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THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 43

NEW YORK, APRIL 23, 1910

5 CENTS A COPY

\$10,000 AD.

WRITTEN BY A MUNSEY EDITOR AND RUN IN MUNSEY PUBLICATIONS.

The Story of Walter E. Flanders, President of the E. M. F. Company—Elegant and Ingenious Advertisement Designed to Announce That Sale of E. M. F. to Morgan Will Not Change Former Policy.

In the May issue of each of the six magazines published by Frank A. Munsey is an advertisement entitled "Walter E. Flanders—Industrial Colossus." It will appear also in Mr. Munsey's four newspapers—the Washington Times, Philadelphia Times, Baltimore News and Boston Journal. The price paid for this single advertisement was \$10,000.

A ten-thousand-dollar ad is rare enough at any time to make the advertising profession sit up. This particular ad would grip the interest of the advertisement writers and the advertisers if it were run free. It is unique. It is probably the biggest reading notice advertisement piece of business ever pulled off—to speak the plain language of the craft.

First of all it is written and signed by Robert H. Davis, the editor of All Story, Scrap Book and Railroad Man's Magazine, associate editor of Munsey's Magazine, Argosy and Cavalier. So far as known, no other editor has ever accomplished a work like this. It may set a new standard for advertisement writing.

The story is plainly marked "advertising." But for this, it might be read as a legitimate magazine news article, one of the series dealing with "Captains of Industry," which was a feature of Munsey's Magazine. Even the professional writer is likely to forget that he is reading a paid advertisement when the swing of the editor's style gets him.

Here is the way the article opens: Somewhere, in the past, an emperor said to his satrap, bending before him: "I have a task for you."

"Sire," responded the obedient one, pressing his forehead to the flag-stones, "if it is possible, it is accomplished. If it is impossible, it shall be accomplished."

Thereupon, having made an imperishable epigram, quite enough to immortalize its sponsor, he curled up and expired, leaving the task undone.

That story belongs to the ages.

The story written upon these pages, the story you are about to read, is an accomplishment of to-day, the full realization of one man's effort, a triumph so far-reaching in its consequences, so vast in its relation to the future, that it sounds like the history of a dream.

One may read a chapter from "The Arabian Nights" and, at once, the mind, wafted upon the wings of imagination, soars into the realms of even greater things, wandering unchecked into the far reaches of infinite space, guided by the genie of fancy. Illusion lures us on, and we are lost in the mists. Not so with the things that are.

I open for you the Volume of Life in the Book of Now. Written upon its leaves is the name of Walter E. Flanders.

Continued on page 5



CLAYTON D. LEE.

FIRST VICE-PRESIDENT OF THE UNITED PRESS ASSOCIATIONS WHO ARRANGED AN ALLIANCE WITH THE BRITISH AND COLONIAL PRESS SERVICE, LIMITED, OF CANADA.

CANADIAN NEWS.

NEW TELEGRAPHIC ASSOCIATION IN DOMINION ALLIED WITH UNITED PRESS.

Patriotic Movement to Break Canadian Pacific Railway News Monopoly—After Ten Years' Effort, Canadian Publishers Succeed in Organizing a Complete Free Press Service—Interview with C. D. Lee.

On Wednesday of this week the United Press Associations sent out the following by wire to its clients:

New York, April 20.—The United Press today concluded a long term agreement with the British and Colonial Press Service, Limited, of Canada, for the exchange of telegraph news between the two countries. Under the agreement the United Press will have at its disposal for use in the United States all of the important news gathered by the Canadian agency, which in turn will have the exclusive use of the United Press service for the afternoon papers in Canada.

The British and Colonial Press Service was recently incorporated at Montreal for the purpose of supplying Canadian papers with telegraph news, both domestic and foreign, its aim being to nationalize the press association business of Canada, and to apply modern press association methods, using American press associations as a model.

Aemilius Jarvis, of Toronto, is the president, and on the directorate and among the stockholders are many of the leading citizens and public men of the Dominion.

This announcement by the United Press marks a vital forward step in a movement which has been agitating publishers and public men of Canada for many years. A representative of THE EDITOR AND PUBLISHER interviewed C. D. Lee, first vice-president of the United Press Associations, who personally arranged the details of the agreement with the new Canadian association. Mr. Lee said:

CANADIAN PACIFIC RAILROAD MONOPOLY.

"This arrangement with the United Press is another forward march in the successful campaign which a strong body of patriotic Canadian citizens and publishers is conducting with the main object of freeing the people of Canada from the self-interested monopoly of the Canadian Pacific Railway and its so-called news service.

"The Canadian Pacific telegraphic service has always been supplied to publishers at a very low rate—as low as \$15 a week for a four thousand or five thousand word daily report. In most cases, the charge for the report did not cover the actual cost of handling the news, but, as the Canadian Pacific Company owns the telegraph system, the loss could more easily be borne. It is commonly reported that the deficit because of the low price of the service has run into hundreds of thousands of dollars annually. It was patent to every thinking Canadian that this loss was endured because the railroad company received other compensation through its power to censor the

PULP WOOD SUPPLY.

Western Pennsylvania Dailies Urge President and Congress to Act.

The Western Pennsylvania Editorial Association, in session at Pittsburgh this week, adopted resolutions urging the President and Congress to such action as will immediately assure a fully supply of pulp wood for American print paper mills.

The resolutions assert that delay until next winter in the settlement of the matter means an increase in the cost of pulp wood and loss to newspapers, which must bear the burden of the added cost.

A copy of the resolutions is to be sent to the Pennsylvania delegation in Congress.

Buys Interest in Kentucky Daily.

Frank P. James, State Auditor of Kentucky, has purchased the controlling interest in the Harrodsburg (Ky.) Republican, taking over the stock held by Lew B. Brown. T. Saunders Orr will be the editor.

WILL MAKE PRINT PAPER.

Capitalists to Build Million Dollar Mill Near Spokane.

It is announced that the paper mill to be erected near Spokane, Wash., by a syndicate of Wisconsin, Illinois, Nebraska, Massachusetts, California and Washington capitalists, will be in operation within a year.

The mill, which is to cost in the neighborhood of \$1,000,000, will have a capacity of forty tons of print paper daily, and the entire output will be marketed in the Western and Pacific States.

It is said that an examination has disclosed the fact that there is an almost inexhaustible supply of raw material in the Spokane country.

Will Boost Arkansas.

The Arkansas State Land Congress has decided to spend \$50,000 in advertising the State, beginning next October. The Gardner Advertising Agency, of St. Louis, Mo., will have charge of the campaign.

telegraph news. Canadian papers have never had an adequate news service as compared with American papers. The C. P. Railway receives the Associated Press report, takes whatever it sees fit of this report and gives it to its clients. Canadian editors have asserted that frequently important news is often notoriously suppressed.

INSURGENT MOVEMENT IN NORTHWEST.

"About two years ago twenty publishers in the Northwest organized the Western Associated Press, with headquarters at Winnipeg, and revolted against the alleged tyranny of the Canadian Pacific organization. They were successful from the start, though they were anathematized by the C. P. organs. They made connections with several American press services and are still operating and seem to have established their independence of the C. P. Railway.

"In Eastern Canada, during the past ten years, several movements have been attempted to establish a complete Canadian service, but the inability of the publishers to co-operate, and the temptingly low price of the C. P. service, have barred the way to success—until this year.

WEALTHY PAPERS GOT THEIR OWN NEWS.

"The fundamental obstacle has been the ability of wealthy and strong papers to gather news through their own private correspondents. Thus a few big papers have been built up and the small papers have been kept back. These big papers hesitated to take part in any movement to organize a good telegraphic service for the benefit of small papers.

"But, at the same time, all Canadian papers, big and little, have suffered by lack of European news—especially news from England, handled from the Canadian viewpoint. Several years ago, chiefly through the effort of J. Ross Robertson, the publisher of the Toronto Telegram, the Canadian government subsidized a small cable service, called the Canadian Associated Press, which now supplies a cable report and charges only the telegraph tolls from the point in Canada where the report is filed. This was the first step in co-operation for a complete press service. It was not entirely adequate.

NEW PATRIOTIC MOVEMENT.

"Recently a number of leading citizens of Canada, government officials and others, organized and incorporated the 'British and Colonial Press Service' and planned to carry on a twenty-four-hour news service, to supply features and meet all of the news requirements of large and small newspapers. The officers of this organization are: President, Aemilius Jarvis; first vice-

president, A. McGoun, K. C.; second vice-president, Hon. J. D. Rolland; honorary treasurer, J. D. Molson; managing director, G. N. Morang. The Board of Directors includes Aemilius Jarvis, Hon. J. D. Rolland, J. D. Molson, Andrew A. Allan, Henry H. Lyman, C. N. Bell, J. M. Clark, K. C.; Archibald McGoun, K. C.; R. L. Richardson, Charles Meredith, the Rev. C. W. Gordon (Ralph Connor) and G. N. Morang.

THE "LIPTON" OF CANADA.

"Mr. Jarvis, the head of the organization, is a banker of Toronto and president of the Royal Canadian Yacht Club, and is pleasantly and enthusiastically referred to by thousands of Canadian sportsmen as 'the Sir Thomas Lipton of Canada.' The other men in the directorate are all prominent in literature, education, business, commerce and professional lines. A. C. Batten, formerly of the Toronto News, has been appointed general news manager. The movement is essentially patriotic.

CANADIAN NEWS FOR U. S.

"The alliance with the United Press Associations will not affect our present arrangement with a number of Canadian papers which we are supplying with news. The United Press will strictly hold to its agreements with these papers.

"Canada is making great strides. The news interests of Canada and the United States are drawing together. Canadian news will grow every day more vitally important to citizens of the United States."

INDIANA WIRE CIRCUIT.

State Members of Associated Press Meet in Indianapolis.

A meeting of the Indiana State Leased Wire Circuit was held in Indianapolis recently to discuss matters pertaining to the Associated Press in Indiana. The president, F. A. Miller, editor of the South Bend Tribune, called the meeting to order.

The election of officers for the ensuing year resulted in the choice of A. J. Monynihan, of the Fort Wayne Journal-Gazette, for president. The papers represented were the South Bend Tribune, Fort Wayne Journal-Gazette, Fort Wayne Sentinel, Marion News-Tribune, Terre Haute Tribune and Terre Haute Star. Harry Beach, of Chicago, superintendent of the central division of the Associated Press, and George M. Cook, manager of the Indianapolis office, were also present.

New Maryland Daily.

An independent daily paper will be launched at Frederick, Md., in the near future. The parties behind the venture are all local men. Fabian Posey, who has been engaged in the newspaper business in Frederick for the past six years, is at the head of the movement. The company will be capitalized at \$25,000.

Veteran Editor Retires.

After thirty years of newspaper work, eleven and one-half years of which have been spent as the proprietor of the Salem (Ia.) News, M. Kirkpatrick has disposed of his newspaper property to S. C. Merrill, of Mount Pleasant, and leaves for his farm in Wisconsin, where he will endeavor to improve his health.

BEGAN CAREER AS REPORTER.

Ex-Governor Recalls Early Experience in Newspaper Work.

Ex-Governor McLean of Connecticut began his career as a newspaper reporter. Recalling some of his early experiences at the meeting of the Connecticut Editorial Association last week he said, among other things:

"My career as a reporter was short but sufficient—sufficient for me, sufficient for my employer and sufficient for the public. I was almost twenty years of age when I started out to tell the world the truth, if I could get it, otherwise to tell it something every day. The world paid me \$7 a week for this service. I paid \$6 of that sum for my board, 75 cents of it for my washing, which left me 25 cents a week to spend in riotous living, and I wore clothes originally draped for my uncle, a man some four sizes larger than myself.

