life, honest, fearless, fully equipped in temperament and training, Mr. Williams in his arduous and responsible position, exemplified the best type of the metropolitan daily newspaper publisher.

"He performed his duty with full appreciation of responsibility to the public, to labor and to capital, and his successful career is a convincing and lasting demonstration of courage and of character.

"We, his associates in a like voca-



T. T. WILLIAMS,

PUBLISHER OF THE NEW YORK EVENING JOURNAL AND TREASURER OF THE NEW YORK EVENING JOURNAL PUBLISHING CO., WHO DIED LAST WEDNESDAY.

tion, cherish his memory as that of a friend, and tender to his family our profound sympathy."

The following message of condolence was sent by Adolph S. Ochs, publisher of the New York Times:

"I am so overwhelmed by the suddenness of the announcement of the death of Thomas T. Williams that I find it difficult to express my sense of great personal bereavement. I greatly esteemed his friendship. He was an exceptionally equipped newspaper manager, and an important and influential force in the development of his profession. A man of rugged character, plain spoken, and one who despised sham and hypocrisy, he had the courage of his convictions and the ability to express them well. As he was severe and relentless with what he considered wrong, he was kind, considerate and broadly sympathetic with honest and clean efforts. I deeply deplore his untimely death, and I extend my deepest sympathy and condolence to his family and his associates.

"ADOLPH S. OCHS,  
"Publisher of New York Times."

### Auto Kills Veteran Writer.

Mrs. Cynthia Holmes Belcher, veteran newspaper writer of Boston, was knocked down and fatally injured by an automobile while crossing Massachusetts avenue in that city Wednesday. Mrs. Belcher had contributed to newspapers in the East and Middle West for many years.

### PUEBLO CHIEFTAIN SOLD.

#### New Holding Company Takes Over Control of Colorado Daily.

The Pueblo (Colo.) Chieftain has changed hands and will hereafter be published by the Chieftain Publishing and Holding Co. The following directors were elected following the organization of the company last week: B. B. Brown, T. H. Devine, G. G. Withers, J. L. Brown and J. A. Barclay.

The following officers were elected: B. B. Brown, president; G. G. Withers, vice-president; J. K. McAuliffe, treasurer; J. A. Barclay, secretary and manager.

### STATE PRESS CLUB.

#### Missouri Editors Plan to Have Recreation Park in the Ozarks.

The Missouri State Press Association has organized the Missouri Press Club, which will have a club house and recreation park in the Ozarks. Any regularly employed newspaper man in the State may become a member of the club.

The club house will cost in the neighborhood of \$100,000 and practically all of this amount has been raised.

### To Represent Cleveland News.

The Cleveland (O.) News announces the appointment of the L. H. Crall Company, Tribune Building, Chicago, as its Western special representative, effective April 1.

### PRAYS FOR THE PRESS.

#### Chaplain in Connecticut Senate Asks for Guidance for Newspapers.

After the Connecticut State Senate had been called to order on Tuesday, Chaplain J. F. Sexton made the following prayer:

"Almighty and gracious God, who hast favored our land by causing knowledge to run to and fro, we beseech Thee to strengthen our public press in all things that tend to the enlightenment and betterment of the people.

"Save our public journals from low standards touching morals and government. Deliver them from sensationalism, untruthfulness, malice, dishonest political measures, personal attacks and the parade of the details of crime and vice. Make them the instruments of good and the defenders of justice, mercy and truth. May they respect morality and honor religion, so that wisdom and knowledge may become the stability of our times. Amen."

### NEWSPAPER MEN EXEMPT.

#### Reporters in Maryland Need Not Divulge Source of Information.

The commitment of a newspaper reporter of Augusta, Ga., to ten days in jail for refusing to divulge the name of a person who gave him information upon an important story, brings to light the fact that Maryland is the only State in the Union that has a law exempting newspaper men from revealing their sources of information.

The Maryland law, which is explicit, is as follows:

"No person engaged in, connected with or employed on a newspaper or journal shall be compelled to disclose, in any legal proceeding or trial before any committee of the legislature or elsewhere, the source of any news or information obtained by him for and published in the newspaper on which he is engaged, connected with or employed."

### WOULD FIGHT DUEL.

#### New Orleans Editor Resents Reflection on Quality of His French.

In Wednesday's issue of the New Orleans Bee, a French daily, editor Armand Capdeville, challenges M. de Baroncelli, editor of the Wasp, to a pistol duel.

Capdeville, it is said, took exception to an editorial comment in the Wasp criticising the quality of his French.

### Werner Plant Sold.

The publishing house of the Werner Co., at Akron, O., was sold last week for \$275,000. E. L. Brooks, representing the Bryant Paper Co., of Cincinnati, purchased the property from F. W. Treadway, as Commissioner for the United States Circuit Court. Books, manuscripts and copyrights were included.

## A Thousand Thousand

There are only three morning newspapers in New York that sell a million copies every seven days to the metropolitan newsdealers. *The New York Times* is one of them. Of the four other morning newspapers in New York City, the most largely circulated one sells less than half a million copies in seven days to the metropolitan newsdealers.

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives:

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

**SPOKANE.**

**News and Gossip Concerning Newspaper Folk in the Far West. Inland Herald Reorganization. Col. Moore Will Edit Northern Idaho News.**

(Special Correspondence.)

SPOKANE, Wash., March 18.—Allan Haynes, formerly head of the Allan Haynes Publishing Co. of Spokane, who organized the Inland Herald a year ago and conducted the business until it passed into the hands of a receiver, has sent a circular letter to bondholders and creditors, promising to pay the money lost in the venture, amounting to more than \$250,000, within two years. The Herald, an afternoon paper with Sunday issue, was sold recently at a receiver's sale to a syndicate headed by F. B. Gregg, of Spokane, for \$10,000. Miss Katherine C. Wilson, who was associated with Mr. Haynes in the newspaper, has been retained as chief of departments. C. W. Morrison is managing editor. Mr. Haynes has retained a monthly journal, called Opportunity, which he will continue. He is also interested in promotion work.

Nelson W. Durham, who retired as managing editor of The Spokesman-Review of Spokane a year ago to devote his attention to his property interests, was seventh in order at the municipal election in Spokane on March 7, when five commissioners were elected under the new form of government. There were ninety-two candidates.

Colonel Don C. D. Moore, formerly connected with The Independent at Helena, Mont., has become editor-in-chief of the Northern Idaho News at Sandpoint, Idaho, official organ of the Democratic party. He also is one of the incorporators of the Bonner Publishing Co. Al. Filson, who was editor of The News, has retired. The Independent says among other things in its tribute: "All hail to Colonel Moore, able editor, good fellow and gentleman. May The News and its editor disseminate intelligence and opinions of lofty ideals from Pocatello to the Canadian frontier, and from the lakes of Coeur d'Alene to the red apple border of Montana."

W. F. Wade, formerly editor of The Journal of Commerce in Baltimore, Md., and afterward engaged in daily

**The Evening Wisconsin.**

**MILWAUKEE'S LEADING HOME PAPER**

Has the largest HOME Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend more money with them for advertising than with any other paper."

If you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is the one to select.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager  
CHAS. H. EDDY, Foreign Representative.  
New York Office, 1 Madison Avenue.  
Chicago Office, 150 Michigan Avenue  
(Robert J. Virtue, Manager).

newspaper work in New York, has become secretary of The Spokane Retail Grocers' Association and editor of The Inland Empire Grocer, the association organ. Mr. Wade came to Spokane from Nelson, B. C., where he had charge of the Canadian Telegraph headquarters. He succeeds E. N. Cory, who retired after thirteen years' service.

The Call-Boy, edited by Rev. Father C. M. Van Aken, is a new monthly publication at Whitefish, Mont. As the parish embraces two counties and contains many railroad men who cannot attend services regularly, Father Van Aken has adopted the plan to spread the gospel and keep his people in touch with the affairs of the church.

The Potter Publishing Co., organized recently at Spirit Lake, Idaho, with editorial rooms in the Realty building in Spokane, is issuing a forty-eight-page monthly journal, called Pine Knots. It is to be devoted to lumbering, mining, agriculture, boy scouts, humor and fiction. Among the stockholders are F. A. Blackwell, millionaire railroad and sawmill operator; R. F. Blackwell and E. O. Hawksett.

Charles F. Wasson, exchange editor of The Chronicle and correspondent for a number of financial journals, died in Spokane on March 13 after a brief illness. He was formerly connected with newspapers at Jackson, Mich.

Leon B. Rowland, formerly a copy reader on The Spokesman-Review of Spokane, has gone to North Yakima, Wash., as a member of the staff of The Republic.

Residents of Stites, Idaho, have raised a fund through the Commercial Club there to equip a newspaper and job office. J. A. Seahury, an experienced newspaper man, has been retained and will edit the new journal, to be called The Signal.

Burr McIntosh, actor, newspaper man and photographer, spoke at a meeting of the Spokane Ad Club the evening of March 16. He was the headliner at the Orpheum Theater during the week.

F. S. Chambers, formerly head of The Evening Chronicle's classified ad department, has become proprietor of the Spokane Dress Pleating Bazaar and Feather Works.

**DREADNOUGHT LANGUAGE.**

The Pall Mall Gazette says that the policy of the Dominion Government is "fissiparous." We are not going to tell you what this means, because it will be a fine mental exercise to look it up in the dictionary, and then see how you can fit the word to a political policy. We do not say you cannot, but just see for yourself if you can. We confess to standing aghast at the contemplation of a public opinion that can be enlightened by such a word.—Victoria (B. C.) Colonist.

**New Popular Magazine Appears.**

The Trend, a new monthly popular magazine, made its appearance this week. It is published by the Trend Magazine Publishing Co., 43 Cedar street, New York. It has been established by a number of lawyers, literary and business men for the purpose of maintaining an independent forum for the discussion of great public questions and presentation of the important events of the time. The president and editor in chief is Frank Hendrick, a well-known New York lawyer.

**WON LIBEL SUIT.**

**Actions Instituted Against Toronto Mail and Empire Dismissed.**

The actions for libel which Dr. John E. Wilkinson, the J. E. Wilkinson Co., and the British Canadian Smelters brought against the Toronto Mail and Empire and the Hamilton Herald and which created widespread interest in Canadian newspaper circles, were dismissed in the Assize Court last week with costs against the plaintiffs.

The actions grew out of an article printed in the Mail and Empire describing the arrest of Dr. Wilkinson on a charge of receiving ore stolen from the Cobalt mines. The Hamilton Herald copied the article from the Mail and Empire. Versions of the story were printed in various other papers throughout Canada and Dr. Wilkinson also filed libel suits against them. A number of these papers settled with the plaintiffs, but the Mail and Empire and the Herald decided to stand by their guns and fight the case.

