

THE EDITOR AND PUBLISHER

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NATIONAL EDITORS

TWENTY-FOURTH ANNUAL CONVENTION IN SEATTLE WAS LARGELY ATTENDED.

A. Nevin Pomeroy, of the Franklin Repository, Chambersburg, Pa., the New President—Sessions Were Held in the Fine Arts Building at the Exposition Grounds and the Official Programme Was Closely Followed—List of Delegates.

More than 350 delegates attended the twenty-fourth annual convention of the National Editorial Association in Seattle last week. The sessions were held in the Fine Arts Building at the exposition grounds and the official programme as printed in THE EDITOR AND PUBLISHER, was closely followed. The association elected the following officers for the ensuing year: President, A. Nevin Pomeroy, Franklin Repository, Chambersburg, Pa.; vice-president, J. P. Baumgartner, Register, Santa Ana, Cal.; second vice-president, R. E. Dowdell, Advocate, Artesian, S. D.; third vice-president, A. D. Moffett, Daily Record, Elwood, Ind.; corresponding secretary, W. F. Parrott, Reporter, Waterloo, Ia.; recording secretary, R. H. Walker, Democrat, Athens, Ga.

The selection of the place of meeting next year was referred to the executive committee to report next spring.

In the closing hours of the convention a motion was passed making it a special order of business at next year's meeting to consider an amendment to the constitution making the number of newspapers in a State the basis for the voting strength of that State instead of the membership of the press association in the State. It is proposed to give one vote for every twenty-five newspapers.

The editors making the Alaska excursion sailed Saturday morning on the steamer *Northwestern*. The trip will occupy twenty days.

The following delegates were in attendance at the convention:

Alabama—F. L. McKenzie, Tallahassee; R. H. Walker, Athens.

Arkansas—Leon Westmorland, Greenwood; E. C. Funk, Rogers.

Colorado—Otto H. Wangelin, Boulder; G. E. Hosmer, Fort Morgan; Guy Hardy, Canon City; Jack Stuart, Alamosa; W. C. Calhoun, Denver.

California—Ex-Com. J. P. Baumgartner, Santa Ana; Mrs. H. G. Tinsley, Pomona; Mrs. F. F. Penny, Long Beach; Mrs. F. E. Unholz, Ontario; Mrs. H. A. Perkins, Los Angeles; Miss Nettie Dennison, Los Angeles; E. P. Clarke, Riverside; Dr. Louise Harvey, Riverside; Charles E. Jones, Lancaster; Dr. Fred Baker, San Diego; Dr. Charlotte Baker, San Diego; F. E. Unholz, Ontario; Lyman M. King, Redlands; Mr. and Mrs. O. B. Tout, Calexico.

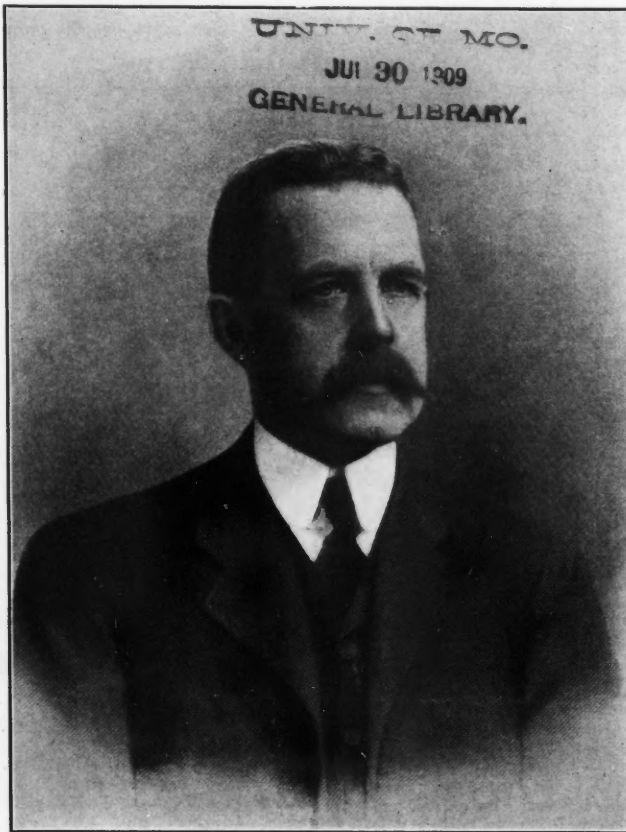
Florida—C. L. Bittinger, Ocala.

