

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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PUBLICITY

"KEEP IT OUT OF PAPER" SLOGAN OF DISHONEST OFFICIALS.

Newspapers Best Means of Giving Reports to the People—"Publicity Is an Educator, a Purifier, a Preventive of Crime," Followed in All Lines That Enforce Honesty.

"Publicity is an educator, a purifier, a preventive of crime. It is the modern-day method of doing business. It is followed in all lines of dealings that enforce honesty," declared S. M. Greene of the Chariton Herald-Patriot, before the Southern Iowa Editorial Association, in session at Des Moines last week.

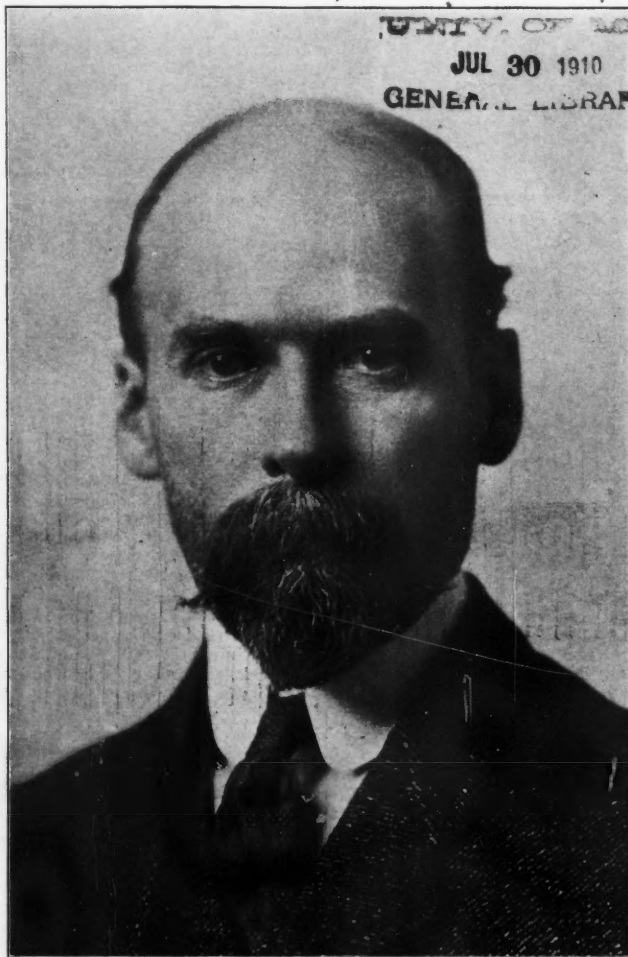
"Even up to the time of weak old King John of England many of the people with authority held that it was nobody's business but their own how they ran the public business," said Mr. Greene in his paper. "Before he died King John learned better, and not many people with authority have tried his style since. They are getting more into the notion, as the centuries ramble along, of letting the public at least think it is getting reports of what they are doing with the public business.

"The story of the evolution of publicity of public affairs is a long one, full of bitter experiences and fraud and deception and murders and wars. But at last it is here, and yet in this day, after six thousand years of human struggle to get the laws that we have to-day to keep the public officials in line with their duty, there are still some wise Solomons holding down city and county jobs who claim to believe that it is all unnecessary for the public to be informed as to what they are doing in the way of attending to the public's business.

"If there is any good reason why public employees should not report to their employers, I do not know it. Or if there is any good reason why the newspaper is not the best means of giving those reports to the people, I do not know it.

"Why do private parties insist on deeds being recorded in real estate transactions?" he asked. "It is to make a man keep his word by announcing what he has done to the public. Why are banks required to publish reports in newspapers and to state and national officers representing the people? Why are even railroads now required to publish reports of their receipts, expenses and earnings by filing them with the people, represented by the state or nation? It is because publicity tends to better service and honesty in service.

"The public is a big institution and it has to depend upon reports from its many employees for its knowledge of how its business is being conducted, just as any big corporation has to depend upon reports from its employees as to the progress of its business. Any employee who would refuse to report as to what he is doing would be promptly dismissed or be put on the suspicious list.



CONDE HAMLIN,

BUSINESS MANAGER OF THE NEW YORK TRIBUNE AND WIDELY KNOWN NEWSPAPER MAN WHO IS ENJOYING A BRIEF VACATION ABROAD.

ORGANIZES PRESS BUREAU.

Mexico Government Proposes to Furnish Press with News.

A bureau of information, especially designed to give news to the press, has been opened in Mexico City with the approval of President Diaz.

The bureau will be under the direction of the interior department and its purpose is to have correct and full information on all public affairs given to the newspapers and to facilitate its gathering and publication. Alejandro D. Ainslee, of the Department of the Interior, will have direct charge of the bureau.

New York Press Club Games.

What will probably be the greatest athletic meeting ever held in America will take place Saturday, September 17, under the auspices of the New York Press Club A. A. All of the stars in the athletic world will be entered.

NOMINATED FOR GOVERNOR.

W. G. Harding, Editor of Marion (O.) Star, Named by Republicans.

Warren G. Harding, editor of the Marion (O.) Star and at one time lieutenant governor of the state, was nominated for governor by the Republican State Convention in session at Columbus Wednesday.

Mr. Harding was nominated on the third ballot, receiving 746 votes.

Will Use Single Plant.

Plans have been perfected whereby the two daily papers of Jackson, Tenn., will be printed from one plant, the editorial and business management of the papers remaining separate as heretofore.

Won \$500 Loving Cup.

The Des Moines Admen's Club was awarded at Omaha last week the \$500 loving cup offered by Printer's Ink to the club making the best showing during the past year.

SWAT!

SPORTING EDITORS REVIVE MEMORIES OF A FAMOUS POEM.

Thirty Years Ago the "Great Ahkoond Died and Poet Lanigan of Park Row Embalmed Him—Legend Tells How Poet Was Inspired While Eating Plate of Beans.

Since the Reno battle sporting editors and others, including Actor James J. Corbett, have been referring in more or less cynical mood to the famous "Ahkoond of Swat," long since dead.

It is a pretty legend of Park Row, New York, that goes on to tell how, one day in the year 1878, the telegraph editor went into a beanery in the Row for his lunch, found the poet sitting before a plate of "ham and beans," and handed to that poet a piece of flimsy copy—a cable dispatch reading—"Simla, Jan. 22, 1878—The Ahkoond of Swat is dead." This legend is not officially indorsed by historians.

The poet was George Thomas Lanigan, and here is his poem, as printed the next day:

THE AHKOOND OF SWAT.

What, what, what,
What's the news from Swat?
Sad news,
Bad news,
Comes by cable led
Through the Indian Ocean's bed,
Through the Persian Gulf, and Red
Sea in the Mediterranean—he's dead:
The Ahkoond is dead:

Mourn, city of Swat;
Your great Ahkoond is not,
But lain 'mid worms to rot,
His mortal part alone his soul was caught
(Because he was a good Ahkoond)
Up to the bosom of Mahound.
Though earthly walls his frame surround
(Forever ballowed be the ground!)
And sceptics mock a lowly mound!
And say, "He's now of no Ahkoond!"
His soul is in the skies,
The azure skies that bend above his loved
Metropolis of Swat.
He sees with larger, other eyes,
Athwart all earthly mysteries—
He knows what's Swat.

For the Ahkoond I mourn,
Who wouldn't?
He strove to disregard the message stern,
But he Ahkoondn't.
Dead, dead, dead:
(Sorrow Swats!)
Swats what hae wi' Ahkoond bled,
Swats whom he hath often led
Onward to a gory bed,
Or to victory,
As the case might be,
Sorrow, Swats!
Tears shed,
Shed tears like water,
Your great Ahkoond is dead!
That Swat's the matter!

Let Swat bury the great Ahkoond
With a noise of mourning and
of lamentation!
Let Swat bury the great Ahkoond
With the noise of the mourning
of the Swattish nation!
Fallen is at length
It's tower of strength;
It's sun is dimmed ere it had nooned.
Dead lies the great Ahkoond,
The great Ahkoond of Swat
Is not!

Landis Sells Delphi Journal.

Former Congressman Charles B. Landis and Victor L. Richetts have sold the *Delphi* (Ind.) Journal, one of the oldest papers in the state, to Enoch E. and B. B. Mayhill, of Flora. The consideration named was \$10,000.

STAR PUBLISHING CO.

Receiver's Report Shows Earnings in June Were \$13,974.96.

Receiver George C. Hitt of the Star Publishing Company of Indianapolis, has filed his report showing the operations of the company for the month of June, 1910.

The gross earnings of the Indianapolis Star were \$60,018.19; operating expenses, \$51,447.57; net earnings, \$8,570.62. The gross earnings of the Muncie Star were \$13,658.65; operating expenses, \$9,926.93; net earnings, \$3,731.72. The gross earnings of the Terre Haute Star were \$13,282.61; operating expenses, \$12,034.10; net earnings, \$1,248.51.

The total earnings of the three papers were \$13,550.85, to which is added interest receipts of \$424.11, making total earnings \$13,974.96. Against this amount the following items were charged: Receivership expenses, \$250; interest on bonds and past due coupons, \$2,783.33; interest on demand note, \$1,103.20; taxes, \$541.51; total charges, \$4,678.04. The surplus for the month, after making provision for the foregoing charges were \$9,296.92.

The assets of the company on June 30, 1910, amounted to \$478,264.90; liabilities, \$925,190.96. No account is taken, however, of franchises and good will under assets, nor of the outstanding capital stock under liabilities.

Hamlin Goes to Europe.

Conde Hamlin, business manager of the New York Tribune, sailed for Europe last week on a brief vacation trip. He will spend some time in Germany, later going to England, where he will visit Whitelaw Reid, owner of the Tribune and ambassador to the court of St. James.

Illinois Papers Merged.

Charles Scott, owner of the Marshall (Ill.) Herald, has taken over the Marshall Republican, published by T. W. Clark, and will consolidate the two publications under the name of the Marshall Herald.

Will Hold Outdoor Carnival.

The Chicago Press Club will have an outdoor carnival at Forest Park on Thursday, August 4, weather permitting. The management of the park has supplied the club with 20,000 tickets for the occasion.

Exhibition of Printing.

An exhibition of the work of St. Louis printing houses will be held at the Public Library in that city beginning August 10. The exhibits will be confined to title pages, covers, letter heads, bill heads and business cards.

The Pittsburgh Press
HAS THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

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

WILL TOUR EUROPE.

J. M. Powers to Install Modern Engraving Methods Abroad.

John M. Powers, secretary and general manager of the Powers' Photo Engraving Co., sailed for Europe today on the Caledonia of the Anchor Line, accompanied by Harry B. Haines, city editor of the Paterson



J. M. POWERS

Evening News and manager of the News Printing Co. These gentlemen will tour the big cities of Europe jointly studying newspaper and magazine illustration and publication.

Mr. Powers intends installing the modern rapid methods of his engraving plants for the benefit of several



H. B. HAINES

publishing houses abroad. He will study photo engraving as the Europeans execute it from three standpoints, viz:

As applied to newspaper illustrations, the methods employed in commercial engraving and illustration, and lastly color engraving and printing. Mr. Powers will endeavor to solve the reason why the best etching machines, cameras, lenses, and so forth are made abroad while the fastest and best engraving is produced in this country.

