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NATIONAL EDITORS

HOLD TWENTY-FIFTH ANNUAL CONVENTION AND ANNIVERSARY IN NEW ORLEANS THIS WEEK.

Sessions Attended by Prominent Editors and Publishers from Every Section of the Country—Upon Adjournment Today Members of the Association Will Make a Trip to Panama.

(Special to THE EDITOR AND PUBLISHER.)

NEW ORLEANS, Feb. 11.—Almost every State in the Union is represented at the twenty-fifth annual convention and silver anniversary of the National Editorial Association, in session here this week at the Grunewald Hotel.

One of the first arrivals was William E. Palor, of Palor Lake, Fla., associate editor of the Florida Review, and poet laureate of the association. Mr. Palor attended the first session in New Orleans twenty-five years ago, and read his twentieth poem at the present session.

Following the opening business session Thursday morning, there was an address of welcome by Governor Saunders, of Louisiana, and an address of welcome to New Orleans by Mayor Behrman.

Responses were delivered by President A. Nevin Pomeroy, Joe Mitchell Chapple, National Magazine, Boston, Mass.; Past President Walter Williams, Columbia, Mo.; Past President R. H. Henry, Ledger, Jackson, Miss.

In the afternoon there was an interesting program of addresses. Included among the number were the following topics and speakers.

"Twenty-five years of American Journalism," Hon. E. W. Stephens, past president, Columbia, Mo.; "The Newspaper Editor, His Responsibility, Privileges and Opportunity," Seth Brown, editor Commercial Union, Chicago, Ill.; "The Press and Law Enforcement," Hon. Josephus Daniels, editor News and Observer, Raleigh, N. C.; "The Editor's Opportunity," John Clyde Oswald, editor American Printer, New York City; "The New Journalism," A. E. Winship, editor Journal of Education, Boston, Mass.

After the morning session Friday, at which a variety of topics, ranging from "Good Roads" to "The Moral Side of Advertising," were discussed, delegates and guests prepared for an afternoon of sightseeing. The editors were special guests at the Aviation Field, where Paulhan made exhibition flights. A trip through New Orleans harbor completed the afternoon program. At the morning session Miss Leona Dufford, of the Union Signal, Evanston, Ill., discussed the "Moral and Ethical Side of Advertising"; Miss Caroline Hulings, editor of the Book Seller, Chicago, discussed "The Business Side of Advertising." A number of short addresses were made.

Saturday most of the editors and their guests will embark for Panama and will visit the Canal Zone.

LIBRARY OF CONGRESS
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ALEXANDER BLACK,

SUNDAY EDITOR OF THE NEW YORK WORLD, WHO ANALYZES MAKE-UP METHOD OF A GREAT NEWSPAPER.

MAKING UP THE PAGE

SUNDAY EDITOR OF NEW YORK WORLD ANALYZES MAKE-UP METHOD OF GREAT NEWSPAPER.

Alexander Black Has Always in Mind the Reader Who Will Skim the Pages of the Sunday World and Say, "It Looks Good!"—He Advises Editors to Edit Pictures as Carefully as Written Articles.

BY PHILIP R. DILLON.

FOR THE EDITOR AND PUBLISHER.

Alexander Black is the Sunday Editor of the New York World. I asked him:

"What is the big motive, the quo animo, the chief thing you have in mind when you make up the pages of the Sunday edition?"

Mr. Black is an author, an artist, an analyst—especially the last. He answered:

"We have always in mind the big thing to be done; it is to seize the attention of the great world of readers and then to make them glad their attention was seized."

"Do not the editors of the dailies, the morning and evening editions, also have this very thing in mind?"

"Yes, of course, but the planning of the daily make-up is necessarily a very different operation from the planning of the Sunday pages."

"Wherein is the difference?" I inquired, which was obviously a mere leading question—but first it is proper to cite some facts about Mr. Black.

AUTHOR, ARTIST AND EDITOR.

He was born in New York in 1859. He is the author of books, "Story of Ohio," "Photography Indoors and Out," "Miss Jerry," "Modern Daughters," "The Girl and the Guardsman," and "Richard Gordon." He edited "Ostrander's History of the City of Brooklyn and Kings County." From 1885 to 1895 he was the literary editor of the Brooklyn Times. He was the inventor of the "picture plays," which he presented on the Lyceum platform for eight or ten years. Five years ago he became Sunday editor of the New York World. He is spare in physique, smilingly firm, magnetic. His name is assuredly Scotch, therefore one looks to see his idealism tempered by facts and the habit of logic. We sat in the Sunday editorial room, on the twelfth floor of the Pulitzer Building in Park Row. So he replied, analyzing the difference between the Sunday editor and the daily news editor.

SUNDAY EDITOR'S PERSONALITY.

"The Sunday editor's job is personal—more so in many ways than the news editor's. The Sunday sections of a big newspaper directly reflect the Sunday management. The relationship is intimate and personal. It must be so.

"The Sunday sections are not a mechanical reflection of the week's news. What will be done and how it will be done is up to the Sunday editor. He picks out typical things. His personality

ASK CASH IN ADVANCE.

Important Action Taken by Iowa Associated Dailies.

At a meeting of the Iowa Associated Dailies in Des Moines last week, eighteen newspapers agreed to demand cash in advance on all mail subscriptions after April 15.

A resolution was adopted notifying the postmaster-general of the action of the association and urging the adoption of the cash in advance circulation basis for the United States.

The following newspapers agreed to be governed by the "cash in advance" ruling:

The Register and Leader, Des Moines Evening Tribune, Des Moines Daily News, Des Moines Daily Capital, Clinton Herald, Dubuque Telegraph-Herald, Dubuque Times-Journal, Waterloo Reporter, Waterloo Evening Courier, Waterloo Times-Tribune, Davenport Times, Davenport Democrat and Leader, Ottumwa Courier, Muscatine Journal, Cedar Rapids Gazette, Centerville Citizen, Boone News - Republican, Fairfield Journal.

Starts Sunday Edition.

The Manchester (N. H.) Union will start a Sunday edition, Feb. 13.

COMMITTEE NAMED.

Three Men Will Have Charge of Des Moines Publicity Campaign.

Lafe Young, Jr., of the Des Moines (Ia.) Capital, and president of the Greater Des Moines Committee, last week named the three men who will have charge of the \$30,000 appropriation for advertising the city.

The men are John M. Callender, secretary of Tone Brothers Company; Ralph Bolton, president of the Bolton Transfer Company, and C. Stanley Walker, president and treasurer of the Kratzer Carriage Company. Mr. Callender is chairman.

An expert advertising man will be employed by the committee, to make up attractive advertisements and place them in the leading newspapers and magazines of the country. Other methods will also be used.

Change in Beaumont Journal.

A deal was recently closed whereby C. L. Schloss, editor of the Lufkin (Tex.) Daily News, becomes president of the Beaumont (Tex.) Journal Publishing Company and editor of the Journal. W. S. Davidson, of Beaumont, was elected vice-president of the company.

is inevitably reflected by the Sunday pages, because they represent selection in a special degree, yet any merely personal view is the thing he must most wish to avoid.

SUNDAY AND DAILY PAGES COMPARED.

"One fundamental difference between the Sunday page and the daily news page lies in this: That the Sunday page is more essentially a PAGE. It is the COLUMN in the daily page which is the largest vital unit."

Here I was tempted to object, on behalf of many daily make-up men, who try to get a "fine looking PAGE," but I was silent. Mr. Black continued, perhaps seeing my thought:

"I do not mean to say that the page, as a whole, is not a matter of great concern to the daily editor. I mean that the whole page appearance is the most essential thing in the Sunday make-up, and this is not so in the same degree in the daily make-up.

DEVELOPMENT OF ILLUSTRATION.

"The Sunday page of to-day is a development of the new processes of illustration, which were instituted but a few years ago. Formerly, single articles were illustrated and stood out distinctly with less regard to the page as a whole. Then came the period when the picture elements were grouped and made to form a harmonious whole.

"In making up, the first things we consider are the pictures. The first step toward the page—as a page—is the picture scheme. What will be the effect of the whole page on the eye? It is what I call the invitingness that must first be considered.

MAKING THE PAPER "LOOK INTERESTING."

"Did you ever carefully watch a man who goes to a stall where books are for sale, who picks up a book and skims the pages through to see if it 'looks good'? He doesn't usually examine details of literary style. He may say, 'It looks dry' and then he drops it.

"We give him a Sunday paper with a hundred pages. We want it not only to be strong, to be vital, to be true, to be interesting, but to LOOK interesting. It is a principle of architecture that a building must not only be strong, but it must look strong.

PICTURES NEED EDITING.

"I am often impelled to call attention to what I consider a weakness in the practice of editors who take the manuscript and edit it down to the smallest adjective, and, in too many instances, stop their editing when they come to the pictures.

"The pictures need editing more than the writing needs it. Pictures talk louder than words. Therefore they should talk well. The editing must not stop with the text if the editor would be successful.

"If both text and pictures are edited by the same man, the article or page is bound to be harmonious. It will not do to have an article written in good taste and illustrated in bad taste. It will not do to have a strong article and weak pictures when the pictures talk louder than the article.

MAKE PICTURES "TRUE."

"We are always trying to get pictures that are TRUE—as true as the text. The editor cannot take the brush out of the artists' hand, but he can help imbue the artist with the spirit of the thing to be done. And this thing, in the first and last analysis of the Sunday page, is to seize the attention of the readers, and then to reward that attention."

I glanced about the big Sunday room. Here was no mathematical orderliness, nor yet any disorder, but just "atmosphere." Mr. Black's artists were close under his eye, constantly in touch with him. The lights were soft as in a Florentine gallery, radically unlike the hard blue-white electric lights of the news rooms. One felt that the Sunday pages would have the spiritual and material lights and shadows of this room. There were thirty men in the room. It was a true picture, and one felt that it would project a true picture on the pages of the Sunday World.

DINE AT DELMONICO'S.

New York News Bureau Banquets Local Staff and Correspondents.

The New York News Bureau Association through its board of directors gave a dinner to its local staff and out-of-town correspondents in Delmonico's last Monday evening. The dinner was in celebration of the removal of the Bureau to the new Stock Quotation Telegraph Company building, 26 Beaver street. In addition to short talks by the executive officers of the association a vaudeville entertainment was provided.

Among those present were James Rascovar, William H. Hurst, Edward Rascovar, Morgan J. O'Brien, Lytleton Fox, John J. Welsh, Henry Meyers, George J. Hurst, Elias Goodman, J. S. H. Umsted, Maurice L. Farrell, Harry Rascovar, M. F. Buckley, Emil Kimmelberg, R. W. Vincent, Peter Gordon Bennett, Robert E. Ireton, Charles B. Strecker, Boston; W. N. Record, Chicago; W. A. Wyman, Pittsburg; C. H. Woellner, Cincinnati; James Rice, Richard Fitzgerald and W. H. Brainerd, Albany.

FRANK T. CARROLL

Joins Special Agency Staff of His Brother Dan A. Carroll.

Frank T. Carroll, formerly connected with the advertising department of the Detroit News and Journal, and later advertising manager of the Bay City (Mich.) Times, is now connected with his brother Dan A. Carroll, special representative, Tribune Building, New York.

Mr. Carroll has made an enviable record as an advertising man in the West and will be a valuable addition to the staff of his brother.

Howell Reported Recovering.

Clark Howell, editor of the Atlanta (Ga.) Constitution, who underwent an operation for appendicitis last Wednesday, is reported out of danger and on the road to recovery.

INLAND DAILY PRESS.

Association Representing Eight States to Meet in Chicago.

The Inland Daily Press Association, with a membership composed of dailies in Missouri, Indiana, Wisconsin, Michigan, Iowa, Minnesota, Kentucky and Illinois, will hold its annual meeting in the library of the Press Club in Chicago, Feb. 15. An especially strong programme has been arranged. Some of the numbers are:

"How to Go to Press on Time: Some of the problems in the composing room during the holiday rush," George T. Campbell, Argus, Owosso, Mich.; "Stick to Your Rates: Why publishers should not cut rates on advertising," A. W. Peterson, Courier, Waterloo, Ia.; address, "The Agency and the Newspaper," Herbert Kaufman, of the Herbert Kaufman & Handy Advertising Agency.

A general discussion of the relations of the Postal Department of the United States Government to the daily newspapers of the country. This discussion will be based on two papers, as follows: "How It Feels to Have Your Subscription List Paid in Advance," C. M. Waite, Hawkeye, Burlington, Ia.; "Will the Government Raise Rates on Second-Class Mail Matter?" Milo W. Whittaker, Patriot, Jackson, Mich.; "The Cost Department of a Daily Newspaper: What does each issue of your paper actually cost?" John Sundine, Dispatch, Moline, Ill. Discussion led by Scott Laird, Republican-Herald, Winona, Minn.