Georgia—Miss Kate F. Ollinger, Atlanta.

Idaho—F. S. Harding, Weiser.

Illinois—B. B. Herbert, Chicago; J. B. Castle, Sandwich; C. W. Tietsort, Medora; H. D. Hemmens, Elgin; George W. Hughes, Clinton; Mrs. S. B. Mer-

(Continued on page 7.)



A. NEVIN POMEROY,

EDITOR AND PUBLISHER OF THE FRANKLIN REPOSITORY, OF CHAMBERSBURG, PA., WHO WAS ELECTED PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION, AT THE TWENTY-FOURTH ANNUAL CONVENTION IN SEATTLE LAST WEEK.

AN ELGIN MERGER.

Col. I. C. Copley Buys Daily Courier and Will Discontinue Press.

Col. I. C. Copley, of Aurora, has become owner of the Elgin (Ill.) Daily Courier. The sale includes both the newspaper and job printing plant of the Courier and the good-will and name of the Courier Publishing Company.

The Elgin Press, which has been the property of Col. Copley for several years past, will be discontinued and its circulation and equipment merged with that of the Courier. A. L. Hall, who has been manager and editor of the Courier for several years past, will continue with the paper for the present. Col. Copley also owns the Aurora Daily Beacon.

Michigan Paper Incorporates.

The Escanaba Morning Press Company has been incorporated to take over the plant of the Escanaba (Mich.) Morning Press. The officers of the new company are: President John L. Meyer; vice-president H. H. Little; secretary, John P. Norton.

H. Walter Schultz, a former Oklahoma City newspaper man, has passed the civil service consulate examination.

NEW HAVEN REGISTER

John D. Jackson Assumes Control, Having Purchased All Stock.

The entire stock of the New Haven (Conn.) Register Publishing Company is now owned by John Day Jackson, who will personally continue the business in the future.

A preliminary certificate of dissolution has been filed by the Register Publishing Company in Secretary of State's office at Hartford.

The certificate, which was filed by agreement of the stockholders, was signed by Samuel A. York, George H. Robinson and John Day Jackson, all of New Haven, and a majority of the board of directors.

London Printer Goes to Prison.

S. F. Horsley, printer of the London (England) Indian Sociologist, recently arrested on a charge of publishing a seditious newspaper, pleaded guilty and was sentenced to four months' imprisonment. The Indian Sociologist is owned and edited by Krishnavarma, who is a refugee in Paris. The paper, it is alleged, openly approved of the murder of Sir William Wyllie and Dr. Sallaca July 1.

EDUCATING ENGLAND

AMERICAN DEPARTMENT STORE ADVERTISING IN LONDON AWAKENS THE BRITISH ISLES.

Roy W. Howard, of the United Press Association, Tells of His Interview With H. G. Selfridge—American Newspaper Methods Bound to Win in England—Paris and Berlin Papers Far Behind London—British Libel Laws.

(Written for THE EDITOR AND PUBLISHER by Philip R. Dillon.)

Who is the greatest living educator? Some keen ones answer: "Henry Gordon Selfridge, executor of the Marshal Field estate, who started an American department store in London three months ago, and has revolutionized the art, system and methods of advertising in England."