GERMAN-AMERICAN PRESS

Re-elected Old Officers at Annual Meeting at Omaha.

The German-American Press Association of the West met in Omaha, Neb., last week. Eighty-five members were present, representing Illinois, Iowa, Nebraska, Wisconsin and South Dakota.

The old officers were re-elected as follows: President, Adolph Peterson, Davenport, Ia.; first vice-president, Val Peter, Omaha; second vice-president, Peter Klein, Aurora; secretary, Henry Heinz, Muscatine, Ia., and treasurer, August Helmer, New Hampton, Ia.

Executive Committee: A. C. Lutze, Sioux City; Charles Weiss, Hartington; Hans Demuth, Sioux Falls, S. D.; Gustave Donald, Davenport, and Hans Schwartz, Belleville, Ill.

PULP SUPPLY AMPLE.

No Sign of Shortage in Canada According to Investigation.

An official announcement from the State Department, based on an investigation by Consul Willerich at Quebec on the supply of pulp wood, states that there is no likely to be a shortage in the near future in supplies to the United States because of the restrictions placed upon exportations of wood cut on crown lands. The supply from private lands is entirely adequate to meet the demand. So far the market has been poor, showing a lack of demand on the part of buyers in the United States. Hundreds of thousands of cords of pulp wood are immediately available.

"While the percentage of pulp wood cut from crown lands has not been large," he reports, "it has been sufficient to prevent the sale at fair prices of quantities of such wood cut on private lands. This has accumulated and has been stacked along railroad sidings in enormous quantities."

It is estimated that a number of concerns have sought to create the impression of an impending shortage so as to justify an increase in the price of paper, but nothing, the consul says, in the situation in Quebec warrants such an assumption.

CONVICT NEWSPAPER THIEF.

Publishers' Association Wins Case After Much Delay.

After many postponements the Publishers' Association of New York city succeeded in bringing to trial last Monday the case of Alphonso Luna, charged with the theft of a bundle of papers. The case was tried in the Court of Special Sessions and Luna was sentenced to ten days or a fine of \$10.

He was arrested in August, 1909. William Ginsburg, a newsdealer of 618 Fifth avenue, Brooklyn, was the complainant. The case had been continued until it was thought the complainant might be tired of appearing in court. However, the Publishers' Association has had so much trouble about this sort of thievery that an especial effort was made in this case to get a conviction.

Will Play for Charity.

A game of baseball between Milwaukee newspaper men and aldermen of the city, will be played on August 20 for the benefit of the Babies' Sun-

The Western Empire Publishing Company, of Montrose, Cal., has been incorporated

EDITOR ASSAULTED.

Attacked Third Time by Men Who Enter His Office.

Martin Blank, editor of the Madison (Ill.) Republic, was assaulted in the editorial sanctum last week by two men, one of whom had a revolver and the other a billy. He received several scalp wounds, a black eye and bruises on the face and body. He believes the men were emissaries of certain city officials, whose administration he has been severely assailing in his paper.

Mr. Blank was at his desk writing when the men entered and asked if it was the Republic office. He replied it was, whereupon one of the visitors covered him with a revolver and told him to throw up his hands. Blank seized the barrel of the weapon and grabbed his own pistol, lying on his desk. At that instant he was felled by a blow on the temple from the billy in the other man's hand. The intruders kicked him into insensibility.

LOUISIANA MERGER

Leaves Baton Rouge With but One Local Daily Paper.

For the first time in some years, Baton Rouge, La., will have but one local daily paper in the shape of the consolidated State-Times and the New Advocate, under the name of The New Advocate.

The State-Times is the successor to the Advocate, established in 1842; The Bulletin, established in 1890; the Baton Rouge Times, established in 1904, and the State, established in 1904, which became the Daily State in 1906. The State and the Times were consolidated in 1908 under the name of State-Times. The change resuscitates the name of The Advocate, which is interwoven with journalism in this city for many decades past.

Ad Club Visitors Robbed.

It is reported that many of the visiting advertising men in Omaha last week were victims of pickpockets. According to this report President Samuel Dobbs was the most touched of all. He lost an even \$100. Mac Martin and Leroy Boughner, of Minneapolis, lost \$140 and C. M. Wessels of Philadelphia was relieved of \$85 just after he had relieved himself of a speech.

Officers were elected by the Southern Iowa Editorial Association last week as follows: President, J. Anderson, Indianola Herald; vice-president, Horace Barnes, Albia Republican; secretary-treasurer, O. E. Hull, Leon Reporter.

At a meeting of the board of governors of the San Antonio Press Club held last week final arrangements were made for securing quarters.

Great Increase in Sunday Advertising

In the first half of 1910 the Sunday Edition of the New York Times published 1,096,097 lines of advertising compared with 980,301 lines in the corresponding period of 1909—a gain of 115,796 lines, and nearly five times the combined gains of the two other New York newspapers popularly classed with The Times as to quality of circulation.

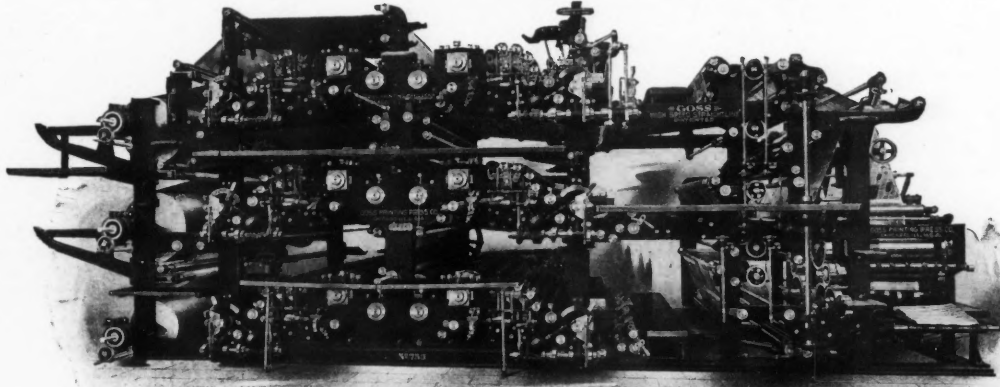
Offensive and suspicious advertisements are rigidly excluded.

The New York Times

"All the News that's Fit to Print"

The New GOSS High Speed Sextuple Press No 160

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



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

SPECIAL FEATURES:

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

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

New York Office:

1 Madison Avenue
Metropolitan Building
NEW YORK CITY

Patented and Manufactured by

THE GOSS PRINTING PRESS CO.

16th Street and Ashland Avenue, Chicago, Ill.

London Office:

93 Fleet Street
LONDON E. C.
ENGLAND

THE COUNTRY PRESS

Best Advertising Medium Nebraska
Editor Tells Ad Men at Omaha—
Declares It Gets Closer to Its
Readers Than the Metro-
politan Daily.

W. N. Huse, editor of the Norfolk Daily News, addressed the Associated Advertising clubs in session at Omaha last week, on "The Country Newspaper as an Advertising Medium." He said in part:

"Out here in the West when we build a new town one of the first things to go up is the bank. We can't do business without money. Close on its heels follows the newspaper. We can't boost the town without a local paper. With a bank and a newspaper the town is fairly well under way. Other things, including other advertising mediums, come later on. So it is that newspapers are the

original advertising mediums, whereas many other mediums have sprung up through advertising.

"The country newspaper is the most valuable of all advertising mediums. It is taken and read by the people immediately tributary to the town in which it is printed, and its relation with its readers is intimate and its influence is strong. A country paper with a small circulation is worth far more as an advertising medium than many times the same number of papers issued as a part of the circulation of a metropolitan publication. The metropolitan paper is read hurriedly by busy people, the departments that the individual is interested in are hastily scanned and the remaining mass of pages are tossed aside and never looked at.

"For effective shooting at big game the hunter prefers a rifle with the single bullet that will drive clear down deep at a given spot rather than the shotgun which, though scattering shot over a wide surface, fails to make a very deep or lasting impression. The country newspaper, the local home journal, is the rifle which the advertiser may train upon a given spot on the map and by which he can drive deep into the minds of a given locality the bullet arguments that he is shooting. There is no waste force. The circulation of this medium is so concentrated and so thorough in its particular spot that every ounce of publicity in its columns, like the rifle bullet, goes straight to the consumers aimed at and cuts its way deep into their ideas.

appreciated as an advertising medium as it should be and that its merits as an advertising medium are not more widely recognized, is the fault of no other person than the publisher himself. He has a good advertising medium, but the majority of them don't know it, for the reason that they themselves are not aware of the value and force of advertising. They are so absorbed in getting out a good paper from a news standpoint that they do not give the advertising and business end any consideration. In fact, in many cases a small town publisher, although very capable in his position as editor, is often on the verge of bankruptcy because he is not a good business man.

"Advertising, especially foreign advertising, has been considered by the country publisher as a side issue, just so much extra business without going after it. In many cases the country newspaper has no rate card whatsoever. In fact, the publisher doesn't know how to go about setting a value for his advertising columns. What's the result? He accepts and publishes whatever is sent him, at any old price the advertiser feels like offering. When he receives a proposition from an advertiser or agent, stating that the rate offered is a fair one for his paper, or that the price offered is all the advertiser can afford, the publisher runs the business without any further ado and probably feels sorry for the advertiser because he is so hard up.

THE ROAD TO SUCCESS.

"I should say that the advertiser who allots a reasonable amount of his appropriation for country newspaper advertising is on the sure road to

bigger sales and more profits, and now, more than ever before, is the time to use country newspapers because there is really a "back to the farm" movement taking place in the country to-day. Farming communities are becoming more thickly settled, small towns are growing and this means a bigger and better field and more influence for the country newspaper. When the country newspaper publishers awake to a keener appreciation of advertising, so that they can intelligently present their proposition to an advertiser or an agent, the publisher will find business flowing into his columns in amounts that he never dreamed of and the general advertiser will discover in the country newspaper the most profitable and economical medium he has ever used."

Inspired by the Advertisement.

"Your novel is evidently the result of inspiration."
"Yes; I didn't start it until after reading the advertising notice my publishers got up." *St. Louis Star.*

NOT

all publishers believe that good rollers have anything to do with the attractive appearance of a sheet
Many Do
That is the reason why some are better printed than others. Running a roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., 521 Cherry St.,
N. Y. Philadelphia
Allied with
BINGHAM & RUNGE, CLEVELAND

NOT APPRECIATED.

