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THE EDITOR AND PUBLISHER

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NEW YORK PRESS CLUB

LAYING CORNER STONE OF THE NEW TEN-STORY BUILDING.

Finest Club House for Literary Men in the World—Fifteen Thousand Newspaper Men in New York—Seven Floors To Be Used by the Club, Which Has Assets of \$190,000—Building To Be Finished in June.

The corner stone of the ten-story building that will be the home of the New York Press Club was laid last Saturday. It was done simply, quietly. The ceremony was in charge of the Grand Lodge of Masons of New York. Robert Judson Kenworthy, deputy grand master of New York, presided. To him, President John A. Hennessy, of the Press Club, handed the golden trowel. Rev. S. Parkes Cadman offered a prayer. General Horatio C. King led the singing of the old anthem of the Press Club, "Scatter Seeds of Kindness." Not many were there. It was, indeed, an impressive ceremony.

Eight thousand writers, legitimately newspaper men, are in New York. There are 15,000 counting all who are engaged in the production of newspapers, magazines, technical and trade papers, outside of the mechanical departments. Here in the very heart of the Park Row district, at the corner of Spruce and William street, but a few steps from Wall street, from Trinity Church, from the Brooklyn Bridge, they have put up the steel frame of a house that may be the capitol of the American newspaper world. It will be finished in June.

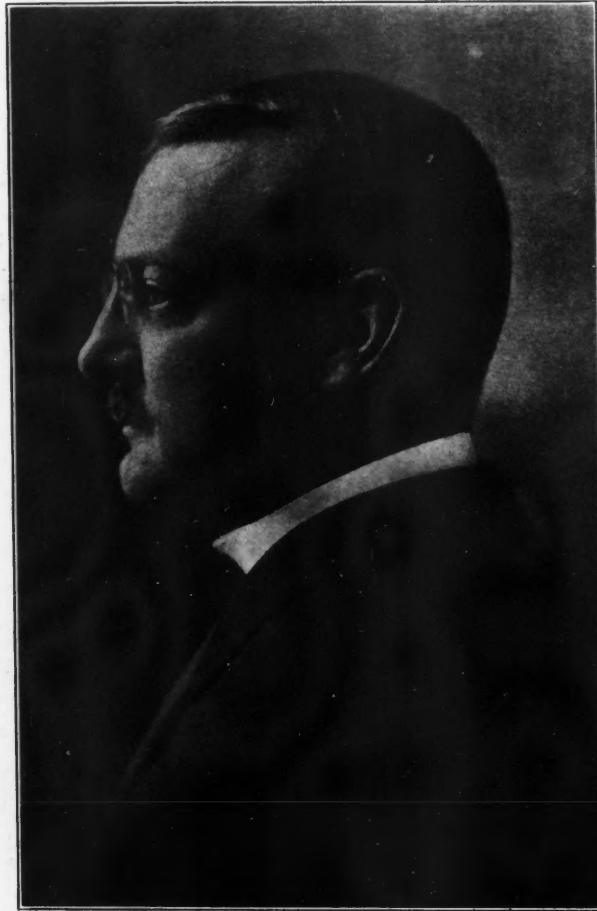
It was a great event, this corner-stone laying. The same old war of the city went on, never stopping an instant. Of the million people nearby, only a few, a very few, knew about the building that had been going up, silently, as one might well say. And these few smiled to think of it. Some day, they thought, the world will know.

The club was organized in 1868 as "The Journalistic Fraternity." It was the first press club in the world. Its quarters were over a lager beer saloon on Centre street. In 1872 it was formally incorporated as the New York Press Club.

In the New York battle for space, living room, breathing room, it has never had a club house proportionate to the number and character of New York newspaper men. Said President John A. Hennessy:

"The club has had 8,000 members in twenty years. We now have 500 members. I have always held that such men as Chester Lord, Joseph Pulitzer, Wm. R. Hearst, would not come to us, because there was nothing practically tangible to bring them. And they are newspaper men, akin to us. But our quarters were like barracks. Not all newspaper men are drawn to barracks merely for companionship. Not even a majority. I made the new building an issue. I was elected president on that issue. We started the plans eighteen months ago."

Here are the data:
Building 62 ft. 10 ins. fronting Spruce
(Continued on page 3.)



WILLIAM LOEB, JR.,

See Page 11.

FOR TEN YEARS SECRETARY TO MR. ROOSEVELT, AND NOW COLLECTOR OF CUSTOMS AT NEW YORK.

ROOSEVELT AT WORK.

Travels to New York City as Ordinary Commuter and Begins to Edit.

Theodore Roosevelt occupied his desk as associate editor of the Outlook Magazine for the first time on Wednesday. The ex-President spent a busy day receiving callers and dictating copy.

Mr. Roosevelt caught the 7:58 train from Oyster Bay to the city; joined the usual commuters' rush to the ferry, and had the pleasure of hanging to a strap on the Thirty-fourth street crosstown car. The ex-President was recognized by many but no one offered him a seat. At Fourth avenue he transferred to a northbound Madison avenue car. He clutched a strap all the way. Alighting at Forty-eighth street he proceeded to the home of his brother-in-law, Douglas Robinson. There he was met by Dr. Lyman Abbot, editor of Outlook, who journeyed with him to the offices of that publication, located in the United Charities building, near Madison Square and almost within the shadow of the big Metropolitan tower.

Mr. Roosevelt met the members of the Outlook staff, and plunged into work. Interviewers were barred all

day, the ex-President apparently determined to stand by his declaration that he is done with publicity.

JOSEPH PULITZER HOME.

Returns on Private Yacht from Trip to Canal Zone.

Joseph Pulitzer, publisher of the New York World, arrived in the city Monday on his private yacht *Liberty*, which has been cruising in Southern waters.

Mr. Pulitzer, with a party of friends, has been gone since last December. The Canal Zone was inspected during the cruise.

Home of Norman E. Mack Burned.

The beautiful home of Norman E. Mack in Buffalo, N. Y., was practically destroyed by fire on Wednesday night. The loss is about \$50,000. The fire started in the servants' quarters on the third floor. Mr. Mack was in New York at the time, and his family at Atlantic City.

The Springfield (Mass.) Republican will add two stories to its present building, making it a five-story structure.

PUNGENT PROTEST

PAPER MANUFACTURERS FILE OBJECTIONS TO PROPOSED TARIFF REDUCTIONS.

Republican Party Accused of Shiftiness — Charge that Newspapers Want to Be a Privileged Class— Cheap Paper Not a Blessing— Ruin for Paper Makers—Suggested Amendments to Mann Report.

The American Paper and Pulp Association, through its president, Arthur C. Hastings, has issued a signed "answer" to the report of the Mann Committee. It takes a position of decided opposition to the recommendations for a reduction of the tariff on wood pulp and manufactured print paper. The statement is presumed to voice the sentiment of the paper manufacturers of the country.

The papermakers, in plain language, accuse the Republican party of turncoatism. They say that the report of the Mann committee approaches "very nearly to the principles and wishes of the Democratic party, and must of necessity recede correspondingly from the principle of protection, for which the Republican party stands, and from the specific pledge of its last platform, that revision would be made on the basis of fair protection to all industries."

They recite further that "repelled by Democratic doctrine and relying upon Republican pledges, the paper industry unequivocally cast its lot with the Republican party in the last election," and therefore they expect to be dealt with in "fairness."

Getting down to direct and pertinent criticism, the papermakers say:

THE PRESS A "PRIVILEGED" CLASS.

"So far as this argument is based upon the desire to get cheap paper for our publishers, we believe that it is equally unsound and is to the last degree unjust."

"In that aspect, it is clear that this argument is based on the assumption that, regardless of the welfare of the paper industry and of the communities in which it is located in this country, and of the labor which is employed; regardless of the general policy of protection and the pledges of the Republican party; regardless of the refutation of the publishers' charges against the paper manufacturers; in fact, regardless of every other consideration whatever, no advance in the price of newspaper, no matter how warranted by increase in cost of labor or other industrial conditions, is to be tolerated. In other words, the press is a privileged class, which is to be encouraged at the sacrifice of any and all other interests. As before stated, we believe this is putting the press in a light which, as a whole, it would repudiate."

"The recommendations of the final report are glaringly inconsistent, in that news print paper, which does not use more than 40 per cent. of all the wood that is used in this country for paper making, is singled out to be practically deprived of protection. They are inconsistent in that while the report advocates taking off the duty entirely from ground wood pulp, the duty on sulphite pulp, which uses 50 per cent. more wood than the manufacture of ground wood pulp uses, is not to be disturbed, but to

remain at \$3.33 per ton as against \$2 per ton on print paper and free ground wood pulp.

PLENTY OF WOOD PULP IN U. S.

"As to the supply of spruce wood available in this country, we believe that the report greatly underestimates it, that it lays too much stress upon the necessity for spruce, and errs in brushing lightly aside other kinds of wood, which would become increasingly available should commercial conditions slightly change, and the many other fibres which can be used, if the price of spruce wood materially advances. In general, there is no more baseless fear than that this country cannot produce enough paper of all kinds from its own sources of supply for all time to come. There is no commodity of the exhaustion of whose raw material there is less danger. This is obvious from the well-established fact that paper can be made from practically every kind of vegetable fibre. How unwise it is, therefore, to surrender an industry before the necessity has arisen and when its permanency is absolutely assured, provided it is not discriminated against.

"We have, therefore, demonstrated before the Ways and Means Committee that less than 2 per cent., according to Government figures, of all the wood consumed in this country is used for papermaking.

CHEAP PAPER BAD FOR COUNTRY.

"Cheaper paper means first, forest destruction in this country, and second, the dependence of the newspapers of this country upon Canada for their supply of paper. On the other hand, adequate protection of our finished product means conservation of our forests. Nor does this mean destruction of Canadian forests, since the wood we get from Canada comes either from crown lands where cutting is restricted to a minimum size, or from lands owned by settlers who from time to time cut off pulp wood in order that the land may be devoted to agricultural purposes.

"We claim that free ground wood pulp would deprive our Government of a substantial and increasing revenue. We claim that the duty of only \$2 on print paper, amounting to about 5 per cent., is far below the standard of protection, and even the standard of tariff for revenue only. We call attention to the inconsistency with the general tariff principle, that the duties shall be applied alike to all countries in the absence of treaties to the contrary, whereas it is now proposed to apply different tariffs to different provinces of the same country. We believe that when the retaliatory clause was originally drawn it was intended that Canada should be regarded as a dependency and treated as a whole, so that any discrimination by any part of Canada would be met by retaliation against all of Canada. We believe the tariff should be so amended as to make this principle clear and operative. Canada has an anti-dumping clause which protects her market, and we believe we should have the same protection against her. In short, we advocate so framing our law that any act on her part aimed at injuring this country will automatically bring its own punishment, while fair treatment of us will give her an equal chance with any other country to reach our market."