Mr. Selfridge began by using page ads. in the London papers. That was un-English. But now all the London stores are imitating the American. It may be argued that Mr. Selfridge added nothing to the science of advertising, and that, like Louis Bleriot, who flew only 25 miles, his performance is merely dramatic. He flew into England from outside. Well, at least it is a big performance—to change a British custom.

HOWARD'S INTERVIEW WITH SELFTRIDGE.

Roy W. Howard, general manager and secretary of the United Press Associations, returned last week from Europe with a big supply of technical information for his concern. He had called on Mr. Selfridge in London. He told about the interview.

"My talk with Mr. Selfridge," said Mr. Howard, "was one of the events of my trip. To properly appreciate what Mr. Selfridge has accomplished in a few months one should be familiar with English newspapers and the methods of English shopkeepers.

"Mr. Selfridge told me that his full page ads. especially in the London afternoon papers, brought down on him an avalanche of criticism. He was called an anarchist. No respectable British merchant had ever done such a thing. Even the non-respectable Britons were not foolish enough to do it. But human nature is much alike in different countries. Englishmen and Englishwomen read the Selfridge ads. at first with a sort of airship curiosity, and later with practical business interest. The American department store is doing an enormous business and all the other department stores are following the Selfridge style of advertising.

FEEDING ENGLAND WITH A SPOON.

"Mr. Selfridge said to me that it is only a question of time when American newspaper methods will prevail in England. 'At present'—I quote him—'we have got to feed these American ideas to England with a spoon.'

"I asked him if he thought an American paper on American lines would succeed in London. He said yes, but it would be advisable to organize an Eng-

lish company to publish it and to place an Englishman nominally at the head. He said that he would have saved much if he had done this in his department store venture.

"Mr. Selfridge stated that he had examined the circulations of the London papers, of which there are twelve morning and seven afternoon dailies, and he found that the combined circulation held about the same proportion to population as in New York and Chicago.

THE STEIN OF GERMAN PRINTERS.

Speaking casually, Mr. Howard remarked that he particularly remembered his visit to the plant of the Berlin Tageblatt, one of the strongest dailies in the German Empire. All the type was being set by hand. Upon each printer's case was a small stand bearing a stein, presumably filled, in part at least, with standard liquid brewed from hops. Continuing, he said:

"While London papers do not show the enterprise of Americans in getting news, they are infinitely better than the papers of Berlin and Paris. In my judgment the chief reason for this lies in the fact that the Germans and French have not yet been educated to advertise.

"Throughout Europe the afternoon papers are inferior to the morning. I think this is because European merchants do not seem to appreciate the truth that the afternoon paper is the one which goes into the home.

EUROPEAN PRESS ASSOCIATIONS SLOW.

"The American telegraphic press associations have the European associations beaten to death both in volume of news collected and in speed. Speed is not a factor in Paris nor Berlin, and the press association is not so important there, because they go in mainly for editorial and signed personal comment, and political news of the capital.

"Probably the greatest difference between New York and London papers is shown in the printed local news. I believe London has the poorest local news service, proportioned to its newspaper circulation, of all the cities of the world speaking and reading the English language.

LIBEL LAWS OF ENGLAND.

"Several causes contribute to this failure to cover the local field. First, the city is so enormous that it is impossible to cover it without an honest staff bigger in numbers than any paper could afford. There is a lack of local news agencies such as New York and Chicago have. Then there is the fearful stringency of the libel laws.

"Why, if a man is run over by a train, he has got to rise up and state 'I am dead!' before a newspaper will print an obituary. It is terribly libellous to charge a man with being dead, or with any connection with any sensational episode, if it isn't true. So the editor-in-chief has got to see the thing happen, with his own eyes, before the paper will take a chance."

PHILADELPHIA BULLETIN

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

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

Net average for June, 1909

254,150

copies a day

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

WILLIAM L. McLEAN, Publisher.

NEW YORK EDITORS

Hold Interesting Session at Cooperstown and Elect New Officers.