"That the country newspaper is not

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

AD MEN ENTER PROTEST.**Declare Business is not Responsible For Increased Cost of Living.**

John Lee Mahin, president of the Mahin Advertising Agency of Chicago, entered a vigorous protest, before the Associated Clubs at Omaha last week, against the statement of the Lodge Senate Committee that advertising was in a measure responsible for the increased cost of living. Mr. Mahin introduced the following resolutions, which were adopted by the convention:

Whereas, A committee of the United States Senate having made an investigation of the causes of the increased cost of living, and having incorporated in its report of said investigation a statement to the effect that advertising is to blame for a part of said increase in the cost of living, and,

Whereas, Advertising is the life-blood of business, and,

Whereas, The volume of advertising is a barometer indication of the prosperity of the country, and,

Whereas, Advertised commodities are acknowledged to be standard of quality; and,

Whereas, The history of advertised articles shows one, or all, of three things: Lower price, betterment of quality or improvement of service, and,

Whereas, The improved standard of living in the United States of America is directly traceable to the increased distribution of high-grade food, clothing, furniture and other necessities of life; and,

Whereas, Because of the volume of advertising they carry, the newspapers, magazines and other periodicals

are enabled to give to their readers many times the value of the money spent for subscription in the class and character of reading matter provided, as well as in the quality thereof, and,

Whereas, Advertising creates a greater demand for an article, and by reason of that greater demand greater facilities are required for its production, and great reproducing and distributing facilities invariably lower the cost of manufacture and through that fact lower the cost and increase the service of the consumer; and,

Whereas, The development of the commerce of this country depends upon advertising to an enormous degree, and consequently the wage of the laborer and the profit of the dealer are directly dependent upon advertising; and,

Whereas, The expense of advertising any commodity of general sale is absolutely unconsciously in the greater volume of profits from an increased sale even at a reduced price, therefore

Be It Resolved, That the American Association of Advertising clubs in convention assembled: That we deny and deprecate the misleading and unfounded allegation of the committee of the Senate of the United States that advertising is in any manner responsible for the increased cost of living, and further

Be It Resolved, That we hereby earnestly request the Congress of the United States in either or both of its branches to appoint a committee or a joint committee to investigate thoroughly and conscientiously the development, growth and purpose of advertising in all its aspects, with especial regard to the cost thereof and to the manner in which said cost may

or may not affect the price of the commodity advertised. And be it further

Resolved, That we regard such an investigation as imperatively necessary in view of the stigma which said report of the Senate committee has placed upon advertising, and that the knowledge, experience and facilities of each and all members of this association will be placed at the service of such committee or joint committee on request.

LIVING BEYOND ITS MEANS.**Revenues of Chicago Press Club Far Below Expenses.**

That the Chicago Press Club has been living beyond its means, almost \$10,000 a year in excess of its revenues, was brought out at a special meeting of the members. Since the Press Club acquired its new quarters, formerly occupied by the University Club, the revenues have not increased sufficiently to meet the running expenses and the result has been that the club has fallen far behind in its finances.

Various plans to relieve the financial condition were suggested by members after hearing the report of the committee to investigate the financial condition. One plan was to assess the members, both active and life, to meet the outstanding deficit. It was the consensus of opinion that this temporary relief would be inadequate, as the present income of the club is not sufficient to meet its running expenses.

Complaint was made by the board on house management that the café is running far behind and also that the club was maintaining too many employees. One of the suggestions made by several of the directors was to sell the present quarters and use the proceeds to recover the financial balance.

Although it was not in the power of those at the meeting to make any assessment against the club members, the meeting being presided over by nonofficers of the club, the plan to recommend the special assessment of \$20 was approved, and will be acted on by the committee.

NEW PUBLICATIONS.

A new paper will be launched at Townsend, Mont., called the Broadwater County Opinion.

The Agar (S. D.) Argus has made its appearance. It is a weekly and is published by James E. Temmy. F. S. Jarvis is the editor and manager.

The first edition of the Chickasaw County Times, published at Houston, Miss., has made its appearance. It is owned and edited by E. T. Winston.

A new weekly will be launched at Humbolt, Tenn., by Robert A. Barry, formerly editor of the Greenfield Times.

D. C. Gildea will launch a new paper at Coaldale, Pa.

The Big Lake (Minn.) Wave has been established by Samuel L. Rank.

Old Illinois Paper Sold.

The Ocomomooc (Ia.) Free Press, one of the oldest papers in the state, has been purchased by Sidney Heindell of Chicago. The former owner was A. C. Hathaway, who purchased the property four years ago from Edwin Hurlburt.

ASSOCIATED AD CLUBS.**Complete List of Officers Elected for Coming Year.**

The complete list of officers elected at the closing session of the Associated Advertising Clubs of America in convention at Omaha last week is as follows: President, S. C. Dobbs, of Atlanta, Ga.; vice-president, I. H. Sawyer, of St. Louis; P. S. Florea, of Indianapolis, secretary, and Mac Martin, of Minneapolis, treasurer.

Members of the new executive committee are: H. S. Houston, New York City, chairman; R. E. Sunderland, Omaha; L. E. Pratt, Coshocton, O.; J. Montgomery, Fort Worth; F. E. Scottford, San Francisco, and M. J. Osborn, St. Paul.

At a meeting of the Southeastern division of the Associated Advertising Clubs of America, held at the Rome Wednesday, officers for the ensuing year were elected and reports read and passed upon of the business transacted in the states comprising the division. Composing the division are the states of Alabama, Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Kentucky, Tennessee and Mississippi. All advertising clubs in those states are affiliated with the Southeastern division.

The officers for the coming year are: William F. Parkhurst, Atlanta, Ga., president; Stephen W. Bolles, Jacksonville, Fla., vice-president; J. F. Holley, Mobile, Ala., treasurer; A. W. McKeand, Charleston, S. C., secretary. Directors elected: W. T. Dabney, Richmond, Va.; J. L. Gribble, Louisville, Ky.; I. W. Rhodes, Greenville, S. C.; W. C. Johnson, Chattanooga, Tenn., and Clarence H. Poe, Raleigh, N. C.

German Press Club Elects.

At the annual meeting of the German Press Club of Manhattan, the following officers were elected: Adolf Schaffmeyer, president; Arthur G. Albrecht, vice-president; Hans E. Benedict, recording secretary; George Neumann, corresponding secretary; Jakob Grammer, treasurer; Adolph J. Resler, financial secretary; Franz Fuennkirchen, John Weoman and Otto Quandt, advisory board; Jean Weil, Herman Alexander and Theodore F. Cuno, board of trustees. H. Frank Netschert was accepted as extraordinary member. The club has 110 ordinary members, 106 extraordinary, and 3 honorary members.

Tri-Weekly Becomes a Daily.

The Iowa City (Ia.) Citizen announces that it will be made a daily.

Mr. Publisher:

If you have seen the statements of F. L. Seely, publisher of the Atlanta Georgian and News, regarding the A. A. A., and want to see copy of our reply, write for it. *It will be to your interest to do so.*

Right here we will say, Mr. Seely's statement, "The A. A. A. collected from publishers last year more money than the entire salary and expenses of its 'Examiners'" is inaccurate. **SEE THE PROOF OF ALL THE FACTS.**

ASSOCIATION OF AMERICAN ADVERTISERS

1128-1129 PARK ROW BUILDING
NEW YORK CITY

**To Keep in Touch with
BRITISH TRADE**

Subscribe to and Advertise in

The Stationer

FIFTIETH YEAR OF ISSUE

Published Monthly **\$1.80** Per Annum Post Free

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND

SWORN CIRCULATION

Canadian Publishers Tell Why They Believe in Accurate Statements—Inspires Confidence and Is a Duty to Advertisers—Results in Increased Business.

The Printer and Publisher of Toronto, Can., recently invited a discussion of the subject, "Should Newspapers Issue Sworn Circulation Statements?" In the current issue three Canadian publishers answer the question in the affirmative.

R. M. Glover, business manager of the Peterborough (Ont.) Daily Examiner, gives the following three reasons as to why his paper issues a sworn circulation statement:

"We believe an advertiser should know absolutely what he is paying for. A claimed circulation does not give him that assurance—a 'sworn' circulation will.

"We found when we were giving only a claimed circulation that we did not receive credit from the advertiser for the circulation we had; consequently we did not get the advertising nor the rate that the circulation warranted, the advertiser in almost every case discounting the claimed circulation away below what it really was.

"We find that a sworn circulation statement brings business; that the results of the circulation manager is ever before the public, and it is not as satisfactory a showing if the circulation stands still and stronger efforts will be made to increase a circulation that is placed before every advertiser, as against a circulation statement that is never given to the public."

H. T. Blackstone, publisher of the Orilla (Ont.) Times, declares that the sworn circulation statement is a duty to publisher and advertiser. He says:

"Every publisher owes it to himself as well as his patrons to furnish advertisers with an accurate statement of the circulation of his paper. The commodity the newspaper publishes sells advertising space based on circulation, at least it ought to be. The price charged is for the space sold. Why should an advertiser be asked to pay for quantity that is imaginary (circulation) any more than he should pay for inch space that he does not receive? A certified statement, based on an accurate record of circulation returns inspires confidence, and there is much less difficulty in keeping up rates when the circulation is known.

"I believe in certified circulation returns, first, because it is the only right business method, and second, because actual business experience has convinced me that it pays. I am inclined to the belief that a readjustment of rates all over the country on circulation basis, would bring rates up rather than depress them, because the aver-

The Evening Wisconsin

Milwaukee's Leading Home Paper.
SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:
 Its average daily circulation is over 40,000 copies.
 It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.
 The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.
JOHN W. CAMPSIE, Business Manager.
THE EVENING WISCONSIN
 CHAS. H. EDDY, Foreign Representative.
 NEW YORK—5020 Metropolitan Bldg.
 CHICAGO—150 Michigan Ave.

Largest High-Class Evening Circulation in New York City

The Globe has 25,000 more NET PAID circulation than the GROSS PRINT of any other New York evening paper in its class



139,157 A DAY

Proved and Guaranteed for June, 1910

Built on the foundation of the old Commercial Advertiser, which for over 100 years was one of the most conservative high-priced evening papers in the country. The Globe represents a continuance of the same

HIGH STANDARD OF QUALITY

sold at one cent a copy. Its success in popularizing the sort of a paper that usually only attains limited sale has been one of the greatest achievements of metropolitan journalism.

THE BEST PROOF

Examine any issue of the Globe, and you can judge whether the large number of persons who buy it and take it home every evening are the kind of people advertisers want to reach.

The Globe issues detailed sworn statements as to circulation, and shows where the papers are sold—90% within 25 miles of the New York City Hall

age printer and publisher is not getting high enough price for his product.

"Haphazard has and will keep printers poor, and the shadow of the sheriff haunting like a nightmare. The haphazard system is fostered by every printer who has more than one price, is not definite in his quotations, and who is not explicit in frankly stating the size and quantity of the commodity he has to sell. The successful publisher will do himself and his customer justice by asking a fair price, no more and no less, and nine times out of ten he will get it without quibbling. An important factor in this desired result being that he has not attempted concealment, but given the prospective advertiser information that he is properly entitled to know."

"A sworn circulation statement is a silent salesman," says W. B. Preston, business manager of the Brantford (Ont.) Daily Expositor. "A newspaper's circulation is its trade. A newspaper should sell advertising space on the quantity and quality of its circulation, and just as a merchant exhibits his wares so a newspaper should avail itself of every opportunity

to exhibit the proofs of its circulation. The most successful publishers today not only make regular sworn statements of their circulation, but leave their books open to inspection and invite their advertisers to 'come and see.' This is the only means by which a prospective advertiser can obtain authentic information in regard to the value of the medium he purposes using. There is no more reason for a newspaper to place its circulation books under a padlock in the dark recesses of its vault, beyond the inspection of its clientele than that a merchant should endeavor to sell merchandise that is not exhibited to his customers.