The name of "The Bulletin" is a household word among the people of Philadelphia and its vicinity.

Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Net average for 1908

240,797
copies a day

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

WILLIAM L. McLEAN, Publisher.

AMENDING THE MANN REPORT.

The Mann committee advised the following duties: On print paper, "valued at not above 2¼ cents a pound," the duty shall be one-tenth of 1 cent per pound," and "valued at above 2¼ cents and not above 2½ cents a pound" the duty shall be one-tenth of 1 cent per pound."

The papermakers recommend that these duties be increased to three-tenths of 1 cent for paper worth 2 cents a pound and under, and to four-tenths of 1 cent for paper worth between 2 and 2½ cents a pound.

The statement concludes with the following protest:

"We cannot too emphatically state that the recommendations of the Select Committee fill us with alarm, and we believe if adopted would inevitably be most injurious to our industry, to the country and ultimately to the consumer."

Not Amenable to Sunday Law.

City Judge F. Floyd of Memphis, Tenn., rules that a newspaper man is not amenable to the law governing persons plying their vocation on Sunday. Three misdemeanor charges against the press agent of a Memphis theatre, arrested with other attaches of the playhouse for violation of the Sunday law when performances were given, were dismissed. Other employes of the theatre were fined.

Editor Shoots Employee.

Fred M. Duvall, editor of the Norton (Kan.) Courier, shot and slightly wounded William Thields, an employe of the company during a quarrel which took place in the Courier office last week. The publication of certain letters in the Courier in which Mrs. Thields' name appeared in an improper light is alleged to have been the cause of the trouble.

Filipino Editor Guilty of Libel.

Theodora Kalaw, editor of El Renacimiento, a Philippine newspaper, published in Manila, has been convicted of libeling Dean C. Worcester, a member of the Philippine Commission. He was sentenced to pay a fine of 3,000 pesos and to serve nine months in the military prison of Bilibid. Kalaw will appeal the case.

Editor Appointed Matron.

Miss Fannie Bronson, for the past eleven years associate editor of the Canandaigua (Can.) Ontario County Journal, has been appointed matron of the Clark Manor House of that place, an institution for the care of aged women.

Milwaukee Paper Reduces Price.

The Milwaukee (Wis.) Evening Wisconsin announced on February 27 that on and after March 1 the retail price of the paper would be one cent instead of two. Deliveries by mail and by carrier will be made on the same basis.

Woman Writer Ends Life.

Mrs. Bertha Wildes Elton, of Dorchester, Mass., and well known as a magazine writer and sociologist, committed suicide on Monday at her home in that city. Overwork is said to have been the cause.

The Kellogg (Ia.) Weekly Tribune has suspended publication.

CHICAGO

Changes in the Personnel of the Associated Press Staff and Thumbnail Sketches of the Men.

General Manager Melville E. Stone, of the Associated Press, in the March bulletin of the service, announces the following changes in the staff of the Chicago office:

A number of changes have occurred in the working force throughout the central division, dating from the opening of the present year.

Harry L. Beach has been made superintendent of the central division in succession to E. Addison C. Thomas. Mr. Beach was the news editor at the Chicago office, and a sketch of his career appeared in the Service Bulletin of September 1 last.

Mr. Beach has been succeeded as news editor by Edward Schuler. Mr. Schuler received his newspaper training on the Chicago Chronicle, and since coming to The Associated Press, six years ago, has filled all the positions on the local and telegraph desks and had charge of the Illinois legislative bureau during one session of the legislature.

Walter Whiffen, for several years connected with the local department of The Associated Press at Chicago, after his return from the national political campaign, during which he accompanied John W. Kern, the vice-presidential candidate on the Democratic ticket, was assigned to an editorship in the Chicago office, and has since been made assistant news editor.

A. K. Petrie has been placed in entire charge, under the direction of the city editor, of the Chicago markets.

Matthew A. White, for many years connected with the Chicago Record-Herald, succeeded Mr. Petrie on the local force. Mr. White, after several months in this department, and doing outside staff work, has been made editor of the day north wire.

F. A. Chappell, for fourteen years on the Chicago Daily News, having charge of their general news make-up, has been made early morning manager at the Chicago office, having charge of all the news details from midnight until seven o'clock a. m.

Howard P. Jones, formerly city editor of City Press Association of Chicago, and afterwards assistant city editor of the Chicago Daily News, who joined the local force of The Associated Press late last year, is now in charge of the legislative work at Springfield.

W. H. Persons, formerly on the Chicago Daily News, and later on the Chicago Tribune, joined The Associated Press force in December, and at present is assisting in the reporting of the legislature at Springfield.

Thomas W. Steep, of the local department at Chicago, has been made the editor on the west wire from Chicago at night. Mr. Steep received a greater portion of his training on the Chicago Tribune and Chicago Daily News. He has traveled extensively in Cuba on staff duty, and for a year was on the staff of the London, England, Daily Mail.

Edward Sheridan, for many years in entire charge of the sporting news of the Chicago Tribune, has joined the Chicago force of The Associated Press, and is, at present day editor on the South wire.

F. W. Flint, night assistant at Indianapolis, has been made editor of the

South wire at night in the Chicago office.

Philip H. Kinsley, formerly on the reportorial staff of the Chicago Tribune, has recently joined the local force of the Chicago office, and is in charge of the local work of the Chicago office at night.

Grafton S. Wilcox, formerly on the Chicago Record-Herald, has been placed on the day local at the Chicago office as Assistant to the City Editor, C. D. Hagerty. Mr. Wilcox achieved a reputation as a reporter during eight years experience on the Chicago Chronicle staff.

R. N. Lee, who for the last two years has been connected with the Chicago Inter-Ocean, and who before that time had been on one of the copy desks of the Chicago Tribune, and afterwards city editor of the Milwaukee Journal, has been made editor of the North wire at night.

Frank B. Hutchinson, Jr., for the last three years sporting editor of the Chicago Inter-Ocean, has succeeded Joseph D. McArdle on the night local force.

SMART TELEGRAPH EDITOR.

Changed One Line of Advance Story to Fit Inauguration Weather.

(SPECIAL TO THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., March 9.—Hats off to the telegraph editor of the Marion (O.) Star!

The Star received from the Washington Bureau of the United Press, several days in advance, a complete story of the inauguration of President Taft, the parade, and other features of this great event.

With proper thriftiness, the Star had the story set up at odd times, ready to spring on the Fourth of March. The Star didn't figure—neither did the United Press—on the general musing up of climatic conditions in Washington on that date.

But the telegraph editor of the Star was right on the job. When he received the meager bulletin early on Inauguration Day, announcing the blizzard, all he had to do was to change one line of the introduction to the parade story. This is the way he did it.

(FROM UNITED PRESS ADVANCE STORY.)

There may have been bigger parades than the one that marched today down the broad mile from the Capitol to the White House—there may have been larger and more enthusiastic crowds to view an incoming President, and the soldiers, and sailors, and politicians, and bands, and glee clubs, and societies that followed him to his four-year home—but Mr. Oldest Inhabitant never heard of them.

(FROM MARION (O.) STAR, MARCH 4.)

WASHINGTON, March 4.—There may have been bigger parades than the one that marched today down the broad mile from the capitol to the White House—there may have been larger and more enthusiastic crowds to view an incoming president, and the soldiers, and sailors, and politicians, and bands, and glee clubs, and societies that followed him to his four-year home—but if so, it was solely on account of the weather.

CARCHARODON.

The Methodist Publishing Company, of Dallas, Tex., will erect a four-story modern building.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

NEW YORK PRESS CLUB

(Continued from page 1.)

street and 38 ft. 10 in. fronting William street.

Cost, \$205,000. The club will have a cash equity of \$90,000. A mortgage of \$115,000 will be carried; the rental of the basement, first and second floors will meet the interest.

The seven floors above the second, and the roof garden, will be used by the club. The third floor will be given to the office and reading room. There will be a first-class restaurant, a ladies' dining floor, a gentlemen's dining floor, a floor wholly to the kitchen and storage, a theatre or auditorium 16 ft. high, a floor for billiard and buffet, a library floor, and a roof garden with grill room which may be inclosed in glass in winter, and one floor will have twenty-eight rooms for rent as bachelor quarters for members; fourteen of these have already been rented.

The architect is Ernest Greene, of New York.

The builders are Fountain & Choate, of New York.

The structure is of steel, stone and brick.

A printed statement of the club's assets reads as follows:

ASSETS OF THE PRESS CLUB.	
Cash Equity in New Building.....	\$90,000
Seven Hospital Beds (actual cost)...	35,000
Press Club Cemetery	10,000
Press Club files of all newspapers for 50 years (cash offer refused).....	25,000
Press Club Reference Library (\$5,000 of which was donated by Andrew Carnegie)	15,000
Furniture, Paintings and Bric-a-brac..	15,000
Total	\$190,000

There is no mortgage or debt of any sort against the above property.

President Hennessy said further:

"We shall give a first-class show entertainment once a week in the theatre. We shall entertain noted literary men. We expect that the membership dues, \$24 each a year, will carry the club. We shall discourage any reliance upon adventitious membership. We believe that the active fraternity of New York will have a warm interest in the club, and a pride because of its character."

Among those present at the laying of the cornerstone were: John A. Hennessy, New York Press, president in office; James Pooton, custom house, first president, 1873; Major George F. Williams, second president, 1875; William H. Penney, sixth president, 1880; Charles J. Smith, president, 1907; Judge William J. Gaynor, Comptroller Herman A. Metz, Acting Mayor McGowan, Frank S. Baird, artist; T. B. Sidlebotham, publisher; George R. McIntyre, New York American; Harry Masterson, Tobacco Journal; E. F. Ingraham, F. B. Saumenig, T. Gorman, and Arthur Benington, New York World.

G. W. Drew, Pharmaceutical Era; E. Lowenstein, Masonic Standard; G. W.



NEW YORK PRESS CLUB'S NEW HOME TO COST \$205,000.