The fifty-sixth annual convention of the New York Press Association, held at Cooperstown, proved to be one of the most interesting in the history of the association.

The officers elected for the coming year are: President, W. H. Greenhow, Hornell Tribune; vice-presidents, W. J. Pollard, Seneca Falls Journal; W. D. McKinstry, Watertown Times; E. L. Adams, Marathon Independent; George H. Carley, Cooperstown Journal; W. F. Cook, Canajoharie Courier; secretary and treasurer, A. O. Bunnell, Dansville Advertiser.

Executive Committee: W. O. Greene, Fairport Herald; C. I. Combes, Johnstown Republican; R. L. Forbes, New Rochelle Press; Dr. E. H. Porter, Journal of Homeopathy, New York; Gardner Kline, Amsterdam Record.

H. J. Knapp of the Auburn Advertiser retired from the executive committee after a service of twenty-eight years.

The following new members were admitted to the association: A. Livermore, Gleaner, Lisle, N. Y.; Fay C. Parsons, Democrat, Cortland; Charles M. Redfield, Telegram, Malone; John J. Galvin, Register, Fort Plain; Alf E. Tovey, International Gazette, Buffalo; Edward Small, Telegram, Herkimer; John K. Walbridge, Saratogian, Saratoga Springs; W. W. O'Connor, Standard, Fort Plain; J. Fred Denison, American, Greene, N. Y.

Among the speakers at the meeting and at the banquet were Luke McHenry of the Chitenango Times, the retiring president; A. O. Bunnell, of the Dansville Advertiser; William B. Howland, publisher of the Outlook; Louis McKinstry, of the Fredonia Censor; Dean Walter Williams, of the School of Journalism of the University of Missouri; James H. Potts, of the Troy Times; Hon. D. D. Frisbie, Schoharie Republican, and John H. Sleicher, of Judge Leslie's Weekly.

The convention decided to hold next year's meeting at Saratoga Springs.

VICTIM OF HURRICANE.

Texas Newspaper Man Drowned in Gulf and Another Rescued.

C. H. Dailey, circulation manager of the Galveston Tribune, was one of the unfortunates on Tarpon Pier who lost their lives during the recent Galveston hurricane.

F. J. Stuart, advertising manager of The Fort Worth Record, was rescued by the steam pilot boat *Texas* from Bettisons' Pier, 7 miles out in the Gulf. The rescue was a spectacular one, eight people being in the swirling maelstrom at one time.

Pennsylvania Paper Suspends.

The Greensburg (Pa.) Evening Star suspended publication with the issue of Saturday last. The Evening Star was owned and published by John S. Ritener, who purchased the plant some seven weeks ago. Lack of patronage is given as the reason for suspension.

German Weekly Sold.

The Winnebago Anzeiger, a German weekly that has been published for many years at Neenah, Wis., by John Klinker, has been sold to H. M. Meyer of Appleton, Wis., who will continue the publication.

August J. Bredvold succeeds E. N. Ferve as editor and manager of the Halstead (N. D.) Journal.

INTERNATIONAL PAPER

Radical Changes Planned to Reduce the Cost of Production.

The management of the International Paper Co. has in mind manufacturing changes and improvements which in their working out are destined to reduce very materially the cost of production and enable the company in time to make a larger return to its shareholders, says the Wall Street Journal.

The plan in a broad way amounts to the closing down and selling out of the high-cost production mills in this country and the development of big paper mills in Canada.

International Paper has enormous timberland holdings in Canada, amounting in the aggregate to 2,000,000 acres, which is about 50 per cent. of the company's total timberlands.

President Burbank has just returned from a two-week's trip to Canada, where, with other officials of the company, he made a thorough inspection of the company's timberlands and water powers, with the idea of selecting a site for a big new paper mill.

At present 5 per cent. of the International Paper Co.'s 20 mills are excessively high-cost producers. These will be the first to be closed down and their water powers sold to companies desiring to secure electrical power for sale. In this way funds will be secured to defray a portion of the cost of building a new paper and pulp mill in Canada.

