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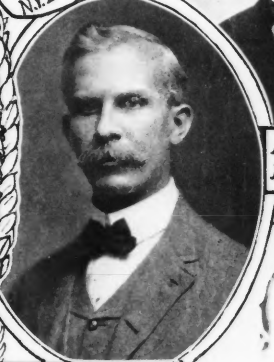
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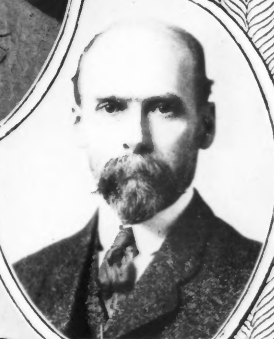
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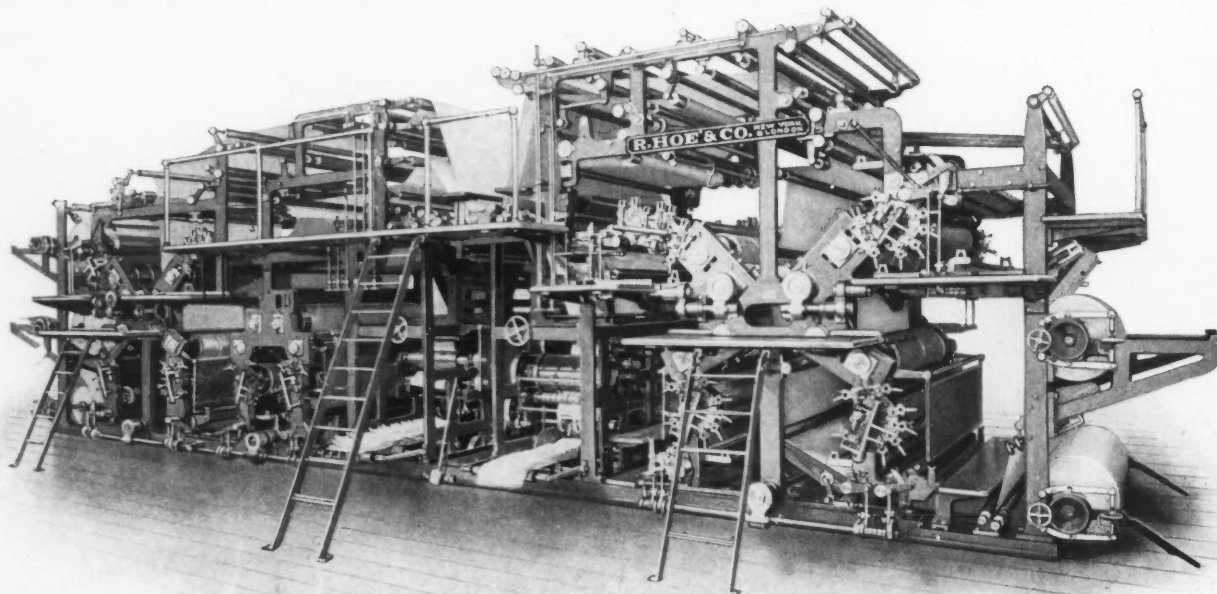


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OFFICERS AND EXECUTIVE COMMITTEE OF AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION

PUBLISHERS ARE CORDIALLY INVITED

TO VISIT OUR WORKS DURING THE CONVENTION AND SEE THIS NEW MACHINE (ONE OF 12 ORDERED BY A CUSTOMER) PRINTING PAPERS AT THE PHENOMENAL RATE OF 80,000—18 OR 20 PAGES PER HOUR, ALL INSET. THIS IS A RUNNING SPEED OF 20,000 REVOLUTIONS OF THE CYLINDERS PER HOUR, OR 66 2-3% FASTER THAN THE SPEED OF 12,000 REVOLUTIONS, STANDARD FOR MANY YEARS.



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THE LATEST AND BEST IN PRESS CONSTRUCTION.

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

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THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 8, No. 43

NEW YORK, APRIL 24, 1909

10 CENTS A COPY

A. N. P. A. CONVENTION

LARGEST GATHERING OF MEMBERS IN TWENTY-THREE YEARS OF HISTORY.

Publishers from Every Section of the Nation Present When Meeting Opened in the Waldorf—President Ridder Absent—Opening Session Devoted to Advertising—List of Members Who Registered.

The twenty-third annual convention of the American Newspaper Publishers' Association was called to order Wednesday at 10.30 a. m. in the Myrtle Room of the Waldorf-Astoria Hotel, New York.

President Ridder was unavoidably absent, and Vice-President C. W. Hornick held the gavel. There were present nearly 200 members. It was the largest gathering of the Association since its organization.

Immediately began the regular business. Reports were received from the Board of Directors, treasurer, manager and the advertising agents' committee.

Following the reports, the general subject of "Advertising" was taken up for discussion under the following sub-heads in sequence:

Press agents and the best method of eliminating them. Free reading notices and how to stop them.

What is the best method of stimulating the reading of advertisements?

What should be the attitude of newspapers toward out-door display, street cars, etc., both theoretically and practically?

Should not electrotypes and stereotypers make advertising plates of a standard thickness?

What attitude should be taken toward an advertising agency when it refuses payment for advertising unless copies of all issues of each day are sent?

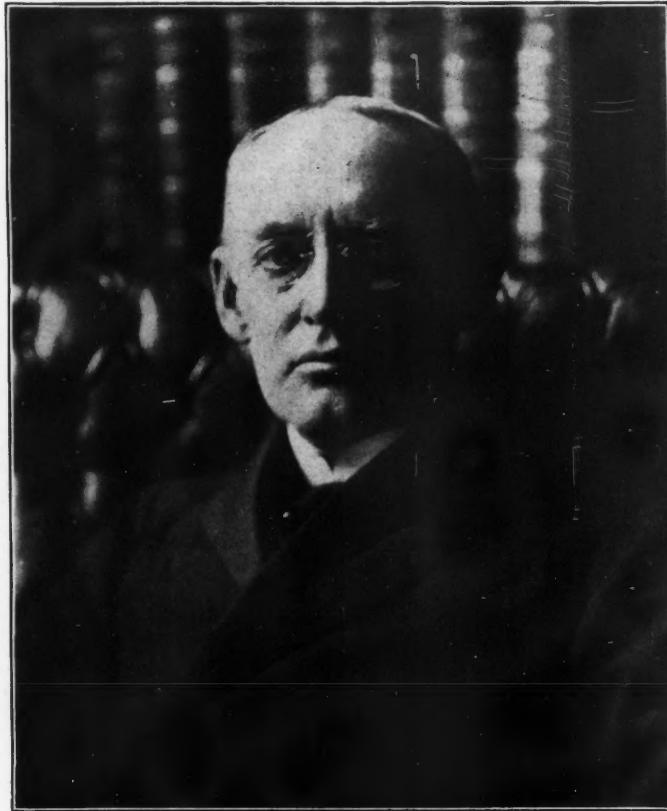
What is the proper definition of "full position?"

Is an advertising agent justified in ordering maximum space that he may secure minimum rate when he knows he will actually use less space? If not, how shall he meet such competition?

The following members had registered their names in the Association book in the Myrtle Room up to 2 p. m. on Wednesday:

E. W. Alley, New Bedford (Mass.) Evening Standard.
Chas. D. Atkinson, Atlanta (Ga.) Journal.
L. V. Ashbaugh, St. Paul (Minn.) News.
E. P. Adler, Davenport (Ia.) Times.
Hilton V. Brown, Indianapolis News.
J. F. Baringer, New Orleans Times Democrat.
Elbert H. Baker, Cleveland Plain Dealer.
Chas. J. Brooks, San Francisco Chronicle.
H. D. Burrell, Syracuse (N. Y.) Journal.
H. E. Baldwin, Joliet (Ill.) News.
Ralph H. Booth, Grand Rapids (Mich.) Press.
F. G. Bell, Savannah (Ga.) Morning News.
Edmund M. Booth, Grand Rapids Press.
J. P. Bass, Bangor (Me.) Commercial.
Tams Rixby, St. Paul (Minn.) Pioneer Express.
T. J. Barry, Detroit (Mich.) Free Press.
P. C. Boyle, Oil City (Pa.) Derrick.
E. A. Butler, Jr., Buffalo (N. Y.) News.
Louis H. Brush, East Liverpool (O.) Review.
H. W. Brush, East Liverpool (O.) Review.
Francis X. Barr, Pittsburg Post and Sun.
D. R. Brown, Providence Evening News.
W. H. Cowles, Spokane (Wash.) Spokesman Review.
W. A. Crozier, Boston Post.
A. G. Carter, Fort Worth (Tex.) Star-Telegram.
John S. Cohen, Atlanta Journal.
Arthur Capper, Topeka (Kan.) Capital.
Clayton P. Chamberlin, Hartford (Conn.) Times.
W. H. Cowles, Spokane (Wash.) Spokesman Review.
W. M. Clemens, Memphis News-Schmitzer.
J. C. Cook, New York Evening Mail.

(Continued on Page 2.)



MELVILLE E. STONE.

SECRETARY AND GENERAL MANAGER OF THE ASSOCIATED PRESS, WHO HAS BEEN THE EXECUTIVE HEAD OF THE ORGANIZATION SINCE MARCH 1, 1893.

INDORSES PAYNE BILL.

St. Regis Paper Company Declares Readiness to Accept New Tariff.

George C. Sherman, secretary and treasurer of the St. Regis Paper Company, one of the big news print concerns of the country, with offices in Watertown, N. Y., has openly indorsed the proposed paper and pulp schedule of the Payne bill. "Very few of my friends agree with me," said Mr. Sherman, referring to the attitude of the opposition shown by the body of paper makers.

So far as is known, the St. Regis company is the only paper-making concern in the country which has accepted the situation and admitted the existence of the evils which were pointed out by the Mann committee.

Mr. Sherman and his associates, for several years, have shown a progressive spirit in dealing with their clients, the publishers. It is said they have the most modern plant in the country and have nothing to fear from open, frank methods. They have steadily advocated a paper exchange and an open market to make the price of paper.

Nearly 15,000 tons of fabricated steel will be required for the new building of the Curtis Publishing Co.

Fire destroyed the plant of the Fairfield (Pa.) Herald last week.

NEWS OF CRIME AND VICE.

Should Be Segregated on Separate Page, Says Women's Club Member.

At a meeting of the First Judicial District of the State Federation of Women's Clubs, held at the Hotel Astor, in New York, last week, Mrs. C. A. Fisk, chairman of the committee on literature, asked that the women use their efforts to induce the editors of the country to segregate on a separate page all the news of crime and vice.

"This will allow the parent," said Mrs. Fisk, "to remove the objectionable feature and allow the child to have the instructive part of the paper."

Editor's Life Threatened.

W. E. Berry, editor of the Phenix City (Ala.) Phenix Girard Journal, a weekly newspaper, has received a black hand letter threatening him with death as the result of a campaign he has been waging against a number of so-called blind tigers. The letter stated that his head would be blown off without warning. He has appealed to the Governor of the State for protection.

The Louisville (Ky.) Evening Post and the Scranton (Pa.) Evening Times are the two latest that have been elected to membership in the American Newspaper Publishers' Association.

ASSOCIATED PRESS

REFUSED REPORT FAVORING EVENING PAPER HOURS OF PUBLICATION.

Old Controversy Between Morning and Evening Papers Continued from Last Year—Special Committee Recommendations Beaten in Viva Voce Vote—Five Directors Re-elected and One New Director.

The annual meeting of the Associated Press was held in the Astor Gallery of the Waldorf Hotel last Tuesday. The total membership of the organization is 778. When President Frank B. Noyes, of the Chicago Record-Herald, called the convention to order at 11 a. m., there were present in person representatives of 322 newspapers, and in addition proxies were held for 217 others, making a total representation of 539. Only members and officers were allowed to be present at the meeting.

The regular secretary, Melville E. Stone, officiated, and also the assistant secretary, Charles S. Diehl, of Chicago, who was complimented because of his "reading voice."

There were no contests for the directorships, and the following men were re-elected for a term of three years: Charles H. Taylor, Boston Globe; Thomas G. Rapier, New Orleans Picayune; Herman Ridder, New York Staats-Zeitung; Harvey W. Scott, Portland Oregonian; Victor F. Lawson, Chicago Daily News. To fill the vacancy caused by the resignation of George Thompson of the St. Paul Dispatch, Rufus N. Rhodes, of the Birmingham (Ala.) News was elected.

The most important business of the opening session was the consideration of the report by the special committee appointed one year ago, to investigate the differences between the publishers of morning and evening papers, relative to the hours of publication.

This matter has caused controversy and sometime bitterness for years. The by-laws provide as follows:

"Morning papers to receive not later than 5 a. m. and to publish between 11 p. m. and 11 a. m.; afternoon papers to receive not later than 4 p. m., and to publish between 11 a. m. and 11 p. m., provided, that the Board of Directors may authorize that upon extraordinary occasions, The Association Press dispatches may be used in extra editions or for bulletins outside of the hours named."

With the development of the afternoon field there has grown a corresponding desire to have the hours lengthened for afternoon papers. Morning paper publishers, as a rule, have been opposed to further concessions to the afternoon papers.

The special committee named last year included the following men: Representing morning papers: W. S. Gardner, Syracuse Post-Standard; Medill McCormick, Chicago Tribune; J. C. Hemphill, Charleston News and Courier; Charles A. Rook, Pittsburg Dispatch; E. C. Hughes, Seattle Post-Intelligencer. Evening paper representatives: J. H. Fahey, Boston Traveler; James R. Gray,

Atlanta Journal; V. S. McClatchy, Sacramento Bee; Charles A. Otis, Cleveland News; Samuel Strauss, New York Globe.

The committee's report recommended that the afternoon papers be permitted to publish at 9 a. m. instead of 11 a. m., and that they receive a regular bulletin service between 4 p. m. and 6 p. m. for sporting and other late editions.

It also recommended a provision for morning papers, allowing the publication of so-called "bulldog" editions before 11 p. m.

The convention refused to adopt the recommendations and the report was laid upon the table.

Assistant Secretary Diehl said to THE EDITOR AND PUBLISHER, in answer to a question:

"Yes, there was a vote—a viva voce vote. There was no roll call vote. The adoption of the report would have required the assent of four-fifths of the representatives. It was seen that this could not be obtained. A motion was made to lay it on the table and this was carried."

The following resolutions were adopted at the afternoon session:

Whereas, a committee of Congress, of which the Hon. J. R. Mann, of Illinois, is chairman, has spent nearly a year painstakingly investigating the question of news print paper supply, and has reported unanimously to Congress in favor of abolishing all tariff on ground wood and reducing the tax on news print paper from \$6 to \$2 a ton; and,

Whereas, the same report was unanimously accepted by the Ways and Means Committee of the House of Representatives, and duly passed, as part of the new tariff law, by the said House; and,

Whereas, this item of the tariff bill is now pending in the United States Senate, the members of The Associated Press, at their annual meeting, hereby

Resolve, That we respectfully request the members of the Senate of the United States to carefully read the report of the select committee, with the view of convincing themselves of the justice of its recommendations, to the end that a permanent supply of news print paper be secured to the printing and publishing industry, which is the seventh greatest in the United States.

We further ask the members of the Senate to consider that this is not a partisan move, but represents the unanimous view of both sides in the select committee and the Ways and Means Committee, and is the result of careful and deliberate judgment, exercised only after a thorough inquiry. The newspapers believe they are entitled to have the conclusions of this committee respected and written in the law.

Resolved, That a copy of the above be transmitted immediately to every United States Senator.

Sale of Kansas City Globe.

D. W. Wittmer, proprietor of the Kansas City (Kas.) Gazette, has purchased the Kansas City Globe. The price paid was \$5,750. The Globe went into the hands of a receiver about three weeks ago. The two papers will be consolidated under the name of the Gazette-Globe.

DEAR EDITOR:

If you will read THE EDITOR AND PUBLISHER AND JOURNALIST each week you will find it a great help and worth many times the price of subscription, \$1.00 per year. If you are not a regular subscriber we will be pleased to receive a subscription from you.

THE EDITOR AND PUBLISHER CO.,
13-21 Park Row, New York.

PHILADELPHIA BULLETIN

"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 March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.

A. N. P. A. CONVENTION.

(Continued from Page 1.)

Aug. S. Crane, Elizabeth (N. J.) Journal.
R. A. Crothers, San Francisco Bulletin.
N. J. Carlise, Los Angeles (Cal.) Express.
T. F. Clark, Utica (N. Y.) Observer.
T. M. Clark, Buffalo Times.
A. W. Dodsworth, New York Journal of Commerce.
Willis M. Dear, Jersey City (N. J.) Evening Journal.
Chas. F. Dodd, Newark (N. J.) Evening News.
H. F. Dorwin, Springfield (Ill.) State Journal.
W. H. Dow, Portland (Me.) Express.
J. F. Driscoll, Fall River (Mass.) Globe.
Robert Ewing, New Orleans (La.) States.
M. J. Foster, Houston (Tex.) Chronicle.
E. M. Foster, Nashville (Tenn.) Banner.
Hal Gaylord, Kansas City (Mo.) Journal.
Herbert F. Gunnison, Brooklyn Eagle.
C. F. George, Pueblo (Col.) Chieftain.
J. E. Gray, Atlanta (Ga.) Journal.
W. E. Gardner, Syracuse Post-Standard.
Frank P. Glass, Montgomery (Ala.) Advertiser.
Bruce Haldeman, Louisville Courier-Journal.
J. C. Hemphill, Charleston (S. C.) News and Courier.
George C. Hitt, Indianapolis Star League.
C. W. Hornick, San Francisco Call.
Geo. A. Hough, New Bedford (Mass.) Evening Standard.

Conde Hamlin, New York Tribune.
C. H. Hastings, Lynn (Mass.) Item.
Louis Hancock, Newark (N. J.) Sunday Call.
J. Whit Herron, Washington Evening Star.
W. G. Hunter, Jr., San Antonio Daily Express.
Lester L. Jones, Chicago Journal.
R. M. Johnson, Houston Post.
O. R. Jones, Indianapolis News.
W. A. Kelsey, Meriden (Conn.) Record.
Geo. M. Kohn, Richmond (Va.) News-Leader.
A. C. Kossinger, Rome (N. Y.) Sentinel.
Jess E. Long, McKeesport (Pa.) Daily News.
J. W. Lacey, Philadelphia North American.
John H. Lindsay, Albany (N. Y.) Journal.
G. H. Larke, St. Joseph (Mo.) Gazette.
Dietrich Lamade, Williamsport (Pa.) Grit.
F. W. Main, Springfield (Mass.) Republican.
C. P. J. Mooney, Memphis Commercial Appeal.
John A. McCarthy, Albany (N. Y.) Press-Kickerbocker Express.
J. F. MacKay, Toronto (Can.) Globe.
C. C. Marquis, Bloomington (Ill.) Pantograph.
J. T. Murphy, Superior (Wis.) Evening Telegram.

Arthur D. Marks, Washington (D. C.) Post.
Frank P. McLennan, Topeka State Journal.
R. L. McKenney, Macon (Ga.) News.
Sam A. Mook, Washington (D. C.) Herald.
Samuel G. McClure, Youngstown (O.) Telegram.
H. C. Mulholland, Pittsburg (Pa.) Press.
W. S. Marson, Montreal (Can.) Star.
Andrew J. McConnell, Woonsocket (R. I.) Evening Call.
G. F. Milton, Knoxville Sentinel.
Theodore W. Noyes, Washington Star.
George S. Oliver, Pittsburg Chronicle Telegraph.

Clarence Ousley, Fort Worth (Tex.) Record.
J. B. Plummer, Springfield (Mass.) Union.
Edw. L. Prectorius, St. Louis Die Westliche Post.
Jas. F. Powell, Ottumwa (Ia.) Courier.
J. R. Pathon, Providence (R. I.) Journal.
S. A. Perkins, Tacoma Ledger and News.
D. B. Plum, Troy (N. Y.) Record.
H. C. Hamley, Boston D. Forum.
G. J. Palmer, Houston (Tex.) Post.
W. B. Phillips, Louisville Times.