"On the third day of my employment the managing editor called me into his room to give me some good advice. 'You have,' said he, 'been recommended to us as a bright boy, but I regret to say that it has been our experience that the bright boys are the quickest to succumb to the evil influences of city life. If you ever succeed as a newspaper man you will need a backbone.' After a year's service I had a backbone, and that, as my recollection goes, was about all. My working hours extended from 9 a. m. to 9 a. m., Sundays included. I was a failure from the start, not that I spent all of my surplus in health-destroying luxuries; the trouble was worse than that, it was fundamental. I didn't suit the public.

"A reporter should be as accurate as an echo in his repetition of speech—at times; as sure as a photograph in his description of things—when it is wise; omniscient where cause and effect are involved, and always as discriminating as a spectroscope. I was none of these. If I reported a dog fight, the owners of the dogs generally fought on the following day because of my report. If I reported a speech, the speaker would generally buy a revolver and appear at the office soon after he had read his speech in print. If I reported a civic event, the community engaged generally organized a vigilance committee for my removal. At the end of my first quarter I was told by my chief that I was not the editor of his paper; that I was employed to report events in a way that would please the public, and that my unnecessary and emerald-hued comments must be eliminated.

"Of course, I tried to obey, but when my year was up I think everybody was happy—the paper, the public and myself. And yet there has not been a year of the thirty-two that have hurried past me since I tumbled off the bottom rung of the ladder of journalism that I have not looked back at that ladder with longings and regrets."

Sale of New York Sun Denied.

The report that Charles P. Taft, publisher of the Cincinnati Times-Star, and Henry W. Taft, of New York, brothers of the President, had purchased the interest held by the Laffan estate in the New York Sun, has been denied by those in authority on the Sun.

E. J. Garner has purchased the Perry (Okla.) Sentinel.

C. F. KELLY

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

NEWSPAPER REPRESENTATIVE

Suite 7073-7075

Metropolitan Building New York City

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

UNITED TYPOTHETAE.

Annual Convention Will Be Held in Washington Next Month.

President Taft is expected to address the United Typothetae of America, which convenes in Washington May 16. It is expected that five hundred delegates will attend the session.

The Typothetae will endeavor to have Congress pass a law against the free printing of names and addresses on stamped envelopes. The printers claim that by reason of the authorities printing these return cards on the envelopes they have suffered a loss of approximately \$1,500,000.

The local reception committee is composed of Byron S. Adams, chairman; William F. Roberts, George Gibson, Charles F. Crane and R. Beresford.

BALTIMORE EVENING SUN.

New Paper Notable for Large Body Type and Modest Heads.

The first issue of the Baltimore Evening Sun, published by the A. S. Abell Company, made its appearance last Monday.

The editorial announcement said that the Evening Sun is "a new paper only in the sense that it enables the Sun to present its news and views in the afternoon as well as in the morning."

A notable feature of the new paper is the use of large body type and modest headlines. The Evening World, which made its last appearance on Saturday, is absorbed in the Evening Sun.

The Lake Front Booster has made its appearance at Ravinia, S. D.

III
Philadelphia
it's
The Bulletin
"Covers the Philadelphia field at one cost."
FEBRUARY CIRCULATION:
287,963 COPIES A DAY
A copy for nearly every Philadelphia home.
"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

The Charity Organization Society reports that **thirty-three and one-third per cent of the Help and Situation Wanted advertisements are fraudulent.**

The New York Times excludes all questionable or misleading advertisements.

NEW YORK PRESS CLUB.

Noted British Explorer Guest of Honor at Luncheon.

Sir Ernest Shackleton, the noted British Antarctic explorer, was the guest of honor at a luncheon given by the New York Press Club last Monday. In an interesting talk to the members, Sir Ernest said, among other things:

"I am one of the brotherhood. I was editor of the South Pole Times some years ago in the Antarctic. There was no competition, but after a little time the paper's name was changed to the Blizzard. The circulation was not as large as some of your great dailies here, but its readers were conscientious in the way they read it from the first to the last word. There was still another publication with which I had to do—the Aurora. We had no dictionary along, but there was not a single mistake in the spelling of that publication, which we got out at the rate of one page a day until we had 100 pages. We touched on almost every subject in the British as well as other empires, and perhaps we were freer in speaking of some things than we would have been had we been in actual touch with them.

"So I feel I have a right to be one of you. Returning to England, I became a sub-editor. Before that I used to send communications around which would come back 'with regrets' from the editors. I struggled along with attempts at poetry and other things until I found that they didn't want me. Then I went back to exploring again."

Sir Ernest said he was very grateful to the newspaper fraternity for the help they had been to him since he came here to lecture several weeks ago.

"There was one place where I had no audience," he said, "and I was in the same position as Mark Twain tells about regarding a lecture of his. About six months after having delivered the lecture Mark Twain met a man who exclaimed, 'Oh, I was at your lecture.' 'Oh, so you were the man,' replied Mark Twain."

In the visitors' book of the club, where all non-members sign their names and the names of the paper or papers they are connected with, the following entry was made on April 18, 1910: "Ernest H. Shackleton, (paper) Aurora Australis and South Polar Times." The names of the papers were not written by Sir Ernest.

Closed Large Contract.

The Baltimore (Md.) News has just closed what is said to be the largest contract ever written in Baltimore with a local department store.

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

A. N. P. A. CONVENTION.

Large Attendance Expected at Annual Gathering Next Week.

It is believed that not less than five hundred of the leading newspaper men of the country will attend the meetings of the American Newspaper Publishers' Association and the Associated Press in New York next week. The directors of the Associated Press will meet at the Waldorf on Tuesday and the annual convention of the Publishers' Association will begin Wednesday morning in the Myrtle room of the Waldorf.

The joint banquet of the A. N. P. A. and the Associated Press will be held in the grand ball room of the hotel on Thursday evening, beginning at 7 o'clock. Previous to the dinner a reception will be held in the Astor gallery. President Herman Ridder will preside, and N. C. Wright will act as toastmaster.

The meeting will be called to order by Frank B. Noyes, of the Associated Press. The list of speakers include the Rev. Dwight Hillis, Mayor Gaynor, Woodrow Wilson, president of Princeton University, and George Ade.

JOHN BUDD.

Owner of the Smith & Budd Special Agency.

Announcement was made last week of the retirement of William H. Smith, of the Smith & Budd Company, well-known special agents of New York. Mr. Smith had not been active in the affairs of the company for some time, his interest having been taken over more than a year ago by his partner, John Budd. The withdrawal of Mr. Smith causes no changes in the organization of the agency, which is continued under the sole direction of Mr. Budd as president and general manager.

The agency was organized in 1908, succeeding the Smith & Thompson Agency, and rapidly gained prominence in the special field. It maintains offices in Chicago and St. Louis as well as in New York. From its inception it adopted the policy of representing papers of known circulation, and the distinguishing mark of the "red seal" has grown to mean much to advertisers and general agencies.

MAYFIELD RESIGNS.

Quits St. Louis Office of Newspaper Union on Account of Ill Health.

E. O. Mayfield, manager of the St. Louis office of the Western Newspaper Union, has resigned, effective May 1, and will return to Omaha, his former home.

Mr. Mayfield was formerly connected with the Omaha World-Herald, but resigned six years ago to take charge of the Kansas City office of the Western Newspaper Union. When the Western absorbed the A. N. Kellogg Newspaper Company, Mr. Mayfield went to St. Louis, where he consolidated the two plants. The St. Louis branch is one of the largest that the Western operates, and it is said that Mr. Mayfield made a record as manager.

Will Be Issued Twice a Week.

The Manitowoc (Wis.) Post, a German paper owned by Emil Baench, will be published as a semi-weekly in the future.

CHARACTER OF THE EDITOR.

Basis of His Newspaper's Success or Failure.

"The day of a Dr. Jekyll and Mr. Hyde occupying the editorial chair of a country newspaper has passed," declared Charles F. Scheers, publisher of the Akeley (Minn.) Herald-Tribune, at the recent meeting of the Minnesota Editorial Association.

"The character of the editor, no matter how much ability he may possess, is the basis of his newspaper's success or failure. If successful, the essential qualifications, besides printing a good newspaper, must be a clean, irreproachable character; a man of unquestionable integrity. The name of the paper and its editor are inseparable; many times the editor is even more prominent than his paper. The paper stands for just what the editor stands for, as judged by a penetrating, keen-eyed public.

"There is no more systematic institution in the world than the well-conducted daily newspaper, and even the retired or has-been printer, who has the opportunity to enjoy the privilege, looks on the 'closing up' of one of these great papers with unconcealed joy.

"The distinctions which there exist between one man and another are not artificial, but natural and necessary; foreman and editor, battery boy or proofreader and compositor, if they converse together at all, converse as friends and equals; and the posts of honor are posts of difficulty. Such greatness and harmony among men means success in the publication of a great city paper.

"In the preparation of the copy, however, brought in by the army of reporters, the names of those who have made successes or failures usually have no greater weight with the city editor than its news value, and to me one of the failures in the great daily is in not giving more individuality to the staff of editors employed in filling their respective columns with editorial gems.

"Anyone who has had to do with the press is aware that articles in newspapers are of two kinds, namely, those written for a purpose not avowed, and those which are written spontaneously, from the impulse and convictions of the writer's own mind. And anyone who has written articles of both descriptions is aware, further, that a man who is writing with perfect sincerity, writing with a pure desire to move, interest or convince, writes better than when the necessities of his vocation compel him to grind the ax for a party or an individual.

"There is more or less ax grinding done in every newspaper office and a perfectly independent newspaper never existed. To my mind the ideal editor is a hater of meanness and wrong, a lover of man and right, with a power of expression equal to the intensity of his hate and the enthusiasm of his love."

Stock Company to Buy Paper.

A stock company of business men has been organized to purchase the Fairburgh (Ga.) Campbell News, the weekly official paper of Campbell county. A temporary organization has been effected, with Dr. J. T. Longino as president and W. J. Campbell secretary and treasurer. The News was established in 1871.

WHAT'S THE MATTER WITH PASTE?—No. 1

You could fill \$200.00 worth of this space giving the answer, even if you ran it in nonpareil, unless it's JELLITAC. Then you could tell it all in one word—Nothing! It's so tremendously different we're willing to spend a lot of hard-made cash right here to tell you about it. Once you try it, all those dollars will come back to us—in time. Write us now if you can't wait to hear the story told. JELLITAC itself is the whole story anyway.

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

GEN. CLARKSON RETIRES.

Surveyor of the Port of New York Since 1902.

Gen. James S. Clarkson, former Iowa editor and Surveyor of the Customs for the port of New York, retired from that office on last Monday by reason of the expiration of his term. He was first appointed to the office in 1902.

More than five hundred friends and fellow-workers in his office gathered to say farewell and Inspector Frank Murphy, in behalf of the employes, presented the General with a giant silver loving cup, overflowing with roses, amidst which reposed a handsome gold watch.

Mr. Murphy stated that while the intrinsic value of the gifts was small, the motive of esteem and affection behind them would represent a fortune to any man. General Clarkson responded feelingly.

TWENTY YEARS OLD.

Wisconsin Students' Daily Issues Anniversary Edition.