It is estimated that newsprint can be made on the average from \$6 to \$8 per ton cheaper in Canada than here, which will enable the International Co. to pay the probable tariff of \$3 per ton and still save from \$3 to \$5 per ton.

EDITOR FATALLY SHOT.

Editor of Tulsa (Okla.) News Found With Bullet Hole in Head.

Mark Bassett, editor of the Tulsa (Okla.) Daily News, and formerly a publisher at Mattoon and Kankakee, Ill., was discovered fatally wounded in the shop of the H. F. Black Printing Company of that city last Sunday morning. He was shot through the head and a pistol was found lying beside him.

No motive for self-destruction is known, and it is believed that murder was attempted. The Tulsa News was to make its appearance early in August and Bassett was the chief stockholder, as well as editor.

Defiance (O.) Company Incorporates.

The Crescent Printing Company, of Defiance, O., has been incorporated, with a capital stock of \$35,000. The company will publish the Daily Crescent News and do a general printing business. The incorporators are J. L. Patterson, John W. Winn, S. D. Pötter, Lloyd V. Tuttle and Walter C. Patterson.

Furry Bros., publishers of the Alden (Ia.) Times, have dissolved partnership. F. E. Furry continues.

A. NEVIN POMEROY.

The Newly Elected President of the National Editorial Association.

Albert Nevin Pomeroy, editor and publisher of the Franklin Repository of Chambersburg, Pa., and the newly elected president of the National Editorial Association, was born in Philadelphia May 27, 1850.

After residing there and at Pomeroy, Chester county, until 1874, he removed to Chambersburg, where he pursued his studies at the Chambersburg Academy, and in 1877 he entered the office of the Repository, his father, the late Hon. John M. Pomeroy, being editor and proprietor.

In 1885 Mr. Pomeroy and his brother became associated with their father in the publishing and printing business; later the two brothers conducted the business alone, and in 1891 Mr. Pomeroy became the sole owner of the business, and still continues it; in 1887 he was elected chairman of the Republican county committee and re-elected in 1888 and 1889; served as clerk in the office of the Secretary of the Commonwealth from 1887 to 1891, when he resigned.

Mr. Pomeroy was elected to the House of Representatives in 1894, and again elected in November, 1900; he was appointed superintendent of public printing and binding by Governor Pennypacker March 24, 1903.

WILL CARRY BID TO TAFT.

Texas Editor, Dressed as Cowboy Will Ride to Washington.

Dressed as a cowboy, Edward S. O'Reily, managing editor of the San Antonio Light-Gazette, will ride horseback from Texas to Washington and deliver to President Taft an invitation to visit that State in the fall.

Mr. O'Reily will leave Texas on Saturday and expects to make the journey in 45 or 50 days. He will use three horses from Charles Taft's ranch, two of which will be shipped ahead and used as relays. He will be attired in typical cowboy fashion and his equipment will be of the finest.

Mr. O'Reily followed the life of a cowboy in his younger days. He also served in the Thirty-third regiment in the Spanish-American war.

The invitation to the President bears the signature of Governor Campbell, the officials of the State and the mayors of the larger Texas cities. It is an elaborate affair.

Former Pittsburg Scribe Assaulted.

C. R. Brinton, a former well-known Pittsburg newspaper man, and at present part owner and general manager of the Brinton arsenic mines near Roanoke, Va., was badly assaulted by James Moran, a blacksmith, and several miners last week. Brinton, it is thought, will not recover. The trouble arose over a dispute about wages.