General discussion on the following important topics:

"The Product of the Linotype Machine: How much should you expect from the average operator?" "What Is the Best Method to Take an Inventory of a Newspaper Office?" "How to Secure and Educate Competent Reporters," "The Flat Rate vs. the Sliding Scale in Advertising Rates," "The Best Circulation Campaign," "The Want Ad. Problem; How can you increase your want ad. business?" "The Uses of a Technical Journal to Newspaper Makers: Does this association need an organ of its own?"

The following are the officers of the association:

President, Frank D. Throop, Muscatine, Ia.; secretary and treasurer, Will W. Tufford, Clinton, Ia.; vice-presidents—Indiana, Willis E. Beal, La Porte; Illinois, F. W. Harris, Macomb; Minnesota, John C. Wise, Jr., Mankato; Kentucky, Sam J. Roberts, Lexington; Wisconsin, A. L. Waffle, Fond du Lac; Michigan, E. W. Moore, Benton Harbor; Iowa, H. E. Oates, Clinton; Missouri, W. J. Hill, Hannibal.

Executive Committee—Michigan, F. W. Sherman, chairman, Port Huron; Indiana, Chas. J. Robb, Michigan City; Minnesota, Scott Laird, Winona; Kentucky, W. Q. Adams, Owensboro; Illinois, F. S. Dodd, Decatur; Wisconsin, Frank E. Noyes, Marinette.

Maryland Paper Sold.

A controlling interest in the Centerville (Md.) Record has been sold to Edwin H. Brown, Jr., of the Centerville Star. The Record was established thirty-five years ago, and most of that time it was owned and edited by the late Col. William Scott Roberts. On July 1, 1906, the paper was sold to James T. Bright, who since that time has been the publisher.

INCORPORATIONS.

Morning Herald Company, Gloversville, Fulton Co., N. Y. General printing and publishing business; capital, \$75,000. Incorporators: Andrew Peck, 1345 Bedford avenue, Brooklyn, N. Y.; Frederick B. King, E. H. Cullings, both of Gloversville, N. Y.

Daily News Record, Manhattan; print and publish newspapers, etc.; capital, \$500. Incorporates: H. Murray Glass, Benjamin Wiener, both of 42 East Twenty-first street; Philip Wickel, 320 Broadway, all of New York City.

The Harding Press (Inc.), Richmond, Va., E. L. Pell, president; E. N. Newman, secretary and treasurer; E. C. Massie, all of Richmond. Capital: Maximum, \$100,000; minimum, \$5,000. Objects: A publishing house.

American Canadian Publishing Co., Boston; general printing and publishing; capital, \$25,000. President, C. H. Tower; treasurer, G. H. Clark, Boston.

The Grundy Publishing Company, Grundy County, Tenn.; capital, \$5,000. Incorporators: Martin Marugg, Rufe F. Chrisman, John Scruggs, J. M. Givens and James H. Northcut.

The Publicity Publishing Company was incorporated to publish, edit and sell newspapers, new periodicals, books and equipments. The incorporators are Daniel Rothschild, Wallace J. Hill and Harry Rothschild, all of Washington, D. C., and the capital stock is \$10,000.

The Review Company, Roselle Park, N. J.; capital, \$50,000. Incorporators: Albert A. Snowden, Alice E. Snowden and Sophia M. Cryderman. The company is to print, publish, etc.

Livingston Echo Publishing Company, Smithland, Livingston County, Ky.; capital, \$2,000. Incorporators: Charles Ferguson, W. D. Bishop and W. I. Champion. To publish and print a newspaper, "The Livingston Echo," and to run a general job printing establishment.

INDIA PRESS BILL PASSED.

Measure Is Intended to Suppress Anarchistic Literature.

The press bill designed to suppress the dissemination of anarchist literature in India was passed by the Imperial Conference in Calcutta last Tuesday.

The measure does not create a censorship, but provides for the control of all newspaper and job presses, the proprietors of which are obliged to deposit from \$160 to \$1,600, which sum is to be forfeited upon the conviction of the party of an attempt to incite to murder or anarchical outrages, to tamper with the loyalty of the army and navy, excite racial, class, or religious animosity, contempt of the government or native prince, or the intimidation of public servants, etc.

IN PHILADELPHIA IT'S

"The Bulletin"

NET DAILY AVERAGE FOR 1909:

249,811

COPIES A DAY

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

THE NEW YORK TIMES

leads every other newspaper in the United States in the volume of financial advertising, and has the largest circulation among investors. It rejects all unworthy or doubtful advertisements and welcomes information from readers in aid of its efforts to keep its advertising columns absolutely clean.

"APPEAL THE CASE."

New York World Asks That the Questions Undecided in the Roosevelt Libel Suit Be Taken to the Supreme Court of the United States.

The New York World calls upon President Taft to appeal the decision in the Roosevelt libel case, which was in favor of the World. The World printed a double-headed editorial under the heading "Appeal the Case, Mr. President," which reads in part:

Announcement is made by the Associated Press that Attorney-General Wickersham will discuss Judge Hough's decision with President Taft before deciding whether or not to carry the Panama libel case to the United States Supreme Court.

Plainly, the newspapers of the United States have a right to know what their status is under the law. No decision of a United States District Court involving a question of constitutional liberty can be final, however wise the Judge may be, however learned in the law, however logical his reasoning or however inevitable his conclusions. Some day another District Judge may dispose of a similar question in an exactly contrary decision. One of Mr. Taft's arguments in favor of a United States Court of Commerce is that "great uncertainty is caused by contrariety of decision," whereas it is of supreme importance that there be "uniformity of decision" "rather than conflicting decision and uncertainty of final result."

This issue of Federal jurisdiction in the matter of alleged libel ought to be settled once for all. As the Panama case now stands, there is nothing to prevent a future Roosevelt from making another assault upon the freedom of the press in order to gratify his own personal malice. He can pretend that the United States Government or some official of the United States Government has been libeled. He can select the alleged offender, declare that "he should be prosecuted for libel by the governmental authorities" and order a subservient Attorney-General to institute criminal proceedings in the name of the people of the United States.

Judge's Hough's decision can be ignored by a vindictive administration precisely as decisions of District and Circuit Judges were ignored and overridden by Mr. Roosevelt in the attempt to drag Delavan Smith and Charles R. Williams of the Indianapolis News to the District of Columbia for trial.

Freedom of speech and of the press is not a favor to be exercised at the pleasure of a President. The immunity of newspapers from wholesale Federal prosecution, with the attendant possibilities of bankruptcy and ruin, is either a matter of law or it is nothing. The press is not free if it is to be free only on condition that a President refrains from abusing his power and prostituting his authority.

The Tribune Shows Gains in 1909 and Proves Its Supremacy in Terre Haute, Indiana

In 1909 the Terre Haute Tribune has clearly established the fact of its ABSOLUTE SUPREMACY AS THE ONE NEWSPAPER in Terre Haute, which is used by the merchants to place their store news before the public.

There is one class of advertisers that always select the medium which PRODUCES THE LARGEST returns, and that ONE CLASS is in a position to judge. IT IS THE LOCAL ADVERTISER.

In making a comparison of the business of 1909, the Tribune compares with 1907 and 1908, showing the CONSTANT AND SUBSTANTIAL GAINS made by the Tribune, and the CONSTANT LOSSES made by its nearest competitor. In local advertising, comparing 1909 with 1907, the Tribune's NEAREST COMPETITOR LOST 374,332 lines. In the same period the Tribune GAINED 69,933 LINES of local advertising. In 1906 the Terre Haute Star carried 684,222 lines more local advertising than the Terre Haute Tribune. In 1907 the Terre Haute Star carried 60,332 lines more of local advertising than the Terre Haute Tribune. In 1908 the Terre Haute Tribune carried 229,012 LINES MORE OF LOCAL ADVERTISING than the Terre Haute Star. In 1909 the Terre Haute Tribune carried 388,922 LINES MORE LOCAL ADVERTISING than the Terre Haute Star.

This great reversal of positions between the two newspapers in Terre Haute is due to but ONE REASON, and that ONE REASON is that the Terre Haute Tribune has been more active in building up a circulation in the compact trade territory within a radius of 25 miles of Terre Haute, and retaining its great SUPREMACY OF CIRCULATION IN THE CITY OF TERRE HAUTE.

There isn't 500 of the circulation of the Terre Haute Tribune but it is within a twenty-five mile radius of the city, and from which the LOCAL OR FOREIGN ADVERTISER RECEIVES HIS RETURNS. Within this radius of twenty-five miles the Terre Haute Tribune has a GREATER CIRCULATION THAN ANY OTHER NEWSPAPER, and returns to the advertiser are necessarily LARGER than from advertising in any other medium.

The following statement shows the record of advertising in Terre Haute newspapers for 1907, 1908 and 1909. The Tribune easily led its competitor in gains in advertising during these three years.

Advertising Comparison 1907

Kind of Advertising	TRIBUNE. Lines.	STAR. Lines.
Local	4,036,150	4,096,512
Foreign	526,652	955,220
Classified	288,654	317,912
Railroad	44,646	144,962
Total	4,891,082	5,514,606

1908

Kind of Advertising	TRIBUNE. Lines.	STAR. Lines.
Local	4,105,710	3,876,698
Foreign	522,910	717,246
Classified	311,052	284,550
Railroad	99,876	170,198
Total	5,049,548	5,048,792

1909

Kind of Advertising	TRIBUNE. Lines.	STAR. Lines.
Local	4,106,102	3,722,180
Foreign	590,898	756,238
Classified	311,408	808,882
Railroad	49,484	97,244
Total	5,051,896	4,884,544

directory who do not read the Tribune."

"That indicates how well the city is covered by the Tribune, doesn't it?" NO ADVERTISER CAN REACH THE PEOPLE OF TERRE HAUTE, AND HER TRADE TERRITORY, without using THE TERRE HAUTE TRIBUNE, no matter HOW MANY OTHER MEDIUMS are used.

Chicago Representatives
Payne & Young
748 Marquette Building

R. S. CARVER
President and General Manager
Terre Haute, Ind.

New York Representatives
Payne & Young
30 West 33rd Street

The Federal Government through its officers having claimed the right to prosecute newspapers for criminal libel under the provisions of the act to protect harbor defenses, is morally obligated either to make that claim good in the court of last resort or to establish beyond quibble or cavil the constitutional irregularity of the whole proceeding. It has no right to leave the issue in doubt. It has no right to leave 22,000 newspapers and periodicals uncertain as to their responsibilities under the law.

Mr. Taft and Mr. Wickersham may both agree with Judge Hough's decision. The World assumes that they do. But Mr. Taft will not always be President of the United States and Mr. Wickersham will not always be Attorney-General of the United States. Their opinions bind none of their successors. The power to determine great constitutional questions rests with the Supreme Court of the United States. In this department of government it alone can speak with full authority, and in dealing with a revolutionary issue that involves public freedom and public liberty, nothing is to be taken for granted, nothing is to be left to chance, nothing is to be left to the whim or pleasure of a President or of a political party in power.

The San Angelo (Tex) Press-News has suspended. The San Angelo Standard takes over the circulation.

BOSTON PRESS CLUB.
Celebrates Twenty-fifth Anniversary by Moving into New Home.

The Boston Press Club observed its twenty-fifth anniversary last week by moving into its new home at 3 Beacon street. The new structure is built on the site of the old building where the club was formerly located, and is especially designed and arranged for club purposes. The club membership is approximately 400.

Among the charter members who are still active members are Police Commissioner O'Meara and Gen. Charles H. Taylor. The life members include Governor Draper, Lieut.-Governor Frothingham, Mayor-elect Fitzgerald and William A. Bancroft.

The officers of the club are: President, John Buchanan of the Globe; vice-president, Henry L. Hoey of the American; secretary, Clifton Loring; treasurer, James D. Heeley; financial secretary, E. J. Carpenter; directors, the above officers and J. Frank Davis of the Journal, M. E. Hennessy of the Globe, Howard G. Reynolds of the Post, Frank L. Welt of the Transcript, and John J. Dowling.

The Remsen (Ia.) News has suspended publication.

SIX POINT LEAGUE.

Informal Luncheon Last Tuesday Decided Success.

The Six Point League, an organization of special newspaper representatives with offices in New York, gave a very interesting informal luncheon in the rooms of the Aldine Association, Tuesday, Feb. 8. The guests of honor were: Don C. Seitz of the New York World and L. C. McChesney, advertising manager, National Phonograph Co., Orange, N. J.

The National Phonograph Company have had a very interesting experience in the past year with daily newspapers, using at present over 400 from Maine to California. Mr. McChesney in his address outlined a number of very important features relative to the newspaper campaign and its success and the address was given very close attention.

Mr. Seitz discussed the importance of newspapers standing for fixed rates and a square deal in their relation with advertising agencies.

The luncheon was very well attended and is considered one of the best of the season, and reflects not a little credit on the gentlemen in charge, F. St. John Richards, Dan A. Carroll and T. E. Conklin.

Among those present were: E. A. Berdan, M. D. Hunton, F. M. Krugler, R. R. Mulligan, R. J. Shannon, H. F. Lewis, F. R. Northrup, W. H. Lawrence, F. P. Motz, Gilbert Kinney, C. T. Logan, Jas. Antisdell.