In his opening address to the jury, Chief Justice Meredith defined libel. It was necessary, he said, that a newspaper should publish an article which was false and defamatory before it could be held liable for damages. A newspaper had the privilege of publishing proceedings in court without being held responsible for the reflections which they might contain on some man's character, but it was illegal to publish defamatory statements received from the police or anyone else. In the present instance the defendants claimed that their article was substantially true.

**CLEAN COPY.**

**To Its Preparation, Young Reporter Should Devote His Attention.**

"The correct preparation of copy is the first thing to which a young reporter should devote his attention," said John R. Wolf, city editor of the Milwaukee Free Press, in an address on "Clean Copy" recently before the students of the Marquette University College of Journalism.

Mr. Wolf gave a detailed description of how "clean copy" should be prepared, from the use of sheets of paper of uniform size to the use of the "style" of the newspaper, giving the reason for each rule.

Mr. Wolf also emphasized the importance of things supposedly learned before a beginner enters a newspaper office, such as correct spelling, punctuation, grammar, etc., and particularly urged his hearers to master the art of typewriting, as the day of hand-written copy in newspaper offices is a thing of the past.

**Closes Successful Contest.**

The Publishers' Circulation Service Co., Marbridge building, New York, has just completed a circulation contest for the Daily Mail of Catskill, N. Y. The Mail will send six young ladies on a twelve-day tour to the Bermuda Islands. The same company has commenced a circulation contest for the Sydney (N. S.) Record, which will send five young ladies to the coronation of King George.

**Congressman Smith Buys Paper.**

Charles B. Smith, member of Congress and for many years managing editor of the Buffalo Courier, has purchased the interest of his brother, George T. Smith, in the Niagara Falls (N. Y.) Cataract Journal.

**JOSEPHUS DANIELS.**

**High Honor Recently Accorded Editor by Citizens of State.**

Under the caption, "An Apostle of Democracy," Harper's Weekly prints an interesting story of the high honor recently paid Josephus Daniels, editor of the Raleigh (N. C.) News and Observer, when the Democracy of the State presented the distinguished editor with an elaborate silver service in recognition of his services to the party and to the State.

In presenting the gift of the people to Editor Daniels, ex-Governor Charles B. Aycock said in part:

"I was chosen to make this presentation to you because of our long acquaintance begun in early childhood when I knew you as a boy ambitious to be an editor, not for glory or for fame, but for the uplift of North Carolina. This high purpose you have achieved, and there has been no political leader, no newspaper editor, who has done more than you for the uplift of the State and for its people.

"The News and Observer, with Josephus Daniels, has been behind the great movements for industrial progress, moral uplift, enlightenment, and the other purposes for the advancement of the people of North Carolina. We have not always agreed with you, but these things are all forgotten in the face of the strong love you have shown for North Carolina, this from the very beginning of your newspaper career. It has been yours to do work for the people of the State, and you have always held that the man God made is of infinitely more value than the dollar that man made."

**A GOOD INVESTMENT.**

You cannot make a better investment than to have your publication represented in the special number of THE EDITOR AND PUBLISHER which will be issued during the annual meetings of the American Newspaper Publishers' Association and the Associated Press. The meetings will be held during the week of April 24. To procure good position, send order and copy early.

**Will Preside Over Peace Congress.**

Hamilton Holt, editor of the Independent, will be the president of the third National Peace Congress to be held in Baltimore, May 3 to 5.

**How the Big Stores of Philadelphia Sell Things to Germans**

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

**German Gazette**

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

**Evening Democrat**

**Sunday Gazette**      **Weekly Gazette**  
Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia. Total display advertising in the Philadelphia morning newspapers for February, 1911:

Record . . . . .	334,260	agate lines
German Gazette 227,285	"	"
North American 307,995	"	"
Inquirer . . . . .	234,980	"
Press . . . . .	228,590	"
Ledger . . . . .	203,360	"

**The German Gazette Publishing Co. PHILADELPHIA**

## JOHN WANAMAKER

(Continued from page 1.)

merchant was a sycophant. The insolent, intolerant customer was a bluffer.

"Such were the conditions when Mr. Wanamaker enunciated the following 'heresies':

"I will not importune anyone to buy. I will mark prices down at the beginning to the lowest point that goods can be sold for, and there will be no underground way to get them. All will be on the ground floor at the start.

"Goods will be genuinely trustworthy. Seconds will not be sold for anything but seconds, even if people cannot tell the difference.

"A sale will be canceled and money back easily by return of what fails to please.

"New, fair and agreeable relations will be established between the purchaser and the seller, the poor and the rich, the wise and the unwise—there will be no favoritism."

### PRINCIPLES TRIUMPH.

"The words sound very commonplace to-day, but when they were printed fifty years ago they created a profound sensation.

"And, can you believe it, nearly all his competitors sneered at his theories? They did what they could to obstruct their progress and to perpetuate the dickering and haggling system.

"But as time passed an ideal of reciprocity was established between buyer and seller; confidence inspired confidence, until, gradually, all the old defects and faults were destroyed.

"Now, don't you think American retailers, individually and collectively, should pay a royal and splendid tribute to the hardy and heroic pioneer—the poetic and prescient man—who had the courage and the character to combat wrong with right, and the fortitude to press the issue against the teeth of powerful rivals until decisive time gave him and us complete victory.

### WORTHY OF HONOR.

"Trace the development of retail trade in this country since the civil war and you will find that John Wanamaker more than any other fifty merchants is responsible for the dignity and respect that our calling now commands.

"The retailer, the manufacturer and the buying public generally have been the beneficiaries of his fine, high and aggressive policies.

"It is impossible to estimate the amount of service Mr. Wanamaker has rendered to the world of trade. He has shown that storekeeping is a much richer interest than it was once regarded, and that it is intimately connected with the intellectual and moral growth of human society.

"He has evoked, demonstrated and illustrated great fundamental truths. He has taught the souls of men and the hearts of women to hear other sounds in the working of the steam engine, and

the hissing, roaring, confused din of noisy factories, than the seething friction that stuns the outward ear.

"He redeemed and ennobled our work. We cannot do less than to reward him for it—to honor him for it.

"He interpreted the needs of the day and put them in advertising proverbs that can never die out of the memories of men.

"His insight, sententiousness and creativeness are worthy the emulation of all who aspire to the lofty summits."

Much interest has already been aroused in the movement throughout the country and the plan is meeting with wide response.

### NEW PRESS AGENCY.

#### International Expects to Number Governments Among Its Clients.

The International Press, with offices in New York, London and Paris has been incorporated with a capital stock of \$125,000. The object of the concern is to carry on a press agency business on a high plane. It expects to number among its clients, only large institutions and governments, and will pay no attention to news gathering. It will have 1,500 newspaper correspondents scattered throughout the world.

The International, it is said, already has as incorporated subscribers eight men of financial prominence. There will be twelve in all. The president and organizer of the concern is C. W. McMurrin, a well-known New York newspaper man.

### CLUBS AND ASSOCIATIONS.

The Eighth District Kentucky Publishers' League held an interesting and profitable meeting at Nicholasville last week. President J. B. Stears presided. Preceding the meeting the visiting editors were entertained at luncheon by H. M. McCarty and J. B. Stears at the home of the latter.

C. C. Johns, of Grand Island, secretary of the Nebraska Press Association, announces that the annual meeting of the organization will be held at Omaha June 5, 6 and 7.

The Louisiana Press Association will meet in annual session at Lake Charles April 25, 26 and 27. The meeting promises to be the largest in the history of the association.

The Long Island Press Association will be launched at a meeting and dinner at Garden City, L. I., May 6. According to the proposed constitution and by-laws of the association, all Long Island editors and publishers whose publications appear not more than one month apart are eligible to membership.

### Legislative Scribes Dine.

Indiana newspaper men who have been covering the legislature gave a dinner in Indianapolis recently at which a number of legislative leaders were the guests of honor. Twenty-two newspaper men, representing daily papers, the Associated Press and various news bureaus, attended the dinner. Robert G. Tucker was toastmaster.

Following the spread a movement was inaugurated for a press club to be established in Indianapolis. Toastmaster Tucker appointed a committee, consisting of George M. Cook, of the Associated Press; Raymond E. Swing, of the Sun; Carl H. Mote, of The Star, and Ralph W. Douglass, of the News. Upon motion Mr. Tucker was added to the committee.

### GEORGE W. BAILDON DEAD.

#### Member of Editorial Staff of Brooklyn Times Passes Away.

George W. Baidon, assistant managing editor of the Brooklyn Times and one of the best known political writers in the State, died Monday of heart trouble in the Brooklyn Eye and Ear Hospital, following an operation for an affection of the throat. He was 52 years old.

Mr. Baidon entered newspaper work when a young man, securing employment on the New York Star. Several years later he became connected with the Brooklyn Times under James A. Sperry, then city editor. He was Albany correspondent for a number of years,



GEORGE W. BAILDON.

later becoming city editor, which position he filled for twenty years.

Mr. Baidon belonged to the Eckford Club, the Occasional Club, the Fossils, the Albany Legislative Correspondents' Association, Clinton Lodge 453, F. and A. M.; De Witt Clinton Chapter 142, R. A. M.; De Witt Clinton Commandery 27, K. T., and Kismet Temple, Mystic Shrine. He leaves a sister and two brothers.

### TO BASEBALL WRITERS.

Pushers of the pencil.  
An ye please to lamp.  
Throw away the stencil.  
Stow the rubber-stamp.  
Say "He swiped a stinger."  
But, the coming year.  
Chop the "portside sfinger."  
Can "the leathery sphere!"

Yesteryear's nugation.  
Bore preserved fruit:  
"Can 'Free Transportation,'  
Chop 'The Easy Route.'"  
Baseball minnesinger.  
Diamond sonneteer.  
Chuck the "portside sfinger."  
Cut "the leathery sphere!"

Talk of "larboard hurler."  
Write "the horseshoe bill."  
Speak of "southpaw twirler."  
Mention "mound" or "hill."  
Call a pennant-bringer  
A "gonfalonier."  
But jar the "portside sfinger."  
Tin "the leathery sphere."

Pushers of the pencil.  
Scorers of the hit.  
Is my dope prehensile?  
Do ye gather it?  
Then, O, slangy slingers.  
Ere the season's here—  
Nix on "portside sfinger!"  
Nix on "leathery sphere!"

—Franklin P. Adams in New York Evening Mail.

### SPORTS GAINING ON RELIGION.

That the papers print what the people want is a truism. To the task of finding out just what the people have wanted during the past ten years and to note the changes that have taken place in the taste of the public during that period, Professor Alvan A. Tenney, of the department of sociology of Columbia University, some time ago set twenty-five of his students. The daily papers, weekly periodicals and religious magazines of New York City are being carefully gone over, and all the various kinds of news are being accurately tabulated. The investigation is not yet complete, but has gone far enough to show to the satisfaction of Professor Tenney that the amount of religious news published has fallen off gradually in the last decade, while sporting news has shown a corresponding increase. In the absence of statistics anyone who has followed the press at all closely during the decade will agree with the finding of the investigators.