Frank T. Parsons, Rutland (Vt.) Herald.
C. M. Palmer, St. Joseph (Mo.) News Press.
E. Lansing Ray, St. Louis Globe Democrat.
C. H. Rembold, Cincinnati Times Star.
F. J. Richards, St. Louis Globe Democrat.
Thomas Rees, Springfield (Ill.) State Register.
J. Ross Robertson, Toronto (Can.) Telegram.
Leland Rankin, Nashville (Tenn.) American.
John R. Ross, Charlotte (N. C.) Observer.
C. A. Rose, Pittsburg Dispatch.

Chas. Robertson, Charleston (S. C.) News and Courier.
Hopewell L. Rogers, Chicago Daily News.
Isaac N. Stevens, Pueblo (Col.) Chieftain.
F. J. Lemmon, Jr., Macon (Ga.) News.
William Stapleton, Denver Republican.
A. P. Sawyer, Seattle Post-Intelligencer.
R. J. Shannon, Oakland (Cal.) Enquirer.
John Schroers, New York Morgen Journal.
R. E. Stafford, Oklahoma City Oklahoman.
J. C. Seacrest, Lincoln (Nebr.) State Journal.
Charles Stewart, Lexington (Ky.) Herald.
A. J. Sandegard, Fort Worth (Tex.) Record.
E. E. Smith, Meriden (Conn.) Record.
James J. Smith, Birmingham (Ala.) Ledger.
James A. Sperry, Brooklyn Times.

F. E. Sands, Meriden (Conn.) Journal.
Frederick A. Strout, New Haven (Conn.) Journal-Courier.
Frederick H. Stevens, Bridgeport (Conn.) Standard.
C. A. Somarindycyk, Memphis (Tenn.) News Semitar.
John Toole, Paterson (N. J.) Morning Call.
P. J. Trumple, Providence Evening News.
John B. Townsend, Philadelphia Press.
Charles H. Taylor, Jr., Boston Globe.
Urey Woodson, Owensboro (Ky.) Messenger.
Ben. G. Wells, Philadelphia Press.
N. C. Wright, Cleveland Leader.

Louis Wiley, New York Times.
T. T. Williams, San Francisco Examiner.
W. B. Wilson, Troy (N. Y.) Times.
Lafayette Young, Des Moines (Ia.) Capitol.

State Senator Blair of Oklahoma has discontinued the publication of the Banner, a weekly paper published at Byars, Okla., and has moved his plant to Wynnewood, that State, where it will be issued under the name of the Chickshaw Banner.

The Jenkintown (Pa.) Times Chronicle is fifteen years old.

TAFT'S SPEECH

A BIG HIT AT THE GRIDIRON CLUB'S DINNER LAST SATURDAY.

"The Best Speech Ever Made," Said the Newspaper Men—The President Talked Just Like "One of the Fellows"—Attorney General Wickersham and Sam Blythe Signed a Treaty of Peace and Friendship.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., April 19.—If the brilliant writers who sat at the spring dinner of the Gridiron Club last Saturday night were allowed to write their impressions of the affair for publication the country would surely have a mighty interesting story. It was one of the most eventful dinners in the history of the club.

Not that the programme of fun making differed much in brand from former programmes. The event of the night was President Taft's speech.

This speech cannot be reported. The President's speech at any Gridiron dinner is never reported. He makes the speech on that condition—that it be not reported. Because of this rule, which is of greater force than enacted law, the Gridiron guests get a look at the real man who happens to be President.

Saturday night President Taft made his first presidential speech to the Gridironers. It was a hit, a tremendous hit, "the best speech ever made at a Gridiron dinner," as the consensus was expressed.

Mr. Roosevelt in his Gridiron speeches was always interesting, but he rarely delighted his hearers. He used to say a few words telling his appreciation of the affair, and then he would deliver a lecture to the newspaper men. The lecture contained much wisdom, and was wholesome, but the hearers were not usually in a receptive mood for such sermons.

Mr. Taft was the antithesis of a stern preacher. He just talked to these newspaper men as if he were one of them. He radiated sympathy. He was one of the "fellows" and a "splendid good fellow."

That speech was a big national event. Here is the President officially drawing away from the newspapers, in practice withholding from the newspapers a great mass of news, such as his predecessor habitually gave out. Yet, in one speech, Saturday night, he swept away all the bitterness that had grown up among the correspondents in the past two months. It is no exaggeration to say that they all loved him after that speech.

Taft is surely a master of men.

Another event of the dinner was the meeting between Attorney General Wickersham and Sam Blythe. Some had anticipated pistol play when they would get face to face, for Blythe had written in the Saturday Evening Post one of the most unsparing criticisms of Wickersham and his way of censoring news that had ever been fired at an attorney general.

But Mr. Wickersham greeted Mr. Blythe with a kindness that looked

like enthusiastic admiration. They became eternal friends in a minute. At the end, Mr. Wickersham wanted a thesaurus to get words to tell him how he had "the finest kind of a time"—and they had roasted him all through the dinner.

"Wickersham has learned his lesson," said the older and somewhat wiser ones.

Thomas C. Noyes, of the Washington Star, and Oscar K. Davis, of the New York Times, were publicly accepted as members of the club and were formally initiated.

The song hit of the evening was "Eating Through Georgia," and everybody knew the tune. Here are the words:

Sound the good old dinner horn, we'll sing another song,

About the trip that Taft once made, when, with digestion taft,

He ate his share of everything that they would bring along.

As we went eating through Georgia.

We tackled the oppomus that they took such care to bake!

We ate canned watermelon and a dish they called hoe-cake;

We didn't even draw the line at alligator steak,

As we went eating through Georgia.

By Southern hospitality our hearts were surely won,

And we resolved to do the very best that could be done

For Democrats; and so we saved some pie for Dickinson,

As we went eating through Georgia.

And the chorus! Well, it would grate on the nerves of a hungry man if he heard these words:

Hurrah, hurrah, we sound the juglic; Hurrah, hurrah, 'twas something fine to see.

We put away three meals a day,

As we went eating through Georgia.

Among the guests present were the following:

The President of the United States, the Brazilian Ambassador, the Swiss Minister, C. H. Ackert, Southern Railway; Felix Agnus, Baltimore American; Senators Aldrich, Beveridge, Borah, Carter, Chamberlain, Elkins, Guggenheim, Keane, Oliver, Scott, Smoot, Sutherland, Taylor, Warren; Secretaries Ballinger, Dickinson, Nagel and Wilson; Postmaster General Hitchcock, Attorney General Wickersham, Baron L. Ambrosy, Austria-Hungary; Rear Admiral Sperry, Pierpont Morgan, Jr.; J. M. Culp, Southern Railway, and Rodolphe Lemieux, Postmaster General of Canada.

Stockholders Meet.

The stockholders of the Baltimore (Md.) Journal held their annual meeting last week. Ernst Schmeisser presided and Henry G. Von Heine acted as secretary. E. E. Nordenholz was elected a director. The directors elected the following officers; Percy C. Hennighausen, president; John Herwig, vice-president; Henry G. Von Heine, secretary, and L. Waterman, treasurer and manager. It was decided to issue bonds to the amount of \$25,000 to pay off the entire indebtedness of the company.

The Hinsdale (N. Y.) News will discontinue its publication as a weekly and be published as a monthly magazine beginning May 1.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

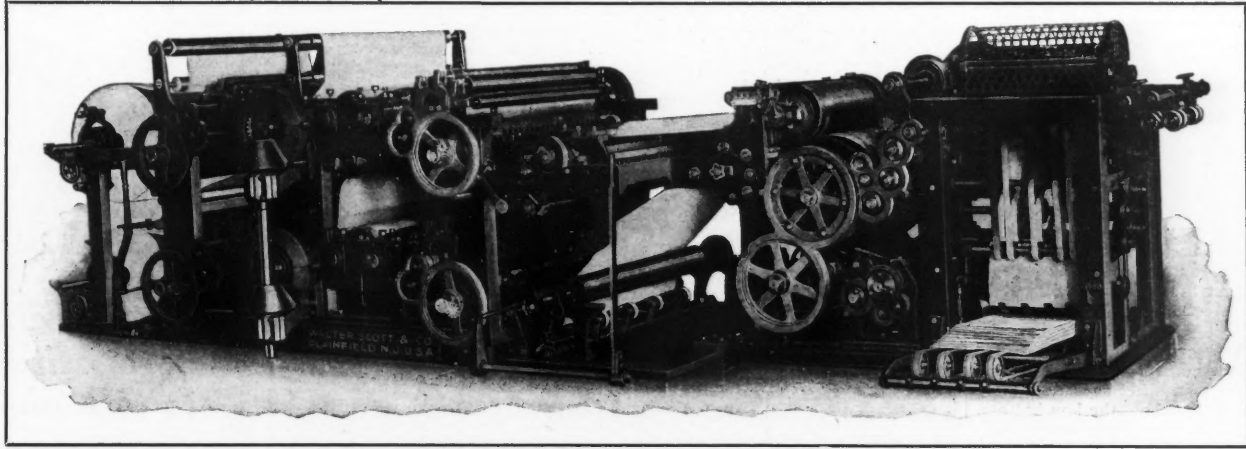
Guarantees that its Daily circulation is larger than that of any morning newspaper printed in Alabama—and that its Sunday edition has the largest circulation of any edition of any newspaper printed in Alabama without exception.

Reduce Your Operating Expenses

by installing the latest invention in Newspaper Press Construction

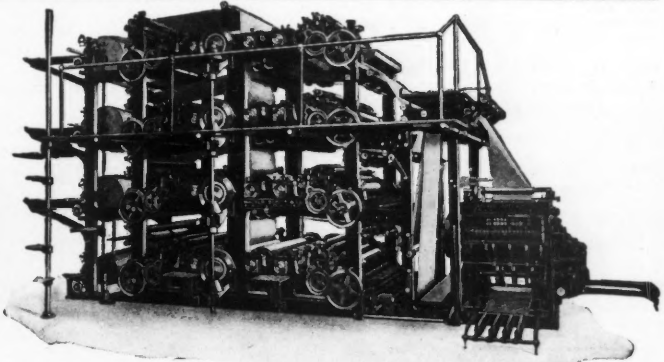
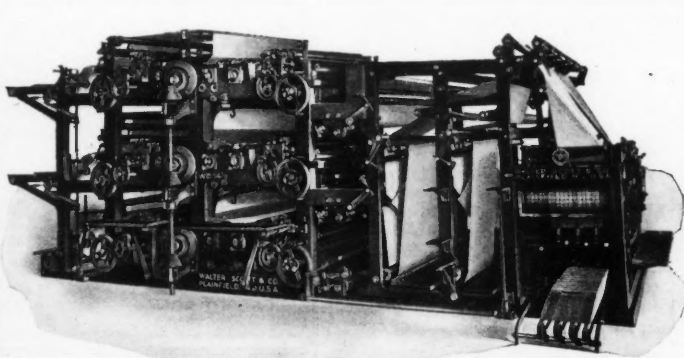
"The Speed King"

16 PAGE PAPERS FROM 16 REGULAR STEREOTYPE PLATES AT 24,000 PER HOUR



SCOTT SINGLE-PLATE DOUBLE-SPEED PRESS — Built in any size to produce any desired number of pages

Be sure to look into this marvelous machine while in New York. It means money to you
Our representatives will gladly explain



SCOTT THREE-TIERED FOUR-PLATE-WIDE SEXTUPLE

Guaranteed Continuous Speed

72,000 per hour—4-6-8-10-12 pages
54,000 per hour—16 pages
36,000 per hour—14-18-20-22-24 pages
18,000 per hour—28-32-36-40-44-48 pages

Special Exclusive SCOTT Features

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GRADUATED PRINTING CYLINDERS
STAGGER POSITION CYLINDERS
IDEAL ANGLE BAR ARRANGEMENT
and Many Others

SCOTT FOUR-TIERED TWO-PLATE-WIDE QUADRUPLE

Guaranteed Continuous Speed

36,000 per hour—4-6-8-10-12-14-16 pages
18,000 per hour—20-24-28-32 pages

When Built With Two Folders

72,000 per hour—4-6-8-pages

Special Exclusive SCOTT Features

WEB TENSION INDEXES COLLECTIVE TENSION CONTROL
ROTARY FOLDING BLADES COLLECT-WITHOUT-TRANSFER
and Many Others

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DAVID J. SCOTT, General Manager

CHICAGO
Monadnock Block

PLAINFIELD :: :: NEW JERSEY

MAKING REPORTERS

Manager of New York City News Association Says the Office Trained Boys and the Messenger Boys Develop Into Better News Gatherers Than the College Boys.

The New York City News Association furnishes a daily report to all the papers of New York, morning and evening, except the New York Sun and the Evening Sun. The association covers mostly the "routine" news, but sometimes beats the whole city on a story that star reporters are assigned to. The Association has been called "the kindergarten of reporters." General Manager J. E. Hardenbergh told THE EDITOR AND PUBLISHER that the characterization was inexact. Said he:

"I know there is an impression that we are a kindergarten. It is not so. Men frequently come here for a job, saying they are just out of college. We usually say 'no.' We have not the time to break them in. I advise them to go out on some country paper and get first experience."

"Do not college men make the best reporters?"

"Not in my fifteen years here. We have graduated twelve messenger boys as reporters in fifteen years. They began at the bottom—the boy bottom. They had but a grammar school education to start with. Four of them are now on the Sun staff, one is with the Times, and six are on our staff. Not one failed to make good. They are the kind who make splendid news gatherers."

"We start them in a district that is dead—so to speak. They will get things out of that dead district that older men pass up. They have that 'do it' enthusiasm of youth which hitches the wagon to a steer. It is the young man with enthusiasm that I like. He thinks his story, the one he developed and wrote, is the only one in the city—even though the city editor might not think much of it. That's the spirit which makes the real reporter."

"The news instinct is born in the man. It can't be put in him by pedagogues. The man who has it and who knows practical things, is the man who wins as a reporter in New York, whether or not he can recite the tale of "Achille's wrath, to Greece the direful spring of woes unnumbered."

"The college man may or may not have the 'news instinct.' But even if he has, he usually lacks experience of human affairs—the kind that a newspaper must deal with."

"It is rather arbitrarily asserted that the college man quickly learns the

wisdom of the streets and of affairs as practical, and that in the end, he distances the boy who was trained in the newspaper office. I doubt that this is true. But, college or no college, few can 'gather' the story—though nearly everyone can be taught to write it.

"It is the 'news gatherer' who wins in New York."

NEW YORK CITY.

Albert V. Simes, make-up man on the Evening Telegram, has been assigned to the city desk.

Joseph Pulitzer, Jr., for several weeks past has been advising the heads of departments of the World. In the absence of Ralph Pulitzer in Europe, the management is in the hands of a board of supervision composed of Florence White, Don Seitz and Angus Shaw.

Fritz Morris, widely known purveyor of photographs to newspapers and correspondent of several German, Austrian and Italian papers, had a serious operation performed last Monday. He intends to sail in May for a summer in the Balkans.

Luther Little, treasurer of the Amen Corner and custodian of the State Republican Committee, went to Brooklyn last week and sat on the platform while Governor Hughes made his direct nominations speech. The governor's speech was not peaceful, whereat Mr. Little was disappointed. Mr. Little is the Eirenarch of the Republican organization. His mood is perpetually irenic. This word is from an Evening Post editorial.

It was printed in this column last week that A. E. Beals is editing the Haberdasher, a fashion journal for men. This was a misstatement. The editor of the Haberdasher is Frank A. Frazer, formerly of the Brooklyn Times. Mr. Frazer has filled the chair for three years, and no change is contemplated.

Mr. F. W. O'Connor, recently of the Cosmopolitan Financier of London, England, and of the Military Mail and the Transport, of the same city, has accepted an editorial desk with the Financial World, of 18 Broadway. Mr. O'Connor thinks that newspaper men hustle a good deal more in New York than they do in London, and he is busy putting on his hustle.

Joseph Keating, of the Tribune staff, spent his Easter vacation at his old home in Rome, N. Y.

WANTED.—Present address of "Jack" Lopez, formerly of the Philadelphia Enquirer and Philadelphia-North American. Write to New York Press Club.

Will Fight City Graft.

The Taxpayer is the newest weekly to be added to the number published in New York. It will be edited by John W. Postgate and M. J. Sheehan will be the manager. The editorial announcement says that the paper will defend the interests of the overburdened taxpayers of the entire city and will be firm in exposing "the plots of cliques and rings organized for unlawful gain and graft."

The Lawyers' Co-operative Publishing Company, of Rochester, N. Y., will erect a \$45,000 plant.

JOSEPH PULITZER'S SEA LIFE.

Roams the Ocean in His Yacht Seeking Health and Rough Weather.

Though Joseph Pulitzer's big steam yacht *Liberty* sailed for Europe a couple of weeks ago, with Mr. Pulitzer on board, the New York World is never for a day left outside the circle of his direct influence. The yacht has a wireless telegraph equipment and at any moment the men in Park Row may be called.

Mr. Pulitzer has actually made the yacht his home. During the past six months he has not spent a total of two weeks' time ashore. He has cruised up and down the Atlantic coast, putting in to any port when the impulse came to him. He glories in rough weather and snoring breezes—"the rougher the better," so said one of his guests ruefully. And he is a joker. He is inclined to seek rough weather when he has "landmen" guests, and he has been known to laugh when they were seasick. Thus his "joking" is not genial to victims.

With him on the ship is a staff of secretaries. One of them is a German who reads to him German books and newspapers.

When it suits, he wires for any one of his department to meet him at some port he names. Mr. Seitz has hurried to Charleston on such a call. Frank I. Cobb, the chief editorial writer, has been also called to confer on board the yacht.

Mr. Pulitzer is sixty-two years old. His health has not been good in late years, and the seagoing is to him a vital necessity.

ARBITRATION BOARD MEETS.

Representative of Publishers' Association Confer With Unions.

The National Arbitration Board of the American Newspaper Publishers' Association held a meeting in Indianapolis last week to adjust differences between the Typographical Union and the publishers of newspapers in various cities.

The question of new wage scales with the printers of San Francisco and Shreveport, La., was also considered.

The publishers, who are members of the board, are Henry N. Carey, of St. Louis; Hilton U. Brown, of Indianapolis, and H. N. Kellogg, of Chicago. Mr. Kellogg is chairman of the board. The International Typographical Union is represented on the board by James M. Lynch, international president; Hugo Miller, second vice-president, and John W. Hays, secretary-treasurer.

ROCKEFELLER, JR.'S SUIT.

Against New York American Set for April 29.

The trial of the Star Publishing Company, publishers of the New York American, sued by John D. Rockefeller, Jr., is fixed for April 29.

The complainant alleged that on December 17 last the New York American printed a statement that John D. Rockefeller, Jr., ran a peonage system at Summit, Ill., a suburb of Chicago.

The Yale corporation announces that James Calvin Hemphill, editor of the Charleston (S. C.) News and Courier, has been appointed Bromley lecturer on journalism for next year.

M. C. WATSON

34 West 33rd Street
NEW YORK CITY

Representing
**Middle West
and
Western Dailies
Only**

Publishers from this
territory will find that

**I have a definite
proposition
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It
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Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

NOTICE!

New York Special Representatives

Mr. Chas. W. Koller,
32 Union Square, East,
New York, N. Y.

My dear Mr. Koller:

I am in receipt to-day of a check for \$450 in full settlement of my claim on the Health policy, which you wrote for me in The Travelers Insurance Co., of Hartford, Conn.

I desire to state that the representatives of this company were not only fair, but exceedingly courteous, and that this claim was paid the next day after I presented the same.

If any one desires to verify the above statements, I will be very glad to see them personally, or answer any communication.

I am exceedingly well pleased with the treatment accorded me by The Travelers Insurance Co., and will certainly continue my insurance with them.

Very truly yours,

(Name furnished on application).

**Don't put it off—you may
be next.**

IF YOU MAINTAIN



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

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

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

RESULT OF A "BUG."

News Manager of U. P. A. Gets His Men from Telegraph Desks.

Said Ray W. Howard, general news manager of the United Press Associations, to THE EDITOR AND PUBLISHER:

"In building up our force, we have made it a rule in hiring men to take them from the telegraph desks of editorial offices in order to have men with the viewpoint of the people we are trying to please."