McAdam, Thomas C. Quinn, New York Ledger; H. N. Gaither, V. H. Berghaus, Jr., M. A. Ford, and George Carter, New York Press; A. S. Kline, Tobacco; Herman Ridder, New York Staats-Zeitung; Henry F. Gillig, Leon N. Salmon, J. N. Harmon, Brooklyn Citizen; D. A. Patten, publisher; Ed. H. Warker, editor; Joseph K. Nye, New Bedford, Mass.; Major De Witt Hamilton, J. Kepple Hopkins, Dublin (Ireland) Times; J. I. C. Clark, press manager of Standard Oil Company; Dr. Charles Perry, trustee; Benjamin Paterson, Fred Suthemer, club superintendent.

Col. J. H. Hobbs, George H. McAdam, ex-librarian; Samuel Bell, C. F. Stansbury, author; R. B. McIntyre, comptroller's department; J. J. A. Hasson, highway commissioner, Richmond; Joseph P. Hennessy, deputy register; W. G. McLaughlin, David A. Curtis, C. P. Sawyer, author; Dr. J. K. Nagle, health registrar; J. R. Abarbanell, editor and author; William J. K. Kenney.

W. A. Masters, the new owner of the Chisholm (Minn.) Herald, will enlarge that paper to six pages. New equipment will also be purchased.

WILL EDIT DAILY PAPER.

Students of University of Wisconsin to Have Model Newspaper Office.

A model newspaper office, equipped with typewriters, files of the leading newspapers of Wisconsin and the country generally, and "some 2,000 well written newspaper stories of various types from the best edited papers." It is to be established for the Daily Cardinal, in connection with the new division of journalism announced by the University of Wisconsin.

A course in agricultural journalism designed to meet the needs of those students who wish to study the agricultural press in order to become contributors or editors, is to be given next year by Mr. J. Clyde Marquis, editor of the agricultural publications of the university and formerly assistant editor of the Orange Judd farm publications.

The Scranton (Pa.) Republican is conducting a \$10,000 circulation contest. The management states that they are meeting with much success.

CHANGES IN INTEREST.

C. D. Reimus, formerly publisher of the Fort Worth (Tex.) Telegram, has purchased the National Co-operator and Texas Farm Journal, a weekly newspaper published in Fort Worth.

The Winnebago (Neb.) Chieftain, edited and controlled by Roy D. Stabler, a member of the Winnebago tribe of Indians, has been sold by him to M. A. Bancroft, of the Homer (Neb.) Free Press.

A. S. Crabb has purchased the Aurelia (Ia.) Weekly Sentinel from B. E. Lloyd.

The Merrill (Wis.) Daily Herald has been sold to C. N. Johnson, former editor of the Merrill Advocate. New equipment will be added.

Charles A. Wright, president of the Hancock (Mich.) Evening Journal company, has sold his interests in the paper to J. C. and Albert S. Ley, of Hancock. A reorganization has been effected with the following officers: J. C. Ley, president; Thomas J. Prince, vice president; Albert S. Ley, secretary and manager.

The Merrilan (Wis.) Leader has been purchased from R. H. Gile, of Milwaukee, by Merrilan business men. The plant will be newly equipped and the force increased.

Lee J. Mayfield, for many years editor and proprietor of the Louisville (Neb.) Weekly Courier, has disposed of the plant to his brother, George Mayfield, of South Omaha, Neb.

M. A. Rodman, of the Newport (Tenn.) Plain Talk, has retired from that paper and Hubert and Robert Alexander have succeeded him.

The Commercial West, a financial paper of Minneapolis, Minn., is now the property of Edwin Mead, business manager of that journal.

E. C. L. White has purchased a half interest in the Villisca (Ia.) Review, and will become editor and manager of that publication. Mr. White has been associate editor of the Review for nearly four years.

The Pullman (Wash.) Herald, the oldest newspaper in Pullman, has changed hands. The Farmers' Union was the purchaser. John Melvin is to be managing editor.

Receiver Asked for Indiana Paper.

A petition for the appointment of a receiver for the Newcastle (Ind.) Tribune Company has been filed in the Circuit Court of Newcastle by Fleming Rateli; a stockholder and director in the company. The petition sets forth that the company is without means to pay indebtedness, charges carelessness and mismanagement and states that the company owes \$3,500 which it cannot pay.

IF YOU MAINTAIN



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

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

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

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

- Morgen Gazette**
- Evening Demokrat**
- Sonnags Gazette**
- Weekly Staats Gazette**

Examined by the Association of American Advertisers.

NEW YORK CITY.

William Winter, dramatic writer of the Tribune, wrote "Memories of Authors—Friends Over the Sea, Charles Dickens and Wilkie Collins," a two-page article in last week's issue of The Saturday Evening Post.

The World staff continues to change. Clarke Van Benthuyzen, for fifteen years a reporter on the morning paper, severed his connection this week.

The Herald is to have an official department of aeronautics.

Michael J. Sheehan, formerly advertising manager of the Daily News, is planning to start the Tax-Payer, a weekly, with offices in the Tribune Building. He says the publication will be directly devoted to the 300,000 taxpayers in New York.

Herbert S. Ardell, superintendent of the art department of the Brooklyn Eagle, and Nelson Harding, cartoonist on the paper, will give an illustrated lecture on "Illustrating the Modern Newspaper" in the Central Presbyterian Church, Marey and Jefferson avenues, the evening of March 18.

Recent additions to the editorial force of the New York office of the Associated Press are Walter Tisne, E. B. Lyman, C. E. Crane, F. B. Elser, José Bornn, H. D. Kingsbury and C. D. Morris.

Mr. Tisne, who is on the night local staff, comes to The Associated Press from the New York Globe, on which paper he served in the capacity of general reporter, dramatic editor and automobile editor. Previous to this he was employed on the New York Evening Mail, and during the Paris Exposition in 1900-1901 was French secretary to the U. S. Commission, and received the decoration of Officer d'Academie by the French Government. Mr. Tisne is a native of Texas.

Mr. Kingsbury comes to The Associated Press from the New York Evening Sun after five years on that newspaper as general reporter, previous to which he served on the New York World. Mr. Kingsbury is a native of Springfield, Mass. He is assigned to the day local desk.

Mr. Elser has been made early morning editor in the New York office. Mr. Elser did newspaper work in various points in the Southwest after leaving Cornell University and came to New York in 1905, where he joined the staff of the Evening Sun, working first as reporter and later taking charge of the telegraph desk.

Mr. Crane began his newspaper work in the Boston office, and subsequently was telegraph editor of the Brockton (Mass.) Times. He is filing the night ponies.

Mr. Lyman's first newspaper experience was as a Berkshire County correspondent of the Springfield Republican.

Later he did special work in Boston and New York. He is filing the night State wire.

Mr. Morris, for the past two years reporter and telegraph editor on the New York Evening Sun, has joined the night local staff of the New York office. He is a native of New Haven, Conn.

Mr. Bornn was engaged some time in newspaper work in New York, when he went into a foreign business enterprise, and travelled extensively. Immediately before coming to The Associated Press he was assistant editor of the New York World's twenty-fifth anniversary celebration number. He is filing the day State wire.

STORMS IN PARK ROW.**Rain and Snow Drive in Newsboys and Covered Newsstands Profit.**

S. Cirigliano is the newsdealer in the lobby of the Park Row building. Five thousand people have offices or are employed in offices of the building. He sells an average of 1,200 papers every week day.

Sometimes a big stock of papers is left when the people have gone at 7:30 in the evening. One night this week when the people were hurrying to the bridge and ferry in the rain, there was not a paper left. Cirigliano explained: "On bad days the street people come in to buy. The wet and the snow drive the newsboys and newswomen off the street, so the covered newsstands have to supply the people. I watch the weather every morning. If it is to be fine, I order for my regular customers. If it is likely to rain or snow in the afternoon I order 300 more papers.

Correspondents' Dinner.

The annual dinner of the New York State Legislative Correspondents' Association will be held at the Ten Eyck Hotel in Albany on Thursday evening, April 1. Governor Hughes, State officers, members of the legislature and others prominent in public life will attend. Louis Seibold, of the New York World, is president of the Association, and John P. Gavit, of the New York Evening Post, is chairman of the entertainment committee.

Hill Succeeds Feam at Washington.

George Griswold Hill is now the head of the Washington bureau of the New York Tribune. Mr. Hill, who has been a member of the bureau staff for six years succeeds Richard Lee Feam, who resigned on account of ill health. Gerald Egan becomes "second man," and Thomas W. Brahaney severs his connection with the Washington bureau of the New York Evening Post to become "third man" with the Tribune bureau.

Editor Accuses Turkish Consul.

Nageeb A. Sawaya, editor of Al Kown (the Universe) a Syrian newspaper of New York, headed a delegation of Syrians who filed with the Turkish Ambassador at Washington a series of charges against the Turkish Consul in New York. The charges alleged among other things that Mundji Bey, the consul, imposed excessive charges for his consular services.

Foreign American Press Association, New York; to gather and distribute news; capital, \$1,000. Incorporators: William C. Herbert, Allen P. Hallett, Charles F. Hickey, No. 32 Nassau street, New York.

The Hillsdale Herald, Hillsdale, Mich. Incorporated; capital, \$25,000.

CALL REVIEW "AMERICA."**Jesuits Announce Name of New Publication to be Issued Soon.**

It is officially announced that the name of the new Catholic weekly review, which will soon be issued in New York under the auspices of the Jesuit, will be America.

Many names have been suggested, but the one adopted was chosen as more nearly indicating the broad scope of the publication. The review, according to the prospectus issued, will represent both North and South America, but will also keep its readers informed of all that interests Catholics in any part of the world, particularly Europe. Its news will be fresh and accurate and owing to its cosmopolitan character it is hoped that it proves attractive to Protestants as well as Catholics.

The offices of the review have been established at No. 32 Washington Square West. The staff of editors is chosen from the Society of Jesus in the United States and Canada. The editor in chief is the Rev. Father John J. Wynne. Associated with him are the Reverend Fathers Francis S. Betten, Lewis Drummond, Dominic Giacobbi, Michael Kenny, Michael J. O'Connor and Edward P. Spillane.

FREEMAN IN CHARGE.**Advertising Manager of the New York Evening Mail.**

William C. Freeman has been placed in full charge of the advertising department of the New York Evening Mail. Tom D. Cochrane, who has been advertising manager for several years past, will remain as assistant to Mr. Freeman.