We can call to mind no religious gathering or event that has ever been so featured by the press as the big prize fight of last Fourth of July. The proposition that the papers print what the public wants is true, though at the same time we hold it is the duty of the press constantly to educate the public so that its wants shall be of a higher order. But, taking the proposition as it stands, if the religious readers throughout the country would ask for more attention to religious news, their requests would be heeded. No portion of our population is more substantial or dependable than the church and religious element. The daily papers and periodicals know this, and a demand from this quarter for more consideration to moral questions and a better reporting of the missionary, educational and social work being done by all churches would have its effect. This is a hint which may bring results.

—Leslie's Weekly.

### Blumenstock Agency to Move.

The Blumenstock Bros.' Advertising, Inc., of St. Louis, has leased new offices on the sixteenth floor of the Chemical Building. The old quarters proved inadequate to accommodate the growing needs of the business. The officers of the agency are: Louis Blumenstock, president; I. L. Blumenstock, vice-president, and George Blumenstock, secretary and treasurer.

### Editor Pindell an Aviator.

Henry M. Pindell, editor and proprietor of the Peoria (Ill.) Journal, made a cross-country flight in an aeroplane Monday at Dayton, O., with Walter Brookins, the noted Wright pupil. Mr. Pindell was in Dayton to arrange for the big aviation meet which will be held in Peoria shortly under the auspices of the Journal.

The Chickasha (Okla.) Journal has been incorporated with a capital of \$10,000.

## THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:  
World Building, New York

## ADAMS-FAVER-ELLIS CONTEST CO.

"The Company That Can Come Back"

### CLEAN CIRCULATION CAMPAIGNS

Personally managed with experienced crews.

We will submit plans without any obligations on your part.

Wire nearest office at our expense.

Eastern Office—736 12th St., N. W., Washington, D. C.  
Southern Office—504 Washington St., Atlanta, Ga.  
Western Office—1257 Jackson St., Oakland, Cal.

**DIX AND REPORTERS.**

**Further Details Concerning Break Between Governor and Newspaper Men. Correspondents Refuse to Be Disciplined for Alleged Indiscretion of One of Their Number.**

(Special to THE EDITOR AND PUBLISHER.)  
ALBANY, N. Y., March 20.—Because one of the Albany correspondents asked Governor Dix if he considered the presence of Charles F. Murphy in Albany a public scandal the Governor has decreed that hereafter the correspondents must select a spokesman when they assemble for their daily interview with him. As a result the relations between the correspondents and the Governor are a bit strained and some of the newspaper men have notified the Governor's secretary that they do not propose to be disciplined for the alleged indiscretions of one of their number.

The incident happened on the day of the recent conference at the executive mansion between Governor Dix, Mayor Gaynor and Mr. Murphy. On the preceding day when the correspondents gathered for their noonday interview with the Governor they were told that there was nothing new in the Senatorial situation. In less than an hour, however, it developed that the Governor had invited the Mayor and the Tammany chief to Albany that night to discuss the deadlock.

Following the conference next day when the correspondents assembled in the executive chamber to learn its result, Joseph J. Earley, correspondent of the Brooklyn Standard-Union, asked the Governor a number of pointed questions, including the one to which the Governor objected. Nothing was said at the time by the Governor, but when the morning men gathered at 4 o'clock for the afternoon interview Commander DeKay, his military secretary, announced that the Governor felt aggrieved at the sort of queries that were put to him at noon and if the same sort of thing was repeated the Governor would be obliged to curtail the daily interviews. The majority of the correspondents present expressed regret at the incident and it was considered closed.

The next day, however, Governor Dix himself announced that in future questions must be put by one correspondent, who should be selected as spokesman for the others. The rule has since been in effect.

Many of the correspondents feel that Governor Dix has not taken them into his confidence and discussed matters affecting his administration as frankly



WILLIAM H. OWEN,  
PRESIDENT OF THE NEW YORK LEGISLATIVE CORRESPONDENTS' ASSOCIATION.

as he might have done. They point out, for instance, that if he had told them at the time he sent the letter to District Attorney Whitman, of New York, requesting him to confer with Attorney General Carmody relative to the investigation of the affairs of the Carnegie Trust Co., that he had done so, and stated the reason therefore, the subsequent developments which placed the Governor in an unfavorable light might have been avoided. Again there was much mystery and conjecture concerning the presence of Professor Charles A. Collin, of New York, in Albany during the early part of the session. Mr. Collin was doing some work for the executive department, work of a perfectly legitimate character, but because of the mystery attaching to it, which Governor Dix failed to dispel for some time, it was the subject of much newspaper comment.

Governor Dix's inexperience in public life is cited as an excuse for his attitude toward the correspondents and it is believed that matters eventually will straighten out to the satisfaction of all concerned. It has been pretty well demonstrated, however, that the present rule is not a satisfactory one to the correspondents.

A short time after Governor Hughes was elected in the fall of 1906, Timothy L. Woodruff, who was then chairman of the Republican State Committee, invited the newspaper men who had been covering the political field during the campaign to a dinner at which the Governor-elect was the honor guest. At that time Governor Hughes outlined his

policy toward the newspaper men when he said:

"The administration is going to be a candid one with the press. We don't want anything shrouded in mystery. Let us have mutual confidence and mutual respect and we'll see what we can do for the State of New York. If there is anything you don't understand while I am at Albany, come to me and we'll thresh it out together."

Governor Hughes kept his word and throughout the four years of his administration the correspondents were informed from day to day of matters in which they had a right to be interested.

And during that four years the Governor's confidence was never violated.

Governor Hughes seldom permitted the correspondents to quote him direct, but he did keep them advised of the trend of public events to the satisfaction of the public, the press and himself.

**TO ENLARGE COURSE.**

**University of Illinois Asks Legislature to Establish Journalism School.**

The University of Illinois is asking the Legislature for money with which the courses in training for journalism may be enlarged to meet growing demands for college-trained men for positions on Illinois newspapers. The Illinois Daily Newspaper Association passed resolutions more than a year ago declaring that neither experience alone nor the courses now being given could meet the demand for competent, reliable and well-trained newspaper workers, and urged that the general assembly be asked to establish a fully equipped school of journalism at the State university.

If the request of the university for \$150,000 for a building and \$50,000 a year for maintenance of the courses in business administering is granted by the Legislature much can be done toward carrying out the work suggested by the Daily Newspaper Association.

**ESCANABA JOURNAL WINS SUIT.**

**Michigan Court Affirms Judgment Against Liquor Dealers.**

In a decision handed down last week the Michigan Supreme Court sustained the opinion of the Circuit Judge of Delta County in the case of Francis L. Baldwin, editor of the Escanaba Journal, against the Escanaba Liquor Dealers' Association. When Baldwin secured control of the paper in 1906 he started a vigorous crusade against the saloon men of the city, and it was claimed that they instituted a boycott against him. Baldwin started suit in the Circuit Court and sustained a judgment of \$1,000 and judgment was affirmed by the Supreme Court.

The members of the Liquor Dealers' Association are required to refrain from further prosecution of Baldwin and are charged with the cost of the suits.

**To Organize State Ad Clubs.**

The Dallas (Tex.) Advertising League plans to organize the ad clubs in the different cities of the State and make them a part of the national association.

**Wholesale Bookbinders, Publishers, Librarians, &c.**

Under the Title of  
**THE BRITISH & COLONIAL BOOKBINDER**

A special illustrated trade section will be commenced in the BRITISH & COLONIAL PRINTER & STATIONER (established 1878) in the issue for November 2, and continued thereafter in the first issue of each month.

CONTRIBUTIONS of matter of interest to the trade, news items, etc., will be welcomed.

SUBSCRIPTIONS for 12 issues, covering a year, 75 cents, including postage.

ADVERTISEMENTS.—The BRITISH & COLONIAL BOOKBINDER will form an excellent medium for the insertion of trade announcements, as its circulation will cover not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses and the bookbinding industry in general.

Rates and free specimen copy on application to the Publishers,

**W. JOHN STONHILL & CO.**  
58, Shoe Lane, London, E. C.



**THE SAN ANTONIO EXPRESS**

AND

**THE EL PASO HERALD**

announce the appointment of

**THE JOHN BUDD COMPANY**

Brunswick Building      Tribune Building      Chemical Building  
NEW YORK                      CHICAGO                      ST. LOUIS

As their representatives in the general advertising field

## PICTORIAL NEWS.

**The Value of Photographs as News Features Rapidly Increasing. Demand So Great That Two International Associations Are Now Furnishing Daily Service.**

From The New York Tribune.

The news photographer has become almost omnipresent. No occurrence of importance that can be foretold fails of record on the dry plate, and before the remains of an accident have been cleared away some photographer is on the scene with his instrument. It occasionally happens, and it is becoming more frequent, that the photographer is on the spot when unforeseen things of great importance occur which could only be snapped at the psychological moment. Such were the photographing of the attempt on the life of Mayor Gaynor and the taking of a moving picture of the assassination of Prince Ito at Moukden.

A photograph made at Madrid on the day of King Alfonso's marriage illustrates the possible value of a news picture. According to a story now told, a photographer chanced to get a picture of the bomb explosion, with the debris flying through the air. An Englishman who had been sent to Spain to obtain photographs of the event made a bargain for the picture. While he was on his way to his hotel for the money the hypnotic influence of his persuasive language and manner began to wear off. The photographer argued to himself that a fresh claim was worth while because of the Englishman's anxiety to obtain the picture. "He was willing to pay a good price," said he to himself. When the Englishman returned he found to his disgust that the price had been doubled. The negative finally changed hands for the equivalent of \$50.

MADE \$2,500 FROM PICTURE.

The insistent Spanish photographer had not an exaggerated idea of the value of his picture. It is reported that this particular news photograph produced \$2,500 for the coffers of the purchaser.

The demand has become so great that practically all newspapers in cities of half a hundred thousand or above have their photographers and art departments. International photographic services are performing in the news photographic world what the Associated Press does in the news gathering field.

Within the last few months two international photographic daily news services have been organized in New York City. One of the concerns is a photographic company which has been in existence for many years. The other is a press association distributing "boiler plate" and telegraphic matter to thousands of newspapers scattered throughout the country. The demand was too great for the latter to resist

the tide. The organization of the first illustrates the progress which has been made in the use of news pictures.

Correspondents in every part of the world send in photographs illustrating the news, development and life of their particular fields. Campaigns are planned for "covering the story" in special cases. A caravan was sent into the part of the African jungle visited by Roosevelt simply for the purpose of photographing the country, its sport, and the animal and human life to be found there.

The utility of pictures as news vehicles has been demonstrated in Europe to even a greater extent than in this country. In London are three dailies, said to be prospering, whose news is presented in photographic reproductions—nothing else.

But the photograph as a distributor of news has been carried even further than this. Here in New York it is given to the people in the shape of enlarged photographs of news incidents displayed in store windows. A company is now furnishing stores with a daily service of such pictures, the photographs illustrating the most important occurrence of the day.