Even in these days of young men executives, not many have reached at the age of twenty-six a place equal in responsibility to the news managership of a great telegraphic news association. Mr. Howard is twenty-six. No one has yet contested his right to the championship of the twenty-six years' old class.

Last year he was promoted to general news manager of the United Press Associations, succeeding John Vandercook, who had died. He became secretary of the corporation two months ago.

This record astonishes older men. It is an inspiration for the vivid and virile young ones.

Mr. Howard is magnetic—some say fascinating. Therefore he is popular, and more. He is of the slight physical type, and a human battery full charged with electric energy. Indianapolis was his home city. He left college in 1902 to be a reporter on the Indianapolis News. Later he was sporting editor of the Indianapolis Star.

He went to the St. Louis Post-Dispatch as assistant telegraph editor, and still later to the Cincinnati Post as telegraph editor. Here he became dramatic editor, news editor and assistant managing editor while yet hardly more than a boy in the eyes of the old guard.

In 1906 he was made special representative of the Scripps-McRae League at New York. The same year he was promoted to New York manager of the



ROY W. HOWARD.

GENERAL NEWS MANAGER AND SECRETARY OF THE UNITED PRESS ASSOCIATIONS WHOSE CAREER IS AN INSPIRATION TO YOUNG MEN.

NEW INDIANA ASSOCIATION.

Associated Press Papers Organize for Mutual Benefit.

At a meeting held in Indianapolis last week the Indiana State Leased Wire Press was organized. The following papers were represented: South Bend Tribune, Marion News-Tribune, Terre Haute Tribune, Terre Haute Star, Fort Wayne Sentinel, Fort Wayne Journal-Gazette, Evansville Journal-News and Evansville Courier.

F. A. Miller, editor of the South Bend Tribune, was elected president, and R. A. Butler, of the Marion News-Tribune, was elected secretary.

The association was formed for mutual benefit and to assist increasing the efficiency of the Indiana leased wire circuit of the Associated Press. Evansville was selected for the next place of meeting on October 12.

Simplified Chinese.

The simplified spelling crusade has reached China and Japan. Merely a passing acquaintance with the these languages leads some to the opinion that they could stand a little simplifying.—*Christian Science Monitor.*

Roy L. Herrick has purchased a half interest in the White Lake (S. D.) Standard, a weekly.

G. Lansing Hurd and Mrs. Hurd have disposed of their interest in the Hettinger (S. D.) Record to A. L. Holland and D. C. De Vany. The Record will be consolidated with the Hettinger Headlight.

BUSINESS MANAGER:

You can procure new business by keeping tab on our "Advertising Tips to Business Managers" and the expenditure will only be \$1.00 per year. There is no better time to subscribe than the present.

THE EDITOR AND PUBLISHER CO.,
13-21 Park Row, New York.

THE Syracuse Journal

is just completing one of the handsomest and completest newspaper plants in the country.

The Journal has also just placed an order for a 40-page Hoe press.

Foreign Representatives:

SMITH & BUDD CO.
Brunswick Bldg. Tribune Bldg.
NEW YORK CHICAGO
Third National Bank Bldg.
ST. LOUIS

If The New York Times failed to bring to the high-class advertiser a greater return than any other New York morning newspaper, it would mean that either the advertiser's business or his advertisements needed improvement, for The Times has the largest intelligent clientele in New York City, with the greatest purchasing power.

Publishers' Press and Scripps-McRae Press Associations.

During the past six months he has put in much of the time traveling over the country, meeting the telegraph editors and men who are actually handling the news.

"I have a 'bug,'" he said, "that these men are often better judges of the needs of the paper than are the men higher up."

He said further: "We have made the New York office the training school for the service, and every division manager in the employ of the United Press Associations is a man who has worked under me in New York. Because of this policy, we have that team work and esprit de corps which has been the chief feature in our success."

Fined for Selling Papers with Tips.

Eight persons, including a woman, were arrested in Los Angeles last week for selling papers that contained racing tips. In imposing the fine Justice Frederickson said: "The people of the community desire that we shall not have racing or any of its attendant features, and you must live up to the laws they have made in this respect."

Becomes Secretary of Art Institute.

Robert Clarke Rogers, financial reporter for a Louisville (Ky.) newspaper, has been appointed assistant secretary of the Jefferson Institute of Arts and Sciences.

PUBLISHER ARRESTED AS SPY.

G. N. McCain Arrested in Constantinople by Sultan's Soldiers.

George M. McCain, formerly publisher of the Colorado Springs Gazette, but now a resident of Philadelphia, has been arrested in Constantinople as a suspected spy.

It is supposed that Mr. McCain was taking photographs or moving pictures of the Turkish troops and fortifications.

Mr. McCain retired from the newspaper business some years ago, and has been devoting his time to travel lectures.

Diplomatic Post for Cuban Editor.

Felipe Taboada, associate editor of La Lucha, of Havana, and chancellor of the Cuban consulate in New York, will receive, it is said, a diplomatic appointment to Europe in recognition of his services to the new Cuban administration.

Texas Labor Press Association.

All the labor papers in Texas, except the Fort Worth Banner, have been organized and incorporated as the Texas Labor Press Association, with a capital stock of \$10,000. The purpose of the organization is for mutual advancement of unionism.

The Point Pleasant (Pa.) Register, which suspended some time ago will be published again.

THE BEST ADVERTISING MEDIUM

In Johnstown and Cambria and Somerset Counties, Pa. Covers a territory with a population of 125,000 wage earners.

The Journal Johnstown, Pa.

The Fastest Growing Paper in the Fastest Growing City in Pennsylvania.

Paid circulation exceeds 8,000. Advertisements in the Journal insure prompt returns.

Sole Foreign Representative

The Fisher Agency
New York - Chicago

The WANTS ADS Tell the Story in Philadelphia

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

Examined by the Association of American Advertisers.

3038 More People
 bought the
DAILY
PHILADELPHIA
PRESS

Each day during March than each day during February

Many more people bought THE DAILY PRESS each day during February than during January.

THE DAILY PRESS is Philadelphia's **best** morning newspaper.

THE PRESS is the Only Morning Newspaper
in Philadelphia that Does Not Use Premiums

and has not used them as an inducement in promoting this increase. The splendid gain is due solely to the excellence of the paper.

The average circulation of THE GREAT PHILADELPHIA SUNDAY PRESS for each Sunday during March, 1909, was **151,573** copies, all damaged copies deducted, and THE PRESS is on a non-returnable basis. This shows a magnificent gain of **17,917** copies each Sunday over the corresponding Sundays of a year ago. The average circulation of THE SUNDAY PRESS for the year ending April 1st, 1909, was **137,818**.

The average circulation of THE DAILY PRESS for each day of the year ending April 1, 1909, was **91,735**.

THE PRESS is the only morning newspaper in Philadelphia that gives a detailed, sworn circulation statement for each day in the year to anyone requesting it.

For rates and sworn statements, address THE PRESS, Philadelphia, Pa.

The S. C. BECKWITH SPECIAL AGENCY

SOLE AGENTS FOREIGN ADVERTISING

NEW YORK

TRIBUNE BUILDING

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THE GROWTH OF THE Illustrated Sunday Magazine

In January, 1907, we ran	3205 lines
January, 1908	5452
January, 1909	7716
In February, 1907, we ran	6686 lines
February, 1908	7752
February, 1909	10219
In March, 1907, we ran	5629 lines
March, 1908	6746
March, 1909	12828
In April, 1907, we ran	5630 lines
April, 1908	6746
April, 1909	13858

A great many advertisers who used the ILLUSTRATED SUNDAY MAGAZINE three years ago when we first started, are still in its columns. They are mail order advertisers. They must be getting results.

Such publicity advertisers as American Cereal Co., B. V. D. Underwear Co., National Phonograph Co., Van Camp's Pork and Beans, Pompeian Mfg. Co., Bixby's Blacking, Prudential Insurance Co., National Cash Register Co., Holeproof Hosiery Co., Carment Powder, Simonds Mfg. Co., and others are now using our Magazine.

Fifteen leading Sunday papers distribute the ILLUSTRATED SUNDAY MAGAZINE each week, a total of over 700,000 circulation.

- Pittsburgh Gazette Times
- Cleveland Leader
- Buffalo Times
- Detroit Free Press
- Louisville Courier Journal
- New Orleans Picayune
- Milwaukee Sentinel
- St. Paul Pioneer Press
- Cincinnati Commercial Tribune
- Columbus Dispatch
- Omaha News
- Denver Republican
- Worcester Telegram
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- Rochester Democrat and Chronicle

We offer a co-operative plan which is profitable especially to the small advertiser desirous of opening accounts in our territory. If you are interested write me.

PAUL BLOCK

General Manager of Advertising
ILLUSTRATED SUNDAY MAGAZINE
290 Fifth Avenue, New York
Hartford Building, Chicago

NEWSPAPER IN MODERN LIFE.

Baltimore Clergyman Gives His View of Their Opportunities.

In a talk delivered last week on "Newspapers," the Rev. Dr. E. A. McAlpin, of Babcock Memorial Presbyterian Church, Baltimore, declared that a good newspaper helps to create the atmosphere of the home and is of real and vital importance. He said in part:

"There are two kinds of newspapers. One, the so-called 'yellow journal,' strives to give its readers a whole library of fiction every time it is published. This many create a hunger for fiction among those that do not usually read books, and that is the best we can say about it. It gives the reader, as someone says, 'paraphitis,' and in the name of news it retails all the crimes and scandals of the past day.

"The other kind of papers strive to give their readers a true account of all the latest international, national and civic news. This is the real important place of the newspaper. It makes all the world kin. It brings us the events of interest and importance from the end of the earth.

"The paper we read is of real and vital importance. It helps create the atmosphere of our home and the environment in which our children grow up. If we continually give them the details of scandal, including pictures of the ax used by some brutal negro to hack a man to pieces and the harrowing details of murder and outrage, we cannot expect them to grow up with clean minds and pure hearts. It also hurts our own moral nature to turn the scwers of yesterday's filth into our minds each morning and evening. Sunday schools will be unable to clean up and put in order our children's minds, and the sanctity of the hour of service will be tainted by the thoughts of the daily paper, until the mind—the source of moral character—is contaminated.

"Editors are usually anxious to have the best papers they can, and they are always ready to listen to the voice of their readers. You have the right of objecting to the publication of immoral and scandalous things, and if that fails you can always for the sake of your own moral character and the future of your children read a different paper."

Christian Nation Absorbs Rival.

The Reformed Presbyterian Standard of Pittsburg was on April 1 merged in the Christian Nation of New York. The Standard was in its eleventh year, and the Christian Nation celebrates its quarter-centennial by absorbing the last of its rivals. It has since 1891 been the officially endorsed weekly of the Scotch-Irish Presbyterians (Covenanters), and by this union becomes their only weekly in this country, and one of the strongest exclusively denominational weeklies in America.

6,900 Miles Direct Telegraphing.

Consul General Wm. H. McMichael, at Calcutta, India, furnished the following: "Direct telegraphing, without intermediate retransmission, by the Indo-European Company, working in conjunction with the Indo-European telegraph department of the India office, has been accomplished between Karachi and Calcutta and London, a distance of 6,900 miles. This is said to be a world's record either by cable or land line."

A KENTUCKY STORY

That Will Give British Journals New Side Light on American Life.

The following, reprinted from Harper's Weekly, is an example of the story which the professional humorist grinds out from time to time, and which British journals delight to print as truthfully illustrating some new and heretofore undiscovered side of American life and character:

A country correspondent for a Kentucky newspaper once found himself in the mountains of that State looking for items of interest to his journal.

"There ain't a bit of news," said one farmer. "All down this way are too busy with their crops to think of anything else."

"Fine crops this year, eh?" asked the correspondent.

"Couldn't be better," asserted the farmer. "I oughter be in my field right now, an' would be only I come to town to see the coroner."

"The coroner?"

"Yes, he's wanted to hold an inquest on a couple of fellers in our place."

"Accident?"

"I reckon not! Ran Morgan ain't doin' nothin' like that by accident! He got Jim Jeffords an' his brother Tom with two shots! Got to have an inquest, though."

"What led to the fight?"

"There wa'n't no fight. Ran never give the other fellers any chance to make it a fight. Jes' hid behind a tree an' give it to 'em as they come along."

"Has Ran been arrested?"

"No. What's the use? Some o' the Jeffords people come along, burned Ran's house, shot him an' his wife, an' set fire to the barn. No, Ran ain't been arrested. But I ain't got time to stand heah talkin' to you. Got to git back to my harvestin'. But there ain't any news down our way. Ef anything happens I'll let you know."—Harper's.

Boston Globe Remodels Plant.

The Boston Globe is remodeling its plant. The composing room equipment is to be entirely new, all iron, and each piece specially designed to enable the plates to reach the press in the quickest time possible. Charles S. Mills, expert of the F. Wesel Manufacturing Company, spent considerable time in Boston making the plans and specifications. The Wesel Manufacturing Company has equipped many fine plants, but the Boston Globe promises to be one of the finest in the country, both in appearance and labor-saving utility. It is said that the contract price is \$12,600. The Wesel factory is running strong on their new Automatic Compressed Air Steam Tables.

The Most Versatile Editor.

The Wolf Lake (Ind.) Trolley has suspended publication. The Rev. R. B. Wood was the publisher and he was known over a large part of Indiana as the most versatile of editors. He could write an editorial, gather news items, preach a sermon, deliver a lecture or crank a hand press. It is said he failed to make the Trolley pay. Citizens of the village will make an effort to get the paper started and on its feet again.

The Montezuma (Ia.) Republican, one of the oldest papers in the State, has been purchased by Needham Brothers, of Sigourney, Centerville, and Washington.

Bertillion Eve. Pub. Co., Seattle, Wash.; incorporated, capital, \$30,000.



To Advertisers and General Agents

On and after May 1st, 1909, my offices will be located in Suite 254

Metropolitan Tower
I. A. KLEIN
9 West 29th Street

Representing
New York Press
Pittsburg Press
Detroit News
Grand Rapids Press
Bay City Times
Jackson Citizen Press
Muskegon News-Chronicle

Facts about Metropolitan Tower

Frontage in Madison Ave.....	75 Feet
Frontage in 24th Street.....	85 Feet
Height above Sidewalk.....	688 Feet
Height from Collar Floor to Top.....	680 Feet
Total Height from Foundation.....	691 Feet
Height of Clock Face above Sidewalk..	246 Feet
Floor of Lookout (Forty-Sixth Story) above Sidewalk.....	608 Feet
Centre of Window over Lookout (Highest Point for Observation) above Sidewalk.....	633 Feet
Number of Stories above Sidewalk.....	48
Number of Stories below Sidewalk.....	2
Average cost of rental of one floor of tower about \$15,000.	

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

Issued Every Saturday at 17-21 Park Row, New York. TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

SUBSCRIPTION, \$1.00 PER YEAR. FOREIGN, \$1.50. SINGLE COPIES, 5 CENTS.
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, APRIL 24, 1909.

GREAT ACCOMPLISHMENTS OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

The American Newspaper Publishers' Association was organized in 1887. A few publishers gathered at the first meeting in Rochester, N. Y. Now there are 286 members. It is the leading newspaper publishers' organization of the whole world.

No man now questions the vital need of such an organization. When one recalls the chaos prior to 1887, it is almost unbelievable that newspaper publishers had not organized to advance their common interests before 1887—twenty-five years earlier.

The object of the organization is stated in Article II of the by-laws.

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

The officers, whose portraits are reproduced upon the cover page of this edition, are as follows:

President, Herman Ridder, N. Y. Staats-Zeitung; vice-president, Medill McCormick, Chicago Tribune; secretary, Elbert H. Baker, Cleveland Plain Dealer; treasurer, William J. Pattison, New York Evening Post.

Executive Committee: Hilton U. Brown, Indianapolis News; F. P. Glass, Montgomery Advertiser; Condé Hamlin, New York Tribune; C. W. Hornick, San Francisco Call; Charles W. Knapp, St. Louis Republic; Charles H. Taylor, Jr., Boston Globe; J. B. Townsend, Philadelphia Press.

Special Standing Committee: Charles H. Taylor, Jr., Bruce Haldeman; H. N. Kellogg, Chairman, Tribune Building, Chicago, Ill.

Manager, Lincoln B. Palmer, World Building, New York City.

The investigation by Congress of the paper and pulp manufacturing industry and the resulting new tariff schedules proposed in the Payne bill was brought about directly by the association. In this great campaign, the figure of John Norris, chairman of the Committee on Paper, has been conspicuously at the front, steadily, grimly backed by President Ridder and all the officers and the whole machinery of the organization.

In 1900 the Labor Bureau was organized and placed under the supervision of H. N. Kellogg. Its work was to deal systematically with the

labor unions employed in the publishing industry. It has brought about a condition of nearly absolute peace between publishers of the association and their mechanical workers. The number of arbitration agreements standing to-day is 345, an increase of twenty-seven over the year ending April, 1908.

There has been installed an organized system for establishing a list of recognized advertising agents.

There has been established a uniform express rate in the shipment of newspapers.

The association is directly responsible for the new copyright law so far as it concerns newspapers.

It has succeeded in having the postal laws changed to the advantage of publishers.

It is steadily and powerfully influencing State legislatures and the national government toward harmony and uniformity in enacting and revising libel laws.

These great accomplishments are for the good of all without limit to the actual members of the association.

It is a splendid organization, with a higher motive and more progressive methods than any leading business organization of any other great industry in the world.

HOW WE INTERVIEWED A PAPER MAKER.

The Great Northern Paper Company has been getting considerable publicity lately for its equipment. Among the able essays on paper making which several of the big newspapers printed, was one by William B. Dillon, vice-president of the company. It was finely illustrated by artistic land and water-scape engravings. After seeing this effective publicity, we were led to think that the company was entering upon a new policy of frank dealing with the publishers and the public.

A representative of THE EDITOR AND PUBLISHER was sent to the offices of the Great Northern Company in New York to ask this question: "What is newspaper print selling for this week?"

Mr. Dillon was reported busy.

"But," urged the reporter to a substitute, "you have been giving out matter telling about your splendid mills. You have been sending it to the newspapers. If you will take my inquiry to Mr. Dillon he may tell us the market price of paper this week, for that is of greater interest to publishers than the description of your mills."

The subordinate went away to consult his chief. He came back and said: "We never give out any information about the price of paper."

THE OTHER BOY

His Name Was "Capper From Topeka," and William Allen White Made Him the "Highest Ideal" in "Boyville" Twenty-three Years Ago.

In the "Housewarming" edition of the Topeka (Kan.) Capital last month, William Allen White, editor of the Emporia Gazette, wrote this story about his boyhood hero, Arthur Capper:

WHITE ENVIED THE OTHER BOY.

Twenty-three years ago, in a telegraph office in Emporia, an operator named Harned—a pink-checked, blonde mustached, red-lipped youth of many conquests among the ladies then, but who now probably is a fat, bald-headed, short-winded, watery-eyed, purple-faced man of fifty-five—sat with his feet on the table before him with an eye to passing girls on the walk outside, and told about the Walkup murder trial. I was a pimply-faced, long-necked, milky-eyed, loose-jawed, callowness of 18, chasing locals between school hours on the Emporia News, and just long enough out of the back room of a printing office to think I knew all there was to know in the printing business. Harned was a wizard. He conjured the court room into the dingy telegraph office; he pictured the defendant as a peri, and upon questioning, brought the reporters from the four corners of the earth and stood them at the counter before the clicking instruments. Then he added: "But there was the cleverest kid—boy only 16 years old; boy named Capper, down from Topeka. You ought to know him—just out of short pants—but say—he was a daisy."

FAMOUS MEN FROM "BOYVILLE."

That was nearly twenty-one years ago. And he has worked and grown, and grown and worked, and made himself a great power in the West since then.

That was enough. The romance of the picture was complete. But it needed the picture of the boy reporter to fix it in my memory. For I, too, was a boy, and fancied myself a prodigy. Every boy does that, but here was a boy, younger than I, who actually had been a real reporter, sent away on an assignment. He was my Highest Ideal. I was only a runaway chaser and "personal" purveyor, who rode with the driver of the hacks to the depot, and skirmished back to the office in the baggage wagon. But Arthur Capper was a real reporter, and only 16 years old! It was like a fairy tale. So I bided my time and waited for Arthur Capper to pay tribute to him.