The new advertising manager of the Mail is generally admitted to be one of the most brilliant men of the advertising fraternity of the country. During his connection with the Hearst business staff his coups kept the whole advertising craft of New York on tip toe. He joined the Mail force last October as "special man." He is responsible for the remarkable series of advertising articles now running every day on the first page of the paper.

Lee Promoted to Vice-President.

At a special meeting of the Board of Directors of the United Press Association in the World Building, New York, this week. C. D. Lee was elected first vice-president to succeed Max Balt-hasar, who resigned. Mr. Lee was treasurer of the Publishers' Press. When the United Press Association was organized in July, 1907, he was elected secretary, and has continued in that office to the present time.

Wilbur G. Miller a Director.

Wilbur G. Miller, the United Press representative in Washington, D. C., has been chosen by the Board of Governors of the National Press Club to fill a vacancy on the board caused by the retirement of Maurice Spain, of the Pittsburgh Post and Philadelphia Record, and chairman of the standing committee of Press Correspondents.

Eric Westmere has resigned his position as editor of the Rockford (Ill.) Posten. Karl Marklund, now connected with the business department of the paper, will temporarily look after the news end.

The newspaper men of Louisville, Ky., were entertained at dinner by President Frost, of Berea college.

"THE FAMILY."**Robert H. Davis' Play, Which Henry Miller Will Produce.**

Robert H. Davis, commonly known in California, Nevada, Nebraska and New York as Bob Davis, has written a four-act play, named "The Family." What is more pertinent, it will be produced by Henry Miller at Powers Theatre, Chicago, on March 29.

Mr. Davis is about as much of a familiar among the current literature craft of New York as Arthur Brisbane. He is editor of Scrap Book, All Story and other magazines by the Frank A. Munsey Company. Also he advises the editors of the Washington Times, Baltimore News, Philadelphia Times and Boston Journal, the Munsey chain of newspapers. Even Clyde Fitch stops to figure out how Mr. Davis got time to write a play.

The first word of "The Family" was written on Sept. 20, 1908. Fifteen days later, Oct. 5, it was completed and in the stenographer's hands. Mr. Henry Miller accepted the play twenty-four hours after it was offered him for a reading. At the conclusion of one conference with the author, the contracts were signed, and "The Family" was put into rehearsal inside of two weeks. This all looks like a record.

Mr. Davis was asked by THE EDITOR AND PUBLISHER for some facts about his play. He said:

"In view of the fact that there has been so much antagonism throughout the country to plays that exceed the limits of good taste and decency, it would seem that "The Family" has appeared opportunely when playgoers are ready for a clean theme and high ideals.

"The whole idea of 'The Family' is to show that a good mother can save her children and regenerate her household, no matter to what depths they have fallen, once she finds herself driven to the extremity of taking the helm.

"The scenes are laid in Massachusetts. There are but six characters in the play. The mother, the father, two girls and a cigarette-smoking boy. The sixth character is an outsider who pays a dear price for his trespasses."

INCORPORATIONS.

Joseph Magil's Publishing Co., New York; printing, publishing and book-binding; capital, \$25,000. Incorporators: Joseph Magil and Marcus Lessen, No. 768 South Fifth street, Philadelphia; Joseph Rosenberg, No. 257 Broadway, New York.

Culpeper News, Inc., Culpeper, Va.; Edwin H. Gibson, president; M. B. Turbyfill, vice-president; W. A. Bickers, secretary and treasurer, all of Culpeper; capital, maximum, \$10,000; minimum, \$1,000; object, to publish newspaper.

A.A.A. Certificate No. 563

THE Asbury Park (N. J.) Press

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

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JAMES O'FLAHERTY, Jr.
22 N. William St., New York

Western Representative
ROBERT McQUOID
Title and Trust Building, Chicago, Illinois

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,
223 Fifth Ave., Marquette Bldg.,
New York, Chicago.

THEODORE L. CUYLER

Brooklyn Divine Was Prolific Writer for the Press—Well Known Among Newspaper Men, Who Felt Personal Loss in His Demise.

(Written for THE EDITOR AND PUBLISHER by John W. Pritchard, editor of The Christian Nation.)

Newspaper men throughout the country will feel a sense of personal loss in the death of Theodore L. Cuyler, a notice of whose death on Feb. 26 appeared last week. Although a minister by education, and a preacher of world-wide renown during the Civil War and until 1890, he was also probably the most prolific writer for the press, outside of us of the daily grind, either in this country or Europe, where he was as well known as at home. In 1853 he came to New York and took charge of the old Market Street Reformed Dutch Church. For seven years he made that the rallying point for the young men of New York, preached Abolition, and was a leader in the formation of the Republican party. A preacher of his eloquence, and brains, and energy, and courage, and anti-



THEODORE L. CUYLER.

slavery convictions, whose politics was his religion and whose religion was his politics, led a strenuous life during those memorable seven years preceding the election of Lincoln and the firing upon Sumter, when Horace Greeley was editing the Tribune, Manston Marble the World, Henry J. Raymond the Times, and the elder Bennett the Herald.

In 1860—the trend of home-seekers being uptown and the trustees of his church declining to accede to it and get an uptown edifice—Mr. Cuyler went over to Brooklyn and took charge of the Lafayette Avenue Presbyterian Church.

During the trying years for this nation between 1860 and Grant's peace conference with General Lee at Appomattox in 1865, however, there were two pulpits in Brooklyn equally as prominent. Mr. Roosevelt's "bully pulpit." One was Henry Ward Beecher's and the other was Theodore Cuyler's, and their messages were eagerly waited for and listened to.

Mr. Cuyler's mind was quick to recognize, moreover, the tremendous audiences of the press, and began at once to use it to reach them, and did so continuously for forty years, during which time he wrote for magazines and newspapers an average of two articles a week—one for every sermon he preached—or a total in forty years of more than four thousand articles, and he was only less fruitful in addresses and books.

When the President of the United States turns preacher, and the preachers turn to be writers for the press, it is a significant compliment to the power of the press which editors and publishers ought not to be slow to appreciate, nor fail to be stimulated by, to make much of their opportunities.

NEW PUBLICATIONS.

Another newspaper will be published in Geneva, N. Y. It will be called the Geneva News and will be issued weekly. Tom C. Brady will be the publisher.

R. E. Woodmansee, editor of the Illinois Tradesman, is considering the publication of a labor paper in Danville, Ill.

The Kentucky Salesman, a weekly paper published in Louisville and devoted to the interests of retail clerks and salesmen generally, has made its appearance. J. W. Britt is the editor.

Announcement is made that Canton, N. Y., will have a new paper. It will be issued semi-weekly and will be known as The St. Lawrence Times.

The Berlin (Conn.) News will resume publication after more than a year's suspension. The new paper will be published weekly by the Empire Publishing Company. James E. Beals, who was the former proprietor, will be the editor.

Leslie Sims, formerly connected with the Hazel (Ky.) News, plans to start a new paper at Henry, Tenn. It will be known as the Henry Progress.

The Palacios (Tex.) Beacon is the name of a new paper established by Col. D. F. Stump, formerly of the Port Arthur (Tex.) Daily News.

A new Democratic weekly will make its appearance in Dresden, Tenn., about March 20. It will be called the Weekly County Democrat. Richard Maiden will be general manager, and Col. L. E. Holladay will be editor.

Charles E. Morris and Edgar Morris have launched a new daily and weekly paper in Wapakoneta, O. It is called the Daily Times.

The Cement Worker is the name of a new monthly magazine which has made its initial appearance. It is published in Louisville, Ky., by the Johnson Publishing Company.

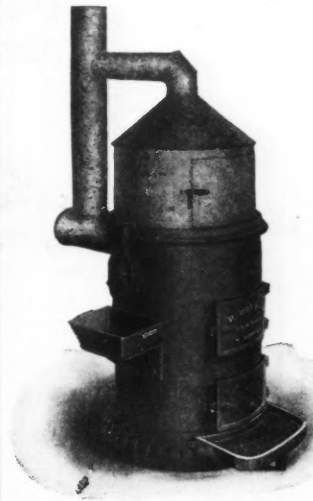
Chas. C. Diers has sold the Beaver Crossing (Neb.) Times to E. A. McNeil.

Atlanta Man Joins Ayer Agency.

W. M. Armistead, a well-known advertising man of Atlanta, Ga., has joined the forces of the N. W. Ayer & Son Advertising Agency of Philadelphia, and will represent that firm in the South. The advertising business of Armistead & McMichael in Atlanta will be carried on by J. C. McMichael under his name as successor.

R. HOE & CO.'S DROSS-REFINING FURNACE

Made for the use of either coal or gas as fuel



Capacity 225 lbs. of metal Made also in larger sizes

Pays for itself many times over in a short time. The price is low and no office should be without one.

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R. HOE & CO., 504-520 Grand Street NEW YORK CITY

7 Water Street.....BOSTON, MASS. 160 St. James Street...MONTREAL, QUE.
143 Dearborn Street.....CHICAGO, ILL. 109-113 Borough Rd. LONDON, S. E. ENG.
8 Rue de Chateaudun.....PARIS, FRANCE.

Richmond Journal in New Home.

The Richmond (Va.) Evening Journal has secured new quarters. It has been without a home since February 23 when the entire plant was destroyed by fire. The Journal has leased the three-story structure formerly occupied by the Richmond Storage and Safe Deposit Company, and the new plant will be installed within thirty days. A new four-deck press, with a color attachment and a battery of linotypes, is included in the new equipment.

Amherst Literary Monthly.

The editorial board of the Amherst College Literary Monthly has elected the following officers and new members for the coming year: George F. Whicher, of New York city, editor-in-chief, and Vernon Radcliffe, of Brooklyn, N. Y., managing editor. The new members elected to the board are Frank P. Abbott, Jr., of Brooklyn, N. Y., and Lee D. Van Woert, of Oneonta, N. Y. The assistant business manager will be chosen in May.

PARAGRAPHIC ENDORSEMENTS

No. 12

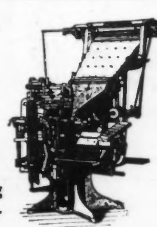
H. J. Calnan, The Weekly Kansas Chief, Troy, Kansas.

"I have been using the Junior Linotype for over two years, and I must say that it has filled every expectation. I recommend it to the country publisher as the most profitable and economical invention ever introduced in the country printing-office."

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Use a Quick Change Linotype

for the growing daily and widening field.