It has been prophesied that in the course of a few years news editors will be sending out telegraph orders something like this:

"Send 500 feet car strike; if any shooting, 750 feet," or "Roosevelt speech, 250 feet; if he turns hand-springs, 800 feet."

The moving picture has been pressed into the news service. Its work is done in the entertainment hall. It is now possible to make a picture in the morning in New York and display it in the evening.

THEY HAD HUGE AUDIENCES.

The maneuvers of the fleets at the Hudson-Fulton celebration were exhibited the same evening. The inauguration of President Taft was shown the following day in the moving picture halls in New York. It is estimated that the product of the two innocent looking boxes with brass mounted lenses, fitted with cranks, which were focused on Colonel Roosevelt when he approached the welcoming stand at the Battery last June, upon his return from Europe, was seen by between six million and eight million persons in the course of two weeks. This is a bigger circulation than that claimed by any daily.

But America has confined itself to occasional news pictures. Again, it is London which has taken the lead. The Animated Gazette is the name of the moving picture enterprise which has undertaken to distribute the news daily throughout the London moving picture halls. These number five hundred. The Gazette has a complete news organization with a staff of five thousand photo-correspondents scattered all over the globe. Films are sent out daily, and it is estimated that two millions of persons see them in the course of twenty-four hours.

This progress in the use of pictures as news tellers is developing a new occupation. The news photographer, with his special apparatus for rapid work, is becoming almost as familiar to the public as the reporter. The legitimacy of his activity is almost as well established. To the average citizen every one who appears to be taking photographs with a purpose is a news photographer. He is quite likely to be asked, "What paper will it be in?" as he presses the button.

MUST HAVE NEWS INSTINCT.

Contrary to the opinion of a good many persons, not every photographer, no matter how expert he may be tech-

nically, will prove to be a successful news photographer. He must have the reporter's "news sense." He must go out with his camera as determined to get a picture which will tell the essential facts of the affair as the reporter is to get the details. He must be able to make uncertain weather conditions serve his purpose. In the case of coming occurrences he must study his ground and the probabilities as if he were a general planning a battle in order to pick out the key position for his battery. He must know when to press the button. Without discussing the ethics or psychology of the act, the two photographers mentioned by Mayor Gaynor in his letter, who pressed forward and took pictures within an instant of his shooting, had the news sense highly developed. Their act was the result of the specialization of that sense.

Theirs not to reason why.

Theirs but to do.

Photographers in their desire to obtain "real live stuff" have pursued their ways to the ends of the earth, defied the raging river and the avalanche, faced the charging rhinoceros, stood unmoved in a rain of bullets in the front of battle, courted death at the edge of the automobile race course and risked annihilation in order to obtain a photograph of a dynamite bomb explosion. Usually in the enjoyment of accomplishment they forget the danger involved, and at least act as if they were ready to die if need be. The men at Balaklava did not more than this.

### Successful Contest.

The New York Morgen Journal has just completed a very successful circulation contest during which handsome prizes, consisting of fine jewelry, were awarded for the most original and prettiest masquerade costume. The originality displayed by the contestants, many of whom had designed their own costumes, was remarkable and spoke well for the imagination and skill of the German wives and daughters as needlewomen. The management states that during the contest they added 7,000 new subscribers. On March 12 the Morgen Journal inaugurated a Proverb Contest, which promises to be very interesting.

### Boston Society of Printers.

The seventh annual meeting of the Boston Society of Printers, composed of representatives of various publishing interests in Boston and vicinity, was held at the Boston City Club last week. Members and guests to the number of fifty were present. President Henry L. Johnson presided.

### Relief for Famine Sufferers.

The Christian Herald, of New York, sent to the State Department at Washington, Tuesday, a certified check for \$25,000 to be sent to China for the famine sufferers. This makes \$82,000 which the Herald has sent in the past two months for this purpose. The money is contributed by the readers of the publication.

The Geneva (O.) Free Press has been sold to J. J. Parshall.

## JOINS BLOCK FORCES.

**Walter Roth Becomes Identified with Western Office of Special Agency.**

Walter Roth has joined the Western office of the Paul Block Special Agency.

Mr. Roth is one of the best known and most widely acquainted men in the Western advertising field. For a



WALTER ROTH.

number of years he was connected with the Chas. H. Fuller Advertising Agency, where he acquired an intimate knowledge of the agency side of the advertising business. He left the Fuller office several years ago, and has since been Western manager for Hearst's Sunday magazine supplements, and also with the Harper publications.

## \$15,000 Cash

available immediately for first payment on a magazine property.

A class publication will be acceptable if not too technical.

Present location no object if entry can be transferred to New York without affecting subscription list.

This is a LIVE opportunity to dispose of your publication if it is a good proposition and full value can be shown.

### HARWELL & CANNON

Brokers in Newspaper and Magazine Properties

200 Fifth Ave. (cor. 23d St.)

NEW YORK

## THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,290 DAILY, AND GROWING LIKE A WOOD

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100 per cent. over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD EUREKA, CALIFORNIA

A. K. STONE, Editor and Gen'l Mgr. THE FISHER AGENCY, Special Representative, New York and Chicago.

## IN CALIFORNIA

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

They guarantee the largest city circulation in each city.

## The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

### FLAT DISPLAY RATES

Set matter, per inch.....16¢  
Plate Matter, per inch.....12¢  
Matrices at Plate rate.....12¢

No Special Representatives

CROMBIE ALLEN, Editor

H. L. ALLEN, Manager

**THE MASTER BUILDER.**

**Religious Teacher Discusses in Simple Fashion the Responsibility of the Press. Printed Page Goes Round the World. May Make for Wrong or Righteousness.**

In the first of a series of Sunday evening talks William James Leach, pastor of the First Methodist Church, Peoria, Ill., last week reviewed a little book entitled "John the Unafraid," by an unknown author.

"The book states in the beginning," said the Rev. Leach, "that it was a time when the world was being very much wrought up by the announcement of the approaching end of the world. Everybody seems to be excited save one man, and he is a carpenter by the name of John. This John has a very simple religion or philosophy of life which makes his life serene and strong. Through the several chapters he speaks quietly to his friends as they come to him. In these talks he discusses many sides of life. The chapter which sets forth his dissertation with the editor I have set down, because it is fairly representative of the spirit of all the little sermons."

And there came an editor of a great newspaper to see John, saying: "I print many thousands of newspapers daily and help to form public opinion. I have come to talk with you about my business and yours."

And John said: "The Master's business includes both."

The editor said: "John, do you read my paper; and, if so, wherein can I better it?"

And John said: "I am a carpenter, and though I read your paper I am not qualified to criticize. Let me ask what you consider to be your calling?"

And the editor said: "I am a merchant—a seller of news and a writer of editorials."

And John said: "I notice many inaccuracies as to events," to which the editor replied: "Yes, this is necessarily so, for we send out the apprentices in our profession to gather the news."

And John said: "That would not do in the carpenter trade. We put our apprentices on the least important work, where mistakes are not damaging. Has it ever occurred to you that it would be kinder to your customer to have your best and most experienced men gather the news you sell and let the apprentice write the editorials? An editorial full of sophistries, or of even absurd logic, could hurt on one but yourself, where as an untruth repeated by every paper you print might be of great harm to some innocent person and of no public good."

"What say you, are any of your news items or editorials written in the business office? Do you ever punish one brother to pay a social obligation to another? Are your policies fixed for

public good?—And having fixed your editorial policy, do you instruct your young apprentices to find only the news that dovetails with that policy?"

And the editor answered: "You know that I publish a partisan paper. I love my country and believe that my party offers the best for my country. We, as all do, color the news to assist in a good cause."

And John said: "Colored news is false news, and no worthy cause is ever helped by a falsehood."

"'Tis a failing cause that needs to be upheld by the crutches of untruth. My brother, I have watched your great enterprise for years. I honor and respect you, but I say in kindness, give to the people who look up to you what they need, and not so much of what they want. What say you of the doctor who withholds that which is beneficial and to please you prescribes that which your fancy craves?"

"Your splendid editorial last week opposing prize-fighting was not well emphasized by the full-page report of the brutal contest that occurred the day before. Your report of the unfortunate conduct of a young brother in our neighborhood last month was no doubt truly reported, but it has broken his mother's and sister's hearts, and while it gratified the morbid taste of the unkind, it has served no public or private good."

"A great responsibility rests upon you. You are the master builder and you can delegate that power and responsibility to an apprentice no more justly than you could give a sharp knife to an infant and, when the child mutilates himself, say: 'See what the foolish child has done.'"

"You have the very greatest opportunity to serve, and therefore the greatest blessings are within your grasp. When I speak the words may find a hearing in a few hearts, but your words, whether kind or unkind, by the cunning type and masterful press, go around the world. They may make for wrong or righteousness, for peace or war, for smiles or tears."

"I have observed that when great power falls into the hands of a good and great man he grows very considerate and kind in the use of that power. The Master himself, whose spirit still moves the civilized world, was the greatest teacher of kindness and the Prince of Peace."

**New York Woman's Press Club.**

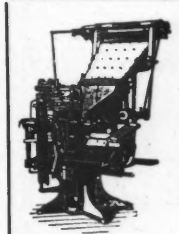
A program of unusual interest will be presented by the New York Woman's Press Club at the March social given today at the Waldorf-Astoria. F. T. Lucas will address the club on "Our Museums," William M. Chase on "What We Find in Color," Walter Pulitzer on "Pictorial Art in Journalism," and John G. Apgar on "The Advantages of Municipal Control in Art." There will also be a talk on the late John Quincy Adams Ward, to be given by John La Farge, and one on the moving picture, to be illustrated with moving pictures, by Miss Ruth Gould Dolesi. The musical part of the programme will be under the direction of the club's president, Mme. von Klenner. The guests of honor will be Charles P. Taft, publisher of the Cincinnati Times Star, and William T. Evans, also of Cincinnati.

**Dinner Seats Sell Rapidly.**

Seats are selling rapidly for the "Newspaper Night" dinner of the Syracuse (N. Y.) Advertising Men's Club, which will be given on March 27. The arrangements provide for a seating capacity of 403 at forty-four tables.

**January Orders, 115 Linotypes  
February Orders, 106 Linotypes**

Thus the tide sets strong the Linotype Way because adequately equipped the Modern Linotype produces every kind of composition possible by machine set methods **more economically, more rapidly,** and therefore in a way more conducive to the peace of mind and satisfaction of the user than any other sort of composing machine known to the trade.



25,000 in Daily Use

221 Linotypes in 59 days is not unusual and marks but the ever growing conviction that

**The Linotype Way Is the Only Way**

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS  
521 Wabash Ave. 638-646 Sacramento St. 332 Camp St.  
TORONTO: Canadian Linotype Ltd., 35 Lombard St.