Louis Klebaum, R. H. McKinney, W. D. Nugent, M. C. Watson, W. A. Tice, W. E. Woodward, C. H. Eddy, H. E. Crall, Stacey Bender, N. R. Maas.

Dan A. Carroll, I. A. Klein, W. J. Morton, F. St. John Richards, Kurtz Wilson, C. I. Putnam, S. C. Williams, C. H. Bannard, E. J. Hermes, C. A. Regan.

Begins Under Favorable Conditions.

A letter just received from Spokane, Wash., and signed by J. A. Somarindyeck, general manager, states that the bona fide paid subscriptions to the Inland Daily Herald, which issued its first edition on Tuesday of this week, was 13,812 on Feb. 1. Mr. Somarindyeck states that this circulation was confined to Spokane and that the suburbs had not yet been canvassed, and he was certain that by the time the canvass was completed they would have 16,000 paid subscribers. The S. C. Beckwith special agency New York and Chicago will represent the Inland Daily Herald.

New Automobile Journal.

The Automobile News has been launched at Houston, Tex., the first number appearing last week. It is to be devoted to the auto and similar sports.

Jessie Lewis has purchased the Delta (Ia.) Press from A. E. Grim.

1909 BIG YEAR OF THE BIG GERMAN DAILY PHILADELPHIA

German Daily Gazette

gained over 700,000 lines of local advertising. 200,000 lines of general advertising.

350,000 Germans in Philadelphia can be covered thoroughly by using the

Morning Gazette
Evening Demokrat
Sunday Gazette

WRITE FOR RATES

IF YOU MAINTAIN



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

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

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

POWER OF THE PRESS

Noted New York Divine Asks: "Is It Dwindling?"—Recent Elections in New York and Boston Suggest the Query—How Are Opinions of Readers Shaped?

The Rev. Dr. C. H. Parkhurst, pastor of the Madison Avenue Presbyterian Church, who writes regularly for the New York Evening Journal, says in a recent issue concerning the power of the press:

How much influence does the press exert upon popular opinion and action? and How can that influence be increased? are questions of serious import in the minds of all who are interested in journalism—not as a field of financial investment, but as an implement of human development and social progress.

The above questions have been suggested by the fact that Mr. Fitzgerald has just been elected mayor of Boston in spite of the fact that his candidacy was opposed by all the daily newspapers of the city.

Within a comparatively short time we have had two elections in New York City, in each of which the successful candidate was opposed by all but one of the city dailies. Such facts as these are a severe reflection either upon newspapers or their readers, or both.

We are not thinking now of the amount of information that is diffused through the channels of journalism, nor of the interest popularly taken in that information.

HOW ARE OPINIONS OF NEWSPAPER READERS SHAPED?

Our query is rather this: Are the opinions of the reading public of this city, for instance, shaped from day to day by the influence which the several journals with deliberate intention aim to exert? Does the average reader open his newspaper each morning in that attitude of mind that renders him susceptible to any impression differing from the impression already upon his mind, before he opens his paper?

His paper will probably confirm him in his views, but will it be able to replace present opinions by opinions essentially differing from them? Do we, for the purpose of our daily reading, select a paper with the view to having our convictions moulded by it, or with a view of having our present convictions met and fostered by it?

Judging from both experience and observation, all that the average newspaper reader wants is the news, and he wants the news straight, uncolored by political, economic or other prepossessions. A moment or two will suffice for that purpose, as in all probability he will limit his attention to items that are commended to his interest by scare lines.

"AVERAGE READER GIVES SCANT ATTENTION TO EDITORIALS."

The editorial columns are the portion of the paper designed for the reader's instruction, and to those col-

Has a Business PULL

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

The Pittsburgh Dispatch

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

SPECIAL REPRESENTATIVES:

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

umns the average reader gives but scant attention. It will probably be no exaggeration to say that not a thousandth part of the time spent by editors in composing editorials is spent by their patrons in perusing them. Readers have a way of saying: Give us the facts, and we will extemporize editorials for ourselves. Relevance, of course, is had in this only to the average reader.

And even when more serious regard is had for editorial comment, the vicious habit of "skimming" is likely so to intrude itself as to prevent the thoughtful and digressive assimilation of what has been editorially prepared. We run over the article hurriedly till we strike something we do not agree with, and throw it aside for something else.

Lack of interest and of confidence in such articles is due, in part, to the fact that we do not know who is the author of them. Perhaps the writer does not know so much about the matter he dilates upon as we do. We may possibly be willing to be disciples of the man who can speak with authority, but there is nothing to indicate whether the editorial commentator is authoritative or not; for he gives us no means of knowing who he is, and hides himself behind the mask of an editorial "we."

SUSPICION IN MINDS OF MANY REGARDING EDITORIAL VIEWS.

Added to the foregoing is the fact that a suspicion prevails, warrantably or unwarrantably, that the views editorially set forth are determined less by the criterion of truth than by consideration of their lucrative possibilities.

Such estimate may be exceedingly unjust, and undoubtedly often is so; but that idea has in some way taken hold of the public mind, and works with seriously discounting effect. And rather than stop to analyze a paragraph, with its constituent elements of verity and dollars, the reader will be prone to leave it untouched.

It lies somewhat along the same line to say that when a newspaper has taken a pronounced position upon any live question it seems to consider it essential to its journalistic dignity to harp on the one string that it strikes at the start; to ignore all facts that may be discovered to be auxiliary to the original fact; to discuss the matter as though it could have only one side to it, and thus to distort it in a misleading way by the narrowness of its perspective.

In its anxiety to make a name for itself by standing for something definite, it easily misses half of the truth, and every half-truth is an untruth—a commodity which cannot be made available for purposes of human development or social progress.

F. P. BURRELLE'S WILL.

His Wife Will Conduct the Press Clipping Business.

The will of Frank P. Burrelle, filed in the surrogate's office, New York County, leaves fifty-one shares of the Burrelle Press Clipping business to his wife, Nellie M. Burrelle. There are two children from his first marriage with Julia Burrelle, divorced; to Mildred Hazel Burrelle, a daughter, he leaves an income of \$20 a week, and an income of \$10 a week to his son Douglas Curtis Burrelle. The will reads:

"In making these bequests and no others, I have in mind that my former wife, Julia, has not acted toward me in the past in a way satisfactory to me, and is now harassing me with litigation over the provisions of the decree of divorce between us, causing me much expense."

Mrs. Nellie M. Burrelle is named to conduct the press clipping business.

He devised \$100 to the New York Press Club.

TOM LYNCH'S FIGURING.

Wrong Type Caused a Storm in New York Newspaper and Political Circles.

The joke of the week in New York is on the New York Press.

Tom Lynch was a prominent Tammany office holder, drawing \$3,000 a year as "Water Registrar of the Bronx." It is properly a bookkeeper's job. The new Gaynor administration suspected that Lynch was not a sharp figurer, and so he was called to headquarters and tested. They gave him some simple problems in addition. He added wrong and was asked to resign. The new commissioner of water, gas and electricity gave to the newspapers Mr. Lynch's "sums" and also the "correct figures." Here is the way the New York Press printed them:

This is the addition work which Commissioner Thompson says Lynch did at his request, the second totals being those arrived at by the department's experts when going over Lynch's mathematical work for purposes of verification:

4,307	10,007	462	219
1,006	6,874	888	817
04	2,480	777	215
799	983,775	666	000
1,084	4,682	555	875
2,345	9,628	444	453

Lynch's figures. 10,215 1,124,065 3,662 3,540
Correct figures. 10,535 1,017,745 3,792 3,575

The outcome hammers home, for every newspaper man in New York, the old truth that no man who writes or handles copy can afford to nod for an instant when he is preparing technical stuff for the press.

Lynch's friends, from the Battery to Yonkers, including all the mathematical sharps in Tammany Hall, added up the rows of figures in the Press and they set up a noise that was a cacophony of glee and anger. They bombarded the Press by telephone and mail. On the following day the Press printed the following explanation:

Yesterday afternoon Mr. Mortimer Lynch wrote The Press that "the correct figures," as given out by Commissioner Thompson in the test addition, were no more correct than those said to have been sent in by Tom Lynch. A little later Commissioner Thompson called up The Press to say that this newspaper had made him look as bad as Lynch in arithmetic. Investigation proved that a compositor on The Press had in every row of figures set a "6" instead of an "8." He had done this four times. Naturally, this made Thompson's official totals look wrong. These official totals were set correctly in The Press, but in no case did they appear to be accurate, because of the substitution of four sixes for four eights in the columns of figures.

Lynch has an army of friends and up to midnight letters were coming in asserting that the Bronx Water Register could add a column just as well as Commissioner Thompson. The correct addition, however, was in Thompson's favor as follows:

4,307	10,007	462	219
1,006	6,874	888	817
04	2,480	777	215
799	983,775	666	000
1,084	4,682	555	875
2,345	9,628	444	453

Lynch's figures. 10,215 1,124,065 3,662 3,540
Correct figures. 10,535 1,017,745 3,792 3,575

Where the figure "8" appeared in the columns above the totals it was set four times as a "6" in The Press of Saturday, which, of course, made Commissioner Thompson's totals appear wrong. Don Swett, the foreman of the composing room, was asked how it happened.

"They are making the six-spot the low card instead of the eight, in pinocle now," he saw, "and our gold medal pinocle player set that table. That's the only way I can account for it."

Mr. Lynch is quoted as saying: "I might have made a mistake, but, you know, Napoleon, Gladstone and Disraeli never could add three figures correctly."

The Mount Vernon (Ill.) News Company has increased its capital.

SECRETARY KNOX

Writes a Letter to the New York Press Club.

The officers of the New York Press Club hope to have Philander E. Knox, Secretary of State, as a speaker before the club. The following letter was received last week:

Washington, Feb. 2, 1910.

My Dear Mr. Gaither:

I unfeignedly appreciate the honor done me by the New York Press Club. I very much regret, however, that, in view of the many out of town invitations I have been compelled to decline for the next few months owing to the tremendous pressure of business, I will not be able to avail myself of your kind invitation to drop in on your Club at its next function. I shall look forward, however, to that pleasure some time in the future.

With kind personal regards and the hope that you will express to the Club my appreciation of the honor it has conferred on me, I am

Very sincerely yours,

P. E. Knox.

Harry N. Gaither is night city editor of the New York Press.

WILLIAM B. MALONEY.

World Man Made Executive Secretary to Mayor Gaynor.

William Brown Maloney, member of the New York World staff, and well-known magazine writer, has been appointed executive secretary to Mayor Gaynor at a salary of \$6,000 per annum. Mr. Maloney has known Mayor Gaynor for a number of years and the appointment is strictly a personal one.

Mr. Maloney has been a member of the World staff for the past seven years and is well known as a magazine writer. He is thirty-three years old and was born in San Francisco. He took a special course in the University of California and came to New York eight years ago.

CENSORIOUS ADAMS.

He Digs Out Queer Things from News Articles of New York Dailies.

Franklin P. Adams, of the New York Evening Mail and the "Always in Good Humor" department, has struck a new lead which furnishes some amusement and incidentally causes the careless writers, editors and proof readers of New York to sit up. Here are two specimens of this new stuff:

MR. MELLEN'S SYSTEM.

Then she asked the matron when the next train left for New Haven. The matron told her that it had gone.—New York (N. Y.) Times.

A NICE WAY TO FIGURE.

The cost of a car is said to be about \$12,000 and twenty-five cars would cost \$3,000,000. A nice contract.—New York (N. Y.) Evening Sun.

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—6018 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.

BAN ON NEWSPAPERS

Prominent Bishop Would Bar Daily Papers During Lenten Season— Urged Good Books Instead— Many Clergymen Take Exception.

In a sermon delivered by the Right Rev. Dr. Cortlandt Whitehead, Protestant Episcopal Bishop of Western Pennsylvania, at Grace Church, New York, last Sunday, he is quoted as saying:

"A good Lent is characterized by special kindness, an attitude of gentleness, not only toward the poor but toward those whom you dislike. A good Lent should be a working Lent, full of good deeds, charity and careful study and meditation. I would advise you to do without the newspapers for a time, to replace their scandals and their masses of ill-assorted information with edifying works."

A representative of the New York Tribune interviewed a number of prominent members of the city on the subject and all of them inclined to the view that Bishop Whitehead had not intended that his recommendation be taken literally.

The Rev. Dr. G. R. Van De Water, rector of St. Andrew's Protestant Episcopal Church, said:

"He certainly meant to be understood as saying that the congregation should discriminate among newspapers, not eliminate them all for forty days. He couldn't possibly have intended to tell live men and women not to read any newspaper for that length of time. Why, a man's brain would go to sleep without newspapers. The Bishop was urging discrimination, that was all. He could not be Bishop of Western Pennsylvania, you know, and mean that the statement quoted should be taken literally."