Use a Two-Letter Junior Linotype

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MERGENTHALER LINOTYPE CO. New York

Koller Says:

"THE trifling sum of 50 cents a week will guarantee you \$25 or \$50 weekly, up to four years, for any Accidental injury and \$5,000 up to \$15,000 for accidental death, loss of sight, etc. If you haven't got one of my incomparable Accident Policies you have neglected a very important duty to yourself—to your family. Am I right?"

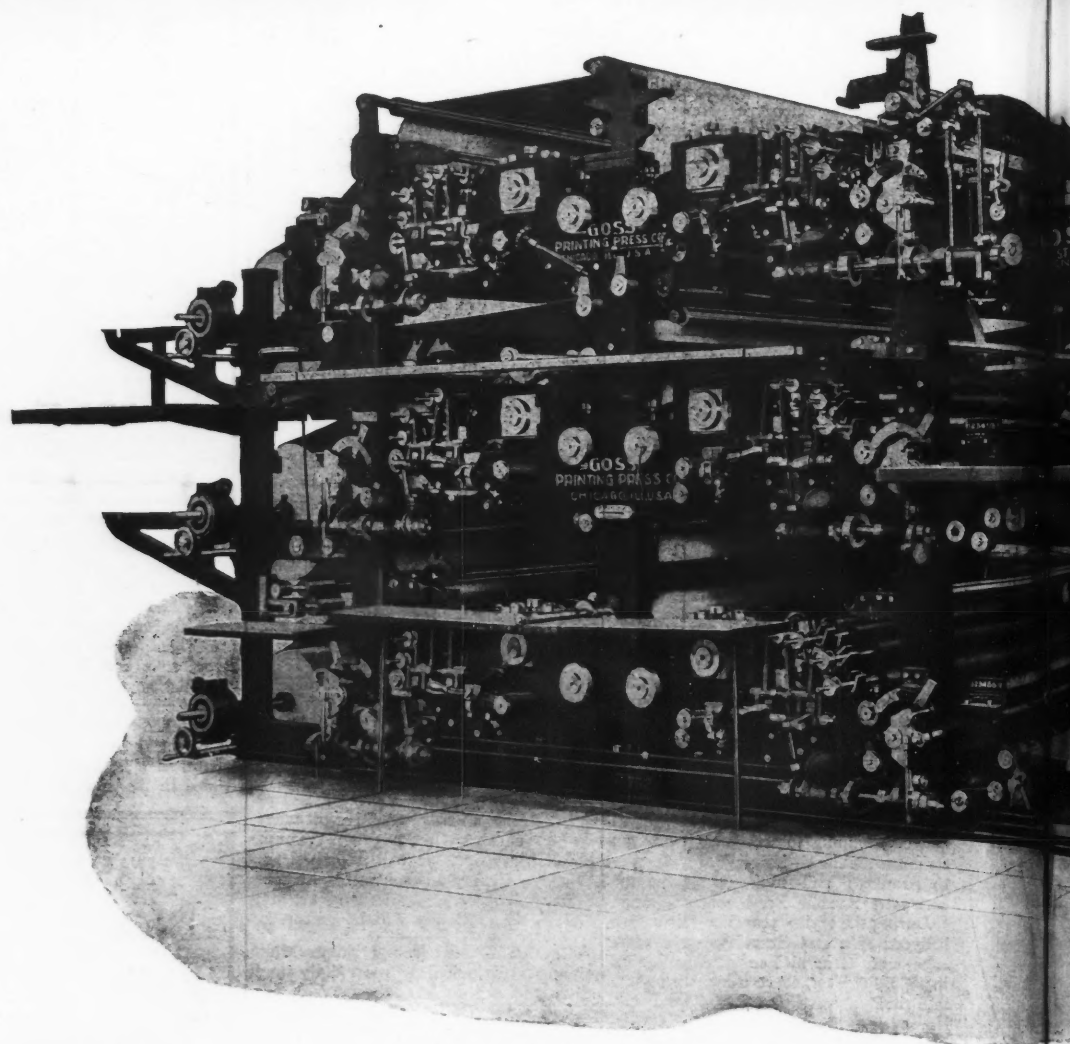
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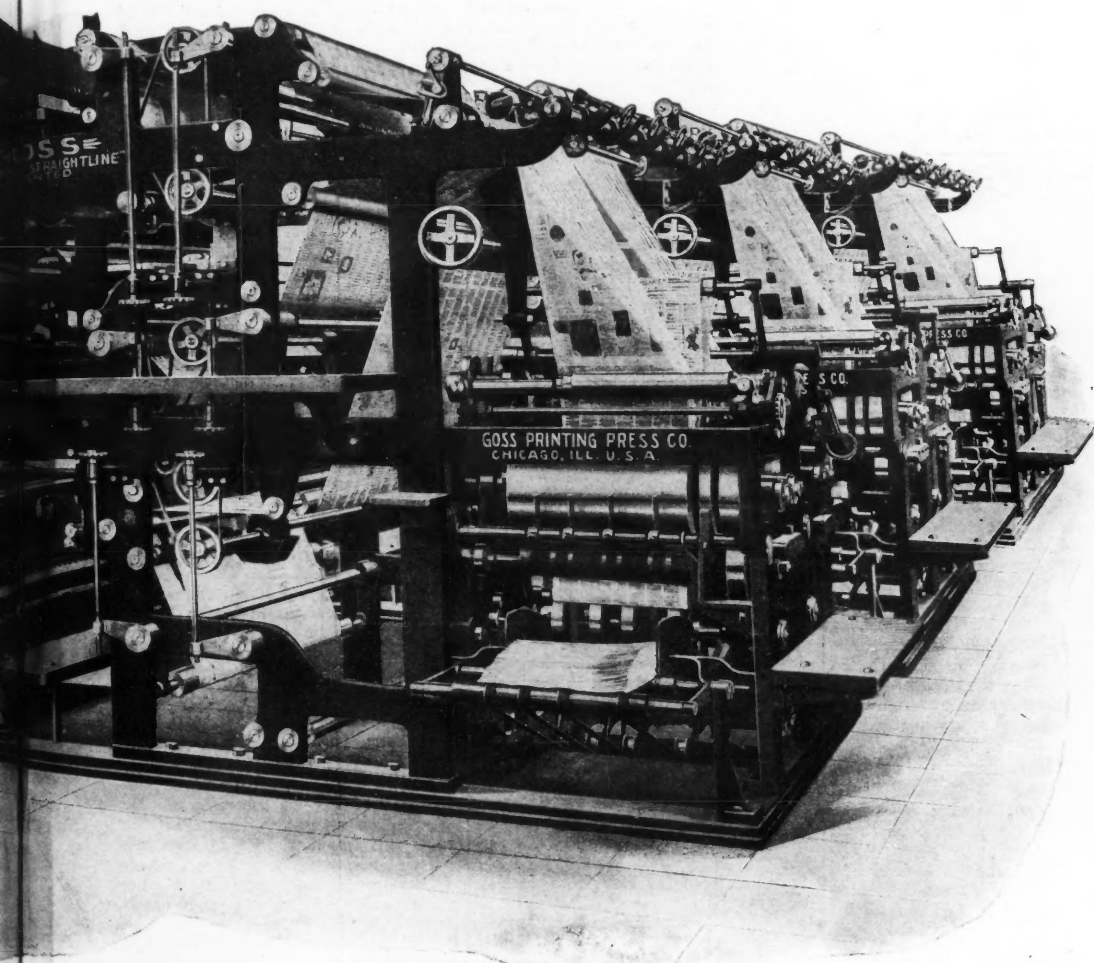
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BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, MARCH 13, 1909.

THE MAN WHO "HAS NO TIME" TO READ TRADE PAPERS.

From the far away Rio Grande, from the farthest west section of Texas, comes this letter to THE EDITOR AND PUBLISHER:

EL PASO, TEXAS, March 8, 1909.
DEAR MR. SHALE:
I am sending you herewith check for another year's subscription. It seems to me that I work all the time and that I read no current literature—but there's always a moment to spend pleasantly with THE EDITOR AND PUBLISHER.

Very truly yours,
GEORGE SAINT-AMOUR.

Said a prominent publisher in a large city recently:
"I like THE EDITOR AND PUBLISHER, but I have no time to read a trade paper."

Perhaps it is the crowd and the noise and the grind of the city that forces a man into a rut. Perhaps the open air and the open sky of Texas makes for a better perspective.

Consider this: When a man says "I have no time to read a trade paper," what does he confess?

Plainly he puts himself in the local class. It is not likely that the man who is hurried so will have the "time" to read periodicals other than the trade paper, of the review class, covering the distinct field of thought as distinguished from business.

And so it is such a man inevitably takes on the character of provincialism. As time goes on he gets narrower because his rut squeezes closer by accretion. He loses much of big, human life. He stops growth of mind.

It is a great humanizing profession, the work of publishing newspapers. As the president of the New York Press Club says, men like Joseph Pulitzer and William R. Hearst are akin to the reporters on their papers.

So the publisher in Portland, Maine, is akin to the publisher in Portland, Oregon. Their sources of inspiration are likely to be close together, at the same mountain peak of thought. Their impulses, their methods are not unlike. Their purposes are common, or nearly common. In a more concrete sense than can be said of the men of other professions, they are brothers.

We, who have the privilege of making up THE EDITOR AND PUBLISHER each week, love the work. We know so well the men of Texas and of Maine and of Canada, though we have not met them face to face.

So do our readers, east, west, north and south, know each other, and are bigger, finer, stronger for the knowledge.

Think about it: There are other cities.

Yours is but one in the mass, even though you be a New Yorker. There are big men, big minds, big things outside the boundaries of your own locality.

Why should a man say "I haven't time to read a trade paper?" What hinders?

Take the time. It will pay you well to know what the men of your profession are thinking and doing in other cities, other States, other nations.

Newspaper Act Valid.

The Pennsylvania Superior Court, in a decision handed down at Harrisburg on Monday, holds that the act of 1907, requiring publication of the names of owners, officers and managing editors at the top of editorial columns, is not an invasion by the State of any rights, and that it applies to weekly as well as daily newspapers. The opinion was given in the case of the commonwealth against John F. Short, editor of the Clearfield (Pa.) Republican.

Columbia (S. C.) Record Reorganized.

The Columbia (S. C.) Record Publishing Company was reorganized at a meeting held last week. The following board of directors was elected: Geo. T. Baker, W. D. Melton, F. H. McMaster, M. L. Kinard, all of Columbia and H. L. Watson and A. G. Furman, of Greenville, S. C. The executive committee of the board of directors elected the following officers: President, Geo. T. Baker; vice president and treasurer, F. H. McMaster; secretary and general manager, Jas. A. Hoyt.