The twentieth anniversary of the first issue of the Daily Cardinal, the newspaper published by students at the University of Wisconsin, was marked Saturday by a special issue of twelve pages of special features in addition to the usual news.

Articles on the history and growth of the publication were contributed by President Charles R. Van Hise, by W. G. Bleyer, of the course in journalism; by John B. Sanborn, of the law school, and other members of the association which has supervision of the management of the paper.

German Paper Sold.

The Oshkosh (Wis.) Telegraph, one of the oldest German papers in the State, has been sold.

1909

BIG YEAR OF THE
Big German Daily
 PHILADELPHIA
German Daily Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising. 350,000 Germans in Philadelphia can be covered thoroughly by using the

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

IDEAL NEWSPAPER

Does Not Exist, Declares Major Hemphill—Newspapers Are in Business for Money There Is in It—Press a Beggar at the Door of Patronage.

In the first Bromley lecture for this year at Yale University last Wednesday evening, Major J. C. Hemphill, editor of the Richmond (Va.) Times-Dispatch, made a plea for cleaner journalism and for greater broadness in the handling of articles, and especially political articles by the newspapers. Major Hemphill's subject was "The Public and the Press." He said, among other things:

"There is no such thing in this country, speaking exactly, as broad-mindedness. We all have our own point of view, and, while it is true that beyond the Alps lies Italy, few of us have ever moved out of the valleys in which we live. Some of us are growing out of our surroundings, are breaking away from the traditions of the past, are seeking to escape from the mists which have beclouded our vision, and are praying for an ever-expanding conception of American citizenship.

IN BUSINESS FOR MONEY.

"The press in these abundant times, speaking generally, is in the business for the money there is in it. The most potent force in shaping and directing the thought and sentiment of the country, it is yet a beggar at the door of patronage. Little or no independence is actually possessed by the journalists who preach independence. It must be said, however, to the credit or discredit, as you please, of the public, that it reflects largely the character of the newspapers by which it is served.

"Here and there, possibly, there may be a newspaper or periodical of some sort that measures up to what the press should be; but it will be found that, with but few exceptions, even among this gradually but steadily decreasing band, the sense of public approbation is small and the struggle for existence hard. The press of the country has kept step with the progress of the country, up and down—up in the size of the newspapers and economic waste, and down in disregard of individual rights and in shameless surrender to the vulgarities of what the cheap people, with which this country is crowded, call the higher social life. Its mission ought to be the elevation of the public; instead, it advertises its degradation; fairly shrieking against any restriction upon its liberty, it converts its liberty into license. Broadly speaking, the most sensational and irresponsible newspapers make the most money, and there has been noted for years the gradual degradation of the American press to the American level. Some of the cleanest and most self-respecting newspapers are published in New England; but even here the tendency of those who are interested

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

in the development of our civilization. "In the opinion of Samuel Bowles, the founder of the Springfield Republican, 'the press seems to be the best, if not the only, instrument with which honest men can fight' the corporations which would control the processes of government in the interest of political adventurers and worthless stock gamblers; but now, as when Mr. Bowles wrote, we have much to fear from the good nature, the subserviency, the indifference, the indisposition of American journalism.

NO IDEAL NEWSPAPER.

"The ideal newspaper does not exist; it is doubtful that it ever will. The newspapers of to-day, like the churches, represent this or that view of political questions; this or that industry or individual, or section; they possess the enthusiasm of advocates; they lack the wisdom of the judge.

"There is no profession so exacting, none requiring so extensive and accurate knowledge of history and philosophy and political economy, none calling for so great patience of opposition, such clearness and firmness of judgment, such courage of conviction and such careful regard for the rights of others.

towards a lower conception of journalism cannot have escaped the ob-

"It is the proper function of the journalist to inform, to instruct, to persuade, to lead. He should be the champion of every good cause, the open enemy of every bad one. In times of great popular excitement, he should stand against the mob. It requires courage of the highest order to do this. But for the excesses of the yellow press, and those who followed it, President McKinley would not have been driven into the war of criminal aggression which has changed the landmarks of our history. That is why, in my opinion, the newspaper should be in fact the judge and jury and not the swift witness or the paid counselor in the case on trial before the people.

MISREPRESENTATION FOR PROFIT.

"There is not an old man or a young man in this audience who has ever known the issues involved in a political campaign to have been fairly presented by the opposition press.

"That newspaper is unworthy which for personal profit or political gain for itself or its party misrepresents the position of a professional or political rival; that follows any particular course because it is 'popular'; that joins in the defamation of any man because there is something to be made out of it, either in the way of increased circulation or adventitious importance.

"The ideal newspaper is the newspaper which holds the country above any political party.

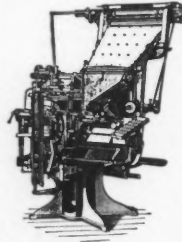
"Speaking generally, and without calling any names, there is not a journalist, except the one who is not in the business, who does not hold his kindness, his honesty and his fearlessness under prudent restraint, who does not keep his ear to the ground, that he may catch

'the brave music of a distant drum,' who does not take the cash and let the credit go.

THE TRUE IDEAL.

"What both newspaper makers and newspapers readers most need, if they would reach the best settlement of the questions in which they are interested, is not party spirit or sec-

LINOTYPES Have economized and simplified the work of the composing room.



By equipping your machines with

HEAD LETTER and

ADVERTISING FIGURE

attachments, and making all your own display type with a

NUERNBERGER-RETTIG TYPECASTER

YOU CAN INCREASE THIS ECONOMY AND SIMPLIFICATION TO THE ULTIMATE.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

EDITORS' WEEK.

University of Missouri Plans Conference for Newspaper Makers.

Every present and prospective newspaper maker in Missouri has been invited to attend the Editors' Week conference at the University of Missouri May 9 to 13. A special program of great interest has been prepared. The morning hours during the entire week will be given over largely to classroom lectures and assigned laboratory work dealing with the production of the University Missourian, the afternoon daily issued by the students of the school of journalism. There will be classes and lectures at the university upon newspaper making, reporting, copy reading, editorial writing and a special series by an expert upon ad writing, with particular reference to the preparation of copy for the retail merchant.

In the afternoons there will be discussions of "The News from the City Editor's Viewpoint," presented by Henry F. Woods, of the St. Louis Republic; Pope Y. White, of the St. Louis Times; W. M. Ledbetter, of the St. Louis Globe-Democrat; C. C. Calvert, of the St. Joseph News-Press; William V. Brumby, of the St. Louis Star; C. D. Cline, of the Kansas City Journal, and George B. Longan, Jr., of the Kansas City Star.

Following this will be discussions of problems of country journalism by leading country editors, the special subjects being "Advertising," "Circulation," "News," "Editorials," "Office Equipment" and "The Country Daily."

At the night sessions noted editors from other States, including Medill McCormick, of the Chicago Tribune; Victor Rosewater, of the Omaha Bee, and Lafayette Young,

tional fervor, but broad tolerance of opinion and speech.

"In the midst of all the excitement of the Civil War period, there was a great lawyer in Charleston, born in the county of John C. Calhoun, a graduate of Yale College, by the name of James L. Petigru, who was a Federalist, preaching his view of the Constitution and the limitations of the rights of the States, undismayed by the clamor all about him, and undisturbed by the friends and neighbors who respected him for his courage of conscience and his fidelity to himself. When he died he was buried in St. Michael's churchyard while the guns of the enemy were thundering at the gates of his beleaguered home, and on the stone standing at the head of his honored grave there is written these words:

"In the great Civil War he withstood his people for his country, but his people did honor to the man who held his conscience higher than their praise, and his country heaped her honors on the grave of the patriot to whom, living, his own righteous self-respect sufficed, alike for motive and reward."

"In that epitaph, it seems to me, is to be found the spirit which should control not only the conduct of the newspaper makers, but of the newspaper readers who have any proper conception of true American citizenship."

Press Club Officers Entertain.

The newly elected officers of the Denver Press Club gave the annual breakfast to members last week. There was a large attendance of old members and twenty-four applicants were admitted to membership. Senator John S. Irby, president of the club, presided.

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

AMERICAN INK CO. - 12 Duane Street

\$10,000 AD.

(Continued from page 1.)

ers, birthplace, Rutland, Vermont, age thirty-nine, nationality American; station of life, son of a country doctor, and poor. His ancestors were French, but their descendant belongs to the New World era.

All that follows is a true story, woven from the career of a living personality. The recent sale of the E. M. F. Company to J. P. Morgan was one of the big events in the automobile world. The first questions asked by thousands connected with the industry were: "What will Morgan do? What is Flanders planning, the man who built up this great company?"

The advertisement answers both questions. Flanders will remain in charge. The story subtly proves the splendid capacity of Mr. Flanders, and then assures the public that he will go on doing the kind of things he has done in the past.

The article is a triumph in paid advertising. Any man might well be proud to have such a history written about him. In a business way, it fixes the attention of the public upon the E. M. F. Company, and that is the main thing, even when a brilliant editor writes the advertisement.

INDIANA EDITORS MEET.

Organize Congressional District Republican Editorial Association

Republican editors of the Thirteenth Indiana district met in South Bend recently and organized the Thirteenth Indiana Congressional District Republican Editorial Association. F. A. Miller, editor of the South Bend Tribune, was elected president, and O. B. Bassett, editor of the Elkhart Review, was made secretary.

The association is formed to keep the editors of the district in closer touch with each other, particularly in the approaching State and Congressional campaigns. The next meeting will be held in June in Rochester.

The following editors attended the South Bend meeting: John L. Moorman, Stark County Republican; O. B. Bassett, Elkhart Review; I. B. Landis, Nappanee Advance; H. H. Mosier, Bristol Banner; J. W. Messimore, Syracuse Register; S. E. Boys, Plymouth Chronicle; C. W. Riddick, Winamac Republican; Judson Fitzpatrick, Francesville Tribune; Albert W. Bitters, Rochester Republican; E. A. Jernegan, Mishawaka Enterprise; W. A. Endley, Walkerton Independent; F. A. Miler, South Bend Tribune.

Arkansas Consolidation.

The Pocahontas (Ark.) Clipper, owned and edited by Roy L. Elliott for the past six months, has been absorbed by the Pocahontas Star-Herald, published by L. F. Blankenship.

A WEEKLY CARTOON PAGE To Editors

How would it do to publish once a week, or oftener, a Cartoon of local interest?

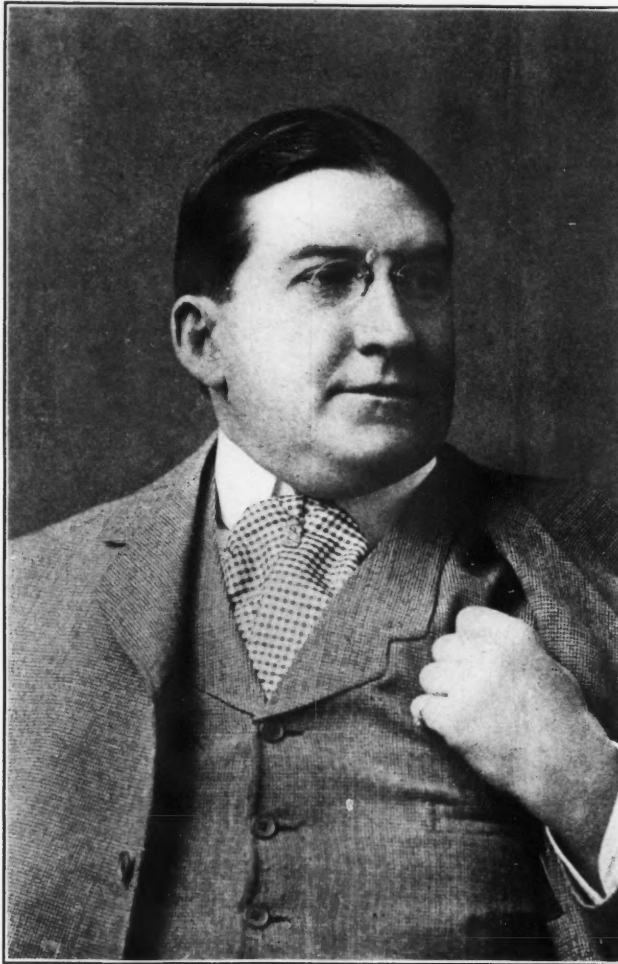
This could be a sort of Review or Reminder of previous local news. Such a page would make a hit. It would be new. Try it one week and see how it works out.