"Every publisher owes it to himself as well as to his advertising space commensurate with the number and nature of his readers. He should seek no more. If then, a fair, an equitable price only is asked, why should not the advertiser be taken into the publisher's confidence and his wares exhibited? There should be no 'confidential treatment' of a circulation. The records should be exhibited, the proofs established and impressed upon the

advertiser. This is so of the small paper as well as the larger.

"Those who, as a matter of practice, readily provide advertisers with sworn statements of their circulation unhesitatingly state it pays. There would be no exception to the statement if all publishers would persist in the same practice. If the newspaper business is an honest one, why misrepresent the quantity of circulation?"

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building
 25 East 26th Street NEW YORK

CHUMPS.

Country Newspapering Alive With Them Says Iowa Editor—Pig is Mightier Than the Pen and More Independent—Some Reasons Why.

In a paper read before the Upper Des Moines (Ia.) Editorial Association recently, Howard Rann, editor of the Manchester Press, said among other things:

"It was our esteemed citizen, George Ade, who declared that there was a time when he believed he knew all about three of our most delightful occupations—editing a newspaper, writing a comic opera, and running a hotel. Mr. Ade still believes he can run a hotel.

"I venture to say that the profession of country newspapers contains more chumps to the square inch than any other class of citizenship, unless it is a barber who gives a shave for a nickel and a hair cut for 15 cents. If you don't believe this, compare the prices of job printing and advertising maintained fifteen years ago with those of to-day. You will find that where the country printer used to get \$2.00 for 500 envelopes, he is now glad to beat his competitor to it by scaling that price anywhere from 50 cents to \$1.95. When I entered the newspaper work the prevailing price for 500 noteheads was from \$2.75 to \$3.25.

FLAT RATE A FARCE.

"Now there is an unseemly scramble to get the job for nearly one-third less. The same idiotic and ruinous reduction of prices on job work has affected every bid that comes into the office, and this in spite of the fact that never before was the Iowa printer compelled to pay such salaries as now, while the quotations on paper stock, machinery, type, inks, etc., has risen like a thermometer in a laundry. The flat rate advertising farce has cut an even deeper hole in the profits of the weekly publisher. Think of a newspaper with 2,000 circulation and a flat rate of 10 cents an inch furnishing a half page for \$7.70. Under the old-fashioned and much abused scale system, the use of which built up newspaper properties that made men independent years ago, you couldn't buy a single column in a good paper for less than the price of a half page to-day. But the advertising agencies drove the weekly papers to adopt the plan of the big dailies, with their enormous circulations and jump scale advertising rates, with the result that advertising profits in many offices in this state have been almost cut in two, for it must be remembered that in the majority of communities it is possible to secure only about so much advertising, one year with another. The effect of this is that not one-fifth of the weekly newspapers in Iowa re-

turn anything like a satisfactory profit to their owners, who slave their heads off year after year for the satisfaction of beating the other fellow out of work which will yield no profit.

WHY PIG IS MIGHTIER.

"These are some of the reasons why the pig is mightier than the pen.

"I am here to say that the man who owns eighty acres of Iowa land and who has brains enough to till it, makes the lot of the country newspaper man look like the last sad remnants of a Dutch lunch. The farmer has the best of it all around. He is as independent as the American Express company. He doesn't have to write a soulful obituary over the remains of some peak-headed bloke who caved his wife's ribs in with a grub stake and kept on display an exhibit of cut plug profanity that would make the efforts of a steamboat mate sound like a meeting of the Epworth league. He doesn't have to go into raptures over the beauty of an open-faced bride with a cast of countenance that would blow out the gas, and he can say what he dum pleases about a candidate for Congress, something no newspaper ever dared to do, unless he had just lost the postoffice. The farmer isn't required to lie until his back teeth fall out, about the sterling manhood of a groom with ears like a cauliflower plant, and the brain power of a shoat. He doesn't have to run a piano contest for the most beautiful young lady in the community, make everybody sore but the winner, and then print a 75 cent half-tone of the beauty that looks like a tintype of grandma at the age of 13. There is nothing in the farmer's curriculum that obliges him to paint the local soprano as a heaven sent songster, when in fact she has a voice that would make a guinea hen weep. He isn't called upon to paint the virtues of a prominent citizen who earned his money by collecting notes with a draw shave and who would have an attack of heart failure if suddenly separated from two bits in real money.

ROAR ABOUT SMALLPOX.

"The farmer can stand on the street corner and roar about smallpox in town until his whiskers curl up like a lean man with the wind colic, and if the newspaper man runs a three-line item to the same effect his advertisers will land on him and make him resemble a crushed fruit salad. If the printer opens his head about the presence of slot machines, penny ante and holes-in-the-wall, every candidate he supports at the primary election will have about as much show of nomination as a one-legged man in a hurdle race. The farmer can sit on his front porch and lambast the board of supervisors from supper to breakfast, and if the newspaper man jars a board off the fence in that direction his appeal for the county printing will be about as effective as a live broil with tobacco sauce.

"The farmer can express his opinion of the new Methodist preacher in a firm and loud voice, on the four corners, and if the printer ventures to express the view that that preacher ought to be chasing a currycomb over a milch cow instead of filling a large room with thin ozone and misinformation, he will lose subscribers so fast that he won't have the circulation of a cold storage egg. The farmer doesn't have to impress a chaste kiss on the moist nose of his foreman in order to keep him from getting drunk on press day, neither

does he have to get somebody to go on his note when the 'devil' carelessly feeds a pair of pipe tongs through the cylinder press or the rats chew the lining off a new set of rollers. There is no law which compels him to fill four columns of space with a clogged think-tank and a stickful of brain-food.

"If the editor takes two days off in fishing in succession, his patrons call him a loafer and take their job work to the other office. If he works until he is bowed over like a fat man with cramps people say he is too stingy to hire extra help. If he contributes \$2.00 to the W. C. T. U. and wears a boiled shirt on Sunday, the banks call in his notes with a noise like a wooden-legged man falling on a tin roof, and if he refuses to dig up for the Woman's Relief corps supper he is branded as a miser and avoided as if he had the hives. The farmer can look every man in the face and tell him to get where there is no premium on coal slack, and if the printer informs a man who tries to beat him out of four years' subscription that he is so crooked that he couldn't go to sleep in a roundhouse he is liable to be reduced to the consistency of a corn starch pudding.

PROFESSION OVERCROWDED.

"In view of these facts, why is the profession over-crowded? There are several reasons. One is that man is a vain bird and is never happier than when he is a yapping in linotype slugs. Many a man would rather dispense fourteen columns of crooked rhetoric and reformed spelling once a week and live on ossified liver and iced tea, than shave the warts off a calf's head and hold a pail for a sucking calf, even though he can fill up on green corn and side pork until he wheezes like an accordion with the asthma. There are others, including a fair sprinkling of jack-leg lawyers and ham-strung school teachers, who have imbibed the notion that the editor's life is softer than the head of a two-ply sport. These rush in with a \$90 outfit and a wind pressure that would blister the lining out of a steel range and fill a long felt want with the grace and abandon of a hare-lipped hired girl at a beauty show. Nothing ever drives these startlings out of the profession except sudden death or the sheriff. Then there are those misguided, ambitious politicians who believe that the surest way to clasp a fat office to your bosom is to become the editor of a newspaper. These usually fade away like a goat on a string bean diet, carrying through life a look of hopeless sorrow and remorse that would wring the tears from a porcelain egg.

"If the newspaper man knew the joys and independence of the farmer's life, he would kick himself up to a peak until he looked like a rat-tailed flea for continuing to make himself the door-mat of the stiff-necked and ungody community. Gentle communion with the kine is far better than animated converse with an irate subscriber with fists like a premium ham and the disposition of a hyena. Let us reform, brethren, and get close to nature's heart with a three-tined pitchfork and a self-feeding manure spreader. We will live longer, or at any rate it will seem longer, as the married man said, and if the worst comes to worst, we can live on rutabagas and rock salt, which, we have no doubt, is an improvement over our customary diet."

R. J. KAYLOR RETIRES

From Active Management of Johnstown (Pa.) Journal.

On August 1, Raymond J. Kaylor, who, with his brother, Harold G. Kaylor, founded the Johnstown Journal about seven years ago, will sever his connection with that paper. Mr. Kaylor sold his holdings in the corporation to John L. Sechler some time ago, and has remained with the paper until the new partner becomes familiar with the business.

Mr. Kaylor has been managing editor of the Journal during the entire existence of the paper, and for the past eight months has also filled the position of business manager. During the seven years covered by his connection with the Journal, it has grown from an eight page paper to sixteen pages. It is understood that the new management of the Journal will change its policy, making it a Republican paper, as the majority of the stock is now in Republican hands.

Mr. Kaylor has not formed any plans for the future. He will probably associate himself with an afternoon paper in Western Pennsylvania, where he has been engaged in the newspaper business continuously for almost twenty-five years.

What the President Reads.

The New York World's correspondent gives what purports to be a list of the papers which President Taft reads. There is a predominance of New York newspapers which may be due to the correspondent's limited vision. The only other papers mentioned are the Philadelphia Press, the Richmond Times-Dispatch (Maj. Hemphill's paper), and the Hartford Times-Courant, a composite name which may be prophetic of the millennium but a combination which has not yet been effected. No mention of the Springfield Republican, which can instruct the wisest administration. The name of the Indianapolis News is missing. President Taft ought to get a little piece of the News's editorial page into his system every day. The Providence Journal, New York Evening Post, Boston Transcript, all the Chicago papers, in fact all other great journals of the North, South and West are overlooked. We don't believe it. President Taft knows what most of the best ones are saying. His occasional explosions of honest wrath show that. As for the Waterbury papers, he gets too little probably, rather than too much. He will make a better President when he dilutes their salutary helpfulness with less New York stuff.—*Waterbury (Conn.) American.*

"The majority of newspaper publishers agree that we are the leaders in the contest business—others follow."

**Publishers
Circulation
Service Co.**

Marbidge Building
Herald Square
NEW YORK CITY



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

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market

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

Increase Your Want Ads

Let me mail samples and quote on my
successful Want Ad Service "Tips," used by
over 100 papers, including the Kansas City
Star, Buffalo News, Minneapolis Tribune,
Des Moines Capital, Etc.

THE ADAMS NEWSPAPER SERVICE
George Matthew Adams
2013 Peoples Gas Building, CHICAGO

"THE COMPOSITOR"

Address Delivered by Mark Twain
Upon the Occasion of the First
Franklin Dinner, Held in
New York in 1886.

(From the American Printer.)

At the first Franklin Dinner after the founding of the American Printer, held at Delmonico's in 1886, by the Typothetae of the City of New York, Samuel L. Clemens, better known as Mark Twain (who has only recently died), responded to the toast "The Compositor" in these words, from the American (Printer) Bookmaker of the time:

All things change in the procession of years, and it may be that I am among strangers. It may be that the printer of to-day is not the printer of thirty-five years ago. I was no stranger to him. I knew him well. I built his fire for him in the winter mornings; I brought his water from the village pump; I swept out his office; I picked up his type from under his stand; and, if he was there to see, I put the good type in his case and the broken ones among the "hell matter;" and if he wasn't there to see, well, I dumped it all with the "pi" on the imposing-stone—for that was the furtive fashion of the cub, and I was a cub. I wetted down the paper Saturdays, I turned it Sundays—for this was a country weekly. I rolled. I washed the rollers. I washed the form. I folded the papers. I carried them around in the disagreeable dawn, and that was an occupation for you! Why, the carrier was the enduring target of all the vicious dogs in the village. (Laughter.) There was always a procession of them at his heels. I wish I had a nickel for every dog bite I have on me. I could give Monsieur Pasteur business for a year.