New Press for Evening Wisconsin.

The Milwaukee Evening Wisconsin will install a new Hoe latest improved speed condensed quadruple press, equipped with two folders and two deliveries. A complete outfit of up-to-date Hoe stereotyping machinery will also be installed.

Record in Linotype Composition.

Milo Bennett, a member of the staff of the Toledo (O.) Blade, set 93,000 ems of type, or about 14 columns, on the Mergenthaler in seven hours. Mr. Bennett's father was famous as a typesetter.

Saved Cigar Money on Wager.

Edward Allison, editor of the Hope (Ind.) Journal, saved his cigar money for the past two years on a wager. Last week he deposited \$275 in dimes in the Hope bank as a result.

Kansas City Star New Presses.

The Goss Printing Press Company, Chicago, has just received an order from the Kansas City Star for six sextuple high-speed presses.

KIPLING AS EDITOR.

Newspaper Reminiscences of His Work in India.

In a recent issue of the London Telegraph, E. Kay Robinson, who was the editor of the Civil and Military Gazette of Lahore when Rudyard Kipling was on the staff, writes entertainingly of his association with that writer. He says in part:

"Journalism in India is uncommonly hard labor for the few Englishmen who constitute an editorial staff, and with the greatest dislike of using a razor to cut grindstones, I could not help burdening Kipling with a good deal of daily drudgery. My experience of him as a newspaper hack suggests, however, that if you want to find a man who will cheerfully do the work of three men, you should catch a young genius. The amount of stuff that Kipling got through in a day was indeed wonderful; and though I had more or less satisfactory assistants after he left (the staff grew with the paper's prosperity) I am sure that more solid work was done in that office when Kipling and I worked together than ever before or after. There was one peculiarity of Kipling's work which I really must mention—namely, the enormous amount of ink he used to throw about.

"In the heat of summer white cotton trousers and a thin vest constituted his office attire, and by the day's end he was spotted all over like a Dalmatian dog. He had a habit of dipping his pen frequently into the ink pot, and as all his movements were abrupt, almost jerky, the ink used to fly.

"When he darted into my room—as he used to do about one thing or another in connection with the paper a dozen times in the morning—I had to shout to him to "stand off," otherwise, as I know by experience, the abrupt halt he would make, and the flourish with which he placed the proof in his hand before me, would send the penful of ink—he always had a full pen in his hand—flying over me.

"He was always the best of company, bubbling over with delightful humor, which found vent in every detail of our day's work together; and the chance visitor to the editor's office must have often carried away very erroneous notions of the amount of work which was being done when he found us in the fits of laughter that usually accompanied our consultations about the make-up of the paper.

"Apart from his marvelous faculty for assimilating local color without apparent effort, Kipling neglected no chance and spared no labor in acquiring experience that might serve a literary purpose. Of the various races of India, whom the ordinary Englishman lumps together as "natives," Kipling knew the quaintest details of habits and language and distinctive ways of thought. I remember well one long-limbed Pathan, indescribably filthy, but with magnificent mien and features—Mahbab Ali, I think, was his name—who regarded Kipling as a man apart from all other "sahibs." After each of his wanderings across the unexplored fringes of Afghanistan, where his restless spirit of adventure led him, Mahbab Ali always used to turn up, travel-stained, dirtier and more majestic than ever, for confidential colloquy with "Kuppeling Sahib," his "friend," and I more than fancy that to Mahbab Ali Kipling

owed the wonderful local color which he was able to put into such tales as "Dray Wara Yow Dee" and "The Man Who Would Be King."

OBITUARY.

George Dumond, 67 years old and manager of the Coldwater (Mich.) Daily Reporter, died last week of capillary bronchitis. Mr. Dumond was a native of New York City.

The Rev. William Wilberforce Rand, who for the past forty years edited all the books, tracts and periodicals of the American Tract Society of New York, died on Thursday last at his home in Yonkers, N. Y. He was 93 years old.

Eugene Macdonald, editor of the New York Truth Seeker, an organ of free thought, died suddenly of hemorrhage of the lungs at his home in Liberty, N. J., last week. He was born in Maine 55 years ago.

Joseph Wolff, 86 years old and one of the first newspaper men of Denver, died at his home in Boulder, Col., last week. His body was cremated according to his wish, and his ashes scattered over the place where he formerly lived.

O. P. Haines, who retired in 1906 as managing editor of the Baltimore (Md.) Sun, after 25 years service, died on Friday last at his home in that city, from a complication of diseases. He was born in Petersburg, Va., and was 72 years old.

A. D. Remington, 82 years old, pioneer of the wood-pulp industry in Northern New York, died at his home in Watertown last week.

The body of Raymond Dinan, formerly circulation manager of the Zanesville (O.) Courier, who mysteriously disappeared last November, was found floating in the Muskingum river at that place last week.

John F. Fenton, 61 years old and editor of the Oxford (O.) News, died on Saturday last at his home in Oxford.

Joseph W. Colvert, a retired journalist, died at his home in Pierce Valley, Ky., of acute pneumonia, which developed from a heavy cold contracted while marching in the inaugural parade at Washington last Thursday. He was a personal friend of President Taft.

James H. Le Roy, 33 years old, formerly a Detroit newspaper man, died in the Army hospital at Fort Bayard, New Mexico, a victim of tuberculosis. He was the author of "Philippine Life in Town and Country," and for the past two years had been at work on a history of the American occupation of the islands which was left unfinished at his death. He was secretary to the Taft Commission to the Philippines, and at one time consul to Durango, Mexico. He is survived by his widow and three children.

I. L. House, a Milwaukee publisher, who published the first volume of Ella Wheeler Wilcox's poems, died in St. Paul, Minn., last week. He was editor and publisher for many years, of the Christian Statesman, long since out of existence.

Fire Wrecks Newspaper Plant.

The entire plant of the Chambersburg (Md.) Repository was wrecked and practically destroyed by fire last week. The loss to A. Nevin Pomeroy, the publisher is about \$5,000. The fire started in the boiler room and owing to a high wind blowing at the time was soon beyond control.

PERSONAL

George A. Glynn, city editor of the Syracuse (N. Y.) Herald, was one of a party who called on President Taft last week.

Thomas F. Waldron, of the Trenton (N. J.) Advertiser, addressed the sociology class of the Trenton Trinity P. E. Church last week.

Chas. E. Russell, the well-known writer, spoke on the "Relations Between a City Editor and His Staff" before the Twenty-third Street Branch of the New York Y. M. C. A. on Friday last.

Manly M. Gillam, advertising counsel of the New York Herald, was the speaker at the Advertising Forum of the West Side Y. M. C. A. of New York on last Thursday.

Charles M. Barde, one of the pioneer newspaper men of Oklahoma City, Okla., will make the race for city clerk on the republican ticket in the coming city election.

Harvey Ingham, editor of the Des Moines (Ia.) Register and Leader, preached a lay sermon at the Central Presbyterian Church in that city last week. His subject was "The Conditions of To-day as Seen by a Newspaper Man."

F. C. Mitchell, one of the editors of the Des Moines (Ia.) Merchants' Trade Journal, is seriously ill of heart trouble.

Fred D. Vibert, editor of the Cloquet (Minn.) Pine Knot, has been appointed post master at that place.

George F. Wilson, editor of System, gave an address before the advertisers' committee and members of the Milwaukee (Wis.) Merchants and Manufacturers' Association of that city last week. "Comprehensive Advertising" was Mr. Wilson's subject.

E. L. Gilchrist, of the Philadelphia Record, was a guest at the Bothwell Hotel, Atlantic City, last week. Mr. Gilchrist is an expert on automobile advertising.

Thomas A. Daly, editor of the Catholic Standard and Times, of Philadelphia, Pa., addressed the students of Butler College, Indiana, last week. Mr. Daly is president of the American Humorists' Association.

S. S. McClure, editor of McClure's Magazine and head of the McClure publishing house of New York, is spending some time in Los Angeles, Cal.

Edmund W. Booth, editor and publisher of the Grand Rapids (Mich.) Daily Press, was a visitor to Atlantic City where he addressed the Young Men's Christian Association. Mr. Booth, with his brothers is interested in five Michigan papers beside the Press.

William Zink, a former Sioux Falls (S. D.) ball player, has been made sporting editor of the Hutchinson (Kan.) Gazette.

Mrs. Ida Hackes Springer, a New York newspaper woman, was a visitor to Galveston, Tex., last week.

Herbert H. Houston, of New York, addressed the Buffalo (N. Y.) Ad Club Wednesday on the topic "Get Together."

A. H. Fromenson, English editor of the New York Jewish Daily News, lectured on Zionism at Louisville, Ky., last

week. Mr. Fromenson is making a tour of the large cities of the country.

Marion Lucas, city editor of the Savannah (Ga.) Morning News, is slowly convalescing from an attack of pneumonia.

Herbert S. Ardell, manager of the art department of the Brooklyn (N. Y.) Eagle, and Nelson Harding, cartoonist of the Eagle, delivered a joint lecture on "Illustrating a Modern Newspaper" at the Central Presbyterian Church in that city on Thursday.

James Creelman, editor of Pearson's Magazine, addressed the journalism class of the Bedford Branch of the Brooklyn (N. Y.) Y. M. C. A. on last Monday.

S. Wilbur Corman, special representative of N. W. Ayer & Son of Philadelphia, has spent last week in Atlanta, Ga.

Arthur Capper, publisher of the Topeka (Kan.) Capital, has been appointed Regent of the Kansas State Agricultural College by Governor Stubbs. The honor came as a surprise to Mr. Capper.

W. L. Robbin, secretary-treasurer of the Winnipeg (Can.) Telegram, was in New York this week on a business and pleasure trip.

Albert Pulitzer, of Paris, France, author and journalist and brother of Joseph Pulitzer, editor of the New York World, is spending some time in San Francisco.

Harry P. Bennett, editor of the Long Branch (N. J.) Press, celebrated a birthday party last week.

John P. Herrick, editor of the Boliviar (N. Y.) Breeze, is home after a month's stay at Battle Creek, Mich.

Andrew J. McWain, editor of the Batavia (N. Y.) News, is back at his desk after a three months' visit to the Hawaiian Islands.

Charles E. Taylor, a Washington newspaper man, has been appointed private secretary to Secretary of the Navy George von L. Meyer.