Send us such items as you select for illustration and we will do the rest in good shape.

Original work only.

No Stock or Syndicate drawings.

THE ETHRIDGE COMPANY
Madison Square Building, New York City



ROBERT H. DAVIS

MAGAZINE EDITOR WHO WROTE THE \$10,000 ADVERTISEMENT OF THE "E. M. F." AUTOMOBILE COMPANY, WHICH APPEARS IN THE FRANK A. MUNSEY PUBLICATIONS.

LOUISVILLE AD CLUB.

Members Hear Instructive Talks on Newspaper Advertising.

The regular meeting of the Louisville Advertisers' Club last week was largely given over to a discussion of "Newspaper Advertising." Among those who gave entertaining and instructive talks on the subject was B. A. McCraeken, who declared that, from the standpoint of the department store owner, newspaper advertising brings better results than any other form of advertising.

He said, in part: "A large department store in a city the size of Louisville spends from \$50,000 to \$75,000 a year in newspaper advertising. The department store, aside from the daily newspaper, gets good returns from the religious press. The theater program is not so good for advertising as the newspaper, for as a general rule, theater-goers are not in a receptive mood when reading the advertisements in the theater."

Frank D. Caruthers Recovering.

Frank D. Caruthers, assistant business manager of the New York World, is recovering from an operation for double hernia performed April 12 by Dr. Torek at the German Hospital. This operation was made necessary as a result of a minor street car accident that happened some time ago. Mr. Caruthers expects to be back at his desk by May 10.

CHASTISED LONDON TIMES.

Irishman with Grudge Hurlled Brick Through Window.

Horace Davis, an Irishman, made a call at the office of the London Times one day last week and asked to see the editor. On being told that the editor did not arrive at his office until evening, Davis threw a brick through a window, breaking the glass. He was arrested and taken to the police court. The magistrate asked him:

"What grudge have you got against the Times?"

"Every decent Irishman has a grudge against the Times," the prisoner retorted. "I know that this is no place to talk politics," the prisoner continued, "but I am thinking about Piggott."

Ed. L. Keen in New York.

Ed. L. Keen, for ten years manager of the Washington Bureau of the Scripps-McRae organization, was this week transferred to New York as New York news manager of the United Press Associations, succeeding E. T. Conkle, who will be assigned as manager of one of the big Western divisions. W. W. Hawkins, formerly manager of the Pacific Coast division, succeeds Mr. Keen at Washington.

The Cumberland (Wis.) Eye, published for the past year by G. Gunderson, has suspended publication.

WASHINGTON AD LEAGUE.

David G. Evans, of Success, Delivered Interesting Talk to Members.

David G. Evans, of Success Magazine, was the chief speaker at the fortnightly luncheon of the Washington (D. C.) Advertising League, held last week at the Hotel Raleigh.

Mr. Evans' subject was the "Space Peddler," who, he said, was an important personage fast becoming a factor in all lines of commercial enterprises. He also took occasion to deprecate the means used by a small number of solicitors who, Mr. Evans stated, do great harm, not only to their own employers, but to the advertising business in general, by misrepresenting conditions and making false promises to their prospective clients.

Mr. Evans also spoke of the stand being taken by many of the leading magazines in their effort to refuse to handle the advertising of any concern not being in readiness to conduct a campaign of advertising as it should be, and that no advertising of an objectionable character or that might not stand proof as to its honesty and freedom of fraud would find space in their columns at any price.

Among those present were: John E. Shoemaker, M. H. B. Hoffman, E. Lester Marx, George Deatle, Ernest Johnson, Harry C. Stiles, Frederick C. Hitch, R. G. Hunt, D. S. Porter, A. H. C. Fay, W. W. Norman, Edwin H. Etz, M. A. Leese, F. J. Marble, J. White Herron, William P. Heartley, Charles C. McLaughlin, A. C. Jones, Charles Laurens, Frederick Lincoln, M. A. Kettler, Charles P. Hancock, Byron W. Orr and R. R. Eastman.

Made Private Secretary.

Charles Sandburg, a Milwaukee newspaper man and formerly an organizer for the Social Democratic party, will be private secretary to Milwaukee's new Socialist Mayor, Emil Seidel. He has been a frequent contributor to the Social Democratic Herald and has done other literary work for the party. He was at various times during the past year reporter for the Daily News, Journal and Sentinel. The position pays \$1,200 a year.

Enlarge Building.

The building occupied by the Waukegan (Ill.) Gazette has been enlarged to give the paper much needed room. The publishers are running a popular baby contest to boom circulation.

Ohio Weekly Sold.

Emerson Campbell, of Martin's Ferry, O., and W. H. Vance, of Belmont, have purchased the Belmont County News, published at Shadyside. Mr. Campbell will be the editor and Mr. Vance the business manager.

Botfield Engraving Co.

29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

Best Work at Lowest Price

Let us estimate on your next order.
Once a customer always a customer.

WIELDS GREAT INFLUENCE.**Daily Newspaper Is Only Text Book in Many Homes.**

In the course of a talk to the members of his congregation recently, the Rev. B. V. Black, pastor of the Union Church in Duluth, Minn., discussed the effect of newspapers upon the daily life. He said, among other things:

"The newspaper is one of the three great factors influencing our social and political life. It is the one visitor that enters every home of both the rich and poor, with the latest messages of the world. To many individuals its sheets constitute their only text book, their only Bible and their only code of ethics. The very fact that no enterprise is ever undertaken without the support of the press is an evidence of our recognition of the tremendous influence which the newspaper wields. The statement that 'our government and its legislation are directed by the press of the country' is not far from the fact. The larger part of our conversation in all walks of life is consequent to our newspaper reading.

"However, there is a strange paradox existing. While the newspaper influences public opinion it is on the other hand peculiarly subservient to the public opinion. The apology of the editorial staff, that they must produce that which meets the public demand, shows to what extent the newspaper is the servant of the public.

"It is suicidal to its own interest to fill up its sheets with that which is uninteresting to the popular mind. For this reason the newspaper to be true to its name must supply the popular mind with the most recent news from any source. This fact places before the newspaper a temptation to open up its columns to anything that will make exciting reading. The popular taste is morbid and sensual. Its great demand is for the sensational. For this reason the reports in our papers are to a more or less degree sensational.

"The two recent innovations in newspaper work are the noonday extra and the Sunday comic supplement. The very makeup of the noonday supplement is such that it immediately attracts the eye and becomes a ready seller. Every item of news is tersely written in flaring headlines that it may be read by the popular crowd during the luncheon hour. The little newsboy of our street understands the popular taste, and cries out 'all about the greatest sensation!' From a financial standpoint this innovation must be a great success. The popular crowd is always willing to pay for anything new and exciting. The popular taste also demands that

which is amusing. In the idle moments which hang heavy upon its hands it demands something which will break the monotony of life. It has been extremely pleased with this comic supplement in meeting its demand.

"The cartoon is, as a rule, a splendid thing, but it is also abused. The disposition to caricature prominent characters in a ridiculous attitude lowers our sense of respect. It cheapens the dignity of some of the best people. Our local papers are freer from that than most city papers.

"It is psychological law that to advertise any evil is to emphasize that evil. This law makes the newspaper liable in responsibility in the increase of crime. Throughout the country there are hundreds of cases of individuals disposed to certain crimes who await only some reported attempt in that line to incite them into its committal. During the recent kidnaping case in Philadelphia there were many minor attempts at kidnaping throughout the country. This psychological law explains the reason for this. When a prominent police official in New York was assassinated, the 'Black Hand' society everywhere seemed aroused to increased activity. Three small boys recently attempted to hang a playmate of theirs. They had read in the paper of the hanging of a negro down South. It is impossible to calculate the tremendous increase of crime, because of the publicity given to it through the press.

"Such reading matter as that found in our papers is depressing upon even the more refined. To read anything unfortunate inevitably lowers our mental and spiritual vibration. We cannot be our best if we permit anything to enter our minds which is corrupt. The spirit of pessimism is the outgrowth of this mental depression. The continued report of scandals and new municipal exposures leads us to feel that the world is getting worse. The facts are to the contrary, but if we are to feel that moral decay is the inevitable outcome of this country our support as enthusiastic citizens will wane. We need to read of the wonderful good occurring every day in this nation. These reported scandals are not the result of an increased corruption. They have always existed but have just become known.

"There is a great deal that is good in the newspaper. The person of cultured taste does not care to read that which is unfortunate. He finds much else of a nobler strain to interest him. Like in everything else we discover just what we are looking for. We can find either the good or bad in the newspaper. The reader is to determine what he is to get out of the paper. I am most happy over the disposition of the press to recognize the good and it is exerting. I would not want them to run a paper as Christ would run it, for I am impressed that Christ would not run a newspaper. He would trust to the ability of the existing management to do that themselves. In many daily papers the Sunday school lesson is recorded. Pages are devoted to religious activity throughout the world. I had rather read these pages than some religious journals, for it avoids the sectarian bias of the denominational papers. By the press all forms of philanthropic work are encouraged. The management of the newspaper as a rule invites all news that is helpful to society."

GILBERT M. HITCHCOCK.**Interesting Sketch of Noted Editor and Congressman.**

The current number of Hampton's Magazine prints the following sketch of Gilbert M. Hitchcock, editor of the Omaha (Neb.) World-Herald:

Gilbert M. Hitchcock, editor of the Omaha World-Herald and Representative in Congress of the Omaha district, was wise in his selection of ancestors. His father, Phineas W. Hitchcock, was one of the pioneers of Omaha, and at an early date became seized of a large quantity of real estate into which the development of Omaha injected a preposterous amount of unearned increment. So it came about that when Gilbert M. Hitchcock was born in Omaha, in 1859, his father was already a leading citizen and well on the road to fortune.

Gilbert was educated in the public schools of Omaha, spent considerable time in a German university, and was graduated from the law department of the University of Michigan. He had no possible occasion to make himself useful in the world, if it was merely his desire to be comfortable. But he decided early that he would practice law, and on leaving college he opened an office in Omaha. To add to the complications besetting his way to real usefulness in the world, he compounded the misfortune of being a rich man's son by marrying the daughter of one of Omaha's oldest and wealthiest families, Miss Jessie Crouse, whose father was afterwards Governor of Nebraska.

Even the imminence of a fortune of his own and another on his wife's side could not dissuade this interesting young man from the notion that he ought to do something on his own account. He presently discovered that he did not care much about practicing law, and that he did want to be a journalist. So when he was only twenty-six years old he established the Omaha Evening World.