In the meantime, the years lagged on as they do in one's teens. That fall I met Gerald Volk—the first real city reporter I had ever seen, and also I had seen from afar Van Benthuysen—afterward managing editor of the New York World—and Albert Blunt, and Charley Duncan of Lawrence, who were "special correspondents" of the Kansas City Times, but while, of course, they were persons of consequence to me, I waited in eager anxiety to see and know the boy reporter. And then, in 1888, he

came to Lawrence. There one night we met under the maple trees in Tennessee street, and I told him who I was—a local chaser and student reporter in Lawrence, and more, I told him how I had heard of him, and always—which is true, for always when one is 20 doesn't date much further back than the year before—I had wished to know him. And he smiled—like a cherub, and grunted, and looked pleased. And I became his vassal.

A PORTRAIT BY WHITE.

And still the smile of the cherub has not rubbed off. He has quit grunting, but he still looks pleased. And in all these years we have been friends. To me, he is still the boy reporter—a person to be revered. To him, I am probably still that wild-eyed, impetuous youth who rushed up to him that night in Lawrence and shook his hand as if it were a force pump, and blatted about his triumphs, and told him of Harned, and tried to impress my importance on him, all in one breath. And so it will be to the end. Our first impressions last. We really change but little, and when we know one another in youth, when the veneer is thin, we see people better than we do who run plump into them in middle life. The soul is essentially the same, but it shows clearer in the days of our youth when the evil days come not. And so the cherubic smile, the patience of the youth who permitted the jay to assault him so blatantly with his exuberant foolishness in the night under the maple trees in Lawrence, is the same patient, kind-hearted gentleman he was then. The kindness that moved him that night to seem pleased, moves him to make the pleasantest work place in all Kansas for those who are near him. The same kindness that made men admire him as a boy, makes them respect him as a man and has been the fundamental character of his whole life's work. For he has succeeded by smiling and working, and working, and working and smiling, and when in doubt, smiling. It is no very great miracle—but it is something worth trying.

"GRUELLING."

Reader Wants to Know Where the Word Came From.

A philologist who signs "A." last week wrote the following letter to the New York Evening Sun:

"In my paper to-night I read the heading 'A Gruelling Ride.' Much reading of prizefights, Marathons and other athletic contests has taught the public what 'gruelling' means today, but I wish you would throw some light on the history of the word.

"The noun 'gruel' means a food for weaklings. Why, then, when it takes on the nature of a verb, should it be applied so properly to one of the most virile acts of the most virile of presidents? Why is it used only in participial form? Can you 'gruel,' simply? Or can you 'gruel' anybody or anything? When did 'gruelling' begin to mean what it does to-day?"

Another Poet Joke.

FIRST STRUGGLING POET—"Just think what a wonderful poet Poe was, and they say he sold 'The Raven' for \$10."

SECOND STRUGGLING POET—"He wasn't a poet—he was a wizard of finance."—Life.

The roof on the building occupied by the Mattewan (N. J.) Journal, was blown off during a gale last week.

PERSONAL

Edward F. Dishman, formerly engaged in newspaper work in New Albany, Ind., and correspondent in that city for the Indianapolis News, has been appointed chief of the police department at Los Angeles, Cal.

Frank B. Kent, a Baltimore newspaper man, has been elected treasurer and registrar of the Maryland Agricultural College.

Odell J. Watrous has retired from the editorial staff of the Owego (N. Y.) Record after 20 years service and has moved to California.

William A. Whitney, treasurer of the Phelps Publishing Company, left last week for a three-months vacation trip in Europe.

Warren W. McGinness, managing editor of the Williamsport (Pa.) Gazette, and Miss Maude L. Pensyl were married last week.

F. De Witt Blackman, a well-known advertising man of Buffalo, N. Y., is enjoying a two weeks stay at Atlantic City.

David Gibson, editor of Common Sense, of Cleveland, Ohio, addressed the convention of the National Metal Trades Association, at the Hotel Astor, New York, last week.

Congressman D. R. Anthony of the Leavenworth (Kan.) Times, was in New York last week on his way to Panama. Mr. Anthony is one of the special committee appointed by President Taft to investigate conditions at that place.

Dr. William Hayes Ward, editor of The Independent, has been elected president of the American Oriental Society.

WOMEN'S PRESS CLUBS.

The Women's National Press Association was entertained at the Hotel Cecil in Washington last week by Miss Minnie Mickley. Mrs. Ruth M. Griswold Pealer presided. The corresponding secretary, Mrs. Lydia Adams-Williams, told of the proposed trip of the International League of Press Clubs to Bermuda on May 20. The guest of the evening, Mrs. Harriet Hayden Finck, of Philadelphia, gave an address, in which she told of the methods adopted to awaken interest and enthusiasm in her club. The association enjoyed "The City Beautiful," a poem, by Mrs. Gen. Beck. Mrs. Asa L. Rountree, vice-president for Alabama, contributed an original poem on "The Flag."

Saturday afternoon will be Music Day at the New York Women's Press Club, when the April social will be given at the Waldorf-Astoria. Mme. Alma Webster Powell, of Brooklyn, will preside as chairman for the day. An unusually brilliant programme has been provided. Among the speakers will be Miss Emma Trapper, Carl Figue and Clarence de Vaux Royer, who will speak on matters pertaining to music. The musical portion of the programme will include songs by Mme. Powell and her daughter, Miss Marion Powell. A reception will follow the social.

Oldest Editor in New Jersey.

Josephus Shann, of Rahway, N. J., the oldest newspaper editor in that State, celebrated his ninetyeth birthday last Monday. The Common Council of the city visited him in a body and extended congratulations. Mr. Shann was born in Bloomfield, N. J., April 18, 1819.

CLUBS AND ASSOCIATIONS.

The Maine Daily Newspaper Association met in Portland last week. A banquet was held previous to the business session. Those present were: W. A. Pidgin, of the Lewiston Journal; W. B. Reed, of the Bangor News; F. B. Nichols, of the Bath Times; L. B. Costello, of the Lewiston Sun; E. H. Morrell, of the Gardiner Reporter Journal; C. H. Prescott, of the Biddeford Journal; M. R. Harrigan, of the Bangor Commercial; O. R. Wish, of the Portland Eastern Argus; F. S. Morton, of the Portland Advertiser; C. F. Flynt, of the Kennebec Journal; W. H. Dow, of the Portland Evening Express.

The Indiana Democratic Editorial Association will meet in Bloomington June 10 and 11.

The Louisiana Press Association will meet in Covington, May 4 and 6. On May 5 a session will be held in Bogalusa, where the members will go on a special train.

At an adjourned meeting of the Nashville (Tenn.) Press Club, held last week, the following were elected to membership under a suspension of the rules: Jesse F. Cottrell, Nashville American; J. H. Murphy, Nashville Tennessean, and Dr. W. H. Bumpus, connected with Masonic publications.

The following committees were appointed: Finance, John Leiper, M. B. Morton, Battle Clark, Jno. E. Gilbreath and Dr. Mercer P. Logan; reception, Maj. E. C. Lewis, R. H. Yancey, S. A. Cunningham, Dr. S. B. Winton and Thos. W. Wrenne; entertainment, Marshall Morgan, J. H. Atchison, Thos. J. Nance, T. N. Stevens and Thos. Clark; program, Jas. E. Chappell, Verner M. Jones, Thos Faunteroy, A. Tillman Jones and C. H. Slack.

STAFF NEWS AND CHANGES.

Harlan T. McDaniel has returned to the sporting desk of the Memphis (Tenn.) News Scimitar, after a sojourn in New Orleans.

D. H. Baum, formerly a member of the Columbia (S. C.) Record staff, has joined the reportorial staff of the Charleston (S. C.) News and Courier.

Capper Honored by Kansas Executive.

Arthur Capper, publisher of the Topeka Capital, and ex-United States Senator W. A. Harris, have been appointed a special committee to select a new president for the Kansas Agricultural College. They announce they are looking for the best man in the country, and will visit some of the country's leading agricultural colleges.

Friends Remember C. C. Brainerd.

Fifty-eight friends and associates of Chauncey Corey Brainerd, city editor of the Brooklyn Daily Eagle, tendered him a dinner last week, at the Crescent Athletic Club, on the occasion of his thirty-fifth birthday. At the close of the dinner many informal speeches were made and Mr. Brainerd was presented with a gold watch fob.

S. N. P. A. Meeting at Birmingham.

The Southern Newspaper Publishers Association has decided to hold its next meeting at Birmingham, Ala., June 8th and 9th. J. P. Caldwell, of the Charlotte (N. C.) Observer, is president of the association, and Victor H. Hanson, general manager of the Birmingham News, is secretary.

Despite the general business depression of the past year

The Memphis News Scimitar

showed a big gain over the preceding year, and every month during 1909 is showing a gain over the corresponding month of last year.

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Mgrs. Foreign Adv.
290 Fifth Ave. Hartford Bldg.
New York Chicago, Ill.

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News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cit't Times Star, Detroit Free Press, etc. TRIAL FREE.

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32 Union Sq., E., New York City

Publishers Circulation Service Co.

122 East 25th St., New York
Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.
Results Count—Write for References

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

J. WILBERDING
Newspaper Representative
225 FIFTH AVE. NEW YORK

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

EXPERIENCE IN CITY

of 400,000; now writing editorials; would change to same or telegraph desk. COMPETENT, care of THE EDITOR AND PUBLISHER.

HELP WANTED.

STUDENT OF THE TIMES, editorially trained, to assist in new social service. State experience, salary. Address "Timely," care THE EDITOR AND PUBLISHER.

FOR SALE.

OWING TO OTHER

business I offer for sale newspaper and job office in Eastern Maine. Growing town. Opportunity for hustler to make money.
E. E. MORSE,
Old Orchard, Me.

FOR SALE.

Huber two-rev. fly delivery press, cheap; size of bed 36x52; condition, good; liberal terms. Address Greeley Printery, St. Louis, Mo.

BUSINESS OPPORTUNITIES.

PUBLISHING BUSINESS.

Established in high grade book and art field; distinct and legitimate monopoly; should produce \$100,000 quick profits; must be sacrificed immediately to settle estate. WM. R. GRIF-FITH, 2 East 33d St., New York.

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, WIS.
THE LEADING HOME PAPER OF THE STATE
The Paper for the Advertiser Who Desires Results

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.

FRANK S. ADAMS CONTEST CO.
MANAGERS OF PRIZE AND TRIP VOTING CONTEST FOR INCREASING
NEWSPAPER CIRCULATION.

Successful record east, west and south. Best of References. Write or Wire, Permanent Address,
72 WASHINGTON ST., ATLANTA, GA.

NEWS—FIFTY WORDS GENERAL news wired evening papers, daily, \$4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington street, Chicago.

THE BIG MAN BEHIND

The Genius of the Hearst News Service Is Little Known to the Public, Though His Influence Is Felt Throughout the Country.

Not all the big men of William R. Hearst's big organization are known to the general public. With seven big newspapers, in New York, Chicago, San Francisco and Los Angeles, and men of wide fame expressing their personalities through these newspapers, nevertheless the great tributary organization, the Hearst News Service, is the biggest factor in the parent organization, and the figure of the man who directs it has remained in the background—perhaps inevitably so.

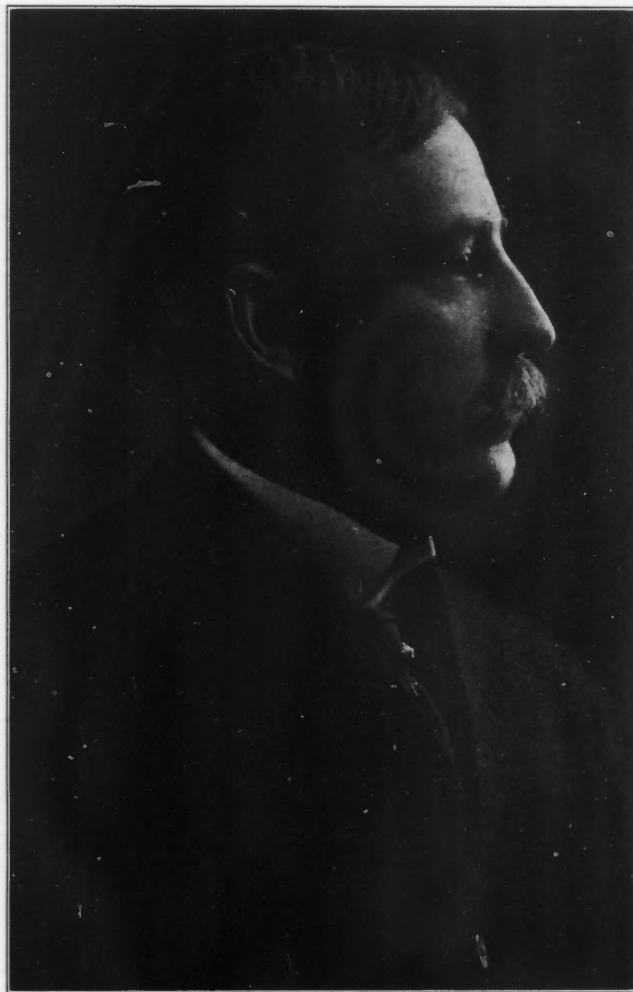
Curtis J. Mar, president and active directing head of the Hearst News Service, is forty years old. He started the Hearst syndicate eight years ago. It is claimed this concern furnishes more than 500 newspapers with short stories, Sunday novels and serials, and Sunday features of all kinds.

Five years ago he was selected to start and build the Hearst News Service.

He began his newspaper career as a reporter on the New York Press under Ashley W. Cole as city editor, when that paper was established in 1887. He quickly forged to the front and when barely of age was made city editor of the old New York Star under W. F. G. Shanks.

When Frank A. Munsey took over the Star and changed it to the Continent, the first tabloid newspaper printed in this country, Mr. Mar was chosen as its managing editor and remained in charge until Mr. Munsey was induced to give up his option in the paper so that it might be merged with the old Commercial Advertiser under Col. John A. Cockerill.

Three years were spent then by Mr Mar in the theatrical business. He



CURTIS J. MAR,

PRESIDENT AND ORGANIZER OF THE HEARST NEWS SERVICE AND ACTIVE DIRECTING HEAD OF THE ORGANIZATION.

wrote several plays, two of which were successfully produced.

Ballard Smith, then managing editor of the World, offered him a place on that paper, which he accepted.

William R. Hearst's entry into Eastern newspaper work marked the next change in Mr. Mar's career. With Edward Marshall, war correspondent and hero of Las Guasimas, he did much to build up Mr. Hearst's Sunday American, and while here the idea of The Hearst Syndicate and later The Hearst News Service, had its inception.

It would seem that there was enough work in the building up of a great business like this for any reasonable man, but C. J. Mar is not a reasonable man when it comes to work.

As a relief from the grind of his regular work he undertook from time to time big stunts which were features of the New York American's editorial page, such as the preparation of the great petition to Congress containing the names of more than 5,000,000 names against the seating of the Mormon Roberts by the House of Representatives; the petition of the women of America to the Queens of Europe, urging them to use their influence to put a stop to the awful Macedonian massacres; the raising of funds to relieve the sufferings of the victims of the Galveston floods, and the San Francisco fire; the raising and

distribution of the great Christmas funds which for several years enabled the New York American to carry Christmas cheer into thousands of poverty stricken houses in New York, and many other works for the betterment of mankind.

Few men have so wide an acquaintance with the great ones in all ranks of life, and in all undertakings named he has had the active and effective co-operation of men like Col. John Jacob Astor, Charles M. Schwab, Clarence Mackay, Charles R. Flint, and of women like Mrs. Roger A. Pryor, Mrs. John A. Logan, Mrs. Donald McLean and a host of others.

Mr. Mar is one of the hardest workers in a hard-working profession. He is a bachelor and lives in a downtown hotel in New York, where he can keep in constant touch with his work. It is no unusual thing for him to keep three or four stenographers busy at the same time.

Work agrees with him. He has not yet taken a vacation and knows nothing of doctors in a professional way. As he remarked to a friend recently: "I like the work and the work likes me. Why should it hurt me?"

The Literary Club.

THE POET—"Is there a literary club in this vicinity?"

THE EDITOR (reaching behind the desk)—"There is. Are you literary?"—*Cleveland Leader.*

EDITOR HARVEY W. SCOTT.

Reported Slated as American Minister to Mexico.

It is reported that Harvey W. Scott, editor of the Portland Oregonian, is to be minister to Mexico to succeed David E. Thompson of Nebraska, who will retire.

Mr. Scott is quoted as saying that as it will be a year hence before the appointment will be made, it is too far off to warrant discussion.

It is understood on good authority that it is very doubtful as to whether Mr. Scott would accept the appointment, even if offered.

Mr. Scott is 71 years old, and is one of the best known journalists of the West. He was born in Tazewell county, Ill., went with his parents to Oregon when he was 13 years old, and worked on a farm and in mines and lumber camps. With what he could save from his earnings he obtained a classical education, and then went to Portland, where he began writing for newspapers. He has been editor of the Oregonian for 44 years, and part owner for a lesser period.

Editor Drowned in Pond.

Victor Durgin, of Salem, Mass., and automobile editor of the Boston Traveler; Mrs. Norton, wife of Ernst Norton, cashier of the Merchants' National Bank, and infant son were drowned in Middletown Pond, near Danvers, Mass., last Monday evening, by the capsizing of a canoe. Mr. Durgin was the guest of the Nortons at their summer home and in company with the family was enjoying a holiday paddle on the quiet water of the pond, when a sudden squall came up and overturned the canoe. None of the party were able to swim.

The Hurd Publishing Company, Buffalo, N. Y. Capital stock, \$20,000. The directors are Charles W. Good-year and Walter P. Cooke of Buffalo and D. Hamilton Hurd of New York.

The Rochester Democrat and Chronicle

is so supreme in its field that comparisons are unnecessary.

Guaranteed circulation over 55,000 Daily.

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The Syracuse Post Standard

has the largest, proved paid circulation. Now about 40,000 daily. This is probably 10,000 more than its next nearest competitor. About 90% of the general advertisers who use only one paper in Syracuse now use the POST STANDARD.

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THE ONE-CENT PAPER

Doctor Sheppard and Horace Greeley Started the New York Morning Post, the First Metropolitan "Penny" Paper, Seventy-Six Years Ago.

(Rewritten by William Harding from James Patron's "Life of Horace Greeley," for THE EDITOR AND PUBLISHER.)

So far back as 1830, Horatio Davis Sheppard, who then had come of age and into the possession of fifteen hundred dollars, moved from New Jersey, his native State, to New York, and entered the Eldridge Medical School as a student. He was full of ideas and ambitious to do something with his little fortune. He purchased an interest in a medical magazine and later a share in a weekly paper.

This gave Mr. Sheppard (he was called "Doctor") a liking for newspaper work, which was not dampened by the fact that he soon lost the greater part of his money.

One day as he was wandering down Chatham street in old New York, pondering over his rapidly diminishing stock of cash, Mr. Sheppard was struck with the rapidity with which the noisy merchants at the apple, peanut, chestnut, candy, shoe-lace, pocket-comb and suspender stalls sold their cheap wares.

If a person saw something, wanted it and knew the price to be only one cent he was almost certain to buy it. A small boy, for instance, would sell half a dozen penny cakes in a minute.

If it were only possible to produce a small, spicy daily paper for a cent and get boys to sell it about the streets, how it would sell!

BIRTH OF THE IDEA.

The idea was born. Mr. Sheppard pondered over it for months. He finally went to a paper warehouse and made inquiries regarding the price of the cheaper kinds of printing paper, and figured up the cost of composition, office expenses, salaries and the probable income to be derived from sales. Surely he could sell four or five thousand a day.

He arrived at the conclusion that he could produce a newspaper about half the size of an average sheet of letter paper, half news paragraphs and half advertisements, and sell it at one cent a copy with an ample profit for himself.