I enveloped the papers that were for the mail—we had a hundred town subscribers and three hundred and fifty country ones when we were prosperous; the town subscribers paid in groceries and grumblings and the country ones in cabbages and cordwood—when they paid at all, which were merely sometimes, and then we always stated the fact in the paper and gave them a puff and if they forgot it we stopped the paper. Every man on the town list helped edit the thing, that is, he gave orders as to how it was to be edited; projected its opinions, marked out its course of procedure for it, and every time the boss failed to connect, he stopped his paper. We were just infested with critics and advisers, and we tried to satisfy them all. So we led a life of change; always changing from one fence to another and never getting a rest on solid ground.

We had one subscriber who paid cash, and he was more trouble than all the rest. He bought us, once a year, body and soul, for two dollars, and he paid a fancy price for us, too. He used to modify our politics every which way, and he made us change our religion four times in five years. If we ever would try to reason with

him he would threaten to stop his paper. That closed the discussion, for it simply meant bankruptcy and destruction. That man used to write articles a column and a half long, headed long-primer, and sign them "Junius," or "Veritas," or "Vox Populi," or some other high-sounding rot. He did not know the meaning of it. He would have signed the name of this association, or would have died trying to pronounce it. And then after it was set up, he would come in and say he had changed his mind—which was gilded figure of speech—because he hadn't any—and order it to be left out. We couldn't stand such a waste as that—we couldn't afford "bogus" in that office; so we always took the leads out, altered the signature, credited the article to the rival paper in the next village, and put it in. It was rough on the other paper, it eventually destroyed it, but we had to take care of ourselves.

Well, we did have one or two kinds of "bogus." Whenever there was a barbecue, or a circus, or a baptizing, or any of the ordinary social displays of that region, we knocked off for half a day; and then to make up for short matter we would "turn over ads"—turn over the whole page and duplicate it. The other "bogus" was deep philosophical stuff, which we judged nobody ever read; so we kept a galley of it standing, and every now and then we shoveled in a lot of that, and kept on shoving the same old batches of it in until it got dangerous. Also, in the early days of the telegraph we used to economize on the news. We picked out the items that were pointless and barren of information—the kind of an item you did not know whether you read it or not—and stood them on a galley, and changed the dates and localities and used them over and over again till the public interest in them was worn to the bone. We marked the ads, but we seldom paid any attention to the marks afterward; so the life of a "td" ad and a "tf" ad was equally eternal. I have seen a "td" notice of a sheriff's sale still booming along serenely two years after the sale was over, the sheriff dead, and the whole circumstance become ancient history. Most of the yearly ads were patent medicine stereotypes, and we used to fence with them after we had worn out the column rules.

I suppose I must be coming to a very solemn part of my speech, because I don't remember what I was going to say. Life was easy with us; if we pried a form we suspended until next week, and we always suspended every now and then when the fishing was good, and explained it by the illness of the editor, a paltry excuse, because that kind of paper was just as well off with a sick editor as a well one, and better off with a dead one than either of them. And the editor of that ancient time—he was full of blessed egotism and placid self-importance, but he didn't know as much as a 3-em quad. He never set any type, except in the rush of the last day, and then he would smouch all the poetry, and leave the rest to "jeff" for the solid takes. He wrote with impressive flatulence and soaring confidence upon the vastest subjects. There was no subject too big for him to tackle, although puffing alms, gifts of wedding cake, salty ice-cream, abnormal watermelons, and sweet potatoes the size of your leg was his best hold. He was always a poet—a kind of poet of the Carrier's Address breed—and whenever his intellect suppurated, and he read the result to the printers and asked for their opinion, they were very frank and straightforward about it. They generally seraped their rules on the boxes all the time he was reading, and called it "hog-wash" when he got through. They were very frank and candid people.

All this was thirty-five years ago, when the man who could set 700 an

hour could put on just as many airs as he wanted to; and if these New York men, who recently on a wager set 2,000 an hour solid minion, for four hours at a stretch, had appeared in that office, they would have been received as accomplices of the supremely impossible. I can see that printing office of prehistoric times yet, with its horse bills on the wall, its "d" boxes clogged with tallow, because we always stood the tallow in the "k" box nights; its towel, which was not considered soiled until it could stand alone, and other signs and symbols that marked the establishment of that kind in the Mississippi Valley; and I can also see the tramping "jour" who flitted by in the summer and tarried a day, with his wallet stuffed with one shirt and a hatful of handbills; for if he couldn't get any type to set he would do a temperance lecture. His way of life was simple, his news not complex; all he wanted was plate and bed and money enough to get drunk on and he was satisfied. But it may be, as I have said, that I am among strangers, and sing the glories of a forgotten age to unfamiliar ears, so I will "make even" and stop.

CLUBS AND ASSOCIATIONS.

The Missouri Press Association at Cape Girardeau recently elected these officers: J. R. Lowell, Moberly, president; E. L. Purcell, Fredericktown, first vice-president; Ovid Bell, Fulton, second vice-president; Col. Fred Naeter, Cape Girardeau, third vice-president; J. P. Campbell, Doniphan, recording secretary; J. K. Pool, Centralia, corresponding secretary; Howard A. Gass, Jefferson City, treasurer. The association decided to meet in Joplin next year.

A number of South Dakota newspaper publishers met recently for discussion of trade matters relating particularly to the cost of job printing. A Ben Franklin Club was organized and a constitution and by-laws adopted. The following officers were elected: President, W. R. Ronald, of Mitchell; vice-president, J. W. Parmley, of Ipswich; secretary, F. F. Nash, of Canton; treasurer, H. A. Sturgis, of Beresford; executive committee, L. V. Doty, of Roland, and Paul Deutcher, of Brookings.

OBITUARY.

Thos. F. Bresnahan, managing editor of the Fort Wayne (Ind.) Journal-Gazette, died last Saturday. He was forty years old and had been with the paper for fifteen years.

Charles X. Mathews, one of the best known of the older newspaper men in the state of Indiana, died last week at Indianapolis of tuberculosis. He was sixty years old.

Col. Francis B. Lane, one of the best known special advertising men in the country and for the past year connected with the Minneapolis Daily News, died last week of paralysis. He was sixty-five years old.

BOSTON AMENITY.

(From the Boston Common.)

The Editor and Publisher, commenting upon The Boston Common, defines its purpose and adds:

"It was fitting that this experiment should be tried in Boston, for out of Boston has come the bulk of written criticism directed at the daily newspaper press of to-day. Of course, the gentlemen backing The Boston Common are reformers; and it may be that they will assume an attitude of fighting opposition to the publishers who have been in the business for years. We think they are mistaken if they assume that the average publisher will regard their experiment with unkindness. On the contrary, we believe the publishers will watch with interest, and even with sympathy if it shall be directed with that degree of intelligence and dignity which compels the respect of newspaper men of all shades of opinion. * * * We wish The Boston Common much power, and also much prosperity, with the adventitious hope that it will not lose its idealism when prosperity comes."

Permit us thankfully to acknowledge this kindly sentiment and to assure our friend that The Common isn't carrying a chip on its shoulder. It has clearly defined ideas, which, to the best of its present ability it is trying to work out; and it finds doing this of enough difficulty and interest to leave it no time, if it had any desire, to "assume an attitude of fighting opposition" to other publishers. Our policy and aim are to construct, not to "knock." A thing done is far more exemplary than a thing merely talked about. Boston in some minds has the reputation of being the home of a peculiar type of folk who are never satisfied with anything which is, and never willing to do practical work toward bettering what they criticize. We consider this reputation undeserved and The Boston Common hopes in its way to do something to disprove it.

HOE PLANT BUSY.

Rush of Business Shows Newspapers of Country Are Prosperous.

The Stockton Mail, Norwich Record, Batavia News, Union Hill Dispatch, Allentown Welt-Bote, Boise Statesman and the Cleveland Szabadsag are all putting in sixteen-page Hoe machines.

The Fresno Republican is getting a straight-line Hoe quadruple press with high speed folders and a capacity of 72,000 per hour. The Journal of Peoria is also getting a quadruple, with color cylinders.

The Observer, of Charlotte, N. C., has a new twenty-four-page Hoe machine, and the Mount Vernon Argus and the Press-Gazette, of Pontiac, Mich., will soon be equipped with new twenty-page Hoe presses.

Other newspapers getting new machines from R. Hoe & Co. are the Barre Times, Salem News, New Haven Times-Leader, Schenectady Union, National Stock Reporter and Newburyport Herald.

PRESS CLIPPINGS

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45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

AMERICAN INK CO., 12 Duane Street, New York City

Name or Number of Newspaper Publishers' Inks		
Guaranteed News		at 4c.
" "	(less than bbls.)	" 5c.
Firecracker Red,*	lots of 25 lbs. and over	" 25c.
No. 4 Yellow,*	" "	" 18c.
No. 9 Blue	" "	" 18c.
Half-Tone Magazine Black †	" "	" 12c.
Flat Bed Black, ‡	lots of 100 lbs. and over	" 30c.

* For Comic and Magazine Supplements, also "Red Lines" and "Fudges."
† For Sunday Magazine Supplement (Cylinder Press)
‡ For Flat Bed Illustrated Supplements, printed on Superfine Paper.

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. E. M. BONIFIELD, News Editor.

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

NEW YORK, SATURDAY, JULY 30, 1910.

JOURNALISTS WHO PASS "WORTHLESS CHECKS."

A correspondent, having in mind some recent published news about professional writers who are alleged to be dead beats, writes us in part as follows:

Would it not be possible for you to come to the relief of the newspaper men in large cities, who are continuously being victims of worthless checks passed upon them by a certain class of newspaper men who make a specialty of this sort of practice?

As long as your paper refrains from exposing these men just so long will they continue their nefarious practices.

These men go from city to city, and have various methods of getting acquainted with the boys who are at work, and sooner or later leave a trail of worthless checks in their wake.

Pictures and careful descriptive matter should be published of this class of men, and they should be thoroughly exposed and driven out of the business, because it is just such actions as theirs that brings discredit to the profession.

Our correspondent signs the letter "One of the Stung," thus furnishing a melioration of anonymity.

We are inclined to believe that the species of jackal referred to by our unlucky friend is dying out, and there is little danger of a recrudescence. Probably there are fewer of these wandering pests in the newspaper profession today than in other professions and callings.

There was a time, fresh in the memory of all veterans, when the dead beat was a familiar figure in most newspaper offices. Frequently he was a "tramp" newspaper man. Usually he was a drunkard. Only a remnant of his tribe is now living, for only the fittest in journalism have survived. But it is true that our contempt for the irresponsible tramp newspaper man of a past generation is softened by the light from a dead past. We see that he was picturesque, and we smile except when we are "touched" by a fugitive who has managed to keep a bare existence.

The newspaper man of today is keen to detect moral weaknesses in fellows of the craft. The standard of conduct for individuals of the profession is higher and more rigid than ever before. The dead beat nowadays falls quickly, becomes a dervish or a marked criminal.