Omaha was growing fast, competition was vigorous, and the young publisher soon discovered possibilities of which he had never dreamed concerning the financial liabilities incident to establishing a great daily newspaper.

However, he went cheerfully ahead, running his paper to suit nobody but himself, advocating the things he believed for no better reason than that he believed them, and opposing the things in which he did not believe, without reference to their prestige or power.

When the Evening World was four years old its proprietor took over the Omaha Morning Herald, hyphenated the title, and became editor, proprietor and publisher of the morning, evening and Sunday World-Herald.

Being a born progressive, and a Democrat by inheritance as well as choice, his newspaper was a frank exponent of policies which were then variously called radical, populist and anarchistic. Nowadays those same policies are referred to as progressive, or constructive, and are highly respectable.

It is not many years since the proposal that a city ought to own its waterworks system was regarded in the best circles as the extreme of economic fallacy. Likewise, we need to hark back but a brief span to the time when it was anathema to suppose that the town council possessed power and right to fix the price of

gas and electricity, to determine how many street car tickets should be sold for a quarter, or to promulgate the awful idea that the State had authority to make a schedule of rates which the railroads must accept.

Well, Mr. Hitchcock's newspaper was for all these "dangerous" things. It takes a long time to convince a community that a man is willing to lose money advocating the things he believes, when he might make money advocating those he did not believe. That is something the people will always learn in time. In the case of Gilbert M. Hitchcock they at last became convinced; and just about that time the balance sheet in the counting room of Mr. Hitchcock's newspapers began to be written in black instead of red. To-day the Omaha World-Herald is one of the big, solid, stable, highly profitable newspapers of the country.

When a gerrymandered district retired Williams Jennings Bryan after a meteoric career in Congress, Mr. Hitchcock, recognizing in the young man those elements of intellectual and moral leadership which have since made him three times a candidate for president, secured Mr. Bryan as acting editor of the World-Herald. That was Mr. Bryan's introduction to the newspaper business, though it was only an incident in the course of the long friendship between the two men.

Eight years ago Mr. Hitchcock was Democratic nominee for Congress in the Omaha district, and was elected. Two years later he was defeated, and since that time he has been twice elected. Being a sincere and earnest student of affairs, he has been an active and very useful member of the House. Early in the present session of Congress he introduced the resolution which brought about the Ballinger-Pinchot investigation that has uncovered so remarkable a condition of affairs in the Interior Department.

A few weeks ago Mr. Hitchcock announced himself a candidate for the Democratic nomination for Senator from Nebraska. Mr. Bryan will not run. The Legislature chosen this year will elect the next Senator. The present Legislature is overwhelmingly Democratic and the State is close and uncertain.

In all probability he will be his party's choice, and will take the lead in one of the most interesting contests in the nation the coming autumn.

New Cashier of United Press.

W. E. Moss, formerly of the San Diego (Cal.) Sun, who has been connected with the New York office of the United Press Associations for the past year, will succeed Miss L. Price as cashier of the associations.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

The Evening Wisconsin

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

Its average, daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

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

MARK TWAIN DEAD.

Noted Author and Journalist Succumbs to Angina Pectoris.

Samuel Langhorne Clemens (Mark Twain), noted author and former newspaper man, died at his home in Redding, Conn., last Thursday evening of angina pectoris.

Samuel L. Clemens was born in Florida, Mo., in 1835. When about two years old his family moved to Hannibal, a town on the Mississippi later made famous in "Life on the Mississippi" and other books. While but a boy he became an apprentice in the office of the Hannibal Courier and later worked as a compositor in various Eastern cities. He went to Nevada in 1861 and became city editor of the Virginia City Territorial Enterprise. It was while on this paper that he began the use of the pen name that later became so widely known.

Moving to San Francisco, he became identified with the Morning Call, varying his writing with prospecting trips. In 1867 he published the "Jumping Frog of Calaveras County and Other Sketches."

His first long book was "Innocents Abroad," first written as a series of letters to his paper descriptive of a trip to the Mediterranean and the Holy Land. He was married to Miss Olivia Langdon, of Elmira, N. Y., and for two years was editor and proprietor of the Buffalo Express. He moved to Hartford, Conn., in 1871.

His next books were "Roughing It," which was published in 1872, and "The Gilded Age," written in collaboration with Charles Dudley Warner. It is said that Mr. Clemens considered the latter his best effort. It contained the character of Col. Mulberry Sellers, a sort of American Micawber, who became a national character.

His next books were "The Adventures of Tom Sawyer," published in 1876, and the "Prince and the Pauper," issued six years later. "Life on the Mississippi" was published in 1883 and was largely an account of his experiences as a river pilot. In 1885 "The Adventures of Huckleberry Finn" came out. It is considered by many his best work.

Other books were a satire entitled "A Yankee at the Court of King Arthur," "The Million Pound Bank Note and Other Stories," "Pudd'nhead Wilson" and "The Man That Corrupted Hadleyburg." He was also a frequent contributor to the magazines.

A Kentucky Change.

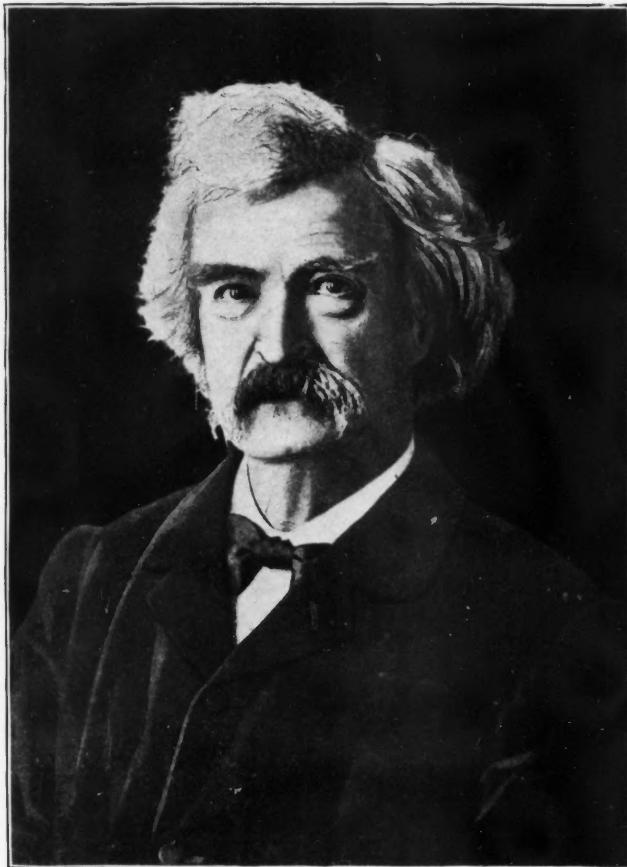
H. A. Richardson, for the past year publisher and editor of the Campbellsville (Ky.) Taylor County Enquirer, has disposed of his interest in that paper and will take control of the Danville (Ky.) Advocate.

Headquarters for
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We manufacture the best line of
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DISCOUNTS ON APPLICATION.



SAMUEL L. CLEMENS

NOTED AUTHOR AND JOURNALIST, WHOSE DEATH REMOVES PROBABLY THE MOST PICTURESQUE LITERARY FIGURE IN AMERICA.

METROPOLITAN MISTAKES.

Queer Statements in News Columns of New York Papers.

Franklin P. Adams, of the New York Evening Mail, continues to gloat over the slip-ups in pieces which are printed in the other papers in the metropolitan district. The following paragraphs were clipped from Mr. Adams' column, "Always in Good Humor," this week:

"But," says yesterday's American, sententiously, "when Lincoln said in his Gettysburg speech, 'With malice toward none, with charity toward all,' it came from the depths of his great soul." Indeed it did. Also from the second Inaugural Address.

The magistrate said, however, that it was more than likely that the French courts would take the attenuating circumstances into consideration.—New York (N. Y.) Call.

From the Brooklyn (N. Y.) Eagle: "Night and day throughout the month of March 125 immigrants an hour poured into the United States by way of Ellis Island alone. That's a couple every second." Or 5,356,800 for the month, according to the Eagle.

Beginning with next week, the Review will be issued on Friday (instead of Saturday), and will be delivered, by carrier, on Thursday evening.—Roselle Park (N. J.) Review.

Elected to Membership in A. N. P. A.

The Boise (Idaho) Statesman and the Johnstown (Pa.) Tribune have been elected to membership in the American Newspaper Publishers' Association.

LIST OF AUTO OWNERS.

New York Paper Prints Daily Directory of Registrations.

A novel feature in New York is the daily printed list of automobile registrations at Albany in the New York Evening Post. Full information is given about each auto—the number, owner and his address, manufacturer's title, and horsepower. The number of registrations have averaged about 175 a day. The matter is handled as news.

It is claimed that the feature appeals keenly to all the motor car cult of New York. Also, it is said, salesmen for hundreds of manufacturing and commercial houses which deal in supplies for motorists, get the paper and scan the list, which is a valuable directory for salesmen.

Will Give Vaudeville Entertainment.

The Rochester Ad Club will give a vaudeville entertainment on April 30 for the benefit of the Public Health Association. The club's membership includes many of marked dramatic ability and the event promises to be one of the most enjoyable club affairs of the season. Among those who will take part are Sidney Lewis, George P. Culp, Mark A. Daly, Guy Ellis, George Wilding, Chester Griffith, Chester Craigie, Reginald Gilman, Fred Will, Jr.; Harry Gilman, R. M. Barstow, Clinton G. Fish, Julius Stoll, Theodore Pevear, Harry Goodwin, H. C. Connette and others.

A SCOOP IN 1781.

First Newspaper Exclusive Told of Surrender of Cornwallis.

Below is perhaps the first newspaper "exclusive story" ever printed in Newport. It tells how the news of Cornwallis' surrender of Yorktown traveled to New England by way of Newport and Providence, being announced in Boston on October 26, 1781, by flyers, of which there follows a verbatim copy. These flyers were sheets about ten by seven and one-half inches in size. They were printed, it appears by the copy below, by N. Willis, grandfather of Nathaniel Parker Willis, the poet and journalist. He was born in 1755 and died in 1831; was one of the famous Boston "tea party," and subsequently was a journalist in Ohio many years. The document from which the copy below was made is a well preserved one, time-stained, but perfectly intact, and compares curiously with the newspaper extras which in these times announce extraordinary events to the public:

Boston, October 26

A Gentleman who arrived here this Morning from Providence, has favored us with the following

Important Intelligence!

Providence, October 25, 1781. Three o'clock p. m.

This Moment an Exprefs arrived at his Honor the Deputy Governor's from Col. Christopher Olney, Commandant on Rhode Island, announcing the glorious Intelligence of the Surrender of Lord Cornwallis, and his Army, an Account of which was printed this morning at Newport, and is as follows, viz:

New-Port, October 25, 1781.

Yesterday afternoon arrived in this harbor Capt. Lovett of the schooner Adventure from York River, in Cheapeake Bay, which he left the 20th instant, and brought us the glorious News of the Surrender of Lord Cornwallis and his Army Prisoners of War to the Allied Army, under the command of our illustrious General and the French fleet, under the Command of his Excellency, the Count de Graffe.

A cessation of arms took place last Thursday, the 18th instant, in consequence of propofals a cessation of Twenty-four Hours—but Two only were granted by his Excellency Gen. Washington—the articles were completed the fame day, and the next day the allied army took possession of York-Town.

By this Glorious conquest Nine Thousand of the Enemy, including Seamen, fell into our hands, with an immense quantity of warlike Stores, a forty Gun Ship, a Frigate, an armed Veffel, and about One Hundred Sail of Tranports.