Elmer H. Beach, magazine publisher of Detroit, Mich., has filed a petition in bankruptcy. Liabilities \$85,641.14. Assets \$18,884.41.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

SPOKANE

A Minister Who Believes in the Value of Advertising—Breezy Bunch of Gossip From the Far West of Interest to the Fraternity.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., July 26.—Rev. Dr. J. W. Kramer, pastor of the First Baptist church of Spokane, is a believer in the value of printer's ink, saying in the course of a recent sermon that if he had his way the church would spend \$1,000 a year in advertising. He added:

"The other day a man said: 'Kramer is the advertising pastor.' Well, I would rather draw people to my church by advertising than to substitute jubilee singers, picture lectures, hot and cold suppers and ice cream festivals for the preached word. Most of the churchmen in our land who are railing against a minister or church for advertising are suffering for a congregation. The hardest thing I ever tried to convert was an empty pew. I say I am right up to date when I advertise my services.

"Men of to-day demand a church of to-day. The church which fails to keep step with the march of events will be left to muse on the ashes of its own desolation. Many are calling the existence of the Church into question, because in no way does it advertise itself to the unreached multitude. We cannot change the truth, but we can change worn-out methods, and it is folly to use them. Men are not going to church because it is their duty and because the Bible tells them to. They must be attracted.

"The church with an undertaker's sign over it is not likely to draw many. Next to the Bible, the newspaper is spreading the Gospel. Christ said: 'This thing was not done in a corner.' Hence, He gives the command: 'Publish it to all the nations.'"

One hundred and ninety-two members of the National Editorial Association, piloted by William F. Parrott, editor of the Reporter, of Waterloo, Iowa, were guests of the Spokane Chamber of Commerce at a frolic and Dutch lunch in Natatorium Park the evening of July 17. The party made a stop of seven hours on the way to Seattle. The reception committee was headed by Levi Grant Monroe, secretary of the Chamber of Commerce, a former newspaper man. Twenty members of the party registered for Indian reservation lands at Missoula, Mont., and Spokane, and will return for the drawing at Coeur d'Alene, Idaho, beginning August 9. The veteran of the party is B. B. Herbert, of the National Printer-Journalist, Chicago, who has not missed a national gathering in more than a quarter century. The journalists also passed two hours at North Yakima, Wash., west of



J. T. MACK,

EDITOR OF THE SANDUSKY REGISTER, AND PRESIDENT OF THE ASSOCIATED OHIO DAILIES.

here, making a tour in automobiles through the apple orchards.

Mrs. Cornelia T. Jewett, managing editor of the Union Signal, published at Evanston, Ill., accompanied by Mrs. J. M. Kemp, circulation manager, were in Spokane a short time ago. They will return before August 5 to register for the Government land drawings. Should they be fortunate in securing good numbers they may decide to make their homes on the Coeur d'Alene reservation.

The Negro Associated Press of the United States has established headquarters of the Pacific Northwest Negro News Bureau in Spokane, with Rev. Dr. J. Gordon McPherson, pastor of Calvary Baptist Church, in charge. It has completed a system of news gathering covering the country at large. Each bureau is to send out weekly news letters and keep the country posted on race progress in the commercial and industrial world.

Joe Mitchell Chapple, editor of the National Magazine, and Mrs. Chapple and Miss Edna Dean Proctor, whom Theodore Roosevelt called "the greatest living poetess," were in Spokane, July 14 to 16, on the way to Puget Sound and Alaska, and will return the week of August 9 to attend the seventeenth sessions of the National Irrigation Congress here. Miss Proctor was at one time an editor of the Independent at Boston, under Henry Ward Beecher, and was contemporary of Longfellow and Whittier and Grant, of the Civil War period. Though 85 years of age, she is in full possession of her faculties.

Charles B. Shanks, ten years ago a reporter on a Cleveland journal, and afterward advertising manager for Alexander Winton and the F. B. Stearns Company, of Chicago, has come to Spokane to hang out his shingle as a member of the real estate firm of Jacobs-Shanks Company. The Chicago Inter-Ocean says in a notice: "Good luck to

you, Charlie. May your shadow never grow less."