Horace Greeley was then a journeyman on the Spirit of the Times, and to him Mr. Sheppard unfolded his plans, in the presence of others. They regarded the idea as a joke, and the visitor departed, repulsed, but not disheartened.

Soon after he took his degree and for about eighteen months visited other newspaper offices at various times, but could not convince one man of the feasibility of his scheme.

At length Sheppard determined to make a desperate effort to start the paper himself, by means of fifty dollars in cash and a promise of credit for \$200 worth of paper. Among his friends was Francis Story, foreman of the office of the Spirit of the Times, and he finally embraced Dr. Sheppard's proposal, offering Mr. Greeley an equal share in the enterprise, but the latter was of the opinion that the smallest price for which a daily paper could be sold was two cents.

THE SNOWSTORM ISSUE.

The firm of Greeley & Story, printers, was formed, however, their united capital being two hundred and fifty dollars. They opened a small office at 54 Liberty street, George Bruce, the great type founder, giving them credit for a small quantity of type, and the work of

printing Dr. Sheppard's paper was undertaken. The price, however, was fixed at two cents.

On the morning of January 1, 1833, the Morning Post was born in a snow-storm of unexampled fury, which whirled a wet blanket upon the hopes of the newsboys and carriers who expected to circulate the new paper.

For several days the streets were obstructed with snow, it was very cold, and the few people in the streets were not easily prevailed upon to fumble in their pockets for two cents.

Dr. Sheppard was wholly unacquainted with the details of editorship, and most of the work of getting up the paper fell upon Mr. Greeley. In spite of all these disadvantages several hundred copies were sold daily and Dr. Sheppard was able to pay all the expenses of the first week.

But on the third day of the third week the patience of Messrs. Greeley and Story gave out and the Morning Post ceased to exist.

ONLY GREELEY WAS KIND.

The last two days of its existence the paper was sold for a cent, and the readiness with which it was purchased convinced Dr. Sheppard, but him alone, that if it had been started at that price it would not have been a failure. His money and credit were gone and the error could not be retrieved. He could not even pay his friends the residue of their account. Everybody abused him except Mr. Greeley.

Dr. Sheppard thereupon washed his hands of printers' ink and thereupon devoted himself to the practice of his profession.

The idea, however, survived, and nine months later the Sun appeared as a penny paper, a dingy sheet a little larger than a sheet of letter paper, and its success demonstrated the correctness of Dr. Sheppard's calculations.

The office from which the Sun is issued was one of the last which Dr. Sheppard had visited for the purpose of enlisting co-operation. Neither of the proprietors was present, but the doctor expounded his theory to a journeyman in the office and thus planted the seed which, in September, 1833, produced fruit in the form of The Sun.

JOHNSTOWN JOURNAL.

Will Give Six Young Ladies 39-Day Trip to Europe.

The Johnstown (Pa.) Journal will send six young ladies to Scotland, England and the Continent.

H. G. Kaylor, secretary, treasurer and general manager of the Journal, is in New York making preparations for the party.

The start will be made from Boston July 9, and the tour will cover a period of thirty-nine days. The return will be made by way of Canada, stopping at the Thousand Islands, Toronto, Niagara Falls, Buffalo and Pittsburg.

The Journal has conducted several such contests in the past with marked success. Its circulation is steadily climbing upward.

Will Continue in Receivers' Hands.

The receivers for the World Newspaper Company, publishers of the Warren (O.) Evening World, have been granted an additional thirty days to continue the business by Judge Heusler of the Circuit Court. In their petition asking that a plan for the reorganization of the business was under way, but had not been worked out sufficiently to justify them in terminating the receivership.

QUANTITY AND QUALITY.

MILWAUKEE EVENING WISCONSIN

At 2 cents.

Heretofore the recognized quality home newspaper of Milwaukee, having the largest two cent circulation in the State.

At 1 cent.

Now the home newspaper of quality still, but also the paper combining quantity with quality, 25% in circulation having been added since the reduction of selling price to one cent, and the increase continues.

34,524

This was the average daily circulation of the Evening Wisconsin for the week ending April 10th. No advance in advertising rates.

CHAS. H. EDDY,

Foreign Advertising Representative, CHICAGO. NEW YORK.

THE HARTFORD TIMES

Connecticut's Leading Newspaper

THE TIMES

is accorded its position at the head of the Connecticut press by virtue of the quantity and quality of its circulation and its acknowledged excellence as a family newspaper.

There are thirty-five daily newspapers in Connecticut. Twenty of them sell for 2c., ten for 1c. and five for 3c. THE TIMES is a 3c. paper and its circulation exceeds that of any of its Connecticut contemporaries, 1c., 2c. or 3c. by at least 5,000.

CIRCULATION

**Daily average in 1908—19,701
In 1909—three months, 20,360**

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

**ADDRESS
THE TIMES
HARTFORD, CONN.**

Something New In

For your
LINOTYPE

What it means

Text and DISPLAY FIGURES all set at one operation on the Linotype.

No cutting of slugs and setting display figures in by hand.

Product handled more expeditiously and safely than single type, whether hand-set or machine-set. Eliminates hand distribution.

NOW READY

18 Point Type Founders' Figures

Cheltenham Bold Italic *1234567890\$c!*

NOTE—These figures correspond in size to the Type Founders' 18 point, but can be cast on an 8 point slug with overhang to cover a second 8 point slug or on a 5½ point slug to cover two other 5½ point slugs.

Other 18 Point Figures Now Being Made

Cheltenham Bold
 DeVinne

DeVinne Italic
 Century Bold

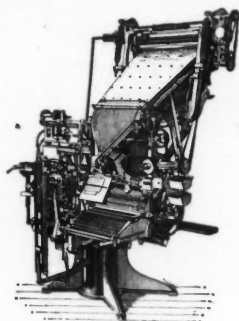
Century Bold Italic
 Gothic

Mid. Gothic
 Winchell

Cheltenham Bold Condensed
 Cheltenham Bold Condensed Italic
 Post Old Style
 Roycroft

MERGENTHALER LINO

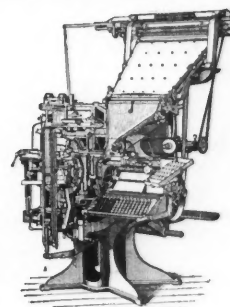
Advertising Figures



QUICK CHANGE
MODEL 4.

How the Figures
Look in the Ads.

Set on the ONE-MAN MACHINE



QUICK CHANGE
MODEL 5.



Portion of Houghton & Dutton Co.'s Ad.
which appeared in the Post March 31, 1909

3c	Laundry Soaps—Goodwill, Sunny Monday or Borax. Regular price 5c per cake, at 10 cakes for.....	39c
3c	Snider's Catsup—Large size bottle. Regular price 20c, at	15c
3c	Tomatoes—Choice packed Tomatoes. Regular 12c grade at	10c
3c	3 cans for	25c
3c	Peas—Extra good canned Peas. Regular 12c grade, at	10c
3c	3 cans for	25c
3c	Corn—Full cans, tender and good. Regular 12c grade, at	8c
3c	Dozen cans,	90c
3c	Whole Nutmegs—Regular price 39c per lb, at..	23c
3c	1 lb.,	13c. 1/2 lb., 8c.
3c	Sweet California Oranges. Regular price 28c, at	21c
3c	Fresh Ripe Tomatoes. Regular price 18c lb, at	10c

Portion of Henry Siegel & Co.'s Ad. which appeared in the Post April 2, 1909

70c.	25c Stiff Linen Collars Embroidered, slightly soiled, odd sizes, and a special lot of embroidered collar and cuff sets, good patterns.....	7 1/2 c
70c.	\$1.25 House Dresses Made of good quality percale, in light and medium colors, waist made with broad tucks, Dutch and high neck, skirt with bounce and plain hem....	79c
70c.	25c Combing Sacques Made of dainty figured materials, bordered with plain white, at	12c
70c.	\$10 Dickens' Set Complete in 15 volumes, printed on durable paper, from clear type, bound in green cloth, titles stamped in gold, limited editions, per volume, 35c, complete set.....	\$5

7
Double
Magazine
Linotypes
will shortly
be equipped
by the Post
to set this
kind of work

NOTE—Text in these ads. set in our 5½ point old style and our 8 point Roman; figures in our 18 point Cheltenham Bold Italic.

"The Linotype Way is the Only Way"

NEW TWO LETTER DISPLAY FACES (in preparation)

Cheltenham Bold with Cheltenham Bold Italic, 8-10-12 point.

12 point Gothic No. 15 with Bold Face No. 4

TYPE CO.

NEW YORK—CHICAGO
SAN FRANCISCO—NEW ORLEANS

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS.

The J. Walter Thompson Company, Twenty-third street, New York, is placing five inches three times a week for seven weeks in Western papers for the advertising of the O'Sullivan Rubber Company, O'Sullivan's Rubber Heels, Lowell, Mass.

The Morse International Agency, West Twenty-fourth street, New York, is making renewals and placing large extra space for the Beechman Pills advertising.

The Mail Order World Advertising Agency, Lockport, N. Y., is asking for rates generally on classified advertising.

Downer, Hawes & Co., corsets, 21 West Thirty-fourth street, New York, are placing 124 lines, three times, through the Federal Advertising Agency, New York.

The Samuel Knopf Company, 51 Union Square, New York, has received an appropriation for the advertising of B. Priestley & Co., cravenettes, New York.

The U. S. Health & Accident Insurance Co., Saginaw, Mich., are using New York papers direct.

Colgan's Gum Company, Louisville, Ky., is placing orders through N. W. Ayer & Son, Philadelphia, for the advertising of Colgan's Violet Chip Chewing Gum.

Lord & Thomas, Fifth avenue, New York, have secured the advertising account of the Mooney Biscuit Co., Stratford, Ontario, Canada.

The Stanley Day Advertising Agency, Newmarket, N. J., is placing the Rowan advertising.

Frank Presbrey Company, 7 West Twenty-ninth street, New York, is placing 1,000 lines in Eastern dailies for the advertising of the Firestone Tire & Rubber Company.

H. W. Kastor & Sons, St. Louis, Mo., is placing 5,000 lines in Western papers for the advertising of Elliot Kendal.

Porto Rican & American Tobacco Company is placing 10,000 lines through the J. Walter Thompson Company, East Twenty-third street, New York.

Biggs, Young, Shoen & Co., Inc., 7 West Twenty-second street, New York, are placing 1,000 inches in Southern papers for the advertising of the American Tobacco Company.

The Freeman Advertising Agency, Richmond, Va., is placing 1,000 inches in Southern papers for the advertising of Strauss-Gunst. This agency is also

placing 1,000 inches in Southern papers for the advertising of George De Witt and 1,000 inches for the advertising of J. & E. Mahoney.

The Frank Seaman Agency, West Thirty-third street, is placing 1,000 inches in Southwestern papers for the advertising of the Columbia Phonograph.

The Lesan Advertising Agency, Fifth avenue, New York, is placing 3,000 inches in Southern papers for the advertising of the New York Central Railway.

The Ballard Snow Liniment Company, St. Louis, is placing 7,000 lines in Southern papers direct.

The Charles H. Fuller Co., Chicago, is placing 5,000 lines in Pacific Coast papers for the advertising of the Kenosha Chemical Co., Kenosha, Mich.

The S. S. S. Company, Atlanta, Ga., is making renewal contracts for 6,000 inches to be run within three years.

Lord & Thomas, New York, are placing 5,200 lines in Southern papers for the advertising of the United Cigar Manufacturing Company, New York.

Charles H. Fuller Company, Chicago, is placing 5,000 lines in Western papers for the advertising of the Battle Creek Breakfast Food Company.

The Morse Advertising Agency, Detroit, Mich., is placing 1,000 inches in Southwestern papers for the advertising of the Herpicide Co., Newbro's Herpicide, same city.

Kaufman & Handy, Chicago, are placing 30,000 lines in Pacific Coast papers for the advertising of I. Lewis.

The Buggeln Advertising Agency, Marbridge Building, New York, is placing orders in New England papers for the advertising of Andrews & Jergens (Woodbury's Preparations), Cincinnati, O.

E. S. Wells, Jersey City, N. J., is placing orders in Southern papers for the advertising of Rough on Rats.

George Batten Company, East Twenty-fourth street, New York, will shortly place the advertising of the Chalmers Knitting Company, Amsterdam, N. Y.

H. Sumner Sternberg, Thirty-first street and Fifth avenue, New York, is placing the advertising of the Gotham Underwear Company.

Arnold & Dyer, Philadelphia, are using morning papers for the advertising of A. B. Kirschbaum, clothing, same city.

Charles H. Fuller Agency, Chicago, is using Southern papers for the advertising of the Absorbent Remedy Company, St. Louis.

Long-Critchfield Corporation, Chicago, is placing two inches 68 times for the Ec-Zine Co., Ec-Zine, Chicago.

The Globe Soap Company, Cincinnati, is placing 1,000 inches in Southern papers through the J. Walter Thompson Company, East Twenty-third street, New York.

Lord & Thomas, 250 Fifth avenue, New York are placing orders in Eastern cities for the advertising of the Pirika Chocolate Co., Newark, N. J. This agency is also using smaller New York State papers for the advertising of the Economy Carpet Company, Brooklyn.

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.	WEST VIRGINIA.
ADVERTISERMontgomery	GAZETTECharleston
ITEMMobile	WISCONSIN.
CALIFORNIA.	EVENING WISCONSINMilwaukee
BULLETINSan Francisco	
EXAMINERSan Francisco	
FLORIDA.	
METROPOLISJacksonville	
GEORGIA.	
CHRONICLEAugusta	
LEDGERColumbus	
ILLINOIS.	
HERALDJoliet	
JOURNALPeoria	
IOWA.	
CAPITALDes Moines	
THE TIMES-JOURNALDubuque	
KANSAS.	
GLOBEAtchison	
CAPITALTopeka	
GAZETTEHutchinson	
EAGLEWichita	
LOUISIANA.	
ITEMNew Orleans	
TIMES DEMOCRATNew Orleans	
STATESNew Orleans	
MASSACHUSETTS.	
LYNN EVENING NEWSLynn	
NEW JERSEY.	
PRESSAsbury Park	
JOURNALElizabeth	
NEW YORK.	
TIMES-UNIONAlbany	
BUFFALO EVENING NEWSBuffalo	
NEWBURGH DAILY NEWSNewburgh	
LESLIE'S WEEKLY (Cir. 115,000) ...New York	
RECORDTroy	
NORTH CAROLINA.	
NEWSCharlotte	
OKLAHOMA.	
OKLAHOMANOklahoma City	
OHIO.	
REGISTERSandusky	
PENNSYLVANIA.	
TRIBUNE Altoona	
TIMESChester	
MORNING DISPATCH Erie	
HERALDNew Castle	
BULLETINPhiladelphia	
GERMAN GAZETTEPhiladelphia	
DISPATCHPittsburg	
PRESSPittsburg	
TIMES-LEADERWilkes-Barre	
TENNESSEE.	
NEWS-SCIMITARMemphis	
BANNERNashville	
TEXAS.	
CHRONICLEHouston	
RECORDFort Worth	
LIGHTSan Antonio	
WASHINGTON.	
TIMESSeattle	

NEW BEDFORD TIMES


Gains \$1,000 a Month
A comparison of the gross receipts of the New Bedford (Mass.) Times, from local circulation and advertising (January, February, March) shows an increase of \$3,010.49 over the corresponding quarter in 1908—a gain of over \$1,000 a month.

The Times is the only local newspaper that increased its advertising and circulation.
The Times is the only local newspaper that did not show a loss in circulation and advertising.
The Times is the only local newspaper that does not sell 56 per cent. of its circulation to the Junk Dealer. The Times is the only local newspaper that is willing to prove its circulation by allowing advertisers to collect its returns from newsdealers.

FOREIGN REPRESENTATIVES:
Alfred B. Lukens, 403 Tribune Bldg., N. Y.
Carroll J. Swan, 24 Milk St., Boston.

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

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
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.

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined

SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago



C. T. LOGAN.



W. M. THOMPSON.



H. GOSMAN.



S. S. COLLINS.



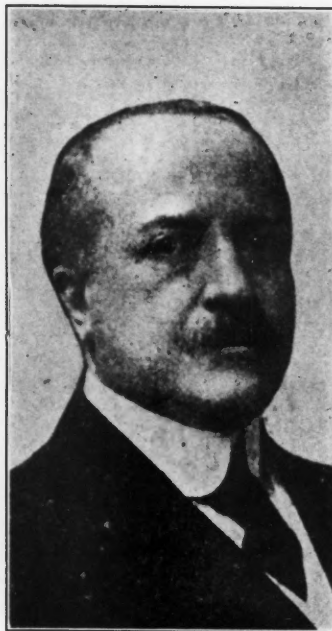
F. D. GARRETSON.



W. E. WILLIS.



J. T. BECKWITH.



R. W. BECKWITH.



W. M. WATSON.



C. H. MILLER.



M. I. YOUNG.



KENNETH L. JEFFERY.



WM. F. MEHRHOFF, JR.



J. W. COOPER.

The Beckwith Special Agency

NEW YORK AND CHICAGO

Why It Takes Its Rank "There's a Reason"

BECAUSE in its long career of 27 years it has been conducted as a business institution.

BECAUSE every paper on its list appreciates the honest efforts it makes to secure advertising.

BECAUSE it uses the most modern and up-to-date methods.

BECAUSE its organization is incomparably the best in the world, having no rival in its field in this regard.

BECAUSE the members of its force are *on their toes* every minute of the day hustling for business and to them no road is too long, no labor too arduous, to go out and hustle when there is business in sight. It is this being alert, active and all the time at it that has made the name of Beckwith famous. The spirit of "get-thereness" is bounding in the pulse of every member of the organization.

BECAUSE the name of *Beckwith* is a household word wherever there is advertising to be placed and the advertising world recognizes it as a staple product in the force necessary to produce results.

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK Tribune Building CHICAGO



T. F. FLYNN.



P. L. HENRIQUEZ.

UNITED PRESS BULLETINS

The United Press has extended its day leased wires to Des Moines, Omaha and Lincoln, thereby adding the following leased wire clients: Des Moines News, Omaha News and Lincoln News.

The Victoria Times, one of the most influential afternoon papers in British Columbia, has become a leased wire client of the United Press and is being served by an extension of the Seattle northern circuit from Vancouver.

The Detroit (Mich.) Times, the Salem (Mass.) News and the Niagara Falls (N. Y.) Cataract Journal have also been added to the list of leased wire clients. Other new clients: Goldfield (Nev.) News; Petaluma (Calif.) Argus; Springfield (Mo.) Leader; Sharon (Pa.) Herald; Hillsdale (Pa.) Herald; Oakland (Calif.) Ledger; Fairbanks (Alaska) Tribune; Lead (S. D.) Call; Deadwood (S. D.) Telegram.

With the opening of the baseball season the United Press inaugurated a full sporting service, furnished without additional cost, to all leased wire clients. This extends the service to 6 p. m. on all leased wires. Arthur Struwe, of the New York office, is in charge of the sporting service.

The Nome, (Alaska) Gold Digger, which will publish a daily paper on the grounds of the Yukon-Pacific Exposition at Seattle, has arranged to receive the full United Press report. The Gold Digger itself and the plant in full blast will be one of the features of the exposition.

Warrington Dawson, manager of the Paris bureau of the United Press, is with Col. Roosevelt aboard the steamer *Admiral*, bound for Mombassa. At Port Said Col. Roosevelt wired ahead and asked that accommodations be reserved for Mr. Dawson on the special train which will take the party from Mombassa to Nairobi. Mr. Dawson has traveled extensively in Africa and is thoroughly acquainted with the conditions he will face.

E. R. Sartwell, of the New York office, who covered the Mrs. Sampson trial at Lyons, N. Y., for the U. P., is covering the trial of Capt. Peter C. Haines.