**INCORPORATIONS.**

West Philadelphia Herald Publishing Co.; capital, \$50,000. Incorporators: C. E. Henry, N. MacNeill, W. C. Smith, Philadelphia, Pa.

Leader Printing Co., Lake Mills, Wis.; capital, \$10,000. Incorporators: C. L. Hubbs, Mary A. Hubbs, Lucille Hubbs, Hubbs.

The Naroodowicz Publishing Co., of Cleveland; Polish daily paper; capital, \$15,000. Incorporators: Stanislaus A. Dangle, N. DuLaurence-Medzwiedzko, Paul Kurdyel, Z. Dziedzicki, Victor L. Aeski, Jos. Szwarcz and A. J. Lukwinski.

The German-American Publishing Co., Rugby, N. D., Pierce County; capital stock, \$20,000. Incorporators: R. E. Austin and D. V. Brennan, of Devil's Lake, and F. L. Brandt, of Rugby. Filed February 28.

H. W. Case Publishing Co., Chicago; capital stock, \$10,000; printing and publishing. Incorporators: Ida Slora, Abe Lepino and Percival Steele.

**CHANGES IN INTEREST.**

W. S. Daniels has sold the Ola (Ark.) News to B. F. Renfro.

W. R. Harper, editor of the Foy City (Okla.) Leader, has combined his paper with the Eastern Oklahoma Farm paper.

The Farmington (Minn.) Herald, owned and published by Ham Clay, has been combined with the Dakota County Tribune, giving Farmington one paper.

The Sturgis (Mich.) Times-Democrat has changed hands; H. O. Eldridge, who has been owner and editor of the paper since 1908, sold his interest to Fred Russell, of Albion.

Major G. M. Carnochan has acquired the interest of the late Senator Lexow in the Nyack (N. Y.) Star Publishing Co.

The Wayne (Neb.) Nebraska Democrat has been purchased by E. O. Gardner and G. A. Wade, of Villisca.

The Decorah (Ia.) Journal has changed hands, H. W. Holmes selling his interest to Fred Biermann.

New York, April 12, 1910.

**Thos. Wildes' Son,**  
14 Dover Street, New York City.

Dear Sirs: We use "OXODIO" because it is a money saver. Our first experience with it was the reduction of a 150-pound pail of Dross to a fine, black powder weighing about 45 pounds.

I would gladly recommend the use of "OXODIO" to anyone requiring its use.

I also find that the mouthpiece of our machines and the metal pot are kept free from dirt by its use.



Very truly yours,  
**P. V. deBeneville.**

Write the American Ink Co. New York City for leaflet entitled "Publishers, show yourselves!—Here's the table."

# 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 Cortland.

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

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

American News Company, New York, Selling Agents.

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.  
Classified, 1 cent per word.

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

NEW YORK, SATURDAY, MARCH 25, 1911

### SUBSTANTIAL CITIZENS WHO WRITE LETTERS TO CON- SERVATIVE NEWSPAPERS.

Andrew Carnegie, last week, wrote a letter to the New York Tribune beginning "Thanks for your admirable editorial in yesterday's issue upon the speech of Sir Edward Grey in the Commons." Mr. Carnegie went on to give his own opinion of Sir Edward's speech, and also he discussed the general subject of arbitration. In short, Mr. Carnegie's letter to the Tribune was intended for publication, and was in fact published over Mr. Carnegie's signature upon the editorial page. It was actually a signed editorial.

The Carnegie letter serves to call attention to the growing importance of signed letters to the newspapers dealing with public questions.

It is pleasantly noticeable that so-called "conservative" newspapers—meaning those papers which do not attempt to display "sensational" news in a visually striking, or salient, or bizarre manner—seem to attract a class of letter writers who are honorably prominent socially, intellectually, politically and otherwise. It is an exclusive class, so to speak, well represented by Mr. Carnegie.

Of course, it may be admitted that wealthy persons, or those in high rank socially, are logically conservative because of environment and habit, and therefore look for correct representation by the conservative newspaper. Certainly the London Morning Post, which is the recognized organ of the Court, is taken very seriously by the "exclusive" class in England, even though the circulation of the Post is small compared with other big dailies of London.

The New York Evening Post is perhaps the best American example of a "conservative" daily with a comparatively small circulation (25,000 daily), which attracts the "exclusive" letter writers. One finds any day in the Post

undisplayed letters from such men as George B. Cortelyou, Admiral Evans, Professor Loundsberry of Yale, Senator Carter of Montana, ex-Senator Chandler of New Hampshire, ex-Secretary Richard Ballinger, William Allen White of Kansas, and many who are locally prominent in New York.

Surely the publisher of the "conservative" paper has much to be thankful for, even when he does not build up a large circulation. There are very few of us in the newspaper business who feel no pleasing exhilaration of pride, or vanity, or whatever you want to call it, when we get a reasonably concise letter from the prominent and substantial citizen who takes our paper seriously and wants his own opinion published in our paper.

### HOW NEWSPAPER MEN IN- SPECTED AN ELECTRIC RAIL- ROAD.

The New York Central Railroad "electrified" the road for a distance of about fifteen miles from the metropolitan terminal. When all the equipment was ready and before it was placed in the service of the public, a representative body of newspaper men was asked to ride over the road and inspect it. When the new Pennsylvania tunnel and terminal station was completed the newspaper men were first asked to go over the work and express their opinion of its fitness. And so it is when any great new steamship comes to New York for the first time.

It has become almost a rule to invite newspaper men to inspect every big public service plant after completion, before the plant is started in the regular service of the public.

Why are newspaper men asked to inspect such plants and their operation? A considerable number of people will answer that the officials who invite the newspaper men want advertising, and the inspection by the journalists is alleged to be superintended by the publicity agent of the company. This is a commonplace answer; it is not true.

The men who plan and build great machines are nearly always men who can correctly estimate the value of any unbiased criticism. These men have always at hand experts in mechanics and material sciences to aid them. It is often asked "What value has the inexperienced opinion of an editor?" But the great constructors do not ask that question.

The men who planned and built and equipped that section of the New York Central Railroad knew that a body of representative newspaper men inspecting their work would deliver a consensus approximating, so far as it is possible in human intercourse, the opinion of the great public for which the work was planned. When engineers and all mechanical experts finish, the newspaper men are called in as critics.

For the representative newspaper man has the best of all training to fit him for such criticism. He is trained to observe; he has the eyes of the public. He is trained to guard against false appearances; he looks below and behind appearances to find solid corroboration. He is not blinded nor warped by mere rules of technique. His philosophic attitude is pragmatic. He does not care whether the work was built according to rule; he only wants to know if it will accomplish, for the public, what its designers claim that it will do. So it may be assumed that the officials who invited the newspaper men to inspect the new railroad equipment and operation placed a high value upon the expressed opinion of these trained critics.

### PICTURES.

"The Picture Paper," a half penny daily lately started in London, tells the current news by means of pictures so far as it can. The enterprise has furnished additional subject matter for debaters who discuss whether to illustrate, or not to illustrate.

We do not think the starting of The Picture Paper indicates any general trend. There are very few dailies in America that do not print pictures. On the whole, we are inclined to the opinion that the total of illustration space is slightly smaller to-day than several years ago. Should the process of pictures by telegraph be developed so as to make it artistically and commercially feasible, the picture features of the dailies will undoubtedly be given more space than at present.

Incidentally, we desire to call attention to the great and growing interest in color photography. Just now the problem of reproduction in colors is absorbing the attention of advanced printers all over the world.

Again we are called upon to chronicle the death of a prominent figure in newspaperdom. In selecting a victim for the grim reaper, who would have chosen "Tom" Williams?—a man of rugged physique and great force of character. Who will be the next?

### THE EDITOR OF JUDGE.

I found James Melvin Lee, the Judge editor, who is said to be the young writer's friend, in his office at work. Around him were several assistants. One young man was kept busy sharpening blue pencils. Two were employed opening mail. Three did nothing but return unavailably. (How an editor can manage to send back more stuff than he receives I can't figure out.) The office boy was sitting in one corner with a copy of "Gems of Poesy" in his hands, presumably looking for the names of undiscovered writers.

"Good morning, Mr. Lee," I greeted, extending an empty hand. (This is the proper way to approach an editor.)

"Good morning, sir," Mr. Lee acknowledged rapidly, giving me his left hand, while with his right he blue-penciled something on the bottom of an acceptance slip. I read: "Glad to keep one paragraph of your article. Sincerely but hastily, James Melvin Lee, editor Judge."

"I am making short visits to editors and writers," I stammered.

"Glad to hear it," he answered. "Make this one as short as you can, for I am unusually busy since Mark Twain's death."

While talking Mr. Lee made a short-hand dash on a rejection slip. I barely caught it: "Better luck next time. Sincerely but hastily, J. M. L."

"You have quite an office force," I observed, my attention being attracted by the suppressed laughter of the assistants who had evidently discovered a real joke in the mail. "How long has it been so large?"

"Since Mark Twain died," he replied, making another blue-pencil stroke. "Sorry, but my verse drawer is full, Hasti-Lee."

"What has the death of Mark Twain to do with your business?" I inquired. "He wasn't one of your contributors, was he?"

"You see," he explained, "when Twain died every humorist in the country began to work overtime at his profession with a view of making up for the great loss. That has made it very hard for me."

At this point in the interview the office boy came in with a card. Mr. Lee glanced at it and scribbled on the bottom. I couldn't see what it was, but as the boy passed me I handed him a dime for the privilege of an examination. The name was unfamiliar, and did not interest me, but Mr. Lee's notation did. He had written: "Will see you as soon as I can get rid of this man. Come after dinner. Hastily."

"I must be going," I declared, rising. "Must you?" he asked, in a way editors have.—W. J. Burtcher in the *Humorist*.

### RENTAL OF POSTAL CARS.

The Engineering News calls the rental paid by the Post Office Department for postal cars "grossly excessive." Such a car run 300 miles a day can earn \$12,000 a year for the railway company. The News thinks it would be fairer to pay for transporting mails by the space actually used than by the weight in a given month, which is capable of manipulation. With the failure of the project for taxing magazines to cover postal deficiency, the department and Congress will have another chance to try better business management.—*New York World*.

### Will Install Goss Press.

The LaPorte (Ind.) Herald will install a Goss standard perfecting press as soon as the order can be filled.



**PERSONAL.**

F. Glenn Baker has succeeded Halbert O. Crews as city editor of the Springfield (Ill.) Evening News. Mr. Crews resigned to engage in other work.

Charles Ray, for forty years editor of the Cassville (Mo.) Democrat, has retired from active management of the paper and turned the property over to his son, Means Ray.

Dixon L. Merritt, a member of the Nashville (Tenn.) Banner staff and well known in southern newspaper circles, has been appointed secretary of the Nashville Industrial Bureau.

Norman Haggood, editor of Collier's Weekly, will deliver an address on journalism at Syracuse, March 30, under the auspices of the English Club of the university.