If any such are prowling about the country, with criminal charges or convictions hanging over them, we

should like to know about them and print their pictures.

BE GENTLE AT THE TELEPHONE.

In another column is reprinted, from the Telephone Engineer, a timely little essay on good manners at the telephone, which ought to be read by newspaper men.

We think that newspaper men, as a whole, have a clear appreciation of the value, to themselves and to their papers, of the habit of courtesy at the telephone. This is to say that newspaper men are gentlemen. Of course, some are excepted, but these few are given exaggerated prominence by the public.

A newspaper man who wants an interview, over the phone, naturally is courteous when he talks. There is no merit in that. But when he is in the middle swing of writing, or wrapped up in vital business matters at a conference, and is called to the phone to answer what he may consider a trivial or even foolish question by one of the readers of the paper, does he still hold to the manners of a gentleman and speak politely to the unknown questioner?

We believe every publisher would profit by posting a rule in his editorial and business office: "Be polite in every telephone conversation."

"Foolish" questions will always be asked. Many a learned man asks them. A foolish question is not proof that the one who asks it is a fool. Things that are known to the newspaper office boy may be unknown to the president of a college. Sometimes an impatient newspaper man answers shortly and gruffly, when, if he could but see the countenance of his interrogator at the other end of the phone, he would use a gentle tone.

Be gentle, and speak clearly at the telephone is the advice we respectfully offer to the office force of every newspaper.

With pleasure we acknowledge the printed congratulation of THE EDITOR AND PUBLISHER by the Newspaper

Owner, our admirable British contemporary of London, upon the occasion of our tenth anniversary. The Newspaper Owner was established on Jan. 5, 1898, and has steadily come thus far in the way of clean, progressive journalism.

BOOKS.

"In Love's Domain," by H. E. Harmon, published by the Stone & Baringer Company, Charlotte, N. C. A book of verse.

That a practical business man, ex-president of the Southern Trade Press Association, editor and publisher of the Dixie Woodworker and other trade publications at Atlanta, should be able to voice the call of Southern woods and fields in verse of striking beauty, is an unusual fact, to put it prosaically.

Mr. Harmon's muse is not tethered to the fields and woods of his native state. There are poems of other lands and other peoples, but he is surely at his best in the land of cotton blossoms. This is the way he lifts of "The Carolina Hills":

'Tis summer, once more summer,
On the Carolina hills,
And there seems to be a rhythm
In the whisper of the rills.
As they come from out the highlands
Where the sweetest mosses grow,
And go singing through the meadows,
With the willows bending low.

From "The Carolina Daisies" this stanza is picked:

A thousand daisies lift their snowy heads
Upon each sun-kissed Carolina hill,
And star the meadows with their white and gold.
To where the flowing tide of summer rill
Eases its pace in lowlands green and wide,
Until it finds the river's swifter tide.

An old note seems new when it is put this way, in "Since You Went Away":

The Georgia hills look sad in mists of gray,
There is a halting tread in every day,
And every night creeps on with more delay
Because you are away.

Here is a vignette of Dixie:

The dogwood fringes woods with white,
The leaves new fragrance bring,
While jasmine hangs its yellow lamps
To light the way of spring.

The Reporter's Envoy.

When earth's last paper is printed, and
the forms and the metal are cold,
When the newest scandal is ancient, and
the last extra is sold,
We shall loaf—and, Lord, how we need
it!—with nothing at all to do
Till the boss of the perfect paper shall
call us to work anew.

And then we shall work as we'd like to,
each on his own machine;
And the truth shall be in our copy and
nothing shall intervene;
We shall write real stories about them—
beggar and millionaire—
For an editor keen and fearless, a paper
that's on the square.
We shall work in a rush and a hurry,
for that is the goodly game,
But we shall not dig in the gutter for
stories of filth and shame;
And the copy readers above us shall
leave our "features" alone,
And the stories that fill the columns we
shall recognize as our own!

We shall have no fool assignments, no
cruel missions of pain,
To torture the broken hearted or blacken
the slinner's stain;
We shall scoop and be scooped a-plenty,
we shall love the flurry and noise,
We shall fight with the business office
and fuss with the copy boys;
But each of us shall be human, and
each of us shall be free
To write the thing as he sees it for the
Paper That Ought to Be.
—Berton Braley, in Puck.

Ill-Timed Advertising.

"I see the drug store is advertising bargains
in patent medicines to-day."
"Is that so? Well, that's too aggravating!
There isn't anything the matter with any of
us."—Lippincott's.

Before and After Eating.

Prosperous publisher—Do you write before
or after eating?
Poet (faintly)—Always before, unless I have
something to eat.—Judge.

TELEPHONE COURTESY.

New York Telephone Company Sends
Out to Subscribers a Newspaper
Article Telling How to
Be Polite.

The New York Telephone Company has reprinted part of an article written by Frank J. Wisse in the Telephone Engineer, entitled "Courtesy Between Telephone Users," and is sending it out to all the telephone subscribers in New York and suburbs. The leaflet is as follows:

Would you rush into an office or up to the door of a residence and blurt out "Hello! Hello! Who am I talking to?" and then, when you received a reply, follow up your wild, discourteous salutation with "I don't want you; get out of my way. I want to talk with Mr. Jones." Would you? That is merely a sample of the impolite and impatient conversations that the telephone transmits many times a day.

There is a most agreeable mode of beginning a telephone conversation which many people are now adopting, because it saves useless words, and is, at the same time, courteous and direct. It runs thus:

The telephone bell rings, and the person answering it says: "Morton & Company, Mr. Baker speaking." The person calling then says: "Mr. Wood, of Curtis & Sons, wishes to talk with Mr. White."

When Mr. White picks up the receiver, he knows Mr. Wood is on the other end of the line, and without any unnecessary and undignified "Hello's," he at once greets him with the refreshingly courteous salutation: "Good morning, Mr. Wood." That savors of the genial handshake that Mr. Wood would have received had he called in person upon Mr. White.

Undoubtedly there would be a far higher degree of telephone courtesy, particularly in the way of reasonable consideration for the operators, if the "face-to-face" idea were more generally held in mind. The fact that a line of wire and two shining instruments separate you from the person with whom you are talking, takes none of the sting out of unkind words.

Telephone courtesy means answering the telephone as quickly as possible when the bell rings—not keeping the "caller" waiting until one gets good and ready to answer. Telephone courtesy, on party lines, means being polite when some one else unintentionally breaks in—not snapping, "Get off the line; I'm using it."

In a word, it is obviously true that that which is the correct thing to do in a face-to-face conversation, is also correct in a telephone conversation, and anyone has but to apply the rules of courtesy, prescribed long years before the telephone was first thought of, to know the proper manners for telephone usage.

Be forbearing, considerate and courteous. Do over the telephone as you would do face to face.—From an article in the Telephone Engineer by Frank J. Wisse.

Following a two days' outing on the St. James River, the Virginia Press Association elected officers as follows: Judge Campbell, Amherst New Era, president; W. E. Addison, of the Lynchburg News, vice-president; J. L. Hart, of the Farmville Herald, secretary; E. G. Moseley, of the Danville Methodist, treasurer; Miss Bertha Robinson, of the Orange Observer, historian. Delegates to the National Editorial Association were named as follows: Botts Lewis, of the Bristol Herald-Courier; A. S. Gravelly, of the Henry Bulletin; L. T. Quinby, of the Accomac News; W. S. Copeland, of the Newport News Times-Herald; Allen Potts, of the Richmond Times-Dispatch, and W. R. Rowe, of the Irvington Citizen.

PERSONAL.

Alexander P. Moore, president of the Pittsburg Leader Publishing Company, has been appointed a delegate to represent Allegheny County at the National Conservative Congress at St. Paul in September.

Robert P. Butler, for some time connected with the staff of the Hartford (Conn.) Times, has been appointed agency supervisor for the Connecticut Mutual Life.

William A. Keleher, well known newspaper man of Albuquerque, N. M., has been appointed superintendent of the baseball tournament for the thirtieth annual territorial fair.

It is reported that John W. Daire, the well-known editor of the Winnipeg Free Press, will be one of the new ministers in Sir Wilfrid's cabinet.

J. V. Beatty, editor of the Crystal Lake (Ill.) Herald, is the first McHenry County editor to invest in an automobile.

John T. Winship, former editor of the Saginaw (Mich.) News and until recently chairman of the Democratic State Central Committee, is a candidate for the nomination for United States Senator.

Tom Pence, Washington correspondent of the Raleigh (N. C.) News and Observer; Gerald Eagan, Washington correspondent of the New York Tribune, and Reginald Schroder, of the New York Staats-Zeitung, recently enjoyed a week's fishing at Morehead City, N. C.

Colonel Albert E. Sholes, editor and proprietor of the Flushing (N. Y.) Daily Times, has been elected president of the First Rhode Island Veterans' Association, an office held for many years by General Burnside and later by Colonel William Goddard.

Walter Hyatt, late of the Macon Telegraph, and formerly publisher of the Eufaula (Ala.) Daily Times, has taken the city editor's desk on the Columbus (Ga.) Enquirer-Sun.

Walter H. Berry, formerly night editor on the Montgomery Advertiser, is now news editor of the Augusta (Ga.) Herald.

T. N. French, one of the oldest and best-known newspaper men of Indiana, was severely injured when he fell from a wagon under the heels of a horse last week, and narrowly escaped being killed.

John H. Hutchinson, advertising manager of the Jacksonville (Tenn.) Times-Union, is spending some time at Asheville.

J. Rion McKissick has been made assistant editor of the Richmond (Va.) Times-Dispatch, succeeding Douglass S. Freeman who resigned to accept a commission as tax expert for Virginia.

J. M. Emerson, proprietor of the Ansonia (Conn.) Evening Sentinel, is motoring along the Jersey shore.

P. S. Junkin, publisher of the Creston (Ia.) Adventure, and a prominent member of the Southern Iowa Editorial Association, is publishing a book descriptive of his recent trip around the world.

Edgar Parker, editor of the Geneva (N. Y.) Advertiser-Gazette, and his wife, celebrated their golden wedding

anniversary last Monday. Mr. Parker is seventy-three years old and has the distinction of being the oldest man in Geneva who lives on the place where he was born.

Harry F. Aitchison, for the past fifteen months on the Columbus (Ga.) Enquirer-Sun, has gone to the Winston-Salem (N. C.) Journal, as circulation manager. Since leaving Massachusetts, his native state, six years ago, Mr. Aitchison has won considerable recognition in the South, having been connected with the Atlanta Georgian, Augusta Herald and Pensacola Journal, at various times.

Howard Davis, who has charge of the advertising department of the New York American, has returned to his desk after a three weeks' vacation spent at Lake Winola, Pa. Mr. Davis has been greatly benefited by the trip.

C. F. Kelly, of C. F. Kelly & Co., special agents, New York office, has returned home from a trip through New York State in the interest of the papers which he represents.

Harry King, of the advertising department of Munsey's Magazines, returned home from a business trip through New York State.

Harry Reynolds, of Benjamin & Kentnor Company, special agents, New York, is spending a two-weeks' vacation at Binghamton, N. Y.

John T. Fitzgerald, of Benjamin & Kentnor Company, New York office, is on a business and pleasure trip through the Western states.