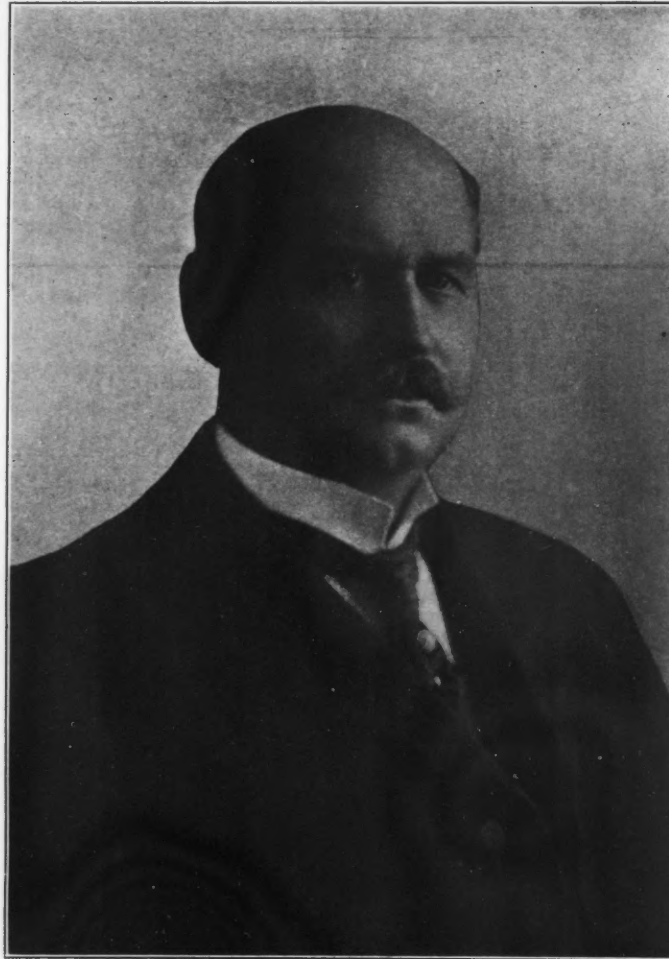
Lee Thayer has joined the staff of the Cleveland bureau, relieving Harry Thomas, who has been transferred to the New York office.

Harry E. Maule, manager of the Detroit bureau, has been temporarily recalled to the New York office, being relieved by E. R. Schayer.

Ernest Stout, of the Chicago bureau, who covered the \$29,000,000 fine case for the U. P., covered the recent Standard Oil hearing at St. Louis.

Edmond Peluso, a young French newspaperman, who has had a varied experience on some of the leading French, Spanish, and Italian newspapers has been added to the cable department. Mr. Peluso, who has made a tour 'round the world, recently returned to New York from Manila, Tokio and an extensive tour of the Orient.

Through the good judgment of the Paris bureau in not cabling the "Interview," printed in *Le Journal* of Paris, which was so wholly different from any statement ever made by Col. Roosevelt, as to at once excite suspicion, the United Press escaped the situation in which one of the other big American news agencies found itself. Through the United Press, both Mr. Roosevelt and Ambassador Griscom, who was at the



PHILIP T. DODGE.

PRESIDENT OF THE MERGENTHALER LINOTYPE COMPANY, GRADUATE OF COLUMBIA UNIVERSITY, LAWYER, AND MEMBER OF NEW YORK'S MOST DISTINGUISHED SOCIAL CIRCLE.

former's side all the time he was in Naples, branded the story as an absolute fake.

Ed. L. Keen, manager of the Washington Bureau of the United Press, has just become a member of the Gridiron Club of Washington.

OPERATORS ASSIGNMENTS.

E. H. Simmons resumes New York main office after two months' vacation. C. A. Irons, transferred from Brooklyn Times office to New York main office. J. W. Porter to Brooklyn Times. J. W. Morris to Brooklyn Citizen, vice G. E. Brown, resigned. E. J. Neil to Salem News. E. J. Wilson transferred from Springfield, Ill., to Chicago main office. T. J. McBreen to Springfield, Ill., News. C. E. Martin to Detroit Times. Harry A. Rice to Des Moines. W. F. McNaughton to Omaha. L. F. Taylor to Lincoln. W. W. Hayes to Bellingham, relaying to Victoria. B. C. J. A. Andrews to Victoria Times. F. W. Cameron to Tacoma. J. J. Mack to Sacramento, vice E. Allen, resigned. *

ROBERT TOMES

Special Newspaper Representative

116 Nassau Street, New York

Telephone Number: 4954 Beekman

A List of 44 Choice Newspaper Properties in New Hampshire, Vermont, Massachusetts, Ohio, Indiana and Montreal

THE INDEPENDENT PAPER

Means Much to the Country, Says Dr. Hamilton Holt.

In a lecture before a Kansas City audience, Dr. Hamilton Holt, editor of the New York Independent, declared that the partisan press is losing ground. He said in part:

"Newspapers attached to special interests are of little service to the people. How can they be? The independent paper is the one that commands confidence. It is just as important for a paper to have character and integrity as it is for an individual. The best papers are losing their alliance to the political parties. This is one of the best things that can happen for the country."

Will Attempt Flight Across Ocean.

Joseph Brucher, formerly editor of the Illinois Staats-Zeitung, of Chicago, is one of the incorporators of a company that proposes to attempt to fly across the ocean by means of balloon, airship or aeroplane. The route is already laid out and the start will be made from Palos, a town in Spain. The first stop will be the Canary Islands. Ships will follow the aerial navigators to give relief in case of accident.

C. H. Miller, editor and owner of the Hennessey (Okla.) Clipper since 1903, has disposed of the entire plant to the Sprague Printing Company.

THE BRITISH VIEWPOINT.

Foreign Correspondent Finds Washington Congress Noisy.

"It is well known that American newspapers practically ignore Congress debates unless something very exciting and newsworthy happens, when the Press Gallery at once springs from stagnation to life," says the British Newspaper Owner. "This aspect is dealt with in an interesting article in *The Manchester Guardian*, signed 'H. W. H.' who adds:

"Your surprise at the apathy of the Press Gallery in the House of Representatives is accentuated by your discovery of the feverish activity of a reporter in the body of the chamber. Sometimes he sits and sometimes he stands, but almost always within a few feet of the speaker of the moment, and he hurries from one part of the hall to another immediately one Congressman finishes and another begins.

"This is the official stenographer, whose duty it is to take a verbatim note for the Congressional Record. It is the prevailing din that makes it necessary for him to wander about in this strange fashion. To begin with, the building itself is of so large a size that a speech given in colloquial tones will not carry far.

"Then there is the constant opening and shutting of desk lids—every member has a desk of his own—the creaking of swivel chairs, the rustling of newspapers, and the buzz of conversation. As a speaker raises his voice in the attempt to make himself heard the gossiping groups become noisier still, and presently he is shouting like a Hyde Park orator, and yet is not clearly audible, except to his immediate neighbors.

"The stenographer has a 'take' of ten minutes—quite long enough in such distracting circumstances. Then he goes into a room close by and reads off his report into a phonograph, which he can generally do in about the same time. He occupies part of the remaining forty minutes before his next turn in revising the typewritten copy of a previous 'take' which has been written by a typist from the phonographic record.

"In the Senate, whose atmosphere is as calm as that of the House of Lords, everything can easily be heard at the clerk's table, and the 'takes' are made much longer. Another difference is that the Senate is served by a duplicate staff; two stenographers are always at work simultaneously."

CHANGES IN INTEREST.

Cecil B. Highland, prominent in Wetzel County, West Virginia, politics, has purchased the New Martinsville Republican. The paper will occupy a prominent part in the politics of the county in the future.

The Meadville (Pa.) Star has been purchased by the Meadville Tribune and the Meadville Messenger.

John F. Quinn, of Joliet, Ill., has purchased the interest of Mrs. John F. Finerty in the Citizen, of Chicago, the national organ of the Irish-Americans.

John W. Stickle and Arthur A. Norton, the new publishers of the Cuba (N. Y.) Patriot, have purchased the Cuba Free Press. The two papers will be consolidated.

The Erie (Pa.) Times celebrated its twenty-first birthday April 12.

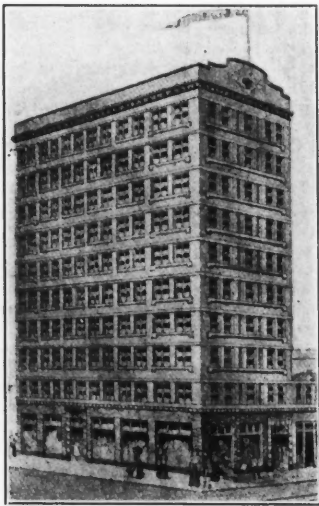
"FINEST IN SOUTHWEST."

Houston Chronicle New Building to be Finished Aug. 1.

M. E. Foster, president of the Houston (Tex.) Chronicle Company, attending the annual meeting of the Associated Press in New York, was asked about the new building his company is constructing. He said:

"We think the Houston Chronicle Building will be the largest, best equipped and finest newspaper office building in the entire Southwest. The material is concrete and steel. It will be ten stories in height with a large basement, in which will be placed the press and stereotyping machinery for the Chronicle. The iron work and nearly all the concrete has been completed. We expect the entire building to be completed on August 1."

The structure is being erected in the shape of an L and will be espe-



HOUSTON CHRONICLE BUILDING.

cially well lighted in every department of the newspaper, as well as the offices.

The press room will be in the rear of the counting room, the latter being on the first floor. The press room will have a depth of thirty feet and the three big presses can be seen from the street as well as from the lobby.

An order has just been placed for a \$10,000 electrical equipment for the press and composing rooms, every piece of machinery to be equipped with an individual motor.

Orders have been placed for a Scott sextuple press, in addition to the present press equipment, for five new Mergenthaler type-setting machines, for additional stereotyping apparatus and for other machinery that will give the Chronicle one of the best newspaper equipments in the entire South.

Dramatic Critic Wounded in Duel.

M. Hirsch, a dramatic critic of Paris, and M. Marinetti, an Italian dramatist, fought a duel in a park in the environs of Paris last week as the result of criticisms made by Hirsch during the performance of a Marinetti play. The encounter proved more serious than the average French duel, and Hirsch was severely wounded.

The editors of the Harvard Advocate gave a tea for Minnie Maddern Fiske in their sanctum in the Harvard Union last week.

NERVE WON OUT.

How a Green Reporter Secured Interview With J. W. Gates.

In the "Tip of the Tongue" column in the New York Press appears the following tale about John W. Gates, the well-known stock magnate, and a green Chicago reporter:

"When John W. Gates a few years ago had the Chicago pit excited by his plunging in corn reporters camped in vain on his trail for a week.

"A green reporter on a Chicago daily volunteered to 'get him.' The city editor laughed, and told him to go ahead. The blissful optimist did not wait to deliver his card to the negro in livery on the door. Instead he walked straight into Gates's office. 'What's the meaning of this?' asked Gates rising angrily. 'I'm a reporter and I want an interview,' said the intruder. 'If you don't get out of here I'll have you thrown out,' thundered John-Watch-Me. 'Well, you'll have to call your army in, for I'm not going to move,' retorted the reporter.

"Gates went around the end of his desk and approached threateningly. 'I'll throw you out myself!' he shouted. 'Now, Mr. Gates, take it easy,' said the reporter soothingly. 'You don't want a scene here, do you?' Gates stopped, looked at the brazen fellow in wonderment, then gave vent to his bellow of a laugh. 'If I had half your nerve, young man, I'd be boss of creation before a twelve-month,' he said. 'Sit down.' Gates gave the interview, and the following day he hired the reporter at \$150 a week."

ADVERTISING NOTES.

M. C. Watson, special agent, New York, has returned home after a ten-day trip through Ohio, Indiana and Michigan.

Fred L. Perrine, formerly advertising manager of Hall & Ruckel, Sosodont, New York, and later secretary of the Public Service Commissioner, has resigned to accept the advertising management of the Standard Oil Company.

Henry Webb, Advertising Agent, Dayton, Ohio, is in New York this week.

N. W. Ayer & Son, Philadelphia, on April 24, will give a dinner at the Bellevue-Stratford, to celebrate their 40th anniversary. Publishers and advertisers throughout the country have been invited to attend this affair.

George Batten Co., East Twenty-fourth street, New York, gave a dinner to about 25 of the special agents at Cafe Martin last Thursday.

The Philadelphia Advertisers' Bureau has been recognized by the American Newspaper Publishers Association.

Wallace Brooke, New York representative of the Pittsburg Dispatch, returned home from Pittsburg, where he attended the wedding of the daughter of Charles A. Rook, publisher of the Pittsburg Dispatch.

Employs New Mechanical Device.

The Brooklyn Eagle on last Monday was printed from plates made by a machine that makes molds of matrices and automatically dries them at the same time. The machine, which is said to be an innovation in newspaper mechanical work, is made by a Brooklyn firm.

THE NASHVILLE AMERICAN.

OLDEST NEWSPAPER IN TENNESSEE.

MILTON B. OCHS, Publisher.

AN ANNOUNCEMENT.

TO MY FRIENDS:

The publisher of the NASHVILLE AMERICAN has appointed me Business Manager of the Newspaper, and it is especially pleasing to me to be associated with so experienced a newspaper man.

All that is best in sane and sensible journalism is reflected in the American and it returns FULL MEASURE on investments made in its advertising columns, which will hereafter receive my personal attention.

I invite correspondence on Publicity in Tennessee and I ASSURE YOU that I shall enjoy serving you.

LELAND RANKIN.

THE NASHVILLE AMERICAN

Published every morning in the year at NASHVILLE, TENNESSEE.

THREE QUESTIONS OF PRIMARY IMPORTANCE TO ADVERTISERS

1. What position does a paper hold in its field?
2. What advertising is it carrying?
3. What is the quantity and quality of its circulation?

TO ANSWER THESE THREE QUESTIONS

1. THE BOSTON TRAVELER is the only independent one-cent evening newspaper in Boston.
2. THE BOSTON TRAVELER carries every important advertiser in Boston, with two exceptions. In 1908 it made the largest gains in the Boston field—583 columns, as against 456 columns gained by its nearest competitor. This, in spite of the fact that it rigidly excludes all objectionable copy, medical, financial, etc.
3. THE BOSTON TRAVELER has the largest sworn average circulation of any Boston evening paper, viz.: 88,909 in March, of which ninety per cent. is in the Metropolitan District, or right in the heart of the purchasing territory. Because this circulation is evening, home-going circulation, practically all of which is in the Metropolitan District, the use of The Traveler in Boston advertising campaigns is absolutely essential.

THE BOSTON TRAVELER,

74-78 SUMMER ST., BOSTON.

Smith & Budd Co. Special Representatives

CHICAGO	NEW YORK	ST. LOUIS
Tribune Bldg.	Brunswick Bldg.	3rd Nat. Bank Bldg.

CLEAN,
CONSERVATIVE,
COMPREHENSIVE,
PROGRESSIVE
 and
PROGRESSING

THE
NEW YORK
IS
TRIBUNE
 IN
1909

“The Saturday Evening Mail of the issue of March 20, and the New York Tribune of the issue of March 21, are illustrations of the trend of advertisers toward newspapers of character circulation, character news and character methods generally.”

MUST BATTLE FOR PROGRESS.

Editor Who Stands Still, is a Failure, Says Florida Writer.

Writing in the Pensacola (Fla.) News, Charles E. Jones, for many years a member of the Jacksonville (Fla.) Metropolis, tells of the many and grave responsibilities that confronts the young man who enters the newspaper profession. Among other things he says:

In the days before the Civil War the country editor was contended to get a corn-cob pipe and sit around the corner grocery store and tell the populace how the country could be saved. His best literary efforts were devoted to expressions of thanks for a load of wood or a few watermelons in exchange for subscriptions.

Alas! such an editor belongs to the past. Conditions have undergone a most remarkable change, and newspaper men whether in the editorial, reportorial or business department must battle unalterably and everlasting for progress, for morality, for honesty and for improvements along every line that tends to the upbuilding of the State and nation.

A newspaper man is a failure who stands still. He must never be contented. He must use his best talents in building, and he must stand firmly against the pessimist and the “knocker.” I do not believe that any man engaged in the profession of journalism should ever be content.

In these times of aggressiveness the journalist cannot remain still. He must never be content because the wheels of progress are moving rapidly and he must keep up with the procession.

People as a rule do not properly appreciate the work of an editor. Little do they realize the debt due for real

estate values increased—for aggressive methods and clean municipal administrations. Too many seem to think that an editor is only anxious to fill his paper with matter of a various kind and if the poor pencil-pusher is given a free pass occasionally to some cheap show for a ten-dollar write-up he is amply repaid.

The country editor sitting on a soap box and writing his editorials on a kitchen table if his purpose be lofty, is as much an honor and a benefit as the editor who sits before a magnificent roll-top desk and directs his paper through an army of faithful co-workers.

CONGRESSIONAL LIBRARY.

Now the Third Largest Collection in the World.

Herbert Putnam, librarian of Congress, in the National Magazine for May, writes about the “National Library.” He thinks it is now the third largest collection in the world, following only the British Museum and the Bibliotheque Nationale, “whose collections represent the accumulations of centuries.” He says of the Washington institution:

“To-day the collections comprise nearly two and one-half million items—one and one-half million printed books and pamphlets, and nearly one million other articles (manuscripts, maps, prints and music)—by all means the largest collection on the Western hemisphere and perhaps the third largest in the world. They are increasing at the rate of about 70,000 books and pamphlets and 50,000 other articles yearly.”

L. A. Varner, publisher of Sterling (Neb.) Sun, has sold out to A. L. Powell.

INCORPORATIONS.

American City Publishing Co., New York; printing and publishing; capital, \$100,000. Incorporators: Thomas H. Beardsley, George Tiernan, Frank H. Parcell, No. 54 Wall street, New York.

Combined News Service, Inc., New York; acquire and dispose of news, publish, print, etc.; capital, \$10,000. Incorporators: Thomas H. Ray, 43 Exchange place, New York; Chester A. Rhinehart, No. 700 Park place, and Harry J. Rhinehart, No. 306 Stuyvesant avenue, both of Brooklyn.

Commerce Magazine Publishing Co., Rochester, N. Y.; printing, advertising; capital, \$5,000. Incorporators: Ralph T. Oleott, Julius J. Clark and G. R. Oleott, all of Rochester, N. Y.

Inquisitor Publishing Co., No. 796 Gravesend avenue, Brooklyn; publish newspaper printing, etc.; capital, \$10,000. Incorporators: Peter Licari and Francis Licari, No. 200 Seeley street, and Salvatore Licari, 55th street and 18th avenue, all of Brooklyn.

North Shore Press, Great Neck, N. Y.; to publish newspaper, printing, etc.; capital, \$30,000. Incorporators: Thomas J. Ellison, Oyster Bay; Helen Combes, Sea Cliff, N. Y.; Townsend F. Downing, Manhasset, N. Y.

Americans Abroad Publishing Co., New York; publishers and printers; capital, \$10,000. Incorporators: Kenneth K. McLaren, Horace S. Gould and Arthur W. Britton, all of No. 37 Wall street, New York.

Lots of people have the habit of estimating newspapers in bulk.

OBITUARY.

Anton Zaborowsky, Brooklyn representative for many years of the New York Morgen-Journal, died of apoplexy in the Brooklyn hospital last week. He was born in Germany thirty-nine years ago.

Martin Connors, owner of the Troy (N. Y.) Evening Standard, died at his home in that city.

Richard C. Michaelis, until recently general manager of the Chicago Freie Presse and the Illinois Staats Zeitung, died last week at his home in Chicago. He was sixty-nine years old.

Thomas B. Kirby, long connected with the staff of the Wall street (N. Y.) Journal, died last week.

James B. Platt, one of the publishers of the Poughkeepsie Daily Eagle from 1869 until the time of his retirement in 1907, died at his home in Poughkeepsie of apoplexy. He was born in 1841.

F. M. Tyrrell, a pioneer newspaper man of California, died in the County Hospital in San Jose last week. He was a native of New York and was 70 years old.

Military honors were paid by his former comrades in arms to the memory of Clarkson Wilkinson, formerly a newspaper man at Fostoria, Ohio, and Ottawa, Kansas, who died at the home of his daughter, Spokane, Wash., April 11. Clarkson Wilkinson was born near St. Clairesville, O., November 27, 1842.

Joaquin Sorolla, the Spanish artist, is painting for Editor Chas. P. Taft, of Cincinnati, a life-sized portrait of the President.