Printed and fold at N. Willis' Printing Office.—Providence Journal.

The Pittsburg Press
HAS THE LARGEST
CIRCULATION IN PITTSBURG
Daily and Sunday
Foreign Advertising Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, N. Y. Boyce Bldg., Chicago

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

Entered as second class mail matter in the New York Post Office.

J. B. SHALE, Editor. PHILIP R. DILLON, Associate Editor. R. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

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

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NEW YORK, SATURDAY, APRIL 23, 1910.

PARNELL AND THE LONDON TIMES.

Many newspaper men still active recall the fierce campaign by the British press against that powerful and fascinating Irish statesman, Charles Stewart Parnell. And now Parnell has been exonerated—if that be the word—by Englishmen. The following editorial in the New York World puts the case vividly:

"More than twenty years ago a sensational series of articles entitled 'Parnellism and Crime' appeared in the London Times, then the most powerful and famous journal in the world. They were based upon a group of letters alleged to have been written by Charles Stewart Parnell and other Irish leaders inciting Irishmen to agrarian crimes. The letters were bought by the Times from Richard Pigott, and were published almost without investigation, so eager were that newspaper and the whole Tory party which it represented to blacken the character of the great Irish leader. 'The letters were easily proved to be impudent forgeries. Pigott confessed, fled to Spain and committed suicide. Parnell sued the Times, but he was an Irishman and the Times was the great British organ. He secured only nominal damages and nobody was punished criminally. One wonders what would have happened to its editor had an Irish newspaper been conducting a similar campaign against the leading Englishman of his day.

"Now the sequel, and it is of a most illuminating kind, has come, more than twenty years after. Sir Robert Anderson has just admitted in an article in Blackwood's Magazine that he wrote for the Times the articles on 'Parnellism and Crime.' He was at that time in close touch with the British Home Office, although he denies that he was its adviser, a charge freely made by the Liberal press in England. But there is no doubt that the British Government backed the Times, which claimed to represent the highest standards of journalism, in its efforts to ruin the Irish leader Parnell. 'The revelation throws a vivid light upon the claim of the British press to superiority over the American in the vital elements of truth and fair play.'

GEORGE W. ALDRIDGE DEFEATED BY NEWSPAPERS.

Again there is new subject matter for those who have been warning the American public against "government by journalism."

George W. Aldridge, a conspicuous leader of the New York State Repub-

lican "organization," and for years the so-called Republican "boss" of Monroe county, which includes the territory of the city of Rochester, controlled a convention several weeks ago just as he had controlled conventions before that time, and had himself nominated for Congress.

The newspapers of the whole State protested. They called upon the people of Rochester to repudiate the candidacy of Mr. Aldridge. They made him an issue of the whole State. He was beaten last Tuesday by nearly 6,000 in a district which gave the last Republican candidate for Congress a plurality of 10,167.

The "organization" blames the newspapers.

THE "SUBURBS" OF NEW YORK

The New York Tribune, in a new spirit of liveliness, prints each day a feature headed "New York from the Suburbs." Included are excerpts from editorial references to New York in papers somewhat removed from Park Row and Broadway.

A casual issue shows criticism, advice and comment of other kind from such suburban (!) papers as the Boston Herald, Baltimore American, Indianapolis News, Chicago Record-Herald, Washington Star, Dallas News and Charleston News and Courier.

Last week we wrote, concerning the practice of reporting the lightsome things that are designed to make men laugh at gridiron dinners, the following sentence: "We repeat, it may be questioned whether it is good policy to report, in the dailies, the vaudeville features of gridiron dinners, since the big, serious things must be suppressed." The compositor set up the word "vaudeville" so that it was printed "valuable." The proofreader let it go at that.

Breach of Promise Report.

Miss Freeman, a good-looking young woman with blue eyes, dark brown hair and pleasant voice, wore a dark blue cloth dress and a very large white straw hat, decorated with a mass of artificial spring flowers. The wide rim of the hat, which was turned back in front, was lined with blue velvet.—*New York Evening Sun.*

OBITUARY.

A. J. Halford, formerly a newspaper man of prominence and for the past ten years editor of the Congressional Directory, died in Washington last Sunday after an illness of several weeks. He was fifty-eight years old. Several years ago he was connected with various metropolitan papers as a political writer in Washington. He had also been connected in important capacities with the Associated Press, United Press and New York Sun. Halford was a native of Hamilton, O.

William A. Rublee, United States Consul General at Hong Kong and at one time vice-president and director of the Milwaukee Sentinel Company, died last week of peritonitis. He was forty-nine years old. Mr. Rublee entered the Consular service in 1890 as Consul at Prague. He retired on November 9, 1893, and was appointed Consul General at Hong Kong on March 2, 1901. He was transferred on September 15, 1902, as Consul General at Havana, and on March 26, 1903, as Consul General at Vienna.

John M. Grainey, one of the best-known newspaper men in New England, died suddenly in Boston last week. He was forty-one years old. He was widely known as a political writer and had been connected with the Boston Post for many years.

Henry S. Brooks, veteran California editor and miner and well known as a writer, died at his home at Dobb's Ferry, N. Y., of complications incident to old age. He was eighty years old. Mr. Brooks was born in London and went to California in 1849 and remained there until fifteen years ago, when he came East. He was well known as a writer on mining subjects. He was a member of the Century Club and the Authors' Club. In 1861 he was the editor of the California Mountaineer, a monthly publication, and from 1862 to 1865 he was an associate editor of the Pacific. Mr. Brooks was the author of "Dona Paula's Treasure," "A Catastrophe in Bohemia" and "Progression to Immortality."

Frank Aley, pioneer newspaper man of Arizona, died in Douglas, Ariz., recently after a brief illness. He was born in Indiana in 1860 and went to Arizona in the eighties. He was a writer for the Tombstone Epitaph, the Arizona Kicker and other publications.

William F. Creraud, proprietor of Creraud's Cloak Journal, died at his home in New York last Tuesday of pneumonia. He was fifty-one years old.

Sam N. Sedway, for thirty-nine years publisher of the Dyersburg (Tenn.) Gazette and prominent in Southern newspaper circles, died in that city last week. He was fifty-seven years old.

Charles J. Osborn, identified with the Associated Press for fifty-five years, died in St. Louis last Monday after an illness of several weeks. He was eighty-four years old. He was correspondent of the Associated Press in St. Louis from 1855 to 1902, when he retired. He continued his affiliation with the St. Louis office in an advisory capacity, however, until his death. Mr. Osborn was familiarly known among newspaper men as

"Major." He was born in Utica, N. Y. He learned telegraphy in Pittsburgh in 1847, going to St. Louis in 1853 from Cincinnati, where he had been a reporter on the Herald. Mr. Osborn's first duty as correspondent of the Associated Press was the organizing of a news service to the Pacific Coast. In doing this he traveled by stage coach over the old Western trails.

VICTOR F. LAWSON.

Father of Governmental Savings Bank Proposition.

The widespread public interest in the savings bank movement, which is now receiving the indorsement of Congress, recalls the fact that the father of the proposition for the establishment of governmental savings banks is Victor F. Lawson, the popular owner and editor of the Chicago News.

Modest and retiring as he is, and devoting himself and much of his fortune to works of educational, religious and charitable character, full credit for his interest in the postal savings bank movement has been promptly conceded to him by the editors of his leading contemporaries in Chicago, including the Hon. H. H. Kohlsaat, of the Record-Herald, who says of Mr. Lawson, "He has been doing as much good in the West as any man I know of, and as an all-round good citizen he stands first in Chicago."

Mr. Lawson is widely known as the owner and editor of the largest money newspaper proposition in America, the Chicago News, a periodical built up by his tireless energy and splendid genius. Wherever American journalism is extolled, Mr. Lawson is among the first to be included in the compliment paid to it. His newspaper has become great and powerful principally because it has stood for the things the people needed, and has sought, by all the power and influence its owner could exert, to secure the greatest good for the greatest number.—*Leslie's Weekly.*

GEORGE W. HANNA

Will Represent Walter Scott & Co. in New York.

Walter Scott & Co., the well-known printing press manufacturers, have secured the services of George W. Hanna to represent them in New York city.

Mr. Hanna is well known in the printing press trade, having been connected with Marder, Luse & Co., of Chicago, for eight years, and later having charge of the New York territory for C. B. Cottrell & Sons Co. for nearly fifteen years. Through Mr. Hanna's wide experience in selling machinery to large newspapers and magazines, as well as to the trade generally, he is well qualified to represent the very complete line manufactured by the Scott Company.

Mr. Hanna is now in charge of their New York office, No. 41 Park Row.

Race for Seat in Congress.

The Thirteenth Indiana Congressional district presents the interesting prospect of two editors pitted against each other in the race for a seat in Congress. The Republicans have nominated John L. Moorman, of Knox, editor of the Starke County Republican. The Democrats will nominate the present Congressman, Hon. Henry A. Barnhart, of the Rochester Sentinel, the first Democratic Congressman of the Thirteenth district for about a dozen years.

PERSONALS

S. C. Davidson, associate publisher of the Atlanta Georgian, spent the week in New York looking after interests connected with his paper.

F. A. Miller, of the South Bend (Ind.) Tribune, has been selected for the second time as toastmaster of the annual gridiron banquet of the physical training classes of the South Bend Y. M. C. A.

L. M. Barton, for the past eighteen months advertising manager of the Davenport (Ia.) Democrat, has resigned, effective May 1, on which date he will assume the management of the Iowa Auto and Tire Company's branch in Cedar Rapids.

C. C. Powell, advertising manager of the Boston Journal, was in New York several days last week.

P. C. Patterson, business manager of the Washington Times, who has been ill for ten days, is much improved, and expected at his desk this week.

Albert Cook, connected for some time with the South Bend (Ind.) Tribune staff, has joined the staff of the Indianapolis Star.

E. M. Burke, for the past three years business manager of the Dayton (O.) Journal, has resigned to accept a responsible position with a large advertising agency.

Walter Fox Allen, well-known Trenton newspaper man and former news editor of the Trenton (N. J.) Evening Times, sailed last week for an extensive trip through Europe. He was accompanied by Mrs. Allen.

George B. Lockwood, editor of the Marion (Ind.) Chronicle, was a luncheon guest of President Taft last week.

Wilfred A. Hennessy, formerly city editor of the Bangor (Me.) Commercial and until recently editor and publisher of the New York Beacon, a Catholic magazine, has been elected secretary of the newly formed Bangor Chamber of Commerce.

William Allen White, editor of the Emporia (Kan.) Gazette, will be the principal speaker at the commencement exercises at Colorado College, Colorado Springs, June 15.

Jacob D. Allen, editor of the Butler (Mo.) Times, has been elected clerk of the Missouri Supreme Court. The office carries a salary of \$3,000 a year.

G. G. Cole, of the Plymouth (Ind.) Democrat, will on May 1 assume the management of the Delphi (Ind.) Journal, ex-Congressman C. B. Landis' paper.

Harry M. Dodd, a well-known sporting writer of Washington, D. C., has accepted a position as sporting editor of the Savannah (Ga.) News.

J. Clark Phillips, editor of the Ewing (Ill.) Reporter, has announced his marriage to Miss Louise Myers, which occurred January 15. The secret leaked out through Mr. Phillips being called upon to sign a legal document which required the signature of the wife to make it valid.