William Moon, for some time court reporter for the Des Moines (Ia.) Register-Leader and Tribune, has accepted the position of telegraph editor on the Peoria (Ill.) Star, with which paper he was connected before going to Des Moines.

Arthur G. Burgoyne, for many years connected with the Pittsburg (Pa.) Chronicle as an editorial writer, political essayist and humorist paragrapher, will lecture on "Thirty Years of Pittsburg Journalism" in Carnegie Music Hall, Pittsburg, on April 7.

James McCreight Cathart, Jr., one of the editors of the Tampa (Fla.) Morning Tribune, will be married early in April to Miss Hollie Pomeroy Savage, of Evergreen, Ala.

Julius Schneider, advertising counsel of the Chicago Tribune, addressed the Waco (Tex.) Ad Club last week.

James Arthur Edgerton, of the editorial staff of the American Press Association of New York, lectured on "The American Declaration of Independence, Its Influence Upon Eastern and Western Civilization," last Monday evening, before the First Baptist Church, Asbury Park, N. J.

A. G. Birch, a widely-known Denver newspaper man, has severed his connection with newspaper work to become the press agent and general advertising man for the Orpheum Circuit's vaudeville interests in Denver.

Charles C. Rosewater, of the Omaha Bee, addressed the Kansas City Advertising Club last week on "Analyzing the Advertiser's Problem."

W. A. H. Ely, editor of the North Tarrytown (N. Y.) Press-Record, who is First Lieutenant in Co. C, 71st Infantry, N. Y. N. G., has accepted the invitation of the United States Government to witness the army manoeuvres in Texas.

Louis F. Post, editor of the Public of Chicago, spoke before the City Club of Milwaukee last week on Fundamental Democracy.

C. W. McMurrin, widely known New York newspaper man, returned this week from a sojourn at Palm Beach. While there he interviewed Richard Croker, whom he has known many years, on the New York Senatorial situation. "Mr. McMurrin's interview was printed in the New York World. McMurrin says that from a physiological

standpoint New York men, as they accumulate wealth, are bound to make Florida and California their mid-winter mecca, in order to avoid the undertaker. He said the number who go to these semi-tropical States is doubling each year.

Harold Moore, for many years connected with the Rochester (N. Y.) Post Express, has resigned to take up newspaper work at Edmonton, the capital of the Canadian Northwest Province of Alberta.

**OBITUARY.**

Spencer Houghton Coon, for thirty-five years connected with the editorial staff of the New York Tribune, died Sunday at his home in Brooklyn following a short illness with grip. He was born in New York City fifty-five years ago. He became a member of the Tribune staff following his graduation from Cornell in 1876.

John Henry Crawford, for many years a member of the editorial staff of the Methodist Book Concern of New York City, died at his home in Brooklyn last Saturday of Bright's disease. He was fifty-one years old.

Charles M. Benjamin, one of the proprietors of the Ithaca (N. Y.) Daily Journal since 1877, died Monday of heart trouble. He was sixty-two years old. He was one of the best known newspaper men in southern New York State.

Professor Henry B. Funk, pioneer editor, known in Illinois, Kansas and Nebraska, died at Arkansas City, Kan., last week. He was seventy-one years old. His first paper was the Jacksonville (Ill.) Independent.

Robert Stewart Davis, publisher of the defunct Philadelphia Call and well known as a war correspondent, died at his home in that city last week. He was seventy-four years old. In 1863 he was war correspondent of the Philadelphia Enquirer in South Carolina. In 1864 he was the Washington correspondent of that paper and later of the New York Times. In 1865, with James Elverson, he established the Saturday Night. He disposed of his interest in that publication in 1879. He began the publication of the Call in 1883, which he continued until 1900, when it suspended.

A. H. Keeler, editor of the Hobart (Ind.) News, died at his home in that city last week from brain fever resulting from a blow which he received on the head the week before. He was fifty-seven years old.

**Elgin Press Club Elects.**

Officers for the ensuing year were elected at the annual meeting of the Elgin (Ill.) Press Club last week as follows: President, Colvin W. Brown; vice-president, Franklin Sorn; secretary-treasurer, Miss Henrietta Heron. Directors: F. P. Hanafin, Prof. A. H. Lowrie, Adolf Fischer, Dr. R. C. Brophy and Mrs. H. Q. Guest.

**Jewish Daily to Build New Home.**

The New York Jewish Daily Forward plans the erection of a new home at 173 East Broadway. The structure will be ten stories high. The facade will be in French Renaissance and the side walls finished in attractive panel designs. The Daily Forward will occupy the ground floor, basement, sub-basement and the top floor. The remainder of the structure will be let for loft purposes.

**ONLY PUBLICATION**

in southern county seat was bought 20 months ago on credit for \$1,250. Since then the owner has paid for property out of earnings of paper, added \$1,600 worth of new machinery, supported a family nicely and kept up heavy life insurance. Town of 2,500. Only printing office in town. 1910 cash receipts, \$5,218. Owner operated with payroll of but \$15 per week and total expenses of but \$1,790, leaving him \$5,428 return for personal work and investment. Has just been admitted to bar and wishes to practice. Price, \$2,500 cash. Cottrell Pony, C. & P. jobber, gasoline engine, paper cutter, etc. Proposition No. 105.

**C. M. PALMER**

Newspaper Broker

277 Broadway NEW YORK

**"Uncle Walt"**

(Walt Mason)

America's Most Popular Newspaper Feature

THE ADAMS NEWSPAPER SERVICE  
People's Gas Building Chicago

**"GOTHAM GOSSIP"**

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

**National News Service**

9 E. 26th Street, New York, N. Y.

**A BAD MAT**

You are using a bad matrix for illustrations. We have the only up-to-date newspaper service and the only up-to-date news daily matrix page. Try it for a month and for the first time illustrate current news.

**BAIN NEWS SERVICE**  
32 Union Square New York

**\$12,000.** will buy an evening paper located within thirty miles of New York City, with a bona fide circulation of 1,600 and doing a good business. Reason for selling, death of owner. **Quick action** desired to close estate.

**CONNER, FENDLER & CO.,**

56 Beekman Street, New York City

**FEATURES**

Proofs for comparison and sample mats for trial are supplied with pleasure to those who may be interested.

**THE INTERNATIONAL SYNDICATE**

Established 1899

BALTIMORE MARYLAND

"Not the Cheapest, But the BEST"

**CIRCULATION PROMOTERS**

All of our managers are stockholders.

**THE UNITED CONTEST CO.**

CLEVELAND, OHIO (Incorporated)

Bank References furnished

**NEW YORK HERALD SYNDICATE**

Cable and Feature Service

Address

Herald Square New York City

Canadian Branch Desbarats Bldg., Montreal

**WILBERDING**

"AD" popularity to your Newspaper

Send for samples of our Black and Yellow Celluloid Top Buttons.

MUSCROID SYNDICATE, SAN FRANCISCO

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**ADVERTISING SOLICITOR.**

Young man (28), experienced special agency solicitor, desires to connect with newspaper special agency. Address "J. S.," care THE EDITOR AND PUBLISHER.

**CIRCULATION SPECIALIST.**

Publishers, I make a business of systematizing circulation departments, stopping leaks, cutting expenses, showing you how to get new business at minimum cost. Fifteen successful years in circulation work. Very highest recommendations. Personal services available at a reasonable figure. Address Box 64, care THE EDITOR AND PUBLISHER.

**DO YOU NEED**

the services of a newspaper circulator with 18 years' practical experience? Healthy, young, married, steady. Record of results. Write "BUSINESS," care THE EDITOR AND PUBLISHER.

**OPEN FOR POSITION.**

Experienced daily paper business manager with highest references is, now open for a position. Address "No. 312," care THE EDITOR AND PUBLISHER.

**FOREIGN EXCHANGES OR BOOKS.**

An experienced foreign exchange editor and translator or reviewer of volumes published abroad, open for engagement or special work. Thoroughly fluent German and French scholar, British and American experience. "X. V.," care THE EDITOR AND PUBLISHER.

**HELP WANTED.**

**POSITIONS OPEN**

In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. **FERNALD'S NEWS PAPER MEN'S EXCHANGE**, Springfield, Mass.

**MISCELLANEOUS**

**WANTED**

an addressograph and filing cabinet for new small magazine. Address "C.," care THE EDITOR AND PUBLISHER.

**LINOTYPE WANTED.**

State model, factory number and equipment; lowest cash price; where linotype can be seen. Address "CASH," care THE EDITOR AND PUBLISHER.

**DAILY NEWS.**

Reports for evening papers, advance news, mail service, special and Chicago news. **YARD'S NEWS BUREAU**, 180 Washington St., Chicago, Ill.

**BUS. OPPORTUNITIES**

**NEWSPAPER MEN**

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

**FOR SALE**

**LINOTYPE BARGAINS.**

Model No. 1, includes mats and electric motor, good order, \$1,000. Model No. 2 (double magazine), includes 6, 8 and 11 pt. two-letter mats, good order, \$1,750; \$1,000 cash, balance six months. Model No. 2 (double magazine), just rebuilt by Mergenthaler Company, still in their factory; two sets two-letter mats (new), any faces desired, \$2,100; \$750 cash, balance one year. Model No. 3, good order, fully equipped, \$2,100, easy terms, immediate delivery. Prices F. O. B. cars. Immediate shipment. **WM. E. BOYD**, 47 W. 34th St., New York.

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

**THE BUFFALO EVENING NEWS** 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 wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. **CIRCULATION—DAILY, 64,741; SUNDAY, 84,203.**

# THE ADVERTISING WORLD

## TIPS FOR BUSINESS MANAGERS.

The Gardner Advertising Co., Kinloch Building, St. Louis, is placing orders for 5,000 lines to be used within one year in Southwestern papers for A. Guckenheimer & Brothers, Pittsburg, Pa.

Lord & Thomas, Trude Building, Chicago, are placing orders for 8,000 lines to be used within one year in Southern papers for the Hessig Ellis Drug Co.

Nelson Chesman & Co., Times Building, Chattanooga, Tenn., is placing orders for 14,000 lines to be used within one year in Southern papers for the Chattanooga Medical Co., same city.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for 7,500 lines to be used within one year in Southwestern papers for the Citiclay Co.

H. W. Kastor & Sons Advertising Co., Equitable Building, St. Louis, is placing orders for 5,000 lines to be used within one year in Southern papers for the Stafford-Miller Co. This agency is also placing orders for 3,000 lines to be used within one year in Southern papers for the Lloyd Chemical Corporation.

Lord & Thomas, Trude Building, Chicago, are placing orders for 1,000 lines to be used within one year generally for Mary T. Goldman, Mary T. Goldman's Hair Restorer, St. Paul, Minn. This agency is also placing orders for 5,000 lines to be used within one year in Southern papers for the Olive Tablet Co.