"I am not in sympathy with the idea," said the Rev. Thomas R. Sheer, pastor of All Souls Unitarian Church. "No amount of money or reward would induce me to do without newspapers for a period of thirty days. We should train ourselves always to select by glancing at the headlines the news that we should not read. That is the whole thing in a nutshell. If unlovely conversation intrudes upon us we depart. We can also be blind to unhelpful information. I do not sympathize with the system of life that is suggested. We believe that life is the control of emotions in the terms of reason."

The Rev. Dr. D. J. Burrell, pastor of the Collegiate Reformed Church, said: "Evidently Bishop Whitehead did not

Important Notice TO ADVERTISERS AND PUBLISHERS

The 1910 edition of the American Newspaper Annual and Directory is now ready for delivery. This publication continues Kowell's Newspaper Directory, published for forty years, and Ayer & Son's Annual, published for thirty years.

This standard volume is now the only one of its kind, no other undertaking to gather statistics from original sources. It locates and describes 24,089 publications which carry advertising; also giving a commercial description of the places where they are published. It contains sixty-one specially prepared newspaper maps of every state, territory and province.

It has one hundred and eighty-one lists of publications: dailies, magazines, class publications and the journals representing every industry and trade. The present volume embodies over 12,000 changes from the previous one, exclusive of those referring to circulations. This book is to the publishing world what Dun and Bradstreet are to the commercial. It places at the disposal of publishers, of advertisers, of government and corporation officials, of librarians, students and business men information not elsewhere to be procured. Once used and given an opportunity to answer questions it is never willingly dispensed with.

The price of the volume is \$5.00; carriage extra. Postage 60 cents. Descriptive circular on application. Address all orders to



PHILADELPHIA

In order to learn who reads the end of an advertisement, and to get a line on this paper's clientele, we will make it worth while for those who mention THE EDITOR AND PUBLISHER in their order, within thirty days.

mean to be taken literally. I buy newspapers every day. As long as the world keeps moving I intend to keep moving with it. There are worse things in the world than newspapers, you know that, and I shall keep on reading newspapers during Lent."

The Rev. Dr. C. L. Goodell, pastor of the Calvary Methodist Episcopal Church, said:

"A great deal of the news in the papers bears upon subjects that make for good citizenship. All of the matter in newspapers should not be read in Lent or any other season. I shall not advocate the discontinuance of any person's newspaper during Lent."

The Rev. Dr. Charles H. Parkhurst, pastor of the Madison Avenue Presbyterian Church, said:

"There are several morning papers that Presbyterians may safely peruse during Lent. Episcopalians make more of the Lenten season than do some of the other denominations. Personally I do not believe that any one reading the papers I have mentioned—and I might add that there are newspapers published in the afternoon to which the same thing will apply—need fear any serious effect upon them. I shall continue to read my favorite paper during Lent."

Elected Membership in A. N. P. A.

The Burlington (Ia.) Hawk Eye has been elected to membership in the American Newspaper Publishers' Association.

"VOLATION," NOT "AVIATION."

Writer Criticizes the Word Now in Common Use and Urges Change.

The New York American printed the following letter from one of its readers, written to the editor:

Sir—Newspaper readers are weary of the word "aviation," constantly used by writers who describe experiments and exploits in aeronautics. Why not vary the monotony by use of the word volation?

Another form is volitation. Both are dictionary words and are as legitimately derived from the Latin as aviation. From the viewpoint of the philologist volation would have a good chance for first choice over aviation, as volation is derived from the Latin verb, volo, fly; while aviation comes from the Latin noun avis, bird.

Strictly speaking, aviation means "birding," a limitation that is not suffered by volation, which is appropriately applied to anything flying or moving rapidly through air or space.

For aviator the word volator may be properly substituted. The obsolete form might be revived, namely, avolate, avolator, avolation. Volantor would be a risky venture in word coinage, but may receive recognition in time.

Referring to the Standard Dictionary, it is found that the word aviation is a Yankee invention, being first used by the Scientific American Supplement, Feb. 8, 1890. The word aviator was introduced into the language by the Brooklyn (N. Y.) Journal, July 22, 1891.

WELLS DRURY.

Berkeley, California.

KING AS A REPORTER.

New Ruler of Belgium Once Worked for a Newspaper.

"Marquise De Fontenoy" writing for the Brentwood Company Syndicate, furnishes this remarkable sketch of the new king of Belgium who succeeds King Leopold:

King Albert of the Belgians can boast of being the only reigning sovereign of Europe who has done newspaper work as a reporter. For the last four years he has carried about with him everywhere a reporter's card, duly stamped in accordance with the requirements of the Belgian police authorities, and accrediting him, under his incognito name, devoid of any nobiliary title, as a representative and reporter of a weekly Belgian newspaper devoted to maritime questions and affairs of every kind. He made abundant use of this card, for, still more deeply interested even than King Leopold in the development of the maritime trade of Belgium, in the growth of its mercantile marine and in the extension of the resources and prosperity of Antwerp as the principal commercial port of Continental Europe, he spent much of his time in visiting and examining in the most exhaustive manner the various ports, harbors, shipyards, etc., in France, Italy, Germany, Austria, Great Britain and Scandinavia, visiting them as a mere expert newspaper writer who had made a study of such matters, and being treated as such by the people to whom he went for information, and who were in every case ignorant of the fact that he was the future King of the Belgians.

That he should have been able to preserve his incognito so successfully was due to the fact that until his succession the other day his appearance, although tolerably familiar in Belgium, was comparatively unknown abroad. Moreover, his glasses and the diversity of the manner of arranging his beard, which he has now shaved off, rendered it sometimes difficult even for his own fellow countrymen to recognize him abroad when traveling about alone, without any attendant, as a mere newspaper reporter.

Albert has not yet shown the same taste for yachting which was so marked a characteristic of the late King, but he surpasses him in his determination to render Belgium a maritime power, and may be relied on to emulate the example of Emperor William; at any rate, in so far as the creation of a great mercantile navy is concerned.

Roselle Park, N. J., will have a newspaper called the Review.

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

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BRISBANE'S LECTURE

Delivered to Teachers of Journalism at University of Kansas—Noted Editor Tells What to Teach Students of Journalism.

[The first part of Mr. Brisbane's address to the students of journalism at the University of Kansas was printed in last week's issue. The paper is concluded in this article.—Ed.]

They say that my paper exaggerates. Exaggeration is usually nothing but a prompt presentation of the news. The most inaccurate reporter is far more careful than the most careful business man. If the ordinary man escapes from a burning building, he is sure that everybody else was burned. The reporter is the expert who is hired to exercise his judgment in such cases. The one thing to do is to educate your readers to know that a cable dispatch is not an affidavit, but the best estimate of facts that good newspaper work can give.

When the first telegram about the Galveston disaster reached our office, it said that there were a thousand killed. I told the telegraph editor to print it fifty. Later we raised it to five hundred, and finally it turned out to be ten thousand. Not long ago we got a cable dispatch that there had been an earthquake in Martinique. We could learn nothing about it. The only thing we could find out was that all the cables in that vicinity were out of business. I figured that if the cables were injured there must have been an overflow of lava great enough to run down into the ocean. I knew that if there had been such an overflow as this the city had been overwhelmed. I told them to put it in the paper that there had been an earthquake in Martinique and that 20,000 people had been killed. It turned out to be 40,000. This is the way the newspaper man must exercise his judgment.

THE MATTER OF SENSATIONALISM.

Now as to sensationalism, the people must have it—just as the Chinese take opium. The ignorant man takes whiskey, and the higher class person takes a philosophical discussion. When Newton was working out his discoveries in mathematics he labored under great excitement. He took calculus where some men would have used champagne. If people don't have some one kind of excitement they will have another, and I believe that a paper that gives legitimate excitement to people renders a public service. We draw the line at vileness. We do not publish anything which I could not read before the young ladies in this room. Take the Thaw case, for example. It was important because it involved an architect who knew everybody. It was probably the vilest case that has ever been tried in New York. President Roosevelt wrote a letter to the District Attorney directing him to watch the newspapers to see if they

published details of the case which would make it necessary to exclude them from the mails. The Hearst papers displayed the story prominently, to be sure, but they did not publish the indecent part.

We can't help crime. I am told that Dean Williams has said in a lecture that Moses was really the first great yellow journalist, because there was so much crime in what he wrote. We can't help crime, but we can help printing details that a man can't read to his daughter—that is the test we make.

BLACK AND RED TYPE.

I once spoke to a conference of Presbyterian ministers, and one of them said: "But, Mr. Brisbane, you use such large black type on your front page, and then there will be a line of red type." I told him that the front page of the New York Journal was modeled after a thunder storm, which is the front page of the heavens, made up by the Creator. We get in the black clouds and the red lightning. The rainbow suggests the coming Sunday supplement. The only thing we can't get into it is the thunder. If we could, I would have a copy of the Journal thundering on every street corner.

The newspaper is the only amusement that a great many people get. Some would tell them to work hard all week and then bore themselves on Sunday so as not to bring down the wrath of God Almighty on us. That is kind. But we really ought to give them a little excitement. The newspaper furnishes the vaudeville element in their lives.

When Mr. Harmsworth, the owner of the London Times, came to this country, bringing his big touring car, on his way to Florida to fish for tarpon, he told me that the New York Journal was all right, except that it ought to be printed on a much smaller sheet of paper, and in small type. I said to him, "You are going down to Florida to catch tarpon because they are big and game and make a great disturbance lashing the water. How would you like it if I should turn your six foot tarpon into a sprat—just a little sprat? You brought along this big car of yours. How would you like it if I should turn that into a baby buggy, in which your chauffeur could push you along?" Millions of our readers do all their tarpon fishing in the Journal.

DANGEROUS WORK.

There is one thing to remember in going into newspaper work. It is the most dangerous thing in the world for several reasons. It brings you into contact with the evil in life. Men lie to you, and you become cynical. A great many newspaper men, I am sorry to say, are cynical. Then, too, newspaper work exposes the young man to all kinds of temptations. Finally, conditions grow worse as he grows older. He is likely to be less well off at the end of twenty years than he was at the end of the first year. The best asset that a young man brings into journalism is his freshness. He can see the thing which the older man overlooks, having seen it so often. I was sent to report a prize fight once just because I knew nothing about it, and could see what the people wanted to know about. All that the old prize-fight editor could do was to draw a little diagram and make marks where the blows had landed.

The worst thing that can happen to a newspaper man is become calloused. When a doctor for the first time cuts

off a man's leg, he sympathizes with the man. But after he has done that sort of thing for years, he can cut off legs and think about something else all the time. But that does not make him a worse doctor; it makes him a better one. The first time that a judge sentences a criminal, he sympathizes with him. After a while he gets over that. But lack of sympathy does not spoil him as a judge.

The newspaper man, however, who doesn't notice suffering and who gets so he does not care about injustice and wrong is a failure. He cannot do real newspaper work.

AN INTERESTING PROFESSION.

But ours is the most interesting and amusing business you can imagine. There are many contrasts in our work. Among my early assignments was one to go and write a story about triplets. I went and looked at them. They had little red and white and blue ribbons tied to them to show the order of their arrival. But I didn't write a very good story. I could do better now. Then I was sent to tell about the arrival of a noted Japanese wrestler. I took a Chinaman along as an interpreter, but the wrestler evidently got a wrong impression, for he rushed at me and threw me over his head against the ceiling.

Then I was sent to report the Hell Gate explosion. Once, I was detailed as "leg man" to follow an old reporter to a fire in Brooklyn and bring back the story. The old reporter told me that no one was injured, and gave me his copy. But I learned through a little boy who was crying because his brother was missing, that twenty-four children who were suffering with sore eyes had been in one room of the asylum, and had all died in the fire. I told the city editor about it, and that helped in my advancement. In company with some other newspaper men and an expert diver I went out in a boat and helped put an imitation torpedo under a British man-of-war. We managed to get out of the scrape with the assistance of a little strong language, but after that the British men-of-war were protected by chains so that no boat could approach. In London, I had a place reserved in the House of Commons, and was the only American newspaper man who had a personal acquaintance with Gladstone.

There is no life so interesting as that of the newspaper man.

Carried Heavy Volume of Ads.

Arthur Capper, of Topeka, Kan., writes that the Farmers' Mail and Breeze for Feb. 5, which was the annual Poultry Special, carried 190 columns of paid advertising, or a total of over 35,000 lines. The February issue of the Missouri Valley Farmer carries 137 columns, a total of over 25,000 lines at \$1.50 per line gross.

Elgin (Ill.) Press Club.

At a regular meeting of the Elgin (Ill.) Press Club it was definitely decided to hold the club's second annual entertainment at Elgin Opera House, Thursday evening, Feb. 24. It has been decided to have S. E. Kiser, editor of the "Alternating Currents" column of the Chicago Record-Herald, as the principal speaker.

South Bend (Ind.) News Damaged.

The plant of the South Bend (Ind.) News was badly damaged by fire last week. The flames started in the stereotyping department and quickly spread to the mechanical part of the plant.

NEWSPAPERS IN JAPAN

Managed Much Like Those of America.