Newton C. Parks, of Troy, O., a student in the course of journalism at the University of Wisconsin, has left the university to accept a position on

the staff of the Findlay (O.) Morning Republican.

Arthur Capper, publisher of the Topeka (Kan.) Daily Capital, has accepted an invitation to address the University of Missouri May 12 on "The Essentials of Journalism."

CLUBS AND ASSOCIATIONS.

The following officers were elected at the meeting of the Connecticut Editorial Association, held last week: President, Everett G. Hill, New Haven; secretary and treasurer, Arthur S. Barnes, Bristol; auditor, Frederic W. Lyons, Greenwich; vice-presidents, E. H. Crosby, South Manchester; W. C. Sharpe, Seymour; Theodore Bodenwein, New London; Willis S. Jones, Westport; L. O. Williams, Putnam; Irving Manchester, Winsted; Ernest L. Prann, Deep River; Louis McLaughlin, Stafford Springs. William G. Mulligan, editor of the Thompsonville Press, was elected to membership.

The quarterly meeting of the Maine Daily Newspaper Publishers' Association was held in Bangor last Thursday. Various matters of mutual interest were discussed. Among those present were: F. S. Morton, of the Portland Press; Oscar R. Wish, of the Eastern Argus; William H. Dow, of the Portland Express; F. S. Morrill, of the Gardiner Reporter-Journal; F. B. Nichols, of the Bath Times; L. B. Costello, of the Lewiston Sun; M. Robert Harrigan, of the Bangor Commercial; J. Norman Towle and W. B. Reed, of the Bangor News.

The Arkansas State Press Association will meet at Morrillton May 26-28. About 150 newspaper men with their families are expected to attend, and the Morrillton Board of Trade has made extensive arrangements for their entertainment.

The executive committee of the Illinois State Press Association met in Springfield last week to name the place and date for the next State meeting. It was decided to meet at the Chicago Beach Hotel June 8, 9 and 10. Those present at the meeting were: W. T. Bedford, president, Tribune, La Salle; J. M. Page, secretary, Democrat, Jerseyville; S. K. Strother, Democrat, Taylorville; Thomas Rees, State Register, Springfield; Terry Simmons, Plain Dealer, Marseilles; Eugene L. Hote, Herald, Milford; Charles W. Warner, Chronicle, Hoopston; Hon. John M. Rapp, Record, Fairfield; J. McClure, Democrat, Carlinville.

President Albert S. Hardy, of the Georgia Weekly Press Association, has arranged for a trip down the Chattahoochee following the meeting of the convention of the association July 12 in Americus. The press party will leave Americus on the morning of July 13 and will board a steamer at Bainbridge for an eighteen-hour ride down the river. The party will return to Bainbridge on Saturday, July 16. It is believed that at least one hundred members of the association will make the trip.

The Southern Newspaper Publishers' Association will meet in annual convention at Mobile May 10 and 11. The headquarters of the association will be established at the Battle House.

\$6,000.00 CASH

balance deferred, buys well equipped and prosperous central west evening daily newspaper property. March, 1910, earnings, \$885.00; expenses, \$640.16; balance for owner's personal effort and investment, \$244.84. The March cash receipts were \$996.71. A good buy. Proposition No. 614.

C. M. PALMER
NEWSPAPER BROKER
277 Broadway - New York

BAIN NEWS SERVICE

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

GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

NEW YORK HERALD SYNDICATE

Cable and Feature Service
Address
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible. Features for Newspapers. BALTIMORE, MD.

WILBERDING

HAND, KNOX & CO.

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

ADVERTISING MEDIA

CONNECTICUT.

Meriden Morning Record

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

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON.

THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

BUS. OPPORTUNITIES

\$54,486.04 PROFIT
During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address: H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER MANAGER.

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

POSITION AS MANAGING

EDITOR OR EDITORIAL WRITER, PREFERABLY WEST OF CHICAGO; SALARY \$30 TO \$40; EXPERIENCE ON PAPERS OF 8,000, 15,000, 40,000 AND 200,000 CIRCULATION; NOW ASSISTANT EDITOR; MAY HAVE TO MOVE BECAUSE OF CHANGE IN MANAGEMENT. ADDRESS, EXPERIENCE, CARE THE EDITOR AND PUBLISHER.

NEWSPAPER PRESSMAN.

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

PRESSMAN—SITUATION

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

HELP WANTED

CIRCULATION EXPERT

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

WANTED—EXPERIENCED,

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

FOR SALE

LINOTYPE MAGAZINES

Rebuilt late style, Model 1, \$90.00; Model 3, \$100.00. Guaranteed and sent on trial. These are equal to new, not old worn out Magazines. Thomas Knapp, 1241-3 State St., Chicago.

FOR SALE—ENTIRE

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

FOR SALE—ONE OF

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

MISCELLANEOUS

RESULTS GUARANTEED

Do business with a reliable concern. THE UNITED CONTENT COMPANY, Incorporated, Cleveland, Ohio. Circulation and Advertising Promoters.

DAILY NEWS

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

ROSSITER FELTON SMITH'S

new feature series, with pictures, is now ready. Write for specimen copy. ROSSITER'S FEATURE SERVICE, 235 Broadway, New York City.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

Endicott Johnson & Co., Shoes, Endicott, N. Y., are placing orders for twenty-four inches one and two times a week t. f. through George L. Dyer & Co., 42 Broadway, New York.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is taking up smaller city dailies and agricultural papers in the West for M. Hartley & Co., U. N. C. Carttridges and Remington Rifles, 313 Broadway, New York.

C. B. Hunt, 20 Vesey street, New York, is placing fifty-five lines five times generally for the Boston & Maine Railway.

J. W. Morton, Jr., Fourth avenue and Twelfth street, New York, is sending out special large copy for Pops Brothers, Corsets, to be run the first week in May.

The To-Kolan Corset Company, 28 West Thirty-eighth street, New York, is placing a line of classified advertising through Lord & Thomas, 250 Fifth avenue, New York.

Dauchy & Co., 9 Murray street, New York, are placing additional orders for Allen S. Olmsted, LeRoy, N. Y.

N. W. Ayer & Son, Philadelphia, are making contracts generally for Charles E. Hires Company, Hires' Root Beer, same city. This agency is also placing 776-inch contracts in Pennsylvania papers for Elkins & Brumbhear, brokers, same city.

The George Batten Company, Fourth Avenue Building, New York, is placing orders in Middle West and Pacific Coast weeklies for the Marshall Weld Hardware Company, Duluth, Minn.

Child's Laboratory, Schenectady, N. Y., is placing orders direct in Eastern and Northwest papers for the advertising of Baby Balsam.

Blaine-Thompson Agency, Cincinnati, O., is placing two inches sixty-eight times in the South for Evans Chemical Company.

W. H. H. Hull & Co., Tribune Building, New York, are making up the list of newspapers for the New York, Ontario and Western Railway Company, 56 Beaver street, New York.

Frank Kiernan & Co., 156 Broadway, New York, is asking for rates on some steamship advertising.

Lord & Thomas, Chicago, are placing orders in Middle West papers for

the Schmeizer Arms Company, Kansas City, Mo. It is also reported that they will handle the advertising account of the Pennsylvania Railroad Company, Philadelphia.

The Mahin Advertising Agency, 125 Monroe street, Chicago, is making contracts with Western papers for the Oxygenator Company, Buffalo.

The R. A. Mathews Agency, 134 Monroe street, Chicago, is placing orders in Western weeklies for the American Well Works, Wind Mills, Aurora, Ill.

The L. H. Newman Company, Times Building, St. Louis, is placing orders in Middle West papers for the West Lake Construction Company, same city.

Lord & Thomas, 250 Fifth avenue, New York City, are placing five thousand lines in the West for E. V. Neal and V. S. Clark Enterprises, Syracuse, N. Y.

J. C. Ayer & Co., Lowell, Mass., are placing renewals direct, two inches 156 times, in Pacific Coast papers.

J. Walter Thompson Company, 44 East Twenty-third street, New York City, is placing one thousand lines in the South for Horlick's Malted Milk, Racine, Wis., and also adding new papers to the list.

W. W. Sharpe & Co., 99 Nassau street, New York City, are placing seventy lines fifty-two times in Western papers for E. Fougera & Co., 99 Beekman street, New York.

The Volkman Advertising Agency, Temple Court, New York, is placing seventeen lines twenty times in Western papers for the advertising of Dr. Brown, Dr. Brown's Blood Medicine, Philadelphia.

The Wyckoff Advertising Agency, Buffalo, is placing two inches fifty-six times in Western papers for the advertising of Dr. Leonhardt Company, Niagara Falls, N. Y.

Nelson Chesman & Co., St. Louis, are placing 10,000 lines in Middle Western papers for the advertising of Buster Brown Hosiery, Buster Brown Hosiery Mills, Chattanooga, Tenn.

Lord & Thomas, Chicago, are placing 1,000-line contracts in Pacific Coast papers for the Brunswick-Balke-Collender Company.

Frank Seaman, Inc., 30 West Thirty-third street, New York City, is placing 1,000 lines in the Middle West for the American Tobacco Company, New York.

The Jagnier Advertising Agency, Toronto, is placing fifty-eight lines twenty-six times in Pacific Coast papers for James Watson & Co., Dundee, Scotland.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing five lines 156 times generally for Chicester Pennyroyal Pills, Chicester Chemical Company, Philadelphia.

Percival K. Frowert, Stephen Girard Building, Philadelphia, is placing orders in Pennsylvania papers for Frisbie, Coon & Co., Collars, Philadelphia.