Nelson Chesman & Co., 1127 Pine street, St. Louis, are placing orders for 2,845 lines thirty times in Southern papers for the W. P. Cabler Root Juice Medicine Co.

Samuels, Cornwall & Steven, 84 William street, New York, are placing orders for twenty-one lines sixty times in Southern papers direct.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for 10,000 lines to be used within one year in Southwestern papers for the Tyrell Hygienic Institute.

The M. Volkman Advertising Agency, 5 Beekman street, New York, is sending out copy to be used fifty-two times within one year to Southwestern papers for the Kintho Manufacturing Co., Buffalo, N. Y.

The Blackman-Ross Co., 10 East Thirty-third street, New York, is placing orders for eighty-six lines d.c. three times in Middle West papers for the Brugier Chemical Co., Jersey City, N. J.

The Charles H. Fuller Co., 378 Wash-ash avenue, Chicago, is placing orders for 10,000 lines to be used within one year in Southern papers for the Regal Motor Car Co.

The Gardner Advertising Co., Kinloch Building, St. Louis, is placing orders for 1,000 lines to be used within one year in Southern papers for Fownes Brothers & Co., Fownes' gloves, 119 West Twenty-third street, New York.

The Siegfried Co., 50 Church street, New York, is placing copy for the Builders' Realty Co., New York, and the Two Boroughs Realty Investors' Corporation, New York.

The Allen Advertising Agency, Monolith Building, New York, is placing renewal orders with same list of papers as heretofore for the Home Vibrator Co., Lambert-Snyder Vibrator, 28 West Fifteenth street, New York. This agency has also secured the account of the DeMiracle Chemical Co., 1905 Park avenue, New York.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders on a cash basis with New York State papers for the Great Northern Hotel, 118 West Fifty-seventh street, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, will shortly place orders with Southern papers for the Purity Extract and Tonic Co., Senalso, Chattanooga, Tenn. This agency is also placing orders with large city papers for the Life Publishing Co., 17 West Thirty-first street, New York.

The George Batten Co., Fourth Avenue Building, New York, is placing a few orders with New York State papers for the Hasslacher Chemical Co., Perlin, New York.

Walter B. Guild, 96 Winthrop street, Roxbury, Mass., is placing orders with papers generally for F. W. McAleer & Co., Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are asking for rates on forty inches six times with Southern papers. This agency is also placing orders for nine inches d. c. eight times with Canadian papers for the Hawes Von Gal Co., Hats, 1178 Broadway, New York. It is reported that this advertising will be extended to a number of cities in the United States.

The Hicks Advertising Agency, 132 Nassau street, New York, is placing orders for twenty-eight lines six times with Canadian papers for the Great Eastern Railroad of England.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is sending out orders to papers in large cities for Lamont, Lorliss & Co., 78 Hudson street, New York, which company has bought the O'Sullivan Rubber Co., of Lowell, Mass.

The W. S. Hill Co., 323 Fourth avenue, Pittsburg, will, it is reported, place the advertising of the Ward Bread Co., South Boulevard and St. Mary's Avenue, Bronx, New York City and Brooklyn, recently combined. They will advertise their product later in New York City and surrounding towns.

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>NORTH DAKOTA.</b>	
ITEM .....	Mobile	NORMANDEN .. (Cir. 9,450) ..	Grand Forks
<b>ARIZONA.</b>		<b>OHIO.</b>	
GAZETTE .....	Phoenix	PLAIN DEALER .....	Cleveland
<b>CALIFORNIA.</b>		(February, D. 87,238-S. 121,182)	VINDICATOR .....
INDEPENDENT .....	Santa Barbara	YOUNGSTOWN	
BULLETIN .....	San Francisco	<b>PENNSYLVANIA.</b>	
CALL .....	San Francisco	TIMES .....	Chester
EXAMINER .....	San Francisco	DAILY DEMOCRAT .....	Johnstown
<b>FLORIDA.</b>		JOURNAL .....	Johnstown
METROPOLIS .....	Jacksonville	DISPATCH .....	Pittsburg
<b>GEORGIA.</b>		GERMAN GAZETTE .....	Philadelphia
ATLANTA JOURNAL .....	Atlanta	PHIENESS .....	Pittsburg
(Cir. 53,163)	Atlanta	TIMES-LEADER .....	Wilkes-Barre
CHRONICLE .....	Augusta	GAZETTE .....	York
HERALD .....	Augusta	<b>SOUTH CAROLINA.</b>	
ENQUIRER-SUN .....	Columbus	DAILY MAIL .....	Anderson
LEDGER .....	Columbus	DAILY RECORD .....	Columbia
<b>ILLINOIS.</b>		THE STATE .....	Columbia
POLISH DAILY ZGODA .....	Chicago	(Cir. D. 15,169-S. 15,318)	
SKANDINAVEN .....	Chicago	<b>TENNESSEE.</b>	
WOMAN'S WORLD .....	Chicago	NEWS-SCIMITAR .....	Memphis
HERALD .....	Joliet	BANNER .....	Nashville
HERALD-TRANSCRIPT .....	Peoria	<b>TEXAS.</b>	
JOURNAL .....	Peoria	RECORD .....	Fort Worth
<b>INDIANA.</b>		CHRONICLE .....	Honston
JOURNAL-GAZETTE .....	Ft. Wayne	TIMES-HERALD .....	Waco
NEWS-TRIBUNE .....	Marion	<b>WASHINGTON.</b>	
TRIBUNE .....	Terre Haute	POST-INTELLIGENCER .....	Seattle
THE AVE MARIA .....	Notre Dame	<b>WISCONSIN.</b>	
<b>IOWA.</b>		EVENING WISCONSIN .....	Milwaukee
EVENING GAZETTE .....	Burlington	<b>CANADA</b>	
CAPITAL .....	Des Moines	<b>ALBERTA.</b>	
REGISTER & LEADER .....	Des Moines	HERALD .....	Calgary
THE TIMES-JOURNAL .....	Dubuque	<b>BRITISH COLUMBIA.</b>	
<b>KANSAS.</b>		WORLD .....	Vancouver
CAPITAL .....	Topeka	TIMES .....	Victoria
<b>KENTUCKY.</b>		<b>ONTARIO.</b>	
COUHER-JOURNAL .....	Louisville	EXAMINER .....	Peterborough
TIMES .....	Louisville	FREE PRESS .....	London
<b>LOUISIANA.</b>		<b>QUEBEC.</b>	
ITEM .....	New Orleans	LA PRESSE .....	Montreal
TIMES DEMOCRAT .....	New Orleans	Cir. Dec. 1910, 101,534	
<b>MAINE.</b>		<b>GET THE BEST ALWAYS!</b>	
JOURNAL .....	Lewiston	<b>The Pittsburg Dispatch</b>	
<b>MARYLAND.</b>		Greater Pittsburg's Greatest Newspaper	
THE SUN .....	Baltimore	WALLACE G. BROOKE Brunswick Bldg. New York	
Morn. and Eve. 110,153 .....	Baltimore	HORACE M. FORD Peoples Gas Bldg. Chicago	
<b>MICHIGAN.</b>		<b>The Mobile Register</b>	
PATRIOT (1910) D.10,720; S.11,619.	Jackson	MOBILE, ALABAMA	
<b>MINNESOTA.</b>		"The Mobile Register for over eighty years has been the principal newspaper of Mobile and as an advertising medium cannot be surpassed."	
TRIBUNE .....	Minneapolis	"THE BANK OF MOBILE, N. B. A."	
<b>MISSOURI.</b>		C. F. KELLY & CO. Publishers' Representatives	
DAILY AND SUNDAY GLOBE .....	Joplin	New York Chicago	
POST-DISPATCH .....	St. Louis	<b>AUGUSTA HERALD</b>	
<b>MONTANA.</b>		Augusta, Ga.	
MINER .....	Butte	Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.	
<b>NEBRASKA.</b>		<b>Benjamin &amp; Kentnor Co.</b>	
FREIE PRESSE .. (Cir. 142,440) ..	Lincoln	Foreign Representatives	
<b>NEW JERSEY.</b>		CHICAGO and NEW YORK	
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. 300,000)	New York		
MESSENGER OF THE SACRED	New York		
HEART ..	New York		
RECORD .....	Troy		

**THE New Orleans Item**

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

Elmer E. Clarke, Business Manager

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
NEW YORK CHICAGO ST. LOUIS

**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- ADVERTISERS' SERVICE**  
8 Beekman St., New York  
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800
- CONE, ANDREW**  
Tribune Bldg., New York  
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**  
18-17 West 38th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
243 West 39th St., New York  
Tel. Bryant 4720
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**  
156 Broadway, New York  
Tel. 1233 Cortlandt
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

- FLOWERT ADV. AGENCY**  
Stephen Girard Bldg., Philadelphia  
Tel. Filbert 5187
- PHILADELPHIA ADV. BUREAU**  
William W. Matos, Inc.  
Bulletin Bldg., Philadelphia

**MEXICO**

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

**CUBA and WEST INDIES**

- THE BEERS ADV. AGENCY**  
Bank of Nova Scotia Building  
Havana, Cuba  
I. C. Felleman, 18 B'way, N. Y.

**ADDITIONAL AD TIPS.**

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing orders with Southern papers for the Charles E. Hires Co., Hires' Condensed Milk, same city. This agency is also placing orders for three inches e.o.d. seventy-eight times with Southern papers for the Nunnally Co., Nunnally Candy, Atlanta, Ga.

W. L. Houghton, 828 Broad street, Newark, N. J., is placing orders for seventy lines d.c. t.f. in Southern Sunday papers for Louis Noschkes, Quiterite Skirt, 57 East Eleventh street, New York. This account will gradually be extended. This agent is also placing orders for 1,400 lines with Southern papers for the Clark Blade & Razor Co.,

**Publishers' Representatives**

- ALCORN, FRANKLIN P.**  
Flatiron Bldg., New York  
Tel. Gramercy 666
- ALCORN, GEORGE H.**  
405 Tribune Bldg., New York  
Tel. Beekman 2991
- BARNARD & BRANHAM**  
Brunswick Bldg., New York  
Boyce Bldg., Chicago  
Tel. Madison Sq. 6380
- BUDD, THE JOHN COMPANY**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746
- NORTHRUP, FRANK R.**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- PAYNE & YOUNG**  
747-8 Marquette Bldg., Chicago  
30 West 33d St., New York  
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**  
45 W. 34th St., New York  
Tel. Murray Hill 1377
- THE FISHER AGENCY**  
118 East 28th St., New York  
506 Boyce Bldg., Chicago  
Tel. Madison Sq. 5556
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**  
189 East Broadway, New York  
Tel. Orchard 5300

Clark's Blades, 56 Summer street, Newark, N. J.

E. T. Howard, Tribune Building, New York, is placing orders generally for the spring advertising of L. E. Waterman Co., Waterman's Ideal Fountain Pens, 173 Broadway, New York.