Japanese newspapers are now, in essential respects, like those of America and Europe. They have staffs of editors, reporters and correspondents, and are the organs of parties and interests. They publish illustrations and pride themselves on promptness, enterprise and accuracy. They are, however, a new thing, comparatively speaking. According to Harper's Weekly, the first Japanese newspaper was established in 1863, and for a long time that and its successors were small and primitive affairs.

In those days the early "morning papers" were printed about noon and the carriers took all the afternoon to deliver them. Then, too, the newspaper carriers did not run off unceremoniously after throwing the paper at the door, but often stepped around to the kitchen to leave the paper and take a cup of tea.

In 1874 a certain newspaper met with such unexpected success that enough boys could not be found to deliver the greatly increased edition. To meet this emergency, all the members of the staff were put to delivering.

Advertisements were deemed rather a nuisance in those days, as interrupting the strict business of the paper. Publishers declined to receive them unless they were handed in a week beforehand and paid for in advance. They have now recovered from their scruples in this respect.

The names of Japanese newspapers generally end in the word shimbun, which means news. The paper of the largest circulation, for instance, is the Nichi-Nichi-shimbun, which means Daily News, while the Bankokushimbun is the International News and the Shim-bunzasshi is the News Miscellanies.

ADMONISHES EDITOR.

King Edward Criticises Own Picture in Newspaper.

King Edward of England reads the newspapers carefully and is especially interested in the art side of publications. He is quick to criticise his own picture in a newspaper and a bad cut of himself or of a royal group invariably results in a communication on the subject from his private secretary.

The publication recently in a London daily of a group photograph in which the King appeared resulted in a command attendance of the editor at Buckingham Palace. He was informed that the individual designated as the King was not His Majesty, who, it appeared, was only represented in the picture by a blur.

The Lake City (Mich.) Plain Dealer has been incorporated. Capital, \$3,000.

\$15,000 CASH

Swings a desirable newspaper property in a city of over 40,000 in the Central States. Annual receipts in excess of \$31,000; business growing. Has a \$40,000 equipment. Proposition No. 330x.

Write me your requirements if you are in the market for a newspaper property—anywhere, any time, any size.

H. F. HENRICHS, Newspaper Broker
LITCHFIELD, ILL.

HEADQUARTERS FOR TYPEWRITER RIBBONS, TYPEWRITER PAPER, CARBON PAPER FOR ALL USES

We manufacture the best line of
TYPEWRITER SUPPLIES
on the market.

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Please send for our Catalogue
and samples of Manifold, Type-
writer Linen and Carbon Papers;
also Price Lists of same. DIS-
COUNTS ON APPLICATION.

MEXICO

Twenty Publications Have Been Suppressed in the Last Two Months.

Many Editors Imprisoned and Presses Seized—Compositors and Pressmen Arrested.

The current number of the American Magazine says in part concerning the suppression of newspapers in Mexico and the imprisonment of editors:

The attacks upon papers and editors who oppose Diaz and his candidates go on daily. The list of newspaper men now imprisoned is a long one, and I suppose that twenty journals have been stopped in the last two months, some temporarily and some permanently. As in Russia, a newspaper sometimes springs up from the ruins of an old one. Often the presses are seized. And lately the government has adopted the scheme of arresting even the compositors and pressmen, so that skilled men in the printing trade are less likely to work for opposition papers on account of these periodic imprisonments.

In Chihuahua there is an independent newspaper, many years old, El Correo, whose proprietor, Silvestre Terrazas, is a just and brave newspaper man who under various pretexts has been imprisoned several times. The last time it happened because he had written a series of articles claiming that Mr. Creel, ex-ambassador to Washington, could not be constitutionally the governor of Chihuahua, as the governor must be a Mexican by birth, that is to say, a son of Mexican parents; that Mr. Creel is the son of American parents; that his father was for many years up to his death United States Consul in Chihuahua, so that Creel was born under the American flag, and only when he became of age did he choose Mexican citizenship; and that he is therefore a Mexican by adoption, not by birth. This attack was considered libelous and seditious by the government, and Terrazas went to jail; although now free under bail he has several indictments of the same kind hanging over his head.

So great is the prestige of Mr. Terrazas that at the last congress of newspaper men in Guadalajara, September, 1909, he was elected its president as a protest against the arbitrary ways of the government.

Francisco Moreno, of Guanajuato, was imprisoned because he had signed in the name of the Associated Press of the States a protest in favor of the victims of official persecutions, and not only was he imprisoned, but likewise his wife, who had committed no greater offense than that of being married to him. She gave birth to a child while in jail and as a result of ill treatment the child died soon afterwards. Alvaro Pruneda, editor and cartoonist of a satirical weekly paper in Mexico, called El Tilin-Tilin, was also arrested for attacking government officials; he is now out under bail.

On the 23rd of September the editors of a newspaper, El Anti-Reelectionista, of Mexico City, were arrested on an accusation brought by the public prosecutor for publishing an article entitled "What is the mystery of the greeting between Taft and Diaz?" claiming that the article was offensive to Porfirio Diaz. The Secret Police arrested the city editor, the advertising man, and several members of the staff. Among the arrested were also fifteen printers and three girls. The press was put under seal after the police had taken a careful inventory of everything, and then they seized all the papers and documents found in the office.

CONGRESSIONAL LIBRARY

Contains Many Volumes of Almost Priceless Value.

Uncle Sam has become a collector of rare books. Accessions of almost priceless value form a part of the 167,677 volumes which were added during the past year to the library of Congress, says Leslie's Weekly. The total number of volumes is now 1,702,685. The valuable additions include a set of the great Chinese encyclopedia given by the Chinese government. Alone among nations, China has attempted to embody in a single literary record the entire knowledge of an epoch.

The edition seems to have been a very small one. A copy, obtained in 1877, is a prized possession of the British Museum. Valuable manuscripts were transferred to the library from various departments of the government. These include all the "applications for office" in Washington's administration, the original vouchers and accounts of Washington's expenses in the Revolution, and historical documents regarding Revolutionary pension claims.

Our congressional Library now contains nearly as many volumes as does the British Museum and the collection is still growing.

MOST INSTRUCTIVE.

SEATTLE, Wash., Jan. 4, 1910.

THE EDITOR AND PUBLISHER,
13 to 21 Park Row,
New York City:

Gentlemen:—Enclosed please find \$1, for which extend my subscription to your valuable paper for one year. I take several papers of this order, but find yours the most instructive.

Very respectfully,

H. W. PARISH,

412 E. 65th St., Green Lake, Seattle, Wash.

Mr. Parish is connected with the Evening Star.—[Ed.]

St. Louis, Mo., Feb. 3, 1910.

MR. J. B. SHALE,
THE EDITOR AND PUBLISHER,
23 Park Row, New York City:
Dear Mr. Shale:

I am pleased to inclose herewith check for one dollar and I know that we will find THE EDITOR AND PUBLISHER AND JOURNALIST worth many times the price of the subscription, and with all good wishes for your continued success, remain

Fraternally yours,

THE ST. LOUIS STAR,
By W. G. BRYAN,
Business Manager.

TOLEDO, Ohio, Feb. 3, 1910.

THE EDITOR AND PUBLISHER,
13 Park Row, New York.

Gentlemen:—I enclose amount for one year's renewal from 1st inst. It's good.

Very truly yours,

F. T. LANE,
Secretary and treasurer
Toledo Blade.

Will Syndicate Stanton's Articles.

The Publishers' Press, by special arrangement with the Atlanta Constitution, has secured the exclusive syndicate rights for the works of Frank L. Stanton, the well-known poet, philosopher and humorist.

Unanimously Re-elected.

Chester S. Lord, managing editor of the New York Sun, has been unanimously re-elected for twelve years a member of the board of regents of the University of the State of New York.

Some of the Conveniences

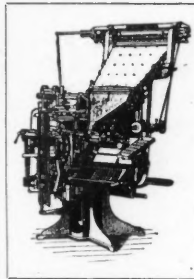
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TRIBUNE BUILDING, NEW YORK

Chicago

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BUSINESS OFFICE NOTES.

In a sworn statement the publisher of the Johnstown (Pa.) Tribune states that the average daily circulation for the year 1909 was 12,467.

The New York Times states that in January it printed 51,043 lines of Want Advertising, compared with 27,596 in January, 1909, a gain of 23,447 lines.

The management of the Decatur (Ill.) Herald, in a sworn detailed statement states that the average daily circulation of that paper for 1909 was 12,494. The average of the Sunday Herald was 12,105.

NEW PUBLICATIONS.

The Free Lance, a semi-weekly, will be established in Beaver Dam, Wis., in the near future. It is expected that the first number will be issued on March 15

A new weekly will be launched at Lebanon (Tenn.) about Feb. 15. It will be published by L. A. Eskew and John Spears.

The Newark (Del.) Post has made its appearance. It is published weekly and the editor is Everett C. Johnson.

The Bulletin has been launched at Millersburg, Ky. It is a weekly and is edited by the Rev. W. A. Gardner.

Keerl in New York.

George Sleeman Keerl, formerly of the editorial and advertising staffs of the Cleveland Press, has joined the advertising staff of the New York Evening Mail under William C. Freeman.

An Iowa Change.

Frank L. Stillman, former well known Washington correspondent for several Western dailies, has sold the Grundy Center (Ia.) Republican.

ADVERTISING NOTES.

The Sunset Magazine, San Francisco, has removed its circulation department to 317 West 18th street, New York.

M. P. Linn, advertising manager of the St. Louis Republic, is in New York this week on business connected with that paper.

Charlie P. Smith, advertising manager of the Wheeling News and Intelligencer, is in New York this week calling on the general advertisers with his Eastern representative, A. E. Clayden, Brunswick Building, New York.

A. B. Lukens, special representative, Tribune Building, New York, was in Philadelphia this week in the interest of his papers.

The Wheeling (W. Va.) Daily News carried a total of 335,549 inches of advertising during the year 1909. The Daily Morning Intelligencer carried a total of 300,024 inches. It is claimed that last year was the best in the history of both these papers. Charles P. Smith is the advertising manager.

The York (Pa.) Gazette sends out a sworn circulation statement for ten months, from March 1, 1909, to Dec. 31, 1909, crediting that paper with an average daily circulation of 8,476.

C. George Krogness, special agent, Chicago, has been appointed Western representative of the Philadelphia Press.

C. C. Kahlert, 34 West Thirty-third street, New York, has been appointed Eastern representative of the Louisville (Ky.) Herald in the Eastern field, and John Glass, Chicago, will look after the Western interests.

Do Not Neglect Your Ink Department

Increase your advertising patronage by printing your paper with the American Ink Company's high-grade ink. It is as necessary to have good ink in printing a good paper as it is to have good rollers and paper. Write to-day and let us tell you.

AMERICAN INK COMPANY, 12 DUANE STREET, NEW YORK

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, FEBRUARY 12, 1910.

A journalist: That means a grumbler, a censurer, a giver of advice, a regent of sovereigns, a tutor of nations! Four hostile newspapers are more to be dreaded than a hundred thousand bayonets!—*Napoleon the First.*

WHY ARE THERE NO MORE INDIGNATION MEETINGS?

The New York Evening Post in an editorial under the heading "Why No Indignation Meetings?" forcefully points out the change from former days when American citizens used to assemble impulsively in public halls or at other public places to definitely voice their "indignation" when such indignation was aroused. The Post says:

"Indeed, part of the reason, and perhaps the main part, for the decline of the indignation meeting is to be found in the universal reach of the newspaper. Everybody reads the newspaper, and the newspaper covers all the ground. It is the old story of people refusing to do for themselves what others are ready to take the trouble to do for them. The impulse of indignation is appeased by the vicarious activity of the newspaper; a handful of men, with the aid of the printing press, perform for us a function which should be exercised by each of us in his degree, and the natural organ of indignation becomes gradually atrophied. But while this may partly explain, it by no means justifies, a neglect which constitutes a most serious loss to our public life. . . . There are times when nothing can take the place of the direct expression of public feeling by personal assembly, and few things could be more salutary than a reassertion of that wholesome habit upon fit occasion."

This is all very pertinent in the discussion which a former member of the Post staff has attempted to revive in his Atlantic Monthly article "Waning Power of the Press."

To be sure the press has taken over the good old function of the indignation meeting, as it has taken over a great part of the function of the pulpit, and many fugitive functions. The Post regrets because the indignation meeting has fallen into disuse. The Post has widened its curriculum of public morality and now preaches on many subjects formerly covered exclusively by the pulpit. No doubt the Post will admit that the work, or burden, of the press has vastly increased, whether or not it agrees with its former representative, Mr. Leupp, that the power of the press has waned.

As a matter of fact, the evanescence

of the indignation meeting is one of the most significant indications of the increased power of the press.

Formerly, an indignant orator or two would harangue a gathering of indignant citizens—and a gathering of 1,000 citizens makes a pretty good sized meeting. Now, half a dozen thinking and able men write their indignation and send the letter to the Post any day, and at least 25,000 people (the Post's circulation) will read it. Why regret the old days?