ROLL OF HONOR

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

ALABAMA.	NORTH CAROLINA.
ITEMMobile	NEWS (Av. cir. mo. of Aug., 7,609).....Charlotte
ARIZONA.	OHIO.
GAZETTEPhoenix	PLAIN DEALERCleveland (Mar. D. 82,761—S. 112,727)
ARKANSAS.	VINDICATORYoungstown
SOUTHWEST AMERICAN.....Fort Smith	OKLAHOMA.
CALIFORNIA.	OKLAHOMANOklahoma City
BULLETINSan Francisco	PENNSYLVANIA.
CALLSan Francisco	TIMESChester
EXAMINERSan Francisco	DAILY DEMOCRAT.....Johnstown
FLORIDA.	JOURNALJohnstown
METROPOLISJacksonville	BULLETINPhiladelphia
GEORGIA.	DISPATCHPittsburg
THE ATLANTA JOURNAL.....Atlanta	GERMAN GAZETTE.....Philadelphia
CHRONICLEAugusta	PRESSPittsburg
ENQUIRER-SUNColumbus	TIMES-LEADERWilkes-Barre
LEDGERColumbus	DISPATCH AND DAILY.....York
ILLINOIS.	TENNESSEE.
SKANDINAVENChicago	NEWS-SCIMITARMemphis
HERALDJoliet	BANNERNashville
HERALD-TRANSCRIPT.....Peoria	TEXAS.
JOURNALPeoria	RECORDFort Worth
INDIANA.	CHRONICLEHouston
JOURNAL-GAZETTEFt. Wayne	SEMI-WEEKLY TRIBUNE.....Waco
NEWS-TRIBUNEMarion	TIMES-HERALDWaco
TRIBUNETerre Haute	WASHINGTON.
THE AVE MARIA.....Notre Dame	MORNING TRIBUNE.....Everett
IOWA.	TIMESSeattle
EVENING GAZETTE.....Burlington	WISCONSIN.
CAPITALDes Moines	EVENING WISCONSIN.....Milwaukee
REGISTER AND LEADER.....Des Moines	CANADA.
THE TIMES-JOURNAL.....Dubuque	ALBERTA.
KANSAS.	HERALDCalgary
GLOBEAtchison	BRITISH COLUMBIA.
GAZETTEHutchinson	WORLDVancouver
CAPITALTopeka	ONTARIO.
KENTUCKY.	EXAMINERPeterborough
COURIER-JOURNALLouisville	FREE PRESS.....London
TIMESLouisville	QUEBEC.
LOUISIANA.	LA PATRIE.....Montreal
ITEMNew Orleans	LA PRESSE.....Montreal
STATESNew Orleans	Circulation of Poetry.
TIMES DEMOCRAT.....New Orleans	"Are your poems widely read?"
MAINE.	"Well, the last one I wrote was read by
JOURNALLewiston	over fifty editors."—Lippincott's.
MICHIGAN.	JORNAL DO COMMERCIO
PATRIOT—(Mar. D 10,957—S 11,908)—Jackson	OF RIO DE JANEIRO, BRAZIL
MINNESOTA.	A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
TRIBUNE (Morning and Evening).....Minneapolis	VASCO ABREU, Representative
MISSOURI.	Tribune Building - New York
DAILY AND SUNDAY GLOBE.....Joplin	NEW BEDFORD TIMES
MONTANA.	The paper that has made New Bedford, Mass., the fastest growing city in the world.
MINERButte	Average to Dec. 1
NEBRASKA.	Evening, 7,296 Sunday, 13,850
FREIE PRESSE (aver. circ. 142,440).....Lincoln	ALFRED B. LUKENS Tribune Bldg.
NEW JERSEY.	New York Representative New York
PRESSAsbury Park	FRANK W. HENKELL Tribune Bldg.
JOURNALElizabeth	Western Representative Chicago
TIMESElizabeth	Anderson (S.C.) Mail
COURIER-NEWSPlainfield	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.
NEW MEXICO.	MacQuoid-Alcorn Special Agency
MORNING JOURNALAlbuquerque	Tribune Building, N. Y.
NEW YORK.	Boice Building, Chicago
BUFFALO EVENING NEWS.....Buffalo	
LESLIE'S WEEKLY (Cir. 225,000).....New York	
PARIS MODES.....New York	
RECORDTroy	

THE
New Orleans
Item

Largest Total Circulation
by Thousands

Greater CITY Circulation Than
Any Two COMBINED

SMITH & BUDD
Foreign Advertising Representatives
Brunswick Bldg New York 3d Nat. Bank Bldg St. Louis Tribune Bldg Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- BALLARD & ALVORD**
1328 Broadway, New York
Tel. 38th 2246
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
45 West 34th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
38 Park Row, New York
Tel. Cortlandt 1854
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED CO.**
21 Park Row, New York
Tel. Cortlandt 1410

PENNSYLVANIA

FROWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

CHANGES IN INTEREST.

J. F. Seftenberg has leased the North Freedom (Wis.) Journal to F. White.

Miss Helen M. Bennett, a well-known South Dakota newspaper

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118 East 28th St., New York
Tel. Cortlandt 1433
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

woman, has leased the Hot Springs (S. D.) Times-Herald.

The plant and equipment of the Eddyville (Ia.) Tribune has been sold to Noble Holloway, of Oskaloosa, Ia. The Tribune is one of the oldest papers published in the Des Moines Valley.

Richard Closson has disposed of his interest in the Carroll (Neb.) Index and will engage in other business.

The Ramona (S. D.) Times has changed hands, the new editor and publisher being H. A. Kiner.

Robert E. Ranson, editor of the Spring Hope (N. C.) Leader, has sold his interest in the paper to his partner, Walter Buck.

NEW PUBLICATIONS.

A new paper called the Mountain Herald has been launched at Tracey City, Tenn. J. B. Brown is the publisher and John M. Gerren editor.

The Oran (Mo.) Leader has made its appearance. It is published by the Leader Publishing Company, with C. E. Mattocks as editor and general manager.

The Richmond Hornet is the name of a new paper recently started at Richmond, Tex. It is edited and published by Leigh M. Ballowe.

Louis Landrum and Robert M. Goodwin will launch a paper at Danville, Ky., to be called the Messenger.

The Daily Picayune has made its appearance at Beeville, Tex. It is published by Barron & Atkins, publishers of the Weekly Picayune.

The Shirley Leader is the name of a new paper published at Shirley, Ark., with J. T. Berry as editor.

B. J. Curtis, who is connected with Profitable Poultry, will launch the National Partridge Wyandotte Journal at Milton Junction, Wis.

The Times is the name of a new paper established at Crandall, S. D. The publishers are Dudley & Pemrick.

A new weekly has been started at Forestburg, S. D., called the Sentinel. It is published by E. R. Judy and J. P. Sharp.

The Poultryman has made its appearance at Starkville, Miss., under the editorial management of Guy Nason.

A new weekly will be launched at Crookston, Minn., by John N. Kirsch, former publisher of the Crookston Journal, and A. L. Berkland.

The McAlester (Okla.) News-Capital Company has been incorporated with a capital of \$50,000.

ADVERTISING NOTES.

C. I. Putnam, special agent, 30 West Thirty-fourth street, New York, is an artist of much ability. Mr. Putnam recently presented J. C. Wilberding, the well-known special agent, with a handsome drawing of the Gibson type.

Charles H. Eddy, special agent, New York and Chicago, will move his Western office from the Marquette Building to the People's Gas and Coke Building, 150 Michigan avenue. A large number of the Chicago special agents are moving into this building.

M. B. Wilson, advertising agent, has moved from 2220 Broadway to 243 West Seventeenth street, New York.

Scott & Bowne have removed from Pearl street, New York, to their new home, Bloomfield, N. J.

L. W. Holiday, of the advertising department of the Atlanta (Ga.) Constitution, is in New York calling on the general advertisers.

Files Bankruptcy Petition.

Carl G. Schmidt, publisher of the Manitowoc (Wis.) Nordwesten, a German weekly, has filed a voluntary petition in bankruptcy. The liabilities are given as \$4,245, with assets of \$5,199.50.

The Aurora (Minn.) News has been purchased by J. W. Lang.

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

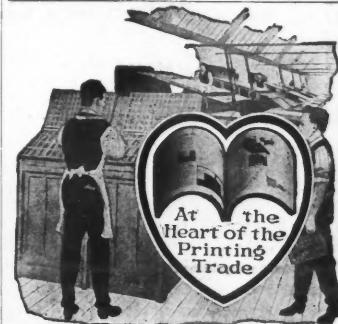
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

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HEADQUARTERS

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During the meeting of the American Newspaper Publishers' Association, President Moses and Secretary Crossman, of the Association of American Advertisers, will be pleased to meet publishers in attendance at the Convention, who are cordially invited to call at the room of the Advertisers' Association.

NEWSPAPER DICTION.

Vocables from Market Place and Street Should Be Avoided.

In the literary press it is usually insisted that the newspaper does not afford a good training ground for the writer who takes as much care as to how he sets forth his copy as he does regarding the material of it.

"Newspaper English" has become something of a byword, yet in some dailies—such as the Morning Post, the Times, the Daily Telegraph (now shed of its old flamboyant diction)—the most discriminating critic can find but few phrases or sentences at which to cavil. Across the Atlantic, the New York Tribune, the Chicago Chronicle, the Springfield Republican, and other newspapers, maintain a high standard of writing, which in the United States was so conspicuously set by the New York Sun under Charles A. Dana, and the Evening Post under Cullen Bryant, with his well-known list of words and phrases, which he forbade his staff and contributors to use; while in Australia the careful editing distinguishing the Melbourne Age and the Western Mail, Perth, might be followed to advantage in Great Britain by certain daily and evening journals, the slovenly English of which is no credit to their well-paid staffs, and in two instances to the proprietors, who publicly interest themselves in educational and literary matters.

Perhaps certain literary men and critics would have an intellectual surprise if they could see the stringent rules in some newspaper offices for the guidance of their writers. Slang and colloquialisms are prohibited, and

lists are made of the words and phrases which must not be used. Other lists show forms of spelling that must be adhered to, and others give words which must be avoided, for the very simple reason that they have become too prevalent in newspaper work.

In some respects the training the newspaper man gets in the ceaseless and insistent grind of his work is of the highest value as regards good diction, but he must not allow himself to develop a slovenly method.

He is taught by the very nature of his work to think and act quickly. He seizes the salient points of his particular assignment, fills in its most fitting adjuncts, adds a few incidentals, crisp, vivid, tending to the ease of its elucidation; and up it goes to the printer. He naturally turns to more or less dramatic forms of expression, realizing that in the short space given him what he has to say must be said effectively—with point; and the condensation, the cutting out of any verbiage and "purple passages" by the editorial blue pencil brings home to him the power of saying in the fewest words practicable, together with an accurate suggestion of the details he has not given.

The qualities most to be desired and strived for in newspaper writing are correctness of statement—in small as well as in great things, in particulars as well as in essentials—directness, conciseness, simplicity—and point. But too many of our daily and evening journals, in their effort to attract the reader's attention, not only make use of easy and colloquial diction, but also of "up-to-date" vocables which come from the market place and man-

in-the-street, from the music hall, from Whitechapel and Newmarket, and the football field, while some incline rather after the catchy, "half-thought-out" phrases and epithets so common in a certain hasty section of the United States press.

Nothing is more irritating in print than the reiteration of slang and those stale phrases of the "knowing" world. There is no phase of the football field, or of any other sport or game, which cannot be put succinctly into good sound English; yet the sporting news of two leading newspapers of Great Britain is reported and commented upon, in each case, in a species of grotesque, preposterous jargon, as vulgar as it is non-complimentary to the intellects of those reading it.

As regards journalism, style—which refers to the artistic character of literary composition to the characteristic manner in which one expresses himself—is not to be aimed at generally. Nevertheless, the obliteration of the individual in the whole general mass of the newspaper may be an unwise policy, as when a member of the staff shows a striking and attractive gift for a particular and popular subject.

But there is no excuse for an editorial department that ignores the claims of diction, which refers to clearness and accuracy of expression, and is much dependent for its clearness on a nice use of words and on correct punctuation. A clear, correct diction, going right to the heart of the subject without flourish or trumpet, is one of the essential elements in first-class journalism; and such diction is only to be founded on good,

current English prose. In it is all the fullness and precision, the simplicity and directness, required by the newspaper man—and the literary worker as well.

Journalism in some ways may blight the aesthetic faculty which enables one to comprehend the beauty of words and cultivate his special element of charm; but that it does not always spoil one's sense for style is clearly demonstrated in the case of the present Secretary for India, Viscount Morley, and of Viscount Milner and the late Mr. Frederick Greenwood. Mr. W. L. Courtney, of the Daily Telegraph, may also be given, together with Mr. H. W. Massingham, new editor of the Nation; Mr. Hector Macpherson, of the Edinburgh Evening News, and the present editor of the Observer, and others who may be called to mind.—*London Newspaper Owner.*

Need for Foreign Language Operators

The Mergenthaler Linotype Company states that they have frequent requests for operators who can set foreign languages, particularly Spanish, on the Linotype. There seems to be an unusual demand just at present in the South American countries for Linotype operators. They would be glad to hear from operators who can set either Spanish, Portuguese, Bohemian, Polish, Russian, Swedish, Italian, or, in fact, any foreign language. It is their intention to maintain a list of operators who have filed applications with them, so as to have some one always available when a request of that kind is received.