CLUBS AND ASSOCIATIONS.

The annual meeting of the Florida Press Association will be held in St. Augustine, March 30 and 31. An elaborate program is being prepared and a special feature of the meeting will be the taking charge of and publishing the St. Augustine Record for one day, by the members of the association. Thomas J. Appleyard, the secretary of the association, and Frank C. Mayes, of the Pensacola Journal, have been appointed managing editors.

The Wilkes-Barre (Pa.) Press Club installed the following newly elected officers at their meeting last week. President Ernest G. Smith, Times-Leader; Vice President, Geo. A. Edwards, News; Secretary and Treasurer, Elias Cohen, Record. After the installation a new grill room, handsomely furnished in mission style, was opened with a little skit entitled "A Night in Bohemia." Daniel T. Hart was the chief of the fun promoters. The club is in splendid condition both as respects membership and finances. It is said to be one of the best advertising media the anthracite city possesses.

STAFF CHANGES.

E. O. Stowitts, of Amsterdam, N. Y., has become city editor of the Johnstown (Pa.) Republican.

Edward C. Stone, city editor of the Biddeford (Me.) Journal, will accept a position with the Waterbury (Conn.) American in the near future.

A. C. Shradar and D. C. Putnam have purchased the Sprague (Wash.) Independent Times. The name will be changed to Inland Advocate and a new cylinder press is now being installed.

Prefers Journalism to Diplomacy.

John Callan O'Laughlin, assistant secretary of state under President Roosevelt, declined the President's offer of an appointment as minister to Argentina. Mr. O'Laughlin will re-associate himself with the Chicago Tribune.

H. Camp has purchased a majority of the stock of the Sparta (Tenn.) Expositor.

Times Publishing Co., Mason City, Ia. Changed name to The Times-Herald Co.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

A1 LINOTYPE MACHINIST

Of 19 years' practical factory and office experience desires change. Capable of handling any size plant. Best of references. Address C. P. R., care of THE EDITOR AND PUBLISHER.

WANTED—BY A THOROUGH

Newspaper man of long experience on metropolitan, small city and country papers, an inside position as editor or general assistant on prosperous country weekly or small daily. Am looking for permanent and pleasant location rather than to size of salary, and have the ability to make myself very valuable to publisher who desires able and intelligent assistance at reasonable cost. Exceptional writer and can create features that will add to paper's reputation and circulation. Address M. J. M., Box 92, Shelburne Falls, Mass.

FOR SALE.

FOR SALE OR EXCHANGE

Composetype Type Casting Machine, made by National Composetype Co., Baltimore, model 1906, in good casting condition—very cheap. O. C. Gueszaz, San Antonio, Tex.

54" SEYBOLD "HOLYOKE"

cutting, also cutting machines of larger and smaller sizes, at bargain prices. Bookbinding machinery, printing machinery and paper box machinery of every description. HENRY C. ISAACS, 10-12 Bleecker Street, N. Y.

45 X 62 WHITLOCK

2-REVO. press, new crank bed movement, four air chambers, four track, front delivery, box frame. Press guaranteed to register. Special inducement for quick sale. A. F. Warner & Co., Printing Machinery, 342 Dearborn St., Chicago.

VOLUME 9 TO VOLUME 41

Of the "Inland Printer," unbound, but in good condition, for \$15 f. o. b. at Elizabeth, N. J. P. S. Bogart, 403 Jersey Ave.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN.

THE EVENING WISCONSIN,
Milwaukee.

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

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

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

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

MISCELLANEOUS.

WOULD BUY AND SELL NEWS-PAPERS.

If you will sell your newspaper plant write us; we may have a buyer.
If you have a desire to enter the newspaper field write us; we may have just the location you want. No plant too large or too small to handle.
A general newspaper brokerage and newspaper positions secured. Enclose stamp for reply. Deal only with responsible parties. Reference exchanged. FRANK'S NEWS-PAPER BROKERAGE CO., 1508 Conery street, New Orleans, La.

WRITER AND DESIGNER OF ADS

If you have a merchant who finds his advertising is not paying, have him write me. I write and design ads, and advise methods that bring about business. In doing this you might benefit the merchant, yourself and help me. Let's try it. J. FRANK, 1508 Conery street, New Orleans, La.

Active and capable young man, qualified to conduct only evening paper in a central west city of 20,000, can buy half interest for \$5,000.00. Property is now self-supporting and doing a business of \$20,000.00 annually. It will grow rapidly in value under competent management. Proposition No. 451.

C. M. PALMER

Newspaper Broker,
277 BROADWAY, NEW YORK.

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?
Features in matrix, plate or copy form at prices in conformity with conditions.
WRITE US
FEATURES PUBLISHING CO.
140 WEST 42nd ST.
NEW YORK

Daily News Service Illustrated

News by Mail—600 Words Daily—
With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clu'tl Times Star, Detroit Free Press, etc. TRIAL FREE.
GEORGE GRANTHAM BAIN
32 Union Sq., E., New York City

THE INTERNATIONAL SYNDICATE
Established 1899
FIVE WEEKLY PAGES
Baltimore, Md.

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

J. WILBERDING
Newspaper Representative
225 FIFTH AVE. NEW YORK

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

J. L. Keenan, Rochester, N. Y., is placing a line of classified advertising, generally for the Franklin Institute.

F. C. Williams, 108 William street, New York, is placing special copy and new contracts for the advertising of India Ceylon Tea.

Wood, Putnam & Wood, Boston, are placing readers for the advertising of Collier's Weekly.

The E. P. Remington Agency, New York, will shortly place orders for the advertising of the American Lady Corset Company, Detroit, Mich.

It is expected that the Frank Presbrey Agency, 7 West Twenty-ninth street, New York, will shortly place orders for the advertising of the H.-O. Food Company, Buffalo, N. Y. It is understood that this advertising will extend over a period of three and one-half months.

Dauchy & Co., Murray street, New York, are adding new papers to the list for the Perry Davis Pain Killer advertising.

Biggs, Young, Shone & Co., Inc., 7 West Twenty-second street, New York, are adding new territory to the list, and making new contracts for the advertising of J. Weiss & Co., Cutlery, Newark, N. J.

N. W. Ayer & Son, Philadelphia, are placing 60,000-line contracts in every paper in the State of Nebraska for the advertising of the National Biscuit Company, New York.

The Frank Seaman Agency, West Thirty-second street, New York, is placing orders for the advertising of John Forsythe, waists.

It is said that the Andrews-Jergens Company, Cincinnati, will shortly start an advertising campaign for the Woodbury Preparations.

The Emergency Laboratory, West Twenty-fifth street, New York, is making renewal and new contracts. It is said that this concern is now spending over \$12,000 monthly in the daily papers.

The F. P. Shumway Agency, Boston, is sending out advertising generally for the Hewes & Potter Bull Dog Suspenders, Boston.

Ballard & Aluord, 1328 Broadway, New York, are using Southern papers for the advertising of the Crown Perfumery Company, 30 East Twentieth street, same city.

George Batten Company, 11 East Fourteenth street, New York, is using

copy in Southern dailies for the advertising of the F. M. Hoyt Shoe Company, Beacon Shoe, Manchester, N. H.

The D'Arcy Advertising Agency, St. Louis, are making 10,000-line contracts in Southwestern papers for the Western Coca-Cola Bottling Company, Coca-Cola, Chicago. This agency is also placing 7,000-line contracts for the advertising of Brown Cracker and Candy Company, St. Louis.

A. R. Elliot, 62 West Broadway, New York, is using dailies and weeklies in the South and Southwest for the advertising of Borden's Condensed Milk Company, 108 Hudson street, same city.

The H. I. Ireland Agency, Philadelphia, is making 15,000-line contracts in Kentucky and Indiana for Fels & Co., Fels-Naphtha Soap, same city.

H. W. Kastor & Sons, St. Louis, are using 198 lines, 10 times, for the Hagood Manufacturing Company, St. Louis.

Otis H. Kean, 3 West Twenty-ninth street, New York, will place the advertising of Eley Meyer and M. C. Simonds, Clothing, Rochester, N. Y. This advertising will be placed in cities where their clothing is sold.

The Lovett-Chandler Company, Boston, is asking for rates for the advertising of the New England Maple Syrup Co., Cambridge, Mass.

The McManus-Kelly Agency, Toledo, Ohio, is placing 3,000-line contracts in Southern papers for the Waverly Company, Indianapolis, Ind.

The Morse Agency, 19 West Thirty-fourth street, New York, is using Southern weeklies for the advertising of the Pratt Food Company, Philadelphia.

The Pomeroy Agency, Brunswick Building, New York, is using Southern papers for the advertising of the Warners' Rust Proof Corsets, Bridgeport, Conn.

Dr. J. H. Schenck & Son, Philadelphia, are using Eastern dailies for the advertising of Schenck's Mandrake Pills.

Arthur E. Sweet, Chicago, is placing orders in Western cities for the advertising of the Seneca Indian Medicine Company, Chicago.

J. Walter Thompson Company, Chicago office, is placing 10 inches, six times, in Minnesota papers for the Towle Maple Syrup Company, Log Cabin Maple Syrup, St. Paul.

The Eastern Advertising Agency, Flatiron Building, New York, is sending out orders generally for the advertising of the United States School of Music, 225 Fifth avenue, New York.