Think of the wrongs—or anyhow the subjects, for indignation meetings in these days; for the Beef Trust and other trusts, the New York Stock Exchange, the tyranny of the New York police and other police, the rascality of the Sugar Trust, the bribing of legislators at Albany and other places, the North Pole, the decadence of the drama—but the list is long.

But there are few indignation meetings, because representative newspapers voice the opinions of citizens in editorial and news columns, and in signed letters in type.

IMMORTALS.

Hamilton Holt, editor of The Independent, of New York, is the author of a little book entitled "Commercialism and Journalism," it being one of his lectures, bound in cloth covers. Mr. Holt is sometimes called a "highbrow" by certain persons and papers that have big circulations. His point of view is indicated by the following passage in his book:

"Where will you find in the daily press to-day twenty editors to compare with Richard Watson Gilder and Robert Underwood Johnson, of The Century, Henry M. Alden and George Harvey, of Harper's, Ray Stannard Baker and Ida M. Tarbell, of The American, Lyman Abbot, and Theodore Roosevelt, of The Outlook, Walter Page, of The World's Work, Albert Shaw, of the Review of Reviews, Paul E. More, of The Nation, A. S. McClure, of McClure's, Erman Ridgway, of Everybody's, Bliss Perry, of The Atlantic Monthly, Norman Hapgood, of Collier's, Edward Bok, of The Ladies' Home Journal, George H. Lorimer, of the Saturday Evening Post, Robert M. La Follette, of La Follette's, William J. Bryan, of The Commoner, or Shailer Matthews, of The World To-day? These are the men—and there are more, too, I might name—who came forward with their touch upon the pulse of the nation when the day of the daily newspaper as a leader of enlightened public opinion had waned."

And there you are!

COUNTRY CORRESPONDENTS.

West Virginia News Prints Few Sample Rules for Their Guidance.

The Roneverte (W. Va.) West Virginia News recently printed a set of rules for the guidance of its country correspondents. Editor William B. Blake, Jr., states to THE EDITOR AND PUBLISHER that "the publication of this so wonderfully improved our country news page that we issued the text in the form of a little folder that it may be forwarded to new correspondents or old ones as occasion demands."

The rules are in part as follows:

First of all, The News is a newspaper, designed to give the news of the neighborhood, county, State and nation, and no effort should be made to make it the purveyor of mere gossip or the instrument of personal revenge. In disseminating the news it must be reliable and impartial to the utmost degree. Once in a great while some one who has a grudge against a neighbor writes a letter to The News in which a sly thrust is made at the person he or she doesn't like. Sometimes it is cleverly disguised and the editors are unable to detect it. This should never be done, and it is earnestly hoped that no correspondent or occasional contributor will so abuse our trust. Personal feeling should never dictate in giving news. Never overlook the comings and goings of neighbors whom you may not like. Give all the news of all the people, whether you like them or not.

Avoid as much as possible chronicling the calls made by one neighbor upon another who live on adjoining farms. There is little news value in such items.

Do not note the calls made by the beaux on the belles of the neighborhood.

Do not forecast marriages, but report them after they occur.

In giving the news of a birth, say: "A son (or daughter) was born to Mr. and Mrs. So and So on such-and-such a day of the week, month and year." Leave off making comment on the father's actions.

Write about the comings and goings of your neighborhood—those who visit from a distance or from some other town or neighborhood, and those who go away on business or to visit. Tell who they are visiting and where and when, and write names plainly and correctly. Don't use nick-names, but always the proper name.

Get all deaths, giving full particulars—date, age, residence, cause of death, full name, number of children, if any, left, and where they live, and all other particulars.

Give all marriages and particulars of wedding.

Give account of all accidents; fires; new buildings of importance; sale of farms or large property—who sold and who bought; crimes, if any are committed, with correct and accurate details.

Report large crops and crop prospects.

Report any unusual business activity.

Report social events, parties, etc., and give names of those invited or attending.

Report everything of a news character. Leave nothing out which has news value or which will interest readers.

Report nothing of a personal nature or which will wrong anybody in the slightest.

Don't report any rumors which have no foundation, or rumors which would injure a person if untrue.

Date letters and write with this date in mind.

New Alabama Daily.

It is reported that a new afternoon newspaper will be launched at Huntsville, Ala., by John Edmunds, of Lincoln, Ill.

MEAGER EQUIPMENT.

Writer Laments that No Tools Are Provided for Newspaper Workers.

Writing in Spare Moments on "Some Whims and Peculiarities of Genius," A. S. Monroe says concerning the meager equipment of newspaper writers:

Another paradoxical situation is that of the average newspaper office. Here where writing is the sole business, and speed the need of the hour, no tools are provided for the workers. A few old desks with two or three typewriters is the office equipment for a half dozen reporters and editors of one kind or another.

Seldom does a writer on a paper have a desk of his own, or a place that is private in which to put his notes or store papers for future use. His story is in his head, his copy paper is in the general pile, to be picked up at will or taken from some one else, and he can use whichever typewriter is not at the time engaged.

There is no quiet spot to which he can go and think out his story. He must sit right down in that jumble-of-a-heap appearing place, and out his story into form for the city editor. Reason would tell us if there is a profession under the sun that demands quiet, private offices, each man his own desk and notes and aids of one kind or another common to writers, it is the newspaper business. But facts are otherwise.

One editor of a large paper in St. Louis has gradually built for himself through the years a private office of unique mold. He began it by throwing papers onto the floor about him and allowing none of them to be picked up. Gradually a wall grew up, reaching now almost to the ceiling; it is his private den, just large enough for himself and his small desk, and woe be to any one who would dare interfere with it!

Even men who have been in other more orderly departments of work quickly adopt the careless habits of a newspaper office. A call on one of the ablest editors in America, who had formerly been a college professor, a man of scholarly attainments, revealed the brainy gentleman seated before an improvised typewriter stand built up of an old Webster's dictionary, a file of crumpled newspapers, a half dozen encyclopedias, and a much worn suit case.

Gravely he sat writing out his editorials at this unsteady monument he had erected, which required that he stop now and then to push in a chunk of paper here, or brace up a caving corner there; and yet the grave gentleman, so impregnated had he become with newspaper practices, appeared to see nothing ludicrous in the situation.

Wisconsin Paper Sold.

The recently organized Sun Publishing Company, of Wausau, Wis., has purchased the Wausau Central Wisconsin from R. N. Johnson. The Central Wisconsin was established in 1857.

The Newsboy Mystery.

Newsboy—"Great mystery! Fifty victims! Paper, mister?"

"Here, boy, I'll take one.

"Say, boy, there's nothing of the kind in this paper."

"That's the mystery, gov'nor; you're the fifty-first victim!"—*Life.*

Memory is a valuable business asset.

PERSONAL

J. A. Macdonal, editor and publisher of the Toronto Globe, spoke before the Sunday Evening Club in Chicago this week on "The Way of the Great Life."

William O. McGeelan, of the San Francisco Evening Post, was married last week to Miss Sophia Treadwell, daughter of Judge A. B. Treadwell of San Francisco.

L. H. Mayne, editor of the Emmetsburg (Ia.) Palo Alto Reporter, has announced his candidacy for Congress in the tenth Iowa district.

Motosuda Kumolo, editor of the Japan Times of Tokio, delivered an address last Tuesday evening at the Café Boulevard, New York, on "Japan and America, Peace or War."

G. J. M. Simons, editor of the Amsterdam (Holland) Telegraaf, is in New York this week, on his way home after a visit of some duration in Mexico.

The Hon. Warren G. Harding, editor of the Marion (O.) Daily Star, has been endorsed for governor of Ohio by the Republican central and executive committees of Union County.

Samuel B. Anson has been promoted to the city editorship of the Cleveland Plain-Dealer.

Alfred F. Isham has accepted a position as assistant editor of the Akron (O.) Beacon Journal.

Garland P. Fenell, has been made editor in chief of the Wichita (Kan.) Daily Eagle.

Editor Paul S. Jenkins, of the Creston, Ia., Advertiser-Gazette, and his wife have left for a trip around the world. They will sail from a California port for Asia, then to Europe via Suez Canal, and from there to New York, home. They expect to be absent several months.

Prof. George A. Dorsey is said to be under contract to the Chicago Tribune for three years at \$11,000 a year for interesting daily stories relative to foreign peoples and their customs.

Henry W. Lee, proprietor of the Calumet (Ill.) Record, the weekly which covers South Chicago, was in New York several days this week on business.

Roy W. Howard, secretary and general news manager of the United Press Association, New York, returned home after a six weeks' tour of inspection of the various bureaus of that association, which extended to the Pacific coast. Mr. Howard reports business in the West and on the Pacific coast in a very prosperous condition.

OBITUARY.

F. M. Riggen, formerly editor of the Galva (Ill.) Standard, died in Galesburg recently, aged 66. At 16 he enlisted in the Eighth Iowa and served in the Union army as bugler four years and four months.

Thomas M. Sherriff, one of Michigan's pioneer newspaper editors and treasurer of the Eastern Michigan Press Club, died suddenly last week at his home in Trenton, Mich. For the sixth consecutive time he was re-elected to office in the Press Club.

S. M. Owen, editor of the Farm, Stock and Home, an agricultural paper, and twice Populist candidate for

governor, in 1890 and 1894, died at his home in Minneapolis last week. Mr. Owen had been in ill health for several years.

Charles M. Gillett, editor of the Wisconsin University Bulletin, died at his home in Superior, Wis., last week.

William Dodsworth, president and editor of the New York Journal of Commerce and Commercial Bulletin, died last Monday at his home in Englewood, N. J. He was eighty-three years old. He was born and educated in England and came to this country before the Civil War and became identified with commercial journalism. At the beginning of the Civil War he suggested a system of Federal loans, a comprehensive war tariff, an income tax, and a series of duties on home manufactures, and several of these plans were later carried into effect. For a time he was editor of The Daily Commercial Bulletin, and in 1870 he bought that journal, conjointly with Newton F. Whiting, then financial editor of The Evening Post. He continued his editorship of The Bulletin until 1881, when he bought Mr. Whiting's half interest and became sole proprietor. In 1893 he effected a consolidation of proprietorship between The Commercial Bulletin and The Journal of Commerce. He remained controlling owner up to the time of his death.

Wolf Schur, said to be the oldest Hebrew journalist and editor of the first Hebrew journal published in America, died in Chicago last week. He was seventy-eight years old.

Ernest B. Brown, for five years night city editor of the New York American, died last week in Los Angeles, Cal., where he went a year ago in search of health. He became identified with the American in 1903. He was forty-one years old.

David M. Carey, veteran newspaper man of Detroit, died in that city last week after an illness of less than a week. He was sixty-one years old. For more than a quarter of a century he had been connected with the daily papers of Detroit and for more than a score of years past had been associated with The Free Press, much of the time as a contributor to its editorial page.

William Iglehart, former manager of the Salt Lake (Utah) Herald and long identified with journalism in that city, died of consumption last week. He was forty-seven years old. In 1891 Mr. Iglehart became a reporter on the staff of the Chicago Daily News, later going to the Record. During the World's Columbian Exposition in 1893, at Chicago, he was chief of the Record's bureau at the fair, and his work attracted favorable comment throughout the profession, as well as reflecting credit upon his paper. After the fair he became financial editor of the Record and remained in that position until late in 1894, when his health again failed him, and he went to Salt Lake. After four years as telegraph editor and city editor of the Tribune, he went to The Salt Lake Herald in October, 1898, as manager, during the ownership of R. C. Chambers and A. W. McCune. He retired from the Herald last August.

Andrew M. Clarke, one of the founders of the Trenton (N. J.) Sunday Advertiser, dropped dead in the vestry rooms of Grace Episcopal Church of

Buffalo, N. Y., last Tuesday. Mr. Clarke was born in New York City 69 years ago. At the outbreak of the Civil War he enlisted as a private in Company H of the 77th Pennsylvania Infantry, and at the close of the term of service of that regiment re-enlisted in the 9th Pennsylvania Cavalry on the field. After the war Mr. Clarke took up newspaper work and was for a few years associated with various papers in New York City. He removed to Newark, N. J., where he remained for about five years, then taking up his work in Trenton. After serving as clerk of the New Jersey Senate he founded the Trenton Sunday Advertiser. Twenty years ago Mr. Clarke went to Buffalo to make his home.

\$4000.00; \$2500.00 CASH, balance deferred, will buy New England weekly without direct competition. Well equipped and with a volume of business of \$6700.00 per year. Will return active owner-manager \$2,000.00 or more annually for personal effort and investment. Proposition No. 584.

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

ADVERTISING MEDIA.

CONNECTICUT.

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

ILLINOIS.

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

NEW YORK.

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

WASHINGTON.

THE SEATTLE TIMES
The 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.

NEW YORK HERALD SYNDICATE
Special Cable and Telegraph Matrix and Photo Service Address
Herald Square, New York City Canadian Branch Desbarts Building, Montreal

The INTERNATIONAL SYNDICATE
Do you see our proofs regularly? We aim to bring to the attention of all publishers who may be interested.
Features for Newspapers. BALTIMORE, MD.