FAST SPEED PRESSES.

Remarkable Machines Being Constructed by R. Hoe & Co. for America and Europe.

The announcement made by R. Hoe & Co. that with their new patent tubular construction of cylinders, improved lightning folders and paper roll feeding devices they can guarantee their machines to give a printing speed of 20,000 revolutions of the cylinders per hour, will interest newspaper publishers everywhere. This being 66 2/3 per cent. faster than the ordinary speed, means that from a regular Hoe three-roll double-width sextuple press newspapers can be obtained at the following rate:

80,000 per hour 4, 6, 8, 10 or 12 page papers, all inset.

40,000 per hour 14, 16, 18, 20, 22 or 24 page papers, all inset.

40,000 per hour 16, 20 or 24 page papers, collected.

20,000 per hour 28, 32, 36, 40 or 48 page papers, collected.

Heretofore 12,000 revolutions an hour has been considered the standard for newspaper presses, and until quite recently a greater speed was not considered practicable, because the general run of paper would not stand it, although in some offices where the paper, ink and rollers were of a suitable grade and the men employed specially skilled in the manipulation of the machines, the Hoe presses have been running up to 14,000 or 15,000 revolutions of the cylinders per hour. Of course the higher the speed the more care is necessary in the selection of the ink, paper, etc., and in keeping the machines accurately adjusted.

Hoe & Co. state that some time ago they thoroughly tested one of their ordinary three-roll single-width machines to prove its possibilities, and it ran perfectly and continuously for days, without breakages in the paper, at the rate of 30,000 revolutions per hour, printing in the best manner and turning out 60,000 eight-page papers an hour from a single delivery, accurately folded, which is two and a half times greater than the ordinary speed of 12,000 revolutions. The machine was run with ink, paper and plates upon it and showed no signs of wear or strain. The work turned out was of excellent quality, including half-tones.

This high speed is not, however, considered practicable as a steady working basis, but now that the paper makers are turning out a more even grade of paper and the roller makers making better rollers than ever before, there seems no reason why a speed of 20,000 revolutions of the cylinders per hour should not be practical.

Hoe & Co. also state that the old Hoe presses which have been printing at an average speed of 12,000 revolutions of the cylinders per hour have in them the elements of high speed and can be increased in speed from 25 to 30 per cent. by slight changes in the feeding and folding apparatus, which the company is now making in a number of machines for various offices throughout the country, where the ability to print at a high speed when necessity demands is an object of importance.

The Hoe Co. announces that it is enlarging old presses by the addition of decks and extra printing portions.

Six new decks are being put on Hoe machines in Buenos Ayres, four in Italy, where a large new Hoe multi-color press is also being sent, besides a quadruple press for the same office, and a number of new decks are being added to Hoe machines in Manchester, England.

Other orders from abroad on which

include a Quadruple press for the Sydney Morning Herald, a double sextuple press for the Glasgow Herald, Scotland, two three-roll presses for the Sydney Truth, a double sextuple press for La Argentina, and the Sandard, of Buenos Aires, a sextuple press for a paper in Lille, France, an Octuple for the London Times, a four-roll octuple machine for the Otago Times of New Zealand, a four-roll press for the Imprimerie des Arts et Manufactures, and a 64-page periodical press for printing L'illustration and L'illustration Théâtrale, of Paris.

Other presses have just been or are now being installed in the offices of the London Daily Mail, News of the World, Surrey Echo, Halifax Courier, Sheffield Telegraph, Birmingham Post, Glasgow Record, Sydney Evening News and Town and Country Journal, Adelaide Advertiser, Melbourne Argus, New Zealand Herald, La Prensa, of Buenos Ayres, Jornal do Commercio, Rio de Janeiro, Corriere della Sera and La Domenica del Corriere, of Milan, Italy.

Also machines are being made for newspapers in Bilbao, Spain; Amsterdam, Holland, and elsewhere.

THE "IRISH PEOPLE."

Famous Irish Statesman's Paper to Suspend.

As a consequence of the retirement of William O'Brien from public life, his newspaper, the Irish People, is to cease publication. Notices to that effect are being sent out to agents and subscribers.

This is the third suspension in the history of the paper, one of them being attributable to the Government, which, in 1865, decided to forcibly suppress the journal. A force of police descended on the office, seized the plant, and removed to the Castle the galleys of type that had been set up for an issue which never appeared. The same evening the manager, O'Donovan Rossa, and other members of the staff were arrested, and subsequently sent to penal servitude. This was in the troublous Fenian period. —British and Colonial Printer.

The Loneliest Newspaper.

The loneliest newspaper in America has been found. It is the Red Bird Mountain Journal, published at the town of Red Bird, Arkansas. This town is 35 miles from the nearest railroad station, five miles from the nearest post-office, and two miles from the nearest cabin. The "town" consists of one log house, one log stable, and one log newspaper office. It is situated in the middle of a two-acre clearing, surrounded by primeval forests. The loneliness of the Red Bird Journal is equal to the fitness of the name of a West Virginia paper. It is called the Breeze and is published in Hurricane. One of its subscribers is a man named Blizzard. —Frederick J. Haskin.

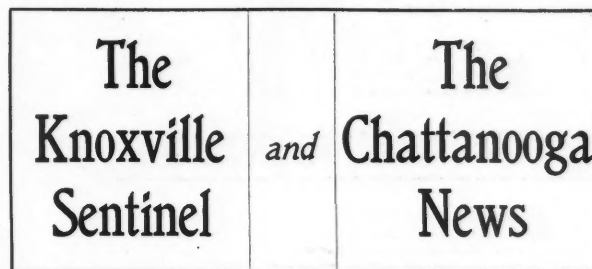
Troy Record in New Home.

The Troy (N. Y.) Record was issued last Monday from its new home at the corner of Broadway and Fifth avenue. The entire plant was transferred from the old quarters to the new on Saturday afternoon and made ready for work within twenty-four hours.

MR. PUBLISHER:

Are you aware that THE EDITOR AND PUBLISHER AND JOURNALIST will not only help you to save money, but to make money, if you will read it carefully each week? It costs you only \$1.00 per year. THE EDITOR AND PUBLISHER Co., 13-21 Park Row, New York.

"THE TENNESSEE TWINS"



Cover thoroughly all of East Tennessee, Western North Carolina, Southeastern Kentucky, Southwestern Virginia, North Georgia, North Alabama and Middle Tennessee.

No advertiser can afford to spend any part of his Southern appropriation without including the Tennessee Twins at the flat rate for the combination of 6 cents per line.

Write either publication office, or address

HAND, KNOX & Co.,
NEW YORK, CHICAGO, or ST. LOUIS,
for full details.

The Rocky Mountain News

(DENVER, COLO.)

is celebrating its Fiftieth Anniversary on April 23rd. With the exception of one small weekly in the State of Louisiana, The News is the oldest newspaper in the entire Louisiana Purchase territory.

Its "Golden Jubilee" Number (April 23rd) will be in every way the greatest edition of a newspaper ever issued in the West.

VERREE and CONKLIN, Agents,

Brunswick Building,
NEW YORK.

Boyce Building,
CHICAGO.

ALTRUISM

Six-Point League of New York Educates All Advertisers, Whether or Not the Advertisers Use the Papers of the League.

"The Six-Point League of New York is a unique organization in that its object is entirely unselfish and benefits derived from its work may be shared by all daily newspapers, whether represented by membership in the league or not," said a prominent member of the organization to THE EDITOR AND PUBLISHER.

Altruism is not the commonest motive in newspaper business organizations and the claim of an altruistic motive for the Six-Point League naturally aroused interest. The speaker went on to tell about the organization:

"Organized on July 25, 1907, its membership includes most of the New York advertising representatives of daily newspapers published in other cities. While the interest of members in the league and in each other has been maintained by occasional social features, the real object has been to extend a knowledge of the pre-eminent value of newspaper advertising, and this work has been consistently and persistently carried out.

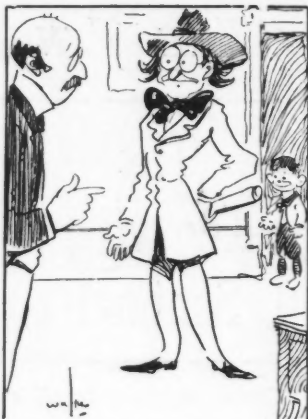
"Believing thoroughly in their mediums, the members of the league have held that there was no better way of reaching the attention of the advertisers present and prospective than through the columns of the daily newspapers they represent. They have therefore prepared series of display advertisements which have appeared in daily newspapers all over the country, in large cities and small. These advertisements were designed merely to create interest and inquiry. They suggested the value of daily newspaper advertising and cited advantages not possessed by other mediums, but did not mention any particular paper. Nor were inquiries desired to come exclusively to the league.

"Each advertisement requested the inquirer to approach any daily newspaper, any general advertising agent or the Six-Point League. These advertisements have appeared not only in papers represented by members of the league, but some papers not so represented have requested that the series be sent them and have inserted the advertising also, all for the general good of the cause.

"The Six-Point League does not endeavor to divert advertising from other mediums. It is too well convinced of the value of all kinds of advertising under the right conditions. Its members are working for a broader consideration of the subject than mere diversion.

"The work of the league is carried

CHEER UP!



Raising His Hopes.

EDITOR—"Poetry is a drug on the market."
POET (eagerly)—"Yes? Am I to infer, then, that you pay drug store prices for it?"



A Hot One.

THE NEW CITY OFFICIAL (his first interview)—"Now, I don't want the public to think I'm in the habit of talking for publication."
THE REPORTER—"They won't when they see what you say in the paper."
International Syndicate.

on by committees, each member having some part of the work assigned him, and all under the direction and supervision of the officers of the league and the executive committee."

The officers are S. C. Williams, president; I. J. Benjamin, vice-president; Dan A. Carroll, secretary, and T. E. Conklin, treasurer. The executive committee are Wm. H. Smith, A. M. Knox, Charles Seested, F. St. John Richards, James F. Antisdell, H. E. Crall and J. C. Wilberding. The members are:

Lee A. Agnew, James F. Antisdell, Paul Block, E. A. Berdam, Benjamin & Kentnor Co., Beckwith Special Agency, L. H. Crall Company, A. E. Clayden, Dan A. Carroll, Louis Klebahn, John B. Woodward, F. C. Taylor, Lacoste & Maxwell, Frank R. Northrup, W. J. Morton, R. J. Shannon, Julius Mathews, Veree & Conklin, S. C. Stevens, E. Katz, F. St. John Richards, Hand, Knox & Co., M. C. Watson, Robert Tomes, H. Clarence Fisher, R. F. R. Huntsman, F. M. Krugler, R. R. Mulligan, J. P. McKinney, I. A. Klein, Williams & Lawrence, Payne & Young, Charles H. Eddy, Charles Seested, Smith & Budd, J. C. Wilberding.

Japanese Editor Touring America.

R. Ohibukawa, editor of the Tokyo Sun, accompanied by A. Okuma, chief secretary of the Hakata Chamber of Commerce; K. Kamada, English instructor of the Japanese Naval Academy, and E. Tanabe, a banker of Osaka, are touring the United States. Mr. Ohibukawa is inspecting the printing plants of the country and intends to invest largely in American printing machinery.

EDITOR YAH LEE.

New Jersey Weekly Has Celestial as Head of Staff.

The Borough Advertiser, a weekly newspaper of East Rutherford, N. J., which changed hands last week, will have as its editor Yah Lee, a retired Chinese. In his editorial announcing the future policy of that paper he says in part:

"The Borough Advertiser will be conducted along strictly non-partisan lines and will advocate those men for office who, in its judgment, are best fitted for the requirements of positions they seek, regardless of party politics, believing that our government, especially in local affairs, should not be made the prey of the spoils seeker, nor be permitted to reach the hands of incapables. We will advocate measures that are in the interests of the people and fight for such modern legislation as the spirit of the times demands as just, fair and right."

Mr. Lee is a graduate of Yale and has resided in East Rutherford several years.

PRESS AND TUBERCULOSIS.

Devoted More Than 50,000 Inches to the Subject in Two Weeks.

According to statistics compiled by the National Association for the Study and Prevention of Tuberculosis, the various newspapers of the country printed articles concerning tuberculosis, amounting to over 50,000 column inches of space in two weeks.

The investigation by the society included all the daily and weekly newspapers in the United States, as well as some of the larger journals and magazines.

Using the two weeks as a standard it is found that 51,557 inches of space was devoted to that subject.

This subject matter, arranged in one long chain, would make a single column of matter four-fifths of a mile long. It would print solid 369 pages of the ordinary sized newspaper.

Ministers Rap Sunday Papers.

Ministers of the Lansing (Mich.) Presbytery have registered a protest against Sunday newspapers. While admitting that there is much in the Sunday papers that is good, it was contended that the preponderance of evil is so overwhelming that the church should take a decided stand against its influence.

THE Christian Nation

TRIBUNE BUILDING, N. Y.

"One of the Strongest Distinctively Denominational Weeklies in America."

The Scotch and Scotch-Irish Presbyterians in America form a unique class in our midst—strong, cultured, and exceptionally honest and successful in business matters. Look for the head of the financial department in any large and prosperous institution, and almost invariably you will find a Presbyterian who is Scotch or Scotch-Irish by birth or descent. Of course they are not all holding such positions, but nearly every such position is filled by one of them. But in whatever position you find one, he is thrifty and well-to-do. Another badge of distinction is their clannishness, which draws them together like a magnet in social relations, but is intensified in their religious life. In religion they are Covenanters. The Covenanters are not a division of the Presbyterians: their's is the Presbyterians' "Mother Church." It is the original Presbyterian Church, founded in Scotland, transplanted in America, and the seed from which America's greatness has grown. And these modern Scotch and Scotch-Irish Citizens show their clannishness most of all in their support of their weekly paper, The Christian Nation of New York, which "The Editor and Publisher," April 17, spoke of as "one of the strongest distinctively denominational weeklies in America." Mr. Heber Smith, of the Wood Harmon Corporation, says that he found The Christian Nation to be a very profitable medium for the advertising of high class securities. Mr. F. F. Edwards, when advertising manager of the Equitable Life, said the direct returns from their advertising in The Christian Nation exceeded \$125,000 of wholly new business; and that, price considered, The Christian Nation paid the Equitable Life better than any other religious weekly on their list. Publishers, and reputable advertisers of every kind, tell of similar results from their advertising in

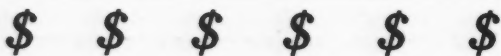
THE CHRISTIAN NATION

Issued Wednesdays

By The Christian Nation Pub. Co.

JOHN W. PRITCHARD, President

Tribune Building, N. Y.



Our prices are low, quality considered. And after all, is there any economy in poor feature matter at any price—or even no price?

Issuing only the best class of matter, supplying service to the very best publications, and giving prompt and courteous attention to all business, our company should come in for your favorable consideration when in need of feature matter.

THE INTERNATIONAL SYNDICATE

Features for Newspapers

BALTIMORE, MARYLAND

The Hearst News Service

FIRST IN PROMPTNESS

FIRST IN ACCURACY

FIRST IN READABILITY

All the news without fear or favor

This accounts for the healthy growth of the Service which has been so rapid that its own friends hardly realize

HOW EXTENSIVE IT IS.

We are prepared to furnish this splendid

Twenty-Four Hour Service

at a very moderate cost.

Hearst News Service

200 WILLIAM STREET

NEW YORK

PERSONALITY LOST

Colonel McClure Says Few Editorials Are Taken by Public To Be the Expression of an Individual, and the Character of Present Day Newspapers is Neuter.

Colonel A. K. McClure, editor of the Philadelphia Times, author of "Our Presidents and How We Make Them" and one of the most noted journalists in the United States, in an interview on journalism, says:

"The most noticeable feature in the old, as distinguished from the modern, school of American journalism, is, to me at least, the purely personal manner in which newspapers were formerly edited and conducted. They are almost absolutely impersonal now.

"In the old days, it was not 'What does such-and-such a paper say,' but 'What does Prentiss, or Raymond, or Bennett, or Watterson say about it?' The man was the paper, and the paper was the man. And I can not but feel that much of the former potentiality of the press, much of its power to influence and mold public opinion, has passed with its loss of personality.

HOW MANY READ EDITORIALS?

"What proportion of newspaper readers peruse and study the editorials of the modern journal? Perhaps, after they have read all the news items, the sporting gossip, the social news and the advertisements they will skim the editorials in a cursory fashion. Mind, I'm not saying the editorials themselves are in any way inferior; it's just the lack of personality that would compel the public to read editorial expressions and to study and accept them as the expressions of one man.

"How many newspapers are there in the United States, the editorials of which are taken by the public to be the expressions of an individual? Just one. For men still say, 'Watterson says thus and so—Watterson opposes this movement.' Not The Courier-Journal, mark you: Watterson, the survivor of the age of personal journalism.

GALES A GIFTED WRITER.

"And there was the old National Intelligence, published in Washington," went on the dean of American journalism. "What a thoroughly delectable paper it was, with Gales at the helm! Gales, I think, was the most polished and gifted writer the newspaper profession has ever produced. And his editorials were uniquely after his own peculiar fashion. Day by day, when no great or important movement was afoot, Gales' editorials would consist of paragraphs, pointed, brief—the briefest, I presume, ever presented by an American newspaper. But let some event of importance take place, or some measure of national scope come up in politics—then the people who asked 'What does Gales say about it?' would seize The Intelligence, turn to the editorial page, and read there a masterly, a profound, a classic discussion of the topic, absolutely unlimited as to space. Gales thought nothing of writing half a page or even a whole page, of editorial when he deemed the subject worth it. And 'what Gales said' carried enormous weight.

INTRODUCTION OF SATIRE.

"It was in The National Intelligence, by the way, that Jack Downing first introduced into American jour-

nalism the treatment of prominent men and events in a harmoniously satirical vein. President Jackson was the first victim of this new art, and it is said that Downing's articles caused him ten times the annoyance that the criticism of the combined press of the country was able to administer. Nasby, the greatest master of this style, was a follower and disciple of Downing. Nowadays this manner of handling men and events is so common in the newspaper field that it no longer excites comment, but its introduction was marked by a fine stir, I can tell you.

"Yes, with all due respect to the marvelous advances made by modern journalism toward mechanical perfection, in the handling and gathering of news and in all ways, in fact, except the element of personality, I must confess that I regard the old days of individual journalism as the heyday of the profession.

WATTERSON ONLY ONE LEFT.

"As I have said, the influence of the press was vested in the well-known men who formed and expressed the opinions of the press, each with his following, who would swear by him and fight for his opinions to the last breath. Greeley, Bennett, Prentiss, Raymond, Richards, Watterson, Gales—it was not the opinion voiced by the different papers; it was, 'What does this or that man say about it?' A great era, of great influence, and—what? Well, yes, perhaps there were some people who asked, 'What does McClure say about it?' But that's all past now, so it seems to me. Only Watterson yet bears the lance of individual journalism—a worthy representative of the period I have been trying to tell you about.

"The modern newspaper is a wonderful institution. It has come to a perfection unlooked for in the old days, and it is, I believe, one of the greatest factors in our modern civilization. But the day of the man-newspaper is on the wane, the sun of personal journalism is almost set."

What Constitutes a Journalist?

W. T. Stead, in describing the successive editors of The Pall Mall Gazette (except himself), thus characterizes them: Frederick Greenwood—"A journalist in the true sense, living in his journalism." John Morley—"Not a journalist at all." Edward T. Cook—"A journalist in the true sense, but more interested in literature." Henry J. C. Cust—"Instinct with the journalistic flair." Douglas Straight—"Editor for thirteen years without being a journalist."

Has Newspaper 139 Years Old.

H. C. Seymour, of Dallas, Ore., claims to own the oldest newspaper in the country. It is a copy of the Boston Gazette of Monday, March 12, 1770, and contains an account of the Boston massacre, which is headed by two black coffins with skulls and crossbones. The front page contains copies of resolutions, passed by New England towns, to buy no more British goods. Mr. Seymour came into possession of the paper through his father, a typesetter who formerly lived in Rock Island, Ill.