The Long-Critchfield Corporation, Brooks Building, Chicago, is placing orders for 5,000 lines in Southwestern papers for Thomas B. Jeffery & Co., Automobiles, Kenosha, Wis.

The Manufacturers' Publicity Corporation, 30 Church street, New York, is placing orders with a select list of papers in the United States for the E. W. Peck Co., Peck Pencil Slot Machine, 1123 Broadway, New York. Canadian papers may secure this advertising later.

The Morse International Agency, Dodd-Mead Building, New York, is placing renewal orders for the Charles N. Crittenton Co., Hale's Honey of Horehound & Tar and Pike's Toothache Drops, 115 Fulton street, New York.

The Philadelphia Advertising Bureau, Bulletin Building, Philadelphia, is placing orders for two inches e.o.d. six months with Pennsylvania papers for the Oronolo Remedies Co., Philadelphia, Pa.

J. A. Richards, Tribune Building, New York, is placing orders for three

inches two t.a.w. t.f. with large Eastern papers for the Library Bureau, Furniture, 316 Broadway, New York.

Hill & Tryon, May Building, Pittsburgh, Pa., are placing orders for 5,000 lines with Western papers for the National Tubing Co., Pittsburgh, Pa.

The Van Cleve Co., 250 Fifth avenue, New York, is placing orders with New York State papers for the Pirika Chocolate Co., Pirika Chocolates, Newark, N. J.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders with New England papers for Mulhens & Kropff, 298 Broadway, New York.

The Wyckoff Advertising Co., 14 Ellicott street, Buffalo, is placing orders with Ohio papers for the Mustertine Co., Buffalo, N. Y.

Fred C. Williams, 108 Fulton street, New York, is putting a new proposition on the market for the Williams Medicine Co., same address.

The More International Agency is placing a line of advertising for the Portland (Me.) Board of Trade.


The J. Walter Thompson Co., 44 East Twenty-third street, is placing 5,000 line orders for the Canadian Pacific Railway.

**INCREASED CIRCULATION.**

Has your circulation increased during the past three, six or twelve months? If so, tell the advertisers and advertising agents about it. You can do this to best advantage and at least cost through the columns of THE EDITOR AND PUBLISHER AND JOURNALIST.

**The Printer's Angel.**

Sweet Ermytrude Jones has two beautiful eyes.  
Their color is azure, the same as the skies.

Her eyes: 

Pure Grecian her nose is, and molded with grace;  
And never was nose more in keeping with face.

Her nose: 

Her lips are so soft, and as rich as red tulips,  
And the breath they emit has the scent of mint juleps.

Her lips: 

Her teeth are as pearls, and I take them to be  
Just as good as the best that come out of the sea.

Her teeth: **vvvv**


Like the bright burnished gold of Aurora her hair is;  
And twiddles in curls like a fay's or a fairy's.

Her hair: **SSSS**

Then her wee shelly ears—ah! how graceful each turning—  
But, hush! or I set these appendages burning.

Her ears: **CC**

Oh, could I the wealth of the Indies command,  
I'd forfeit it all for sweet Ermytrude's hand!

Her hand: 

And, were I sole monarch from Croydon to Crete,  
I'd lay down my scepter at Ermytrude's feet.

Her feet: **JL**

—London Punch.

**Alert, Masterful, Independent**



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

and will solve the greatest problems of the printing business. This unique journal is edited by some of the world's foremost authorities on all matters connected with the printing industry. It is a repository of practical information and constructive suggestions. New printers are encouraged by incisive essays, many of them signed by successful men of the trade. The best priced string of the month are reported with helpful comments in every issue.

And it tells the reasons why one job is usually done better than another. It contains the latest news about the printing business, the cost of materials, the latest machinery, the latest methods of printing, the latest news about the printing business, the cost of materials, the latest machinery, the latest methods of printing, the latest news about the printing business, the cost of materials, the latest machinery, the latest methods of printing.

It will not cost you \$2.00 a year—a dollar for an unnumbered copy sent to you free. Do it now.

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

**Press Clippings**

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

**BURRELLE**

45 Lafayette Street, New York City  
ESTABLISHED A QUARTER OF A CENTURY

We Are **CHIEF** IN **NEWSPAPER WORK**



Chestnut Street Engraving Co. Philadelphia, Pa.

WRITE FOR PRICES

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. 4500-4 Beekman

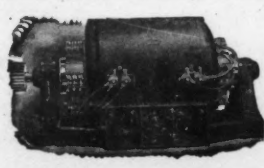
**THE LOVEJOY CO.** Established 1853  
**ELECTROTYPERS**  
and Manufacturers of Electrotyping Machinery  
444-446 Pearl Street New York

**GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.**

Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

**Garwood Electric Co.,** Main Office and Works, GARWOOD, N. J.  
New York Philadelphia Boston Chicago Pittsburg  
St. Louis New Orleans



**"THE KOHLER SYSTEM"**  
of ELECTRIC CONTROL for  
Motor-Driven Printing Presses and Auxiliary Machinery  
Used by the leading newspapers throughout the world  
Manufactured and sold by the  
**CUTLER-HAMMER MFG. CO., Milwaukee, Wisconsin**  
New York Chicago Boston Pittsburg Philadelphia Cleveland San Francisco

# The New GOSS High Speed Sextuple Press No. 160

Is built and guaranteed to run at a speed of 36,000 per hour for each delivery, for the FULL run



Prints 4 - 6 - 8 - 10 - 12 - 14 - 16 - 18 - 20 - 22 - 24 - 28 - 32 - 36 - 40 - 44 - 48 pages  
All products up to 24 pages can be made in one section (book form)

## SPECIAL FEATURES:

Plates can be put on without removing ink rollers  
Patented ink fountains, screws all at one end of fountains  
(regular piano key action)  
All roller sockets automatically locked

No ribbons whatever when collecting  
Design prevents breaking of webs  
Entirely New HIGH SEEP PATENTED FOLDING AND DELIVERING DEVICE

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

Patented and Manufactured by

**THE GOSS PRINTING PRESS CO.**  
16th Street and Ashland Avenue, Chicago, Ill.

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

## DRAMATIC CRITICISM.

**William Winter Unsparingly Lectures the Newspaper Critics Who, He Intimates, Have Not Proper Motives Nor Proper Training for Their Business.**

William Winter, formerly dramatic critic of the New York Tribune, and dean of the dramatic critics, writes in last week's Saturday Evening Post, of Philadelphia, on "The Theater and Morality." A part of the article is devoted to the relations between the press and the theater, as follows:

"Degradation and perversion of the theater is, to some extent, attributable to the wrong influence of a corrupt or supine press. Scathing censure of the persons, by name, who are responsible for it would tend to prevent it; but such censure is seldom permitted. Manipulation of advertising patronage controls newspapers. Furthermore, the prevalent practice in dramatic criticism is the expression of likes and dislikes, without specification of reasons, coupled with a wild, wandering commentary on superficial aspects of theatrical treatment and professional demeanor; and from ebullitions of that sort neither the actor nor the reader can derive benefit. Criticism, in order to be useful, while it excoriates evil and ridicules trash, should expound, interpret, sympathize and help—cheering the actor who is trying to do fine things, and, if possible, winning the public to favor and sustain him. That achievement is possible to it when ably and conscientiously employed. A larger result than that is beyond its reach.

"It is, of course, desirable that a person who assumes the province of the dramatic critic should possess the advantages of a good education, ample knowledge of theatrical history and biography, wide general reading, experience of life, sound judgment, a richly stored and ready memory, a kind heart, the saving attribute of humor, and a clear, illuminative style. But it is ever to be remembered that the dramatic critic, howsoever well qualified for his vocation, does not, necessarily, possess the specific talent of the stage manager, gifted by nature and educated by experience, to produce a play, or the interpretative talent of the qualified and trained actor to perform in it.

"The point at which the service of the dramatic critic becomes essential to society is the point at which the drama directly impinges on social welfare, on the thoughts and feelings, the mental and moral condition of the people, the trend of popular taste and sentiment. Criticism essentially is, or should be, for the edification of the public, not the instruction of the actor. The questions, therefore, that properly engage the attention of the dramatic critic are questions of the influence and comprehensive general effect of plays and acting, not questions of technicality and detail: although to some extent those matters can sometimes, incidentally, be instructively considered if the writer happens to possess the requisite technical knowledge. Observation perceives that few writers about the stage, in any period, have possessed expert knowledge of that description. Such knowledge is conspicuously absent from the much-extolled criticisms of Hazlitt.

"The best of the old English critics, in that particular, was Leigh Hunt. In

the contemporary press the critics are of many kinds. Callow collegians, 'cub' reporters, sporting editors, college professors, probationary divinity students, office 'hacks'—those, and many others, consider themselves, and apparently are considered by newspaper editors, amply competent to write dramatic criticism, and the product of their abortive industry is liberally supplied. Stringent objective criticism has sometimes made itself audible, but usually it has been greeted as 'destructive.' A foolish disparagement! You cannot make a garden until you have cleared out the weeds, and in no garden do the weeds multiply more rapidly than in that of the contemporary, commercialized stage."

### The New Bedford Times.

The New Bedford (Mass.) Times recently published an industrial number that was a splendid example of newspaper enterprise, and a credit to the city and its industrial resources. Twenty-three pages were alone devoted to the textile industry. New Bedford, which was formerly looked upon as a whaling port, has made rapid strides the past few years, and is now one of the most thriving and prosperous cities in New England. The Times, established nine years ago by Charles G. Wood, has played no little part in the upbuilding of the city.

### Voting Contests.

The United Contest Co., Inc., of Cleveland, O., is conducting circulation contests for the Auburn (Ind.) Courier and the Cambridge (O.) Times. The New Bern (N. C.) Sun recently closed a successful contest conducted under the auspices of the same company.

## MANY STUDY JOURNALISM.

**Classes at University of Wisconsin Show Big Increase Over Last Year.**

At the University of Wisconsin 175 students are enrolled in the classes in journalism this year, an increase of over 50 per cent. above the number last year. Of these 153 are in the classes in newspaper and magazine work and 22 in the class in agricultural journalism. The students represent 13 States and two foreign countries. One student is an Armenian from Turkey and an other an East Indian from Calcutta. The States represented by students include New York, California, Michigan, Ohio, Colorado, Kansas, Minnesota, Texas, South Dakota, Indiana, Iowa, Illinois and the District of Columbia.

Over 160 students are taking courses in advertising at the university this year. The work in the psychology of advertising has attracted 140 young men and women, and that in agricultural advertising 22. The Students' Advertising Club, organized last fall as the first of its kind in any American university, has a membership of over 100, and is affiliated with the Associated Advertising Clubs of America.

### New Paper for Wheeling.

It is reported that arrangements are being made to launch a Saturday afternoon paper in Wheeling, W. Va. It will be independent in politics and devoted especially to the commercial interests of Wheeling and West Virginia. The paper will be published by a stock company, and John W. Burchinal, formerly of the Moundsville Herald will be the editor.