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

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

HIGH-CLASS NEWSPAPER MAN.
Editorial, open to engagement May 1; experienced interior cities; executive position. Middle, Central or Western States considered. Address "LAFAYETTE," care THE EDITOR AND PUBLISHER.

EDITOR,
Now holding night desk, would like subordinate desk position on medium daily, or as editor on small daily. Address NIGHT EDITOR, care THE EDITOR AND PUBLISHER.

ALL AROUND NEWSPAPER
Man desires position on weekly or semi-weekly; several years' experience reporting, local editing, ad. soliciting, collecting; a copy editor, strictly temperate; age 31. Address Enterprise, care THE EDITOR AND PUBLISHER, New York.

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

FOR SALE

FOR SALE.
WALTER SCOTT SEPTUPLE NEWSPAPER PRESS as rebuilt by Hoe & Co., with complete Kohler electrical press room equipment. A large, fine press in perfect condition, capable of printing 40,000 an hour. A bargain for publishers changing their machinery or new proprietors just starting a paper. Address CLAUDE MEEKER, Capitol Trust Building, Columbus, Ohio.

\$30,515.04
Was the yearly average cash receipts during the past three years for an afternoon, Sunday morning and weekly newspaper in a modern, rapidly growing Southern city; population now 40,000. One of the best equipped and most valuable newspaper properties in the State in which it is situated. Oldest and most widely circulated newspaper within radius of 100 miles. Investigation invited. Moderate cash payment; liberal terms on balance. Splendid proposition. Address X. O., THE EDITOR AND PUBLISHER.

BUS. OPPORTUNITIES

H. F. HENRICH, LITCHFIELD, ILL.
Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

MISCELLANEOUS.

HOUSEHOLD-CHILDREN'S DEPARTMENT
\$5 per week for 2,000 words, exclusive service; syndicate, \$10 per month for 2,000 words weekly. Include stories, puzzles, valuable information, letter-box, special features. HAWKINS BUREAU, 45 DeKoven Court, Brooklyn, New York.

MR. PUBLISHER,
Let me increase your Classified Advertising from 25 to 150 per cent. If you wish to secure the "want ad lead" in your city, send sample copy and write for further particulars. W. C. POTTS, 174 Lake Ave., Grand Rapids, Mich.

GENERAL NEWS
for evening papers. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

AUTHORS SEEKING A PUBLISHER
Should communicate with the Cochrane Publishing Co., 1286 Tribune Building, New York City.

PHOTO NEWS SERVICE
Quickest, best, broadest, cheapest. Covers every kind of news pictorially. Adequate letter press, shipped daily. Particulars on request. Trial free.
George Grantham Bain, 32 Union Sq. East, N. Y.

WILBERDING

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

The M. P. Gould Company, 31 East Twenty-second street, New York, is placing orders in daily papers for the Franklin Automobile Company, Syracuse, N. Y.

It is stated that the H. O. Company, Buffalo, N. Y., will place their business direct.

Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders for the advertising of John Forsythe, waists, Broadway and Eighteenth street, New York.

The Rose Bros. Manufacturing Company, 708 Broadway, New York, contemplate doing some advertising for men's modern trousers.

Charles H. Fuller Agency, Chicago, is placing 5,000-line contracts in Western papers for the H. M. Obach Company. This agency is also placing fifty lines four times in Southwestern papers for W. S. Rice, Watertown, N. Y.

The Mahin Advertising Company, Chicago, is placing 10,000-line contracts in Southwestern papers for the W. E. Long Company. This agency is also placing in the larger Sunday papers orders for Dr. Farnsworth, Chicago.

The Stack-Parker Agency, Chicago, is placing sixty-six lines t. f. orders for Myers & Co., Covington, Ky., in Southern papers.

W. C. Johnson, Elkhart, Ind., is placing new contracts in Southwestern papers for the Dr. Miles Medicine Company, same city.

The Morse Agency, Detroit, Mich., is placing 5,000-line contracts in Pacific Coast papers for the Herpicide Company, same city.

The Blaine-Thompson Company, Cincinnati, is placing contracts for two inches, sixty-eight times, in Southern papers for the Evans Chemical Company, Cincinnati.

Charles H. Fuller Agency, Chicago, is placing orders in Southern papers for the Golden Pacific Company, Cincinnati. This agency is also using Southern weeklies for the advertising of H. Menges, pipes, St. Louis.

The Horn-Baker Advertising Agency, Kansas City, Mo., is placing 1,000-line contracts in Western papers for the Dr. A. S. McCaery Medical Company, same city.

Lord & Thomas, Chicago, are placing 1,000-inch contracts in Southern papers for the New Orleans Coffee Company, New Orleans, La. This agency is also making contracts generally for the E. E. Sutherland Medicine Company, Dr.

Bell's tar honey, Paducah, Ky.; also new orders in the larger city dailies for the Washburn-Crosby Company, flour, Minneapolis, Minn.; also 180-inch orders in Michigan weekly papers, for the Michigan Buggy Company, Detroit, Mich.

The Stack-Parker Agency, Chicago, is placing 5,000-line contracts in Southern papers for Swift & Co., same city.

Charles H. Fuller Agency, Chicago, is placing 1,000-line contracts in Western papers for the Frontier Asthma Company, Buffalo.

The Horn-Baker Agency, Kansas City, Mo., is placing contracts for the N. Calman Distilling Company, and the Green Mountain Distilling Company, same city.

The Allen Advertising Agency, Mar-bridge Building, New York, is placing fifteen lines thirty times, for the Hotel Chamberlain, Watkins Glen, N. Y.

The H. E. Lesan Agency, 527 Fifth avenue, New York, is placing 25,000 lines in Eastern papers for the New York Central Lines.

The Massengale Advertising Agency, Atlanta, Ga., is placing orders in Southern weeklies for the Salem Iron Works, Winston-Salem, N. C.

Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing 3,000-line contracts for the Hamburg-American Line, 37 Broadway, New York. This agency is also placing twenty-five lines for the French Line Steamship, 19 State street, New York. This agency is also placing orders generally for 20,600 lines for the Natural Food Company, shredded wheat biscuit, Niagara Falls, N. Y.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing orders for the advertising of Dr. Kelly, Buffalo, N. Y.

The Goldsmith Company, 62 Market street, Newark, N. J., is asking for rates in Pennsylvania papers.

Albert Frank & Co., Beaver street, New York, is asking for rates on two inches e. o. d. for three months.

Henry King Hannah, 21 Park Row, New York, is asking for rates in Western papers.

Hill & Stocking, Pittsburg, is placing orders for the Wayne Chemical Company, Anpi-Ache, Clarion, Pa.

The R. A. Foley Agency, Philadelphia, is extending the Eckman advertising in Western papers.

The Universal Advertising Agency, Jersey City, N. J., is placing orders for the Wilcox Chemical Company, 334 West Twenty-third street, New York.

The Darlow Advertising Agency, Omaha, Neb., is placing orders in Southwestern Sunday papers for F. C. Boorhies, same city.

Henry Decker, Flatiron Building, New York, is using a selected list of papers for the Cornish Company, pianos, Washington, N. J.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing in daily papers generally two inches ninety-six times for the Stern's Electric Paste Company, Sterns Electric rat and roach paste, Buffalo, N. Y.

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.	PENNSYLVANIA.
ITEM Mobile	TIMES Chester
ARIZONA.	DAILY DEMOCRAT Johnstown
GAZETTE Phoenix	BULLETIN Philadelphia
ARKANSAS.	DISPATCH Pittsburg
SOUTHWEST AMERICAN Fort Smith	GERMAN GAZETTE Philadelphia
CALIFORNIA.	PRESS Pittsburg
BULLETIN San Francisco	TIMES-LEADER Wilkes-Barre
CALL San Francisco	TENNESSEE.
EXAMINER San Francisco	NEWS-SCIMITAR Memphis
FLORIDA.	BANNER Nashville
METROPOLIS Jacksonville	TEXAS.
GEORGIA.	RECORD Fort Worth
THE ATLANTA JOURNAL Atlanta	CHRONICLE Houston
CHRONICLE Augusta	SEMI-WEEKLY TRIBUNE Waco
ENQUIRER-SUN Columbus	TIMES-HERALD Waco
LEDGER Columbus	WASHINGTON.
ILLINOIS.	MORNING TRIBUNE Everett
SKANDINAVEN Chicago	TIMES Seattle
HERALD Joliet	WISCONSIN.
JOURNAL Peoria	EVENING WISCONSIN Milwaukee
INDIANA.	CANADA.
THE AVE MARIA Notre Dame	BRITISH COLUMBIA.
IOWA.	WORLD Vancouver
EVENING GAZETTE Burlington	ONTARIO.
CAPITAL Des Moines	FREE PRESS London
REGISTER AND LEADER Des Moines	QUEBEC.
THE TIMES-JOURNAL Dubuque	LA PRESSE Montreal
KANSAS.	JORNAL DO COMMERCIO
GLOBE Atchison	OF RIO DE JANEIRO, BRAZIL
GAZETTE Hutchinson	A leading daily paper read by all pur-
CAPITAL Topeka	chasing classes. Its circulation covers an
KENTUCKY.	area with 60% of the population of South
OURIER-JOURNAL Louisville	America.
TIMES Louisville	VASCO ABREU, Representative
LOUISIANA.	Tribune Building, - New York
ITEM New Orleans	NEW BEDFORD TIMES
STATES New Orleans	The paper that has made New Bedford, Mass., the
TIMES DEMOCRAT New Orleans	fastest growing city in the world.
MICHIGAN.	Average to Dec. 1
PATRIOT (Dec. D. 10,796—S. 11,814)..... Jackson	Evening, 7,561 Sunday, 14,621
MINNESOTA.	ALFRED B. LUKENS Tribune Bldg.
TRIBUNE (Morning and Evening)..... Minneapolis	New York Representative
MISSOURI.	FRANK W. HENRELL Tribune Bldg.
DAILY AND SUNDAY GLOBE..... Joplin	Western Representative
MONTANA.	Anderson (S. C.) Mail
MINER Butte	You can cover the best field in South
NEBRASKA.	Carolina at the lowest cost by using The
FREE PRESSE (aver. circ. 142,440)..... Lincoln	Daily Mail. No general advertiser can
NEW JERSEY.	afford to overlook this field.
PRESS Asbury Park	MacQuoid-Alcorn Special Agency
JOURNAL Elizabeth	Tribune Building, N. Y.
TIMES Elizabeth	Boice Building, Chicago
COURIER-NEWS Plainfield	THE ASBURY PARK PRESS
NEW YORK.	is a live newspaper in a live town. Its
BUFFALO EVENING NEWS..... Buffalo	readers are a money-making, money-
LESLIE'S WEEKLY (Cir. 225,000)..... New York	spending class. If you want their trade
PARIS MODES New York	the Press is your best medium.
RECORD Troy	J. LYLE KINMONTH, Publisher
NORTH CAROLINA.	ASBURY PARK, N. J.
NEWS (Av. cir. mo. of Ang., 7,609) Charlotte	American Home Monthly
OKLAHOMA.	A Household Magazine
OKLAHOMAN Oklahoma City	Distribution statement of our 100,000
	copies, guaranteed monthly, sent on re-
	quest. Flat rate, 40 cents a line.
	HENRY RIDDER, Publisher,
	27 Spruce Street, New York.

**The
New Orleans
Item**

**Largest Total Circulation by
Thousands
Greater City Circulation Than Any
Two Combined**

SMITH & BUDD

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

BOSTON

January Meeting of Pilgrim Publicity Association Aroused Much Enthusiasm—Burlesque on Life Special Stunt of the Evening — Noted Speakers Present.

The Pilgrim Publicity Association of Boston and New England held its January meeting in Ford Hall on the evening of the 29th. It was one of the most enthusiastic meetings in the history of the organization.

All the speakers were members of the P. P. A., and the first was President George W. Coleman, whose subject was "Building The New Spirit." This new spirit, he said, was a very simple thing, that is, the last analysis might be described as "the art of getting together and sticking together"; and was typified by the American nation, a nation composed of the most widely diversified elements welded into the strongest and most prosperous nation on earth. He closed with the prediction that the new spirit of which he was speaking would revolutionize the world.

Following his own remarks President Coleman introduced Mr. William E. Hall, advertising manager of the Shaw Stocking Co., of Lowell, Mass., and an ex-president of the Association.

Hall's topic was "Stimulating the Manufacturer." He began by going back into what he called "ancient history," telling how he himself had been "stimulated" by joining the old "Ad Men's Club of Boston," the predecessor of the present organization. Get the manufacturers into the P. P. A., he said, and as opportunity offers, give careful intelligent study to individual cases.

The next speaker was Secretary Carroll J. Swan, who prefaced his remarks with one of his good stories, and then proceeded to talk about "Stimulating Boards of Trade," his idea being that the best results could be obtained only by forgetting personal interests and working for the common good of the business community. Publicity, of course, would play an important part in his programme.

"The Future" was the topic assigned to Treasurer Douglas N. Graves, and he handled his subject with an eloquence that called forth repeated and long-continued applause.