Dowagiac, Mich., is to have a second daily paper. It is to be known as the Daily Herald and will be published in the afternoon.

Star-Observer Publishing Co., Hudson, Wis.; incorporated, capital, \$6,000.

TEXAS IS PROSPEROUS

HOUSTON

Is Its Most Prosperous City

The

Houston Chronicle

Is the Best and Most Prosperous Texas Paper

Largest Sworn Circulation of any Daily in the Big State

The American Association of Advertisers and Every Newspaper Directory will show the Chronicle in the Lead.

Published Every Afternoon and Sunday Morning

CIRCULATION:

DAILY, 24,000

SUNDAY, 30,000

Eastern Representatives
LA COSTE & MAXWELL
Monolith Building

Western Representatives
BARNARD & BRANHAM
Boyce Building

THE SIX-POINT LEAGUE

An association of advertising representatives in New York City of DAILY NEWSPAPERS published in other cities.

The object is to extend a knowledge of the pre-eminent value of Newspaper advertising.

The endeavor has been to co-operate with advertisers and general advertising agents in every possible way; to facilitate business; preserve and increase pleasant relations between publishers, general agents and advertisers.

This endeavor will continue.

THE SIX-POINT LEAGUE believes in DAILY NEWSPAPER advertising. Announcements, designed to create interest and inquiry, have appeared in DAILY NEWSPAPERS all over the country.

Requests for information from present or prospective advertisers invited and will receive prompt attention.

THE SIX-POINT LEAGUE

TRIBUNE BUILDING, NEW YORK

ELECTING THE EDITOR**E. G. LEWIS AGAIN STATES THE NEW POLICY OF THE ST. LOUIS STAR.**

A Trustee Elected by the Subscribers to Supervise Editorial Policy on All Questions of Public Interest—New System to Be Tested at End of Present Year—Trustee Will Not Take Active Management.

Several months ago THE EDITOR AND PUBLISHER printed an article describing the new policy of the St. Louis Star and Chronicle, which had come under the direct control of the Lewis Publishing Company of St. Louis, of which E. G. Lewis is president. The newspaper fraternity of the whole country showed great interest in the statement of Mr. Lewis, particularly in his announcement that the editorial policy of the paper would be controlled by the readers in a practical, dynamic way, through a system that may be likened somewhat to the political direct nominations system. It was understood by the public that the subscribers would be allowed to elect the editor of the paper by direct vote. In reply to a recent further inquiry, Mr. Lewis wrote the following letter:

St. Louis, April 10, 1909.

PHILIP R. DILLON,
Managing Editor of THE EDITOR AND PUBLISHER:

My Dear Sir—The plan as we propose to put it in operation in connection with the St. Louis Star, of placing its editorial policy on all questions of public interest under the direction of a trustee, appointed by its registered subscribers, through a referendum vote, will not be put into operation until the end of this year. In purchasing The Star and preparing it for the testing out of this plan, a very complete reorganization of its whole character became necessary.

WAS CHIEFLY A SPORTING SHEET.

When we purchased it, it was chiefly noted as a sporting sheet, the sales of its sporting edition being very heavy, while its carrier delivery direct into the homes was less than 6,000; in the four months that we have owned it we have increased its carrier delivery to nearly 30,000 direct daily subscribers, the name and address of each of which are known and of record in our office. This is a new step in newspaper circulation in this city, as I venture to state that no other daily newspaper in St. Louis knows the name of any of its St. Louis subscribers, the papers being sold to the carriers and the carriers owning their own routes. We have our own carrier organization as stated and the name and address of each party to whom the paper is delivered at their homes being recorded in our office.

SPECIAL INTERESTS OWN BIG PAPERS.

The thought underlying the plan we propose to test out at the end of this year with The Star is, that public confidence in the press has, of late years, fallen to a low ebb; as a newspaper publisher it is not necessary to explain to you why, but I think that yellow journalism has been very largely responsible for it. Back of all this is the feeling on the part of the public that the great metropolitan papers are to a large extent owned and controlled by special interests, and that the news is not free from the taint of these interests. The same thing applies in politics. During the recent campaign when a Republican meeting was held the leading Democratic paper would state that only three or four people were present and that the whole thing broke up in a squabble; while the leading Republican paper would state that over ten thousand people were present and that it was one of the most successful meetings of the year, and vice versa.

EDITOR TO SYMPATHIZE WITH MASSES.

I believe that the people want the real news and they want it kept clean. It can never be freed from stories of crime that are a part of human existence and human interest; but it can be freed from a great deal of what now constitutes a sewer of filth, both in the reading and in the advertising columns. It is our plan to establish an implicit and abiding confidence on the part of the reading public in St. Louis, in the St. Louis Star, through the knowledge that at the head of its editorial department will stand one of the most representative men in St. Louis, selected by the people themselves as being a man in whom they have implicit confidence in his fairness and lack of prejudice and in his integrity, and, moreover, in his sympathy with the mass of the people. Whether it will relieve something of the feeling on the part of the public that the newspapers are owned and controlled by special interests, a feeling that was greatly accentuated by the Foraker letters, remains to be seen. If it is successful it, of course, establishes a precedent which other metropolitan papers would be forced to follow; because such a paper, holding the implicit confidence of the public, free from taint or the suspicion of taint, would gain such an enormous circulation and advertising patronage as to force its competitors to a like position.

DUTIES OF MANAGING TRUSTEE.

It is not proposed that the managing trustee shall take the active editorial conduct of the paper; he will simply sit as the arbiter between the public and the policy of the paper, as an absolute guarantee to the public that on all public questions the paper stands clean and strong for the real truth and the real news without fear and without favor and his power in this direction would be absolute.

Whether this idea has already got hold of the public it is hard to tell; but it may have something to do with the fact that the circulation of The Star has trebled in the four months since we purchased it, although we have eliminated the special sporting features and confined that department to the legitimate part it should play in the daily news, and are endeavoring to make it the leading home paper of St. Louis, its motto being "People take The Star home."

Very truly yours,

E. G. LEWIS.

BUSINESS STAFF NEWS.

J. L. Boeshans has resigned the business management of the Scranton (Pa.) Tribune, and has returned to his home in Columbus, O.

Charles C. Logan has resigned the management of circulation on the Trenton (N. J.) True American to accept the place of circulation manager for the Burlington (Vt.) News. Mr. Logan commenced his new duties last Saturday.

Lee C. Robertson has been made business manager of the Newburgh (N. Y.) Evening Union, effective May 3. Mr. Robertson has been in various branches of the newspaper for 19 years, earning his first penny inking an old Washington press, and since that time filling on various papers almost every position from carrier boy to managing editor.

Stockholders After Old Directorate.

A number of stockholders of the defunct Morning World Publishing Company of New Orleans are preparing a suit against the former directors of that publication, asking for a general accounting of the business of the company during the life of the paper.

Swenson Bros., publishers of the Genoa Junction (Wis.) Times, have leased their plant to Davenport and Murray.

A. N. P. A. visitors are invited to inspect the latest and best Matrix Drying Tables, operated automatically by COMPRESSED AIR, heated by Electricity, Gas or Boiler Steam.

With Compressed Air a greater pressure is obtained than is possible with a lever; but, more important, the pressure is constant, following up the shrinkage automatically. The result is better mats than can be made by lever pressure, obtained without any exertion on the part of the stereotyper, who merely turns a lever. Twenty-seven of these tables are in use, by World, Eagle (N. Y.), Globe (Boston), Tribune (Chicago), Courier-Journal (Louisville), Tribune (Terre-Haute).

At same time, see the newest WESEL ELECTRIC DRIVE SELF-FEEDING, SELF-INKING PROOF PRESS and Everything of Wesel Quality for Composing, Mailing, Stereotyping and Photo-Engraving Departments.

F. Wesel Manufacturing Co.

MAIN OFFICE: 70-80 Cranberry St., BROOKLYN, N. Y.

(Half a minute from end of Brooklyn Bridge.)

NEW YORK: 10 Spruce Street

CHICAGO: 329 Dearborn Street

PHILADELPHIA: 712 Mutual Life Building

Mr. Circulation Manager

Our Line of 1910

"CRESCENT" NEW YEAR ADDRESSES and CALENDARS

FOR NEWSPAPERS

Will be larger and better than ever before. Be sure and procure our samples before ordering elsewhere

Steel Die Stamping

FOR THE TRADE

Samples and Prices on Application

CRESCENT EMBOSSEING CO.

PLAINFIELD, NEW JERSEY

FIFTY YEARS

J. J. Richardson, Publisher of the Davenport (Ia.) Democrat, Has Completed a Half Century of Continuous Connection with One Paper.

The Davenport (Ia.) Democrat was established as a weekly in 1839. In 1855 D. N. Richardson went out from Vermont, took the paper and made it a daily. Four years later, in 1859, the younger of the Richardson brothers went "out West" from Vermont and began his career on the Democrat. The elder Richardson brother died in 1898.

This younger brother is J. J. Richardson, the present publisher of the Democrat. On April 7 of this year he completed fifty years of continuous service with this pioneer Democratic daily of Iowa. He is the only man in the Hawkeye State who has been connected with one paper for half a century.

For many years he has been one of the leading Democrats of Iowa. He was Democratic national committeeman for Iowa under President Cleveland's latter administration, and the Democrat has long been recognized as the leading Democratic paper of the Hawkeye State.

Mr. Richardson will be remembered by newspaper and business men of a generation or two back as the pioneer in the then virgin field, in the West, of advertising and soliciting. In the 60's he began making several trips a year from Davenport to New York and the Eastern centers, showing the manufacturers and the large distributors of that section how they could reach the consumer in the West, through the medium of his paper. His success in this field was remarkable, and won wealth and prominence for himself and his paper. As a recreation, later, he became an extensive breeder of Jersey cattle, and has had a directorship of the American Jersey Cattle Club for years. He was one of the founders of the St. Katharine's School for girls, the diocesan school of the Episcopal Church, and has been on the standing committee of the diocese longer than any other member. His varied interests give him a busy life, between periods of travel, at the close of a half century of activity in the newspaper world, and his health is excellent.

The employees of the Democrat, sixty in number, went to Mr. Richardson's house in a body on the evening of this anniversary and presented him with a loving cup. The young ladies of the staff brought him a basket of fifty roses. The presentation was made by B. F. Tillinghast, who also read letters from Judge John F. Dillon, of New York, counsel for the Western Union Telegraph Company and a former Davenport, and Mayor Henry C. Connelly, who

edited the Rock Island Argus more than fifty years ago.

Of the big men Iowa has produced in fifty years many were editors. Their names grew familiar to all of Iowa, and some are known to the nation. The following part of an editorial in the Democrat, headed "Fifty Years on the Democrat," is a glance full of meaning to all who look on at the march of time:

"It can be stated as a matter of fact, but in no spirit of exultation, that probably no other person in Iowa has continually for 50 years had the good fortune to hold a proprietary interest in a daily newspaper. There have been veterans and several of them, men who have battled long and hard in building up the press of this State. John Mahin is one of them, though for some years not in the profession. George D. Perkins is another. Mr. Perkins, as he sometimes tells his friends, has "been around a printing office" for more than 50 years, but he dates his daily experience in March, 1860, when the Cedar Falls Gazette was started. He has been at the helm of the Sioux City Journal since 1870.

"In less than half 50 years the Clarksons, three of them, have left the Des Moines Register. S. M. Clark has gone from the Keokuk Gate City; M. M. Ham and D. W. Carver, from the Dubuque Herald; Fred W. Faukes, from the Cedar Rapids Republican; Frank Hatton, from the Burlington Hawkeye; John P. Irish, from the Iowa City Press; Edward Russell, from the Davenport Gazette; Henry Lischer, from Der Demokrat, and many more from the places they filled no longer than a quarter of a century ago. Not all have been called beyond, but most of those named have closed their accounts.

"In the weekly field more of the pioneers remain on duty. Colonel Joseph Eiboeck has long years of valiant labor to his credit. So have Howard A. Burrell of Washington; Robert W. Moore, of Ottumwa; A. K. Bailey, of Decorah. But it is not designed to give a directory of Iowa's early newspaper workers. Enough has been said to show that the vicissitudes of newspaper life are many; and that the blessing of two score and one-half years comes to the few."

Former Publisher Killed.

Wallace L. Hardison, of Los Angeles, Cal., a former newspaper publisher, was instantly killed by a Southern Pacific engine while driving his automobile across the tracks at Monte Vista road crossing near Roscoe Station, Cal., last week. The body was mangled and the motor car was reduced to a mass of twisted metal and splinters.

Plant Sold at Public Auction.

The plant of the Dispatch-News Company, of Parkersburg, W. Va., was sold last week at public auction. Judge Reese Blizzard, of that city, was the purchaser. The bidding was spirited and the plant brought \$21,500. The publication of the paper will be continued.

Remembered the Newspapers.

The Grand Council, Royal Arcanum, of the District of Columbia, adopted a resolution thanking the newspapers of Washington for their courtesy and the generous amount of space given throughout the grand council year.

Register Publishing Co., Point Pleasant, W. Va., publishing; incorporated with \$25,000 capital stock by H. R. Howard, L. C. Somerville, W. C. Whaley, Griff T. Smith and J. S. Spencer; will resume publication of Point Pleasant Register.

BUSINESS OFFICE NOTES.

The Memphis News Scimitar states that on Thursday, April 15, the paper broke all records for local advertising carried by any Memphis newspaper on a week day. They ran a total of 24,304 lines. The best previous record for a week day was 20,720 lines. The issue was a regular Thursday mid-week paper.

The Chehalis (Wash.) Bee-Nugget has installed a new No. 3 four-roller two-revolution Miehle press. Other new equipment has also been added.

The Columbus (Ohio) Dispatch has just installed two large Goss presses. The new equipment is designed to meet the constantly growing circulation of that paper. The new presses will print, fold and count eight hundred sixteen-page papers a minute.

The issue of the New Castle (Pa.) Herald for Friday, April 9, was somewhat out of the ordinary. While a regular edition, it contained thirty-two pages and from a news and advertising standpoint it was the best ever issued by that paper. It contained approximately 2,640 inches of advertising that was real live store news.

The Grand Council, Royal Arcanum, Sunday, April 4, contained forty pages. Included in the issue was the spring fashion supplement filled with seasonal hints from Paris on the spring and summer styles. It was particularly well illustrated with photographs. The make-

up, appearance and typography of the entire forty pages, together with the amount of attractive advertising carries, speaks well for the enterprise of the entire American force.

The Association of American Advertisers has examined the circulation of the Evening Times, of Rochester, N. Y., and certifies that the net daily average circulation of the Evening Times for the year ending March 1, 1909, was 22,129.

Resigns as Minister to Chile.

Col. John Hicks, minister to Chile, and owner of the Oshkosh (Wis.) Northwestern, has forwarded his resignation to the State Department. Col. Hicks was appointed to the post by President Roosevelt. He will return to his home early in May.

Cartoonist Pughe Is Dead.

John S. Pughe, the cartoonist who has long been associated with Puck, died last Monday at his home in Lakehurst, N. J. His first work of any consequence was on the New York Recorder. He was forty-four years old.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription (52 Issues), post free, \$3.00.
The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

Rates on application to ALBERT O'DONOGHUE, 317 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. 4890-4 Bookman

THE CHEMICAL ENGRAVING CO.

9-15 MURRAY ST. NEW YORK

HIGH GRADE PHOTO ENGRAVING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

TELEPHONES 1551 & 1552 CORTLAND

\$12,000.00 CASH IN BANK

Owner will use it or a portion of it to purchase or make first payment on a small city daily susceptible of enlargement and development. Morning dailies preferred. Weeklies in towns of good size where there might be a field for a daily will be considered. Eastern locations preferred. Proposition No. 473.

C. M. PALMER

Newspaper Broker
277 Broadway NEW YORK

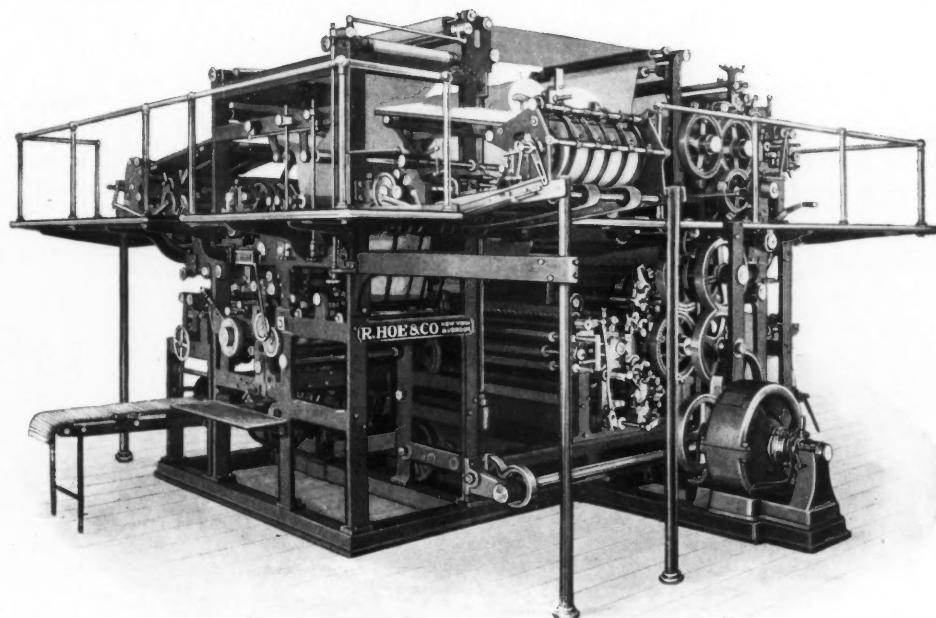


Send To-day for the List of Users of "THE KOHLER SYSTEM"

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

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

R. HOE & CO'S
NEW ROTARY ELECTROTYPE WEB PRESS



WITH COVER AND INSERT FEEDING AND
WIRE-STAPLING DEVICES

THE LATEST DEVELOPMENT FOR PRODUCING HIGH-GRADE ILLUSTRATED
PERIODICALS, FREE FROM SMUT OR OFFSET

CAPACITY PER HOUR
8,000 12 OR 16 PAGE PERIODICALS
4,000 24, 28, 32 OR 36 PAGE PERIODICALS
WITH COVERS

FIVE OF THESE PRESSES ARE NOW PRINTING THE PHILADELPHIA SATUR-
DAY EVENING POST AND FOUR MORE SIMILAR BUT LARGER MACHINES (PRINTING
UP TO 56 PAGES) HAVE BEEN ORDERED FOR THE SAME PUBLICATION.

COLORING COVERS AND INSERTS, PRINTED OR LITHOGRAPHED IN ADVANCE
ON SPECIAL PAPER ARE FED IN AUTOMATICALLY AND ASSOCIATED WITH THE
REGULAR PRODUCT AND THE WHOLE DELIVERED WITHOUT PINHOLES, FOLDED,
CUT AT THE HEAD AND WIRE-STAPLED.

OUR ROTARY PRESSES ARE USED BY THE PRINCIPAL LARGE-EDITION PRINTERS OF PERIODICALS, MAGA-
ZINES, BOOKS, CATALOGUES, PAMPHLETS, COLORED COVERS, WRAPPERS, PREMIUM LISTS, ETC.

IT WILL PAY YOU TO INVESTIGATE THESE MONEY-MAKING MACHINES

PRINCIPAL OFFICES

504-520 GRAND STREET, NEW YORK

ALSO AT

7 WATER STREET
BOSTON, MASS.

143 DEARBORN STREET
CHICAGO, ILL.

160 ST. JAMES STREET.
MONTREAL, QUE.

109-112 BOROUGH ROAD
LONDON, S. E., ENG.

8 RUE DE CHATEAUDUN
PARIS, FRANCE.

MR. HEARST

has ordered for his CHICAGO PAPERS

4 Junior Autoplates

and

2 AutoshaVERS

When these are installed Mr. Hearst will have in use 10 AUTO-PLATES and 5 AUTOSHAVERS.

THE NEW YORK EVENING MAIL

is installing a

Junior Autoplate--AutoshaVER EQUIPMENT

GET INTO LINE

THE CAMPBELL COMPANY

One Madison Avenue

New York City