ROLL OF HONOR

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

ALABAMA.		WASHINGTON.	
ADVERTISER	Montgomery	TIMES	Seattle
ITEM	Mobile	WEST VIRGINIA.	
CALIFORNIA.		GAZETTE	
BULLETIN	San Francisco	Charleston	
EXAMINER	San Francisco	WISCONSIN.	
FLORIDA.		EVENING WISCONSIN	
METROPOLIS	Jacksonville	Milwaukee	
GEORGIA.		ADVERTISING NOTES.	
CHRONICLE	Augusta	Paul Block, special agent, New York and Chicago, has just added the Chicago Inter-Ocean to his list of papers.	
LEDGER	Columbus	W. J. Driscoll, of the Fall River (Mass.) Globe, was in New York this week, calling on the general advertisers.	
ILLINOIS.		In the list of papers represented by the new MacQuoid-Alcorn agency, printed in the last issue of THE EDITOR AND PUBLISHER, the Winston-Salem (N. C.) Sentinel was wrongly omitted. This agency has added The Grand Rapids (Mich.) News to its list.	
HERALD	Joliet	Pat. O'Keefe, advertising agent, Boston, is in New York this week calling on the special agents.	
JOURNAL	Peoria	G. W. Norris, Jr., editor of the Marshalltown (Iowa) Republic, is in New York this week.	
IOWA.		L. W. Harrison, business manager of the Springfield (Ohio) Sun, is in New York this week calling on the general advertisers with his Eastern representative, A. E. Claydon.	
CAPITAL	Des Moines	Byron W. Orr, secretary of the Associated Advertising Clubs of America, is now permanently associated with the Guy W. Eskridge Company, Inc., Richmond, Va.	
KANSAS.			
CAPITAL	Topeka		
GLOBE	Atchison		
EAGLE	Wichita		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS	Charlotte		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
OHIO.			
REGISTER	Sandusky		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		
TEXAS.			
CHRONICLE	Houston		
RECORD	Fort Worth		
LIGHT	San Antonio		

NEWSPAPER PLANT FOR SALE CHEAP

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans Item offers for sale one Scott 3-deck, straight line, printing press, with extra color deck, complete with stereotype machinery blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horse-power electric motors, and, if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color section on Sunday, and is for sale only because of necessity for larger mechanical facilities by the Item. Special bargain offered in order to save storing it in New Orleans. Address Frederick I. Thompson, 425 Fifth Ave., New York, N. Y., or James M. Thomson, c/o The New Orleans Item, New Orleans, La.

This IS the Paper that made San Antonio

A One Paper Town



Sworn Circulation 8,500 and The Biggest In Town At That

Always on the Job for the Advertiser

BECKWITH
CHICAGO
Tribune Building
NEW YORK
Tribune Building

The New York Times has the largest high-class circulation in America. Its net paid daily city sale is greater than that of any other morning newspaper, except one, and greater than the combined city sales of the five other newspapers popularly classed with The New York Times as to character of circulation.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine
Circulation 100,000 COPIES Guaranteed Every Month. Flat rate 40 cents a line.
HENRY RIDDER, Publisher,
5 Barclay Street, New York.

EDITORS AROUSED.

Bill Introduced in Iowa Legislature Declared To Be an Insult.

Editors from all over Iowa gathered in Des Moines last week to protest against the Hansen bill, regulating advertising.

The bill seeks to eliminate all lascivious advertisements from the columns of newspapers. The editors declare it not only goes farther and bars from their columns thousands of dollars worth of legitimate advertising, but that it is an insult to their honor and integrity. They argue further that there is already on the statute books a stringent law safeguarding the reading public against offensive advertising.

Among those present at the meeting, which was called by E. P. Adler, general manager of the Lee syndicate of newspapers, were:

E. S. Fentress, the Des Moines News; Lafe Young, Jr., The Des Moines Capital; S. W. Southwell, Des Moines Register and Leader; J. G. Van Lent, News-Tribune, Muscatine; D. M. Conroy, Globe-Gazette, Mason City; O. J. Benjamin, Journal, Nevada; Emory H. English, Times-Herald, Mason City; Frank D. Throop, Journal, Muscatine; James F. Powell, Courier, Ottumwa; Thomas Stivers, Gazette, Burlington; S. E. Carrell, Press, Iowa City; Fred A. Lisher, Der Demokrat, Davenport; L. G. Parrott, Reporter, Waterloo; S. G. Goldthwart, News-Republican, Boone; C. A. Roberts, Messenger, Fort Dodge; E. P. Adler, Times, Davenport; Louis Murphy, Telegraph-Herald, Dubuque; J. R. Richardson, Democrat, Davenport; C. F. Duncombe, Chronicle, Ft. Dodge; Orville Elder, Journal, Washington; A. W. Saylor, Journal, Fairfield; Charles McLean, Times-Journal, Dubuque; David Brant, Republican, Iowa City; Phil Hoffman, Herald, Oskaloosa.

ADDITIONAL AD. TIPS.

Lord & Thomas, New York, are placing 1,000 inches in Western papers for the advertising of the United Cigar Manufacturing Company—Contract Cigar—New York.

Roberts & MacAvinche, Chicago, are making contracts in Southern papers for the advertising of Wolfe & Bros., Shoe Company, Columbus, Ohio.

Charles H. Fuller Company, Chicago, are making contracts in the larger city dailies for the advertising of the Kazoo Suspender.

The Burt International Advertising Agency, White Building, Buffalo, is asking for rates.

The Federal Advertising Agency, West Thirty-ninth street, New York, are sending out orders for the L. A. Reclma Cuban Factory, Cigars, Lexington avenue, New York.

J. Walter Thompson Company, Chicago office, is using Eastern dailies for the advertising of the C. B. & Q. Railroad.

The Frank Seaman Agency, West Thirty-second street, New York, is placing some advertising for the Everitt-Metzger-Flanders Company, Automobiles, in Eastern papers.

The Springfield (Mo.) Leader has been elected to membership in the American Newspaper Publishers' Association.

WILLIAM C. LEHMAN.

Made Secretary N. Y. State Commission to Alaska-Yukon Exposition.

William C. Lehman, of Albany, has been appointed assistant secretary of the New York State Commission to



W. C. LEHMAN.

the Alaska-Yukon Exposition by Benjamin Wilcox, president of the commission.

Mr. Lehman is a member of the State Legislative Correspondents' Association, representing the Evening Saratogian and the Gloversville Leader at the capital. He was at one time manager of the Albany bureau of the Publishers' Press Association. Mr. Lehman expects to leave for the West about May 1.

Publishers Form Association.

Iowa newspaper publishers met in Des Moines last week and organized the Iowa Associated Dailies. The object of the association is to conserve and improve the interests of the business. Thirty publishers participated in the meeting and the following officers were elected: President, E. P. Adler, Davenport Times; vice-president, J. C. Kelly, Sioux City Tribune; secretary and treasurer, Lafe Young, Jr., Des Moines Capital. Executive Committee: E. P. Adler, J. C. Kelly, Louis Murphy, Dubuque Telegraph-Record; Victor E. Bender, Council Bluffs Nonpareil; W. B. Southwell, Des Moines Register and Leader; W. F. Parrott, Waterloo Reporter; George Stivers, Burlington Gazette.

Topeka Capital's Special Editor.

The house-warming edition of the Topeka (Kan.) Daily Capital, issued on Sunday last, established a new mark in Kansas journalism. The issue contained 16 sections and 136 pages. The entire paper was well gotten up, well illustrated and carried an unusually heavy volume of advertising. It was a great newspaper—a product worthy of the plant and organization behind it.

Oakland (Cal.) Tribune's New Press.

The Oakland (Cal.) Tribune will double its present facilities by the addition of a new sextuple, color combination perfecting press now being built by R. H. Hoe & Co. A new press room 85 feet long and 18 feet high with plate glass windows will enable the public to see the press in operation.

WILLIAM LOEB IN NEW YORK.

Ex-Secretary Will Keep in Touch With Newspaper Men.

William Loeb, Jr., secretary to Mr. Roosevelt during ten years beginning in 1899, has been appointed United States Collector of Customs at New York. He assumed the office last Monday. The salary is \$12,000 a year. He has taken his residence in the Hotel Majestic, at Central Park West and Seventy-second street, New York.

Probably no man in the country has ever had such intimate relations with the whole body of the press for a longer period of time than Mr. Loeb, and no man has ever succeeded so well in such a position. In his present place, which carries large leadership of the Republican organization of New York State, he is likely to continue in close touch with newspaper men.

He was born in Albany, N. Y., Oct. 9, 1866. Graduated from high school and became stenographer in the Legislature in 1888. Later he was private secretary to various public officials. He was appointed stenographer and private secretary to Governor Roosevelt in 1899. He remained the confidential secretary of Mr. Roosevelt until March 4 of this year.

He is married. Mrs. Loeb and their child, a son three years old, had prepared to move to their New York residence this week.

NEWSPAPER ADS BEST.

Publicity Agent for Colorado Midland Makes Interesting Statements.

Lee Haney, advertising manager of the Colorado Midland, in an interview in the Omaha (Neb.) Bee declares that "There is no class of advertising to be compared with the ad in the columns of the newspapers so far as practical results are concerned."

"We are making no idle statement when we say this; we have a system on the Midland by which we can tell exactly what our different departments of advertising are bringing and our investigations and calculation has led us to the knowledge that for tangible results no line or class of advertising is to be compared with the newspaper. It is a strange thing to me that the billboard patron does not awake to this fact. The billboard ad may start the hurrah, but it does not sink in and bear the fruit."

The Newark (N. J.) Star will install a new sextuple Potter press within the next few weeks.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

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

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

SOME TRADE OPINIONS. "A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shuldenwend & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American firms contemplating opening up foreign trade should place their announcements in this paper.

Rates on application to ALBERT O'DONOGHUE, 917 W. 124th St., New York.

Send for sample copy.

\$200⁰⁰

To Be Given Away

to some printer for a diagram showing the best possible arrangement of a printing plant. A large firm of printers is erecting a new building for its own use and desiring to arrange its equipment to the best advantage, offers a prize of \$200 for the best suggestion. The plant is to occupy but one floor.

The contest opens April 1 and closes April 30. To get full information send 20c for the April number of THE AMERICAN PRINTER. None free. Particulars of the contest will appear in May and announcement of the award will be made in June number. The three will be sent for 50c.

THE AMERICAN PRINTER is a beautifully illustrated monthly magazine for all those engaged in the printing and allied trades. None should be without it.

OSWALD PUBLISHING COMPANY

25 City Hall Place New York

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. 4390-4 Bookman

THE CHEMICAL ENGRAVING CO.
9-15 MURRAY ST. NEW YORK.
HIGH GRADE PHOTO ENGRAVING ILLUSTRATING AND DESIGNING
LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES
TELEPHONES 1551 & 1552 - CORTLAND

Send To-day for the List of Users of
"THE KOHLER SYSTEM"
We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.
Kohler Brothers, 277 Dearborn St., CHICAGO
LONDON: 86 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.

ADVERTISING

is to a newspaper what steam is to an engine. To procure a profitable and permanent advertising patronage it is necessary to produce sufficient business to justify the expenditure. To accomplish this you must have a good circulation.

We know of no better circulation builder than the

Hearst News Service

It is crisp, accurate and prompt and is prepared for morning, evening and Sunday newspapers. It is furnished at a price that you can afford to pay. It is as far in advance of the service furnished by other news agencies as Wright's air ship is ahead of Darius Green's flying machine.

Hearst News Service

200 WILLIAM STREET, NEW YORK