He flashed before the minds of his hearers a picture of the day fast approaching when the power of the printed word should revolutionize business, purifying and uplifting it, and doing more than any other human force to hasten the millennium of the brotherhood of man.

Treasurer Graves was followed by ex-president Marion V. Putnam who spoke upon "Loyalty," which he said had in the past meant sacrifice. We are too prone in these days, he thought, to confuse loyalty with selfishness and self-interest. Loyalty, he pointed out, should lead business men to form, foster and patronize local industries, rather than to feel that greater advantages could be gained away from home.

J. W. Barber, introduced as the "Nestor" of the advertising business in Boston, was the next speaker, and he referred interestingly to the early days when as a young man he was in the employ of the late George P. Rowell. The comparisons he drew between conditions then and now well illustrated the wonderful development that has taken place in advertising within the memory of men hardly past middle age.

In closing, Mr. Barber made the assertion that the Pilgrim Publicity Association is giving more time, attention,

skilled labor and brain work to New England trade problems than is being given by any other advertising association in the country for a similar purpose.

"Are We Making History?" was the subject of the next address, and ex-president Egerton Chichester, by pointing out the good that has been accomplished by the present organization and the one that preceded it, showed conclusively that history has indeed been made, and is now in the making.

Henry B. Humphrey, chairman of the Executive Board, was the last speaker on the programme, and after paying glowing tribute to the work that is being done by the members of his own and other committees, he called attention to the fact that the association had grown within less than a year from a membership of 80 to more than 250.

The goal, he said, was 1,000 members, and after gently "knocking" those to whom no credit was due for this increase, he bade them "get busy," assuring them that with their assistance the goal could be reached within a year.

The special "stunt" of the evening was a surprise by the Publicity Committee in the form of a burlesque on Life full of roasts, grinds, humorous pictures and verses, and fake ads. The production had been prepared and printed with the connivance of Mr. George B. Richardson, advertising manager of Life, who was present, to see the fun, get the glad hand, and incidentally make a few remarks.

The first issue of the Pilgrim Publicity Association Bulletin was also circulated. On February 25 a joint meeting is to be held with the Boston Chamber of Commerce at Hotel Somerset, and the occasion promises to be a memorable one.

ADDITIONAL AD TIPS

H. W. Kastor & Sons, St. Louis, are placing orders in Southwestern weeklies for the Ozments College, Kansas City.

Otis H. Kean, 3 West Twenty-ninth street, New York, is placing 123 lines six times, in Eastern cities for the Granulator Soap Company, Soapator, same address.

The Long-Critchfield Corporation, Chicago, is placing orders in the larger city dailies for the American Radiator Company, same city.

Sherman & Bryan, 70 Fifth avenue, New York, are making up the list of papers for the advertising of Strouse Brothers & Co., clothing, Baltimore.

H. Summer Sternberg, 12 West Thirty-second street, New York, is making up a list of papers for L. Greif & Bro., clothing, Baltimore.

Van Dusen & Carter, Jackson, Mich., is placing orders in Southwestern papers for M. D. Betts, same city.

The Merrill Advertising Agency, 1161 Broadway, is placing the advertising on an exchange basis of the Broadway Central Hotel, New York, the Resthaven Hotel, Waukesha, Wis., and the Hotel Normandie, San Francisco, Cal.

C. S. Dent's Toothache Gum is placing 2 1/2 inches fifty-two times in Sunday papers.

The Leven-Nichols Advertising Agency, New York and Chicago, is placing the following lines of business: Spector Brothers, Chicago, a new five-cent cigar; Conney Brothers, cloaks and suits, Chicago; Mail Order, Agricultural

Standard Magazine, woman's publications and newspapers are receiving orders for Wolfe's Incorporated advertising.

The Bouvier Specialty Company, Bouvier's Buchi Gin, Louisville, Ky., will be extended throughout the South during the coming month.

Ernest J. Goulston, Boston, is placing orders in Eastern papers for Dr. A. C. Daniel's horse and dog remedies, same city.

The Dr. Bradford Company, Chicago, is making contracts in Western papers for J. H. Hamilton, same city.

The Herbert Kaufman & Handy Company, Chicago, will place the advertising of the United Cigar Manufacturers' Company, 1016 Second avenue, New York. This agency is also placing orders in Western papers for the Marquette Cement Manufacturing Company, Marquette Portland cement, Chicago.

MANHATTAN PHOTO-ENGRAVING CO.
 ENGRAVERS AND DESIGNERS
 251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

Botfield Engraving Co.
 29 S. 7th Street, Philadelphia, Pa.
Always on time
Deep Etched Cuts on Zinc or Copper
BEST WORK AT LOWEST PRICE
 Let us estimate on your next order. Once a customer always a customer.

THE LOVEJOY CO., Established 1858.
ELECTROTYPERS
 and Manufacturers of Electrotypes Machinery.
 444-446 Pearl Street NEW YORK

THE PUBLISHERS METAL CO.
 134 Metropolitan Ave., Brooklyn
 Adopt our system and save 20% on your metal bill.
 We have demonstrated after a year's experience with our system of making Metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily. All we ask is a trial.
FACTORY, 134 METROPOLITAN AVE., BROOKLYN
 Hygrade Antoplate, Senior & Junior, Sterotype, Combination or Linotype Metals.

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

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

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

Annual Subscription (52 issues), post free, \$3.00.

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

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

Rates on application to **ALBERT O'DONOGHUE, 534 W. 125th St., New York.**
 Send for sample copy.

Alert, Masterful, Independent

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

It is the greatest publication of the printing business. This volume contains all the latest news of the industry, including the most important events of the past week. It is a magazine of practical information and stimulating suggestions. None receives an issue without reading it. The American Printer is a magazine of the most practical and up-to-date information in the printing business. It is a magazine of the most practical and up-to-date information in the printing business. It is a magazine of the most practical and up-to-date information in the printing business.

Send for sample copy.

POWERS
 OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
 ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
 154 Nassau St. N.Y. Tel. 4200-4 Bookman

AD FICTION

A Sample Novelette for Advertising Writers, Showing Also the Subtle Humor of Britains Comic Weekly.

[This piece of literature is reprinted from London Punch. The title of the story is "A Present for a Good Burglar." It is described as "A Study in Advertisement Fiction."—Ed.]

CHAPTER I.

"But," said I stepping rather suddenly into the dining-room, "either I am dreaming or you are a burglar."

"Of course it is not for me to say," he answered, toying idly with a jemmy, whatever that may be, "but I should guess that you are dreaming. I notice that you have got pyjamas on."

"Have I," I said.

Asbestos Pyjamas do not shrink in the wash.

CHAPTER II.

"I notice," I continued, "that you do not directly deny that you have come here to do something naughty."

"I may be a burglar," he answered, "but I am no liar."

The Boston Syndicate will teach you any profession in three lessons.

CHAPTER III.

"Burglar," said I, "I do believe that you meant to burgle my Christmas-tree. I could have forgiven you anything but that."

"Given?" he said quickly.

"Forgiven," I corrected. "As it happens I have no tree to burgle. To think that I am a nephew and yet have not been given a Christmas-tree, and that, if I had, you would have burgled it!"

"Say what you like about your aunts," he said, "but for myself I only dropped in to see if I could pick up

a Christmas card or two." He tried to look me in the eye without laughing.

"Let us rather drink each other's health," said I. "An excuse like that deserves something wet. After all, I suppose that I was wrong. Of course, there is no such word as 'burgle.'"

Insure your Christmas-tree against Fire and Dishonesty at the Moon Office.

CHAPTER IV.

We drank.

Drink and Enjoy (if you can) Smith's Non-intoxicant Gooseberry Squash.

CHAPTER V.

"A Merry Christmas to you," said I, in my cups.

"Thanks," he answered.

"No trouble," said I, deprecatingly.

"Nor expense," he added, sarcastic-like. "This liquor has a nice golden tint about it. I suppose there is no more gold in the house, is there?"

"Lots down the cellar," I said rising.

"A man who takes a hint as quickly as that," said he, commanding me to be seated, "ought to take the right hint. . . . Now, try and guess this one. When you are playing bridge and you dare not go no trumps, hearts, clubs or spades, what do you declare? And if so, where are they, and is the safe door locked or only just pushed to?"

"The safe is locked," I told him, "and it is only a meat safe. Personally I should leave it to dummy."

"No diamonds worth declaring!" he sighed. "And yet you wish me a Merry Christmas. But I suppose that every cloud has. . . ."

"Not this cloud," said I. "The forks are only electro, and bad electro, at that. By the way, when I said that about Aunts. I did not mean to include Aunt Mary. Though she has not got a silver lining, she has at least remembered

what a good nephew I am to her. After all, what is mere silver compared with the kind thought?"

Buy Brunjum Forks and Spoons. They are not worth stealing.

CHAPTER VI.

"In the cupboard above your head is the handsome vase which," I continued, "was sent to me by Aunt M—."

"Thanks," he said rising to go, "but I happen to be a nephew myself."

All reasonable Contributions should be accompanied by a stamped and addressed envelope.

RICHARD V. OULAHAN

Made Publisher of New York Sun by Unanimous Vote of Directors.

Richard V. Oulahan, one of the best known newspaper men in the country, will become publisher of the New York Sun on next Monday. He was chosen unanimously at a meeting of the board of directors Friday. Mr. Oulahan has been in charge of the Sun Washington bureau for several years and has an enviable record as a newspaper man. He is forty-three years old and was born in Virginia.

CHANGES IN INTEREST.

E. L. Lucas, formerly editor of the Ola (Ark.) Headlight, has purchased an interest in the Tishomingo (Ark.) Johnson County Democrat.

Charles K. Ott has disposed of his interest in the Lyons (Neb.) Sun to his partner, J. J. Hayden.

The Vermillion (S. D.) Plain Talk has been taken over by A. L. Davenport and will be continued by him as a democratic paper.

CLUBS AND ASSOCIATIONS.

The annual meeting of the North-eastern Iowa Editorial Association at Cedar Falls, March 24 and 25, promises to eclipse all former meetings of the association, both in the excellence of the programme offered and the attendance. Bernard Murphy, editor of the Vinton Eagle, is president of the association, and J. W. Jarnagin, editor of the Cedar Falls Record, is the vice-president.

The Indiana Democratic Editorial Association, in session at Indianapolis, Feb. 4, adopted resolutions booming Governor Marshall for the presidential nomination. Aside from the adoption of the resolutions, the election of officers and considerable "shop" discussion constituted about the only business accomplished. The following officers were elected: Clay W. Metsker, Plymouth, president; S. Paul Poynter, Sullivan, first vice-president; Frank Gwynn, New Albany, second vice-president; C. J. Arnold, Greencastle, secretary; A. C. Hindsley, Manchester, treasurer.

The Nebraska Press Association will meet at Lincoln on May 23, 24 and 25. Among the interesting features on the programme will be a practical paper on the subject, "Does Printing Cost Anything?" by a former member of the Ben Franklin Club, of Chicago, and other papers by well-known newspaper men of the State. The Lincoln Commercial Club will tender a banquet on one evening and other features are being planned.

The Big Rapids (Mich.) Evening Daily Bulletin and the weekly edition of the Mecosta County Herald has been purchased by J. M. Regan.

The World's Greatest Newspaper

The Vancouver World carried in 1909 more advertising than any other newspaper published in the entire world, notwithstanding the claims made by some American papers, as the following comparison will show:

TOTAL ADVERTISING FOR 1909

	Columns
The Chicago Tribune,	37,814.85
The New York World,	37,508.16
The New York Herald,	34,427.04
THE VANCOUVER WORLD,	48,092.06

Which shows a gain of 10,278 columns over the Chicago Tribune, which paper claims to carry the largest amount of advertising published in the United States.

Although The World has furnished the large papers of the United States with statements of its advertising, they ignore the fact that in British Columbia, in the city of Vancouver, there is a daily paper that is the greatest advertising medium in the entire world, and confine their comparisons to their own country.

The papers mentioned above publish seven days in the week, The World only six—**DRAW YOUR OWN CONCLUSIONS!**

Sample copies and advertising rates and other information will be furnished on receipt of postal request.

THE WORLD - Vancouver, B. C.

A PHENOMEMAL RECORD

One Year's Growth of the Vancouver World

	1908. Columns—inches.	1909. Columns—inches.
January	2,475	2,754- 3
February	2,186-15	3,100
March	2,569-13	3,934-16
April	2,788	4,246
May	2,874	4,077
June	2,603-10	3,750-11
July	2,366	3,870- 6
August	2,328- 8	3,800-10
September	2,427-19	4,004-19
October	2,854-11	4,672- 6
November	2,627- 6	4,750- 7
December	3,089-11	5,131-12
Total	31,190-10	48,092- 6

A Gain over last year of 16,901 columns, 17 inches.

The above tabulated statement shows the gain in inches month by month for the year 1909 over 1908, and establishes the fact that the Vancouver World during 1909 made the

GREATEST GAIN IN ADVERTISING OF ANY PAPER IN THE WORLD