J. M. Powers, of Powers Photo Engraving Company, Tribune Bldg., New York, left to-day on a two months' trip through Europe, where he will study photo engraving conditions in the larger newspaper offices. Mr. Powers was accompanied by H. B. Haines, of the Paterson (N. J.) News, who will make a study of newspaper conditions in that country.

E. D. Butler, publisher of the Prairie Farmer, Chicago, is in New York calling on the general advertisers.

Charles H. George, New York correspondent of the Baltimore American, is spending his vacation in Northern New York.

C. D. Lee, president of the United Press Association, World Bldg., New York, has returned home from a business trip to Toronto, Canada.

Roy Howard, general news manager of the United Press Association, World Bldg., New York, has returned home after a several weeks' trip of inspection of the different offices of the United Press Association in the West.

CLUBS AND ASSOCIATIONS.

The 26th annual meeting of the Associated Ohio Dailies will be held at the Breakers Hotel, Cedar Point, August 3, 4 and 5. Two special reports also of unusual importance to every paper are to be submitted and acted upon. They are the reports of Committees on Reforming the Rate Card and Uniform System of Making out Bills for Foreign accounts. The demand for these reports grew out of the addresses of Mr. E. R. Blaine of the Blaine-Thompson Agency, Cincinnati; Mr. Wm. M. Mumm of the Mumm-Romer Agency, Columbus,

and Mr. Robert Halstead of the Proctor-Collier Agency, Cincinnati, at the regular meeting last winter. The committee to report on reform of rate card is composed of R. C. Snyder, E. R. Blaine, E. B. Cappeller, Frank Harper, Robert Halstead, Chas. W. Maedge, Wm. M. Mumm and A. H. Madigan. The committee to report on Uniform System of Making Out Bills comprises Robert Halstead, Wm. M. Mumm, E. R. Blaine, A. L. Sedgwick and F. N. Snyder.

\$2,973.59 was the

cash return to owner for personal work on and investment in county seat, middle West, Republican weekly newspaper property in the twelve months ending April 30th, 1910. Town of approximately 2,500 population. Original net cost of equipment \$4,715.00. Owner desiring to get into a larger business will sell for \$5,500.00 cash. Price includes subscription accounts but not advertising and job accounts. Proposition No. 28.

C. M. PALMER, Newspaper Broker
277 Broadway - New York

WHO IS FARMER SMITH?

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

THE INTERNATIONAL SYNDICATE
FEATURES FOR NEWSPAPERS
Established 1899
Baltimore Maryland

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

WILBERDING

ADVERTISING MEDIA
ILLINOIS.

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

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

WASHINGTON.

THE SEATTLE TIMES
The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

Easy To Pick Up—Hard To Put Down.
THE IDLER
Is a little magazine of IDEAS for the IDLE HOUR. Clever but clean. One dollar the year. Sample copy free.
ROBERT J. SHORES, Editor and Publisher
East Orange, N. J.

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

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

BUSINESS AND ADVERTISING MANAGER

Now open for position. Was business manager for two years of one of the largest and most successful foreign language papers in the United States. Ten years in newspaper and advertising business. I know all sides of the newspaper and advertising game, and want an opportunity to demonstrate my ability as an executive man. Not a cheap man, but salary is a secondary matter as the opportunity is what is wanted. Any publisher (New York preferred) who wants new life injected into his proposition. Address Results, Care THE EDITOR AND PUBLISHER.

FORMER SUPERINTENDENT
of State Printing desires position as Contractor and Estimator; is a money-maker. Address Estimator, care THE EDITOR AND PUBLISHER.

SITUATION WANTED
Open for engagement Sept 1st. General manager of daily newspaper. Twenty years experience. Age 27. Gilt-edge references. Expert systematizer. Practical knowledge of every department. New York, New Jersey, Connecticut or Massachusetts preferred. Address MANAGER, care THE EDITOR AND PUBLISHER.

HELP WANTED

HELP WANTED MALE
LINO TYPE instruction; nine weeks thorough operator-machinist course, \$80. Operators earn \$1,200 yearly. Great demand. EMPIRE MERCHANTIAL LINO TYPE SCHOOL, 419 First Avenue, New York City.

FOR SALE

NEWSPAPER
and Job Plant, 5 miles from Atlantic City; in town of 4,500; no competition; doing over \$15,000 business annually. Will sell at inventory. G WM BRAUN, Pleasantville, New Jersey.

BUS. OPPORTUNITIES

RESULTS GUARANTEED
Publishers for whom we have operated agree that we can follow others in the contest business, and PRODUCE DOUBLE THE AMOUNT OF BUSINESS.

Because we have THE BEST SYSTEM and use ONLY TRAINED MEN all of whom are stockholders of this company. On the Tribune at Greensburg, Pa., last year another company "lead" with \$5,600, while we "followed" this year with a total of \$2,744 notwithstanding the fact that another paper was running a contest at the same time and there being 10,000 miners on strike. Ask H L, Allen, Manager of The Tribune.

OTHER REFERENCES
W. M. Hardy Tribune, Rome, Ga.
Fred L. Weede, Herald, Erie, Pa.
C. C. Hollenback, Gen. Mgr. American Pub Co., Columbus, O.

WE FINANCE YOUR CONTEST
We will furnish all of the prizes and assume all of the "RISK" for substantial daily newspapers.

We will further guarantee to make the ACTUAL NEW business pay all of the cost. We operate "Tour of Europe" Bermuda Trips and Automobile, Piano and Diamond Ring Contests. Write us for terms.

THE UNITED CONTEST COMPANY, Incorporated
Cleveland, Ohio.

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

MISCELLANEOUS

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

CLASSIFIED ADVERTISING
increased 25 to 150%. Newest, quickest and best method of building up your classified columns. Complete plan (including 25 schemes for increasing display advertising) for \$140 post-paid. NORTHERN ADVERTISING BUREAU, Lake & Erdon, Grand Rapids, Mich.

"GOTHAM GOSSIP"

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

National News Service
9 E. 26th Street, New York, N. Y.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The Thomas G. Plant Company, Wonder Work Machinery, Boston, has discontinued their advertising temporarily. This business is placed by the Stafford Agency, Boston.

The W. H. H. Hull Agency, Tribune Bldg., New York, is placing orders in a select list of daily papers for D. Altman & Co., Fifth avenue and Thirty-fourth street, New York.

The E. D. Neal and C. S. Clark Enterprises, Rochester, N. Y., are placing 5,000-line contracts in Southern papers through the Blaine-Thompson Agency, Cincinnati.

The Horn-Baker Agency, Kansas City, is placing 14 lines 16 times in Southern and Southwestern papers for the Kansas City Veterinary College.

Lord & Thomas, Chicago, are placing 5,000 lines in Western papers for the Olive Tablet Company. This agency is also placing new contracts for 10,000 lines in Southern papers for the advertising of the Pennsylvania lines, Pittsburg.

The Long-Critchfield Corporation, Chicago, is placing orders in daily papers for the Haynes Automobile Company, Cocomo, Ind.

The National Advertisers Company, West Twenty-fifth street, New York, are placing new contracts for 5,000 lines in Western papers for the Emergency Laboratories, Poslam, same address.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing twenty-five lines two times a week for one year for E. Fourgera & Co., Santal Midy, 90 Beekman street, New York.

The Allen Advertising Agency, Marbridge Bldg., New York, is placing 5,000-line contracts in Southern papers for the Bicks Family Remedy Company.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, is placing 1,000-inch contracts in Southwestern papers for the Potter Drug and Chemical Company, Cuticura, Boston.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing new contracts for 10,000 lines in Southern and Pacific Coast papers for the American Tobacco Company, Turkey Red Cigarettes.

The Walker Advertising Agency, San Francisco, is asking for rates.

The Morse International Agency, Fourth avenue and Thirtieth street, New York, will shortly make up a

list of papers for the Piso Co., Piso's Cures, Warren, Pa.

George L. Dyer & Co., 40 Broadway, New York, is making 2,300-line contracts in daily papers in towns where they have a league baseball team, for the Gillette Sales Company, Gillette Safety Razor, Times Square, New York City.

N. W. Ayer & Son, Philadelphia, are placing large contracts in daily papers for the Curtis Publishing Company, Philadelphia, to advertising the Ladies' Home Monthly semi-monthly.

George L. Dyer & Co., 40 Broadway, New York, is placing orders in Missouri and Kansas papers for the Corn Products Refining Company, Karo Corn Syrup, 26 Broadway, New York.

Pompeian Mfg. Co., Pompeian Massage Cream Soap, will take on additional afternoon papers for this business about August 15. George Batten & Co., Fourth Avenue Bldg., New York, will place this business.

The R. A. Foley Agency, Philadelphia, is placing orders on a cash basis for the Beach Haven Hotel, Beach Haven, N. J.

The H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, is placing orders in New York City papers for the Thomas Automobile Co., Buffalo, N. Y.

Dauchy & Co., Murray street, New York, are sending out renewal orders for the Hiseox Chemical Works, Parker's Hair Balsam, Patchogue, L. I.

The H. B. Wilson Advertising Agency, Asbury Park, N. J., is placing some special advertising for Asbury Park for the Aviation Meet, which will be held there from August 10 to 20. Eastern and Southern papers will be used.

J. J. Gibbons, Ltd., Montreal, Can., is placing orders in Canadian papers for the St. Charles Condensing Company, St. Charles, Ill.

R. Guenther, 115 Broadway, New York, is placing orders in Southern and Southwestern papers for the Ellison McMillan Company, Bankers, New York.

W. S. Hill Company, Pittsburg, is placing orders in Eastern papers for Iban D. Nordham, same city.

Wylie B. Jones, Binghamton, N. Y., is placing orders in a selected list of papers for the J. W. Thompson & Co., 649 West Forty-third street, New York.

The J. Walter Thompson & Co., 44 East Twenty-third street, New York, is placing orders in Canadian papers for the Dominion Motor Co., Ltd., Walkersville, Ont.

Market Price of Words.

Some years ago George Meredith had a house built for himself which was rather small, although extremely comfortable. One day a lady visited him, and with great pride he showed her over the place. After their tour of inspection the visitor turned to her host, and with a disappointed expression said: "In your books you describe huge castles and baronial halls, but when you come to build you put up a little house like this. Why is it?" "Well," replied the author, with a twinkle in his eye, "the reason is because words are cheaper than stones."—London M. A. P.

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 DAKOTA.
ITEM Mobile	NEWS Fargo
ARIZONA.	OHIO.
GAZETTE Phoenix	PLAIN DEALER Cleveland (June. D. 88,239—S. 113,132.)
ARKANSAS.	VINDICATOR Youngstown
SOUTHWEST AMERICAN Fort Smith	OKLAHOMA.
CALIFORNIA.	OKLAHOMAN Oklahoma City
INDEPENDENT Santa Barbara	PENNSYLVANIA.
BULLETIN San Francisco	TIMES Chester
CALL San Francisco	DAILY DEMOCRAT Johnstown
EXAMINER San Francisco	JOURNAL Johnstown
FLORIDA.	DISPATCH Pittsburg
METROPOLIS Jacksonville	GERMAN GAZETTE Philadelphia
GEORGIA.	PRESS Pittsburg
THE ATLANTA JOURNAL (Cir. 53,163) Atlanta	TIMES-LEADER Wilkes-Barre
CHRONICLE Augusta	DISPATCH AND DAILY York
HERALD Augusta	SOUTH CAROLINA.
ENQUIRER-SUN Columbus	DAILY MAIL Anderson
LEDGER Columbus	DAILY RECORD Columbia
ILLINOIS.	THE STATE (Cir. D. 14,047—S. 14,163) Columbia
POLISH DAILY ZGODA Chicago	DAILY PIEDMONT Greenville
SKANDINAVEN Chicago	TENNESSEE.
HERALD Joliet	NEWS-SCIMITAR Memphis
HERALD-TRANSCRIPT Peoria	BANNER Nashville
JOURNAL Peoria	TEXAS.
INDIANA.	RECORD Fort Worth
JOURNAL-GAZETTE Ft. Wayne	CHRONICLE Houston
NEWS-TRIBUNE Marion	SEMI-WEEKLY TRIBUNE Waco
TRIBUNE Terre Haute	TIMES-HERALD Waco
THE AVE MARIA Notre Dame	WASHINGTON.
IOWA.	MORNING TRIBUNE Everett
EVENING GAZETTE Burlington	WISCONSIN.
CAPITAL Des Moines	EVENING WISCONSIN Milwaukee
REGISTER AND LEADER Des Moines	CANADA.
THE TIMES-JOURNAL Dubuque	ALBERTA.
KANSAS.	HERALD Calgary
GAZETTE Hutchinson	BRITISH COLUMBIA.
CAPITAL Topeka	WORLD Vancouver
KENTUCKY.	TIMES Victoria
COURIER-JOURNAL Louisville	ONTARIO.
TIMES Louisville	EXAMINER Peterborough
LOUISIANA.	FREE PRESS London
ITEM New Orleans	QUEBEC.
STATES New Orleans	LA PATRIE Montreal
TIMES DEMOCRAT New Orleans	LA PRESSE Montreal
MAINE.	
JOURNAL Lewiston	
MICHIGAN.	
PATRIOT (June, D. 10,881—S. 11,877) Jackson	
MINNESOTA.	
TRIBUNE (Morning and Evening) .. Minneapolis	
MISSOURI.	
DAILY AND SUNDAY GLOBE Joplin	
MONTANA.	
MINER Butte	
NEBRASKA.	
FREE PRESSE (aver. circ. 142,440) .. Lincoln	
NEW JERSEY.	
PRESS Asbury Park	
JOURNAL Elizabeth	
TIMES Elizabeth	
COURIER-NEWS Plainfield	
NEW MEXICO.	
MORNING JOURNAL Albuquerque	
NEW YORK.	
BUFFALO EVENING NEWS Buffalo	
LESLIE'S WEEKLY (Cir. 225,000) .. New York	
MESSENGER OF THE SACRED HEART .. N. Y.	
RECORD Troy	

The Special Advertising Representatives
 who come to New Orleans and thoroughly investigate the local field, invariably use The Item and often use it exclusively.

THE ITEM
 goes into over 22,000 New Orleans homes daily, and also has over 8,000 circulation in Louisiana and Mississippi, covering the districts most valuable for foreign advertisers more thoroughly than any other New Orleans paper.

ELMER E. CLARKE, Business Manager
SMITH & BUDD
 Foreign Representatives
 NEW YORK CHICAGO ST. LOUIS

GET THE BEST ALWAYS!
The Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE HORACE M. FORD
 Brunswick Bldg. Peoples Gas Bldg.
 New York Chicago

NEW BEDFORD TIMES
 The paper that has made New Bedford, Mass., the fastest growing city in the world.
 Average to July 1, 1910
Evening, 7,840 Sunday, 13,756

ALFRED B. LUKENS Tribune Bldg.
 New York Representative New York
 FRANK W. HENKELL 150 Michigan Ave.
 Western Representative Chicago

Anderson (S.C.) Mail
 You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Alcorn Special Agency
 Tribune Building, N. Y.
 Boice Building, Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3155
AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095
ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148
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
20 New St., New York
Tel. Rector 4398
KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt
MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914
SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420
THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

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

MEXICO

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INCORPORATIONS.

Blakely Printing Company, Chi-
cago; printing and publishing; capital,
\$100,000. Incorporators: Frederick
L. Goff, Frank T. Murray and M. F.
Stieckling.

Paint & Varnish Record Publish-
ing Company, Chicago; printing and
publishing; capital, \$25,000. Incor-
porators: Frederick Van Ness Per-
son, J. Milton Head, A. T. Packard.

Outlet Advertising Company, Chi-
cago; advertising, printing and pub-
lishing; capital, \$1,000. Incorporators:
James M. Gwin, J. H. Sullivan, Geo.
W. Hackett.

The Sunday Telegram Publishing
Company, Chicago; printing and pub-
lishing; capital, \$5,000. Incorpora-
tors: F. H. Buck, James A. Crusin-
berry, F. M. Lowe.

National Advertising and Sales
Company, James H. Satterfield,
Dover, Del.; capital, \$1,000,000. Incor-
porators: Richard Krause, New
York City; Mauriee Hotehner, New
York City; F. B. Roy, Brooklyn, N. Y.

Editor Harris Buys Michigan Paper.
H. F. Harris, formerly publisher
of the Pierceton (Ind.) Record and
for some time president of the Indiana
Associated Weeklies, has purchase
the Richmond (Mich.) Review.

The Asbury Park Press

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

CHANGES IN INTEREST.

The McGregor (Tex.) Minor, formerly
the property of E. T. Streight,
who was shot and killed last month,
has been sold to the First National
Bank of McGregor.

Charles F. Clark has sold his one-
half interest in the Red Oak (La.)
Sun to Frank J. Boll and Karl W. Boll
for \$4,500.

The Corpus Christi Texas Sun, pub-
lished for many years by the late John
Hardwiehe, has been purchased by W.
W. Gardner of Florence.

Ed. Mahon and Ed. Fitzgerald,
formerly of the Wausau (Wis.)
Record Herald, have purchased the
Merrill (Wis.) News.

The Redwood Falls (Minn.) Re-
ville, which has been published un-
der that name for a quarter of a cen-
tury, has been purchased by W. C.
Starr, formerly owner of the Lam-
berton Star.

The Sanderson (Tex.) Times has
been purchased by Jesse McKee from
the Sanderson Printing Company.

Reading Wall Street News.

"Elocution as taught to-day is supposed to
meet all practical requirements, but we found
out yesterday that it doesn't," said a teacher.
"A man in Brooklyn telephoned for us to send
over a professional reader.
" 'Some one who can read Wall street news
so it will make sense,' he said. 'If she can't do
that she needn't come. I have had to dis-
charge three readers because they made a mess
of Wall street.
" 'The candidate we had to offer had never
tackled a column of stock quotations, but she
practiced for an hour, then set out for Brook-
lyn. The old gentleman was disgusted with her
reading, but he said she had more common
sense than anybody else who had read to him,
and he was willing to give her a chance to
improve. That experience gave me a hint.
Hereafter my pupils must tussle for a time
with market quotations before they can get a
diploma.'—New York Press.

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land Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and B.
is a good printers' journal wherein to ad-
vertise our machinery."—Paul Shulede-
ward & Co., Chicago.

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

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

"We assure you we appreciate your pub-
lication."—Chandler-Price Company, Cleve-
land, O.

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

American firms contemplating opening up
foreign trade should place their announce-
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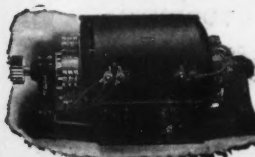
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The Cleveland Leader

VOL. 64—NO. 363

CLEVELAND, TUESDAY, JUNE 14, 1910.

PRICE ONE CENT

AND THE HEAD LETTER EQUIPMENT

When H. S. Thalheimer, business manager of the Cleveland Leader, was approached with a proposition to fit up *one* of the two Model 2 double magazine Linotypes in his office, which were devoted exclusively to head work, with our *Head Letter equipment* and a font of 36 point matrices, he consented, provided the cost would not exceed \$250.

Upon investigation it became apparent that with a few changes in equipment one of the two machines could be made to do the work of both, in addition to producing the 36 point heads. This was welcome news to both Mr. Thalheimer and his foreman, as an additional double magazine machine was required for *display work in their ad. room*.

One of the Model 2's was equipped as follows: Upper Magazine—36 point Gothic No. 14 caps in cap channels; 5½ point Bold Face No. 1 with 10 point Clarendon No. 1 (two-letter matrices), caps and lower case, in center and lower case channels. Lower Magazine—14 point Cheltenham with Italic (two-letter matrices), caps and lower case, in cap and lower case channels; 11 point Gothic Condensed No. 1 caps in center channels.

The machine was also fitted with four molds to produce 6, 10, 14, and 36 point bodies.

This one machine now contains:

10 complete alphabets, comprising
6 distinct type faces, producing
20 different styles of heads, on
4 different bodies, from
1 keyboard of 90 keys, by
1 operator, without leaving his seat.

In the margins of this page are shown eleven of the twenty different styles of heads appearing every day in the columns of the Leader—many of them double column—all set on this one versatile Model No. 2 Linotype. Lack of space forbids displaying more than these few specimens.

The entire cost of the equipment for this machine was only \$245. The Leader now has the use of an additional double magazine machine for its ad. room. Thus, a Model 2 Linotype was virtually acquired for \$245.

MERGENTHALER LINOTYPE CO., TRIBUNE BLDG., NEW YORK

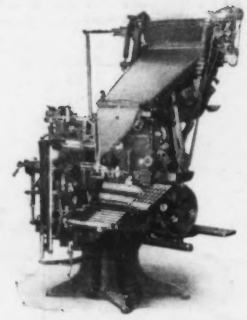
CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO

Every line on this page was composed on the Linotype. Body in 12 point Scotch, two-letter matrices; 12 point Baskerville Condensed, one-letter matrices; heading in 30 point Gothic Condensed No. 2; foot lines in 10 point Gothic No. 3 and 42 point Gothic No. 14. The Cleveland Leader heads were reproduced from a copy of the paper on a Double Magazine Linotype in the faces named in the article.



No. 1 GARFIELD LASHED IN ARGUMENT ON BALLINGER CASE

Charges Are Revenge of
Two Fallen Officials,
Says Vertess.

DECLARES NEWSPAPERS
DISTORTED THE FACTS

Secretary Denounced as
Friend of Morgan and
Land Grabbers.

No. 2
SCHMUNK SAYS "LID"
WON'T BE LOOSENEED

No. 3
OHIO WOMAN IS KILLED
Driving Accident in Louisiana Fatal to Mrs. Rachel Johnson, of Dayton, O.

No. 4 TELEGRAPHS GO INTO RAIL BILL

Wire Companies Will be
Subject to Federal Rate
Regulation.

Attempt to Restore Anti-Merger
Section Sprung Late in Day—
Senate Taken by Surprise.

No. 5 HOPES OF DICK ARE SHATTERED BY CONVENTION

No. 6
PERU STILL ARMING FOR WAR

Mobilization of Troops Along the
Frontier Continues.

No. 7
Local Port List.

Arrived.

No. 8
THE LEADER TODAY
PHONES: MAIN 2. ERIE 2.

No. 9
SINGS IN OPERA

No. 10
League Standings.

No. 11
Trade Reviews