Malcolm Glendenning, publisher of the Press at Wallace, Idaho, and Miss Begah Norton of The Dalles, Ore., were married at Seattle, at the home of the bride's sister. Mr. Glendenning was formerly city editor of the Spokesman-Review in Spokane.

The Localizer, at Ellensburg, Wash., the oldest daily and weekly newspaper in Kittitas county, has changed hands. M. E. Randall, owner and manager for six years, selling to W. S. Zimmerman and J. C. Kaynor, formerly newspaper men at Seattle. The name of the daily edition will be changed to the Evening Record, the weekly retaining the old name of Localizer.

As the result of a deal just closed in Pasco, Wash., Kennewick and Pasco will be given a twice-a-week newspaper, called the Twin City Reporter, with a circulation covering the entire Columbia River Valley. This is the consolidating of the printing plants and circulations of the Kennewick Reporter in Kennewick and the Franklin County Herald in Pasco, under a company capitalized at \$10,000 and styled the Twin City Printing and Publishing Company. Scott Z. Henderson, formerly managing editor of the Statesman at Walla Walla, is manager. The Kennewick news department is under the supervision of A. R. Gardner, formerly news editor of the Morning Union and Evening Statesman at Walla Walla. In Pasco the news department is under the direction of Ira H. Hamilton, formerly editor of the Franklin County Herald.

W. D. Junkin, of the Republican at Albia, Iowa, has disposed of his interest in the paper and come to Spokane to make his home.

Charles Meserve has become editor and publisher of the Rogue River Fruit Grower, at Medford, Ore.

ASSOCIATED OHIO DAILIES

Will Hold Annual Summer Meeting at Cedar Point First Week of August.

The summer meeting of the Associated Ohio Dailies will be held at the Breakers Hotel, Cedar Point, August 4 to 6. An interesting programme has been arranged, and the meeting is expected to be one of the most successful in the history of the association.

Aside from the regular programme the following topics have been suggested for general discussion: Power Plants, relative cost and efficiency of gas, gasoline, electricity and coal, flat bed and rotary news press, their relative advantages and disadvantages for the smaller dailies. The job plant as an adjunct of a daily newspaper. The Mailing List, how do you handle yours? Contests and subscription schemes. Type casters, cost, efficiency and expense of operation.

The officers of the association are: President, John T. Mack, Sandusky Register; vice-president, G. W. O. Perry, Chillicothe Gazette; secretary, T. H. Brush, East Liverpool Review; treasurer, J. P. Chew, Zenia Gazette. Executive Committee: J. R. Alexander, Zanesville Signal; Frank Harper, Mt. Vernon Banner, and F. M. Ritzel, Warren Chronicle.

WILL ADVERTISE SOUTH.

Committee of Southern Publishers' Have Formulated Plans.

The Southern Publishers' Association have taken definite steps to inaugurate the publicity campaign proposed at the recent meeting of the association.

The work is in charge of the following committee: Alfred Sanford, of the Knoxville Journal and Tribune; Edgar Foster, of the Nashville Banner; Victor Hansom, of the Birmingham News; Curtis B. Johnson, of the Chattanooga News and Knoxville Sentinel; James Thompson, of the New Orleans Item, and W. M. Clemens of the Memphis News-Scimitar.

Col. Markbreit Dead.

Col. Leopold Markbreit, editor and owner of the Cincinnati Vloksblatt, and mayor of that city, died last Tuesday. He had been ill nearly a year. He was sixty-seven years old. Col. Markbreit was at one time a law partner of Rutherford B. Hayes, the firm being broken up by both partners entering the civil war. He was minister to one of the South American countries and for many years was United States treasurer at Cincinnati. He was elected mayor a year ago.

The Des Moines Press Club has engaged Ingersoll Park for August 24, at which time a benefit programme will be given in connection with the usual vaudeville programme.

The WANTS ADS Tell the Story in Philadelphia

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

Examined by the Association of American Advertisers.

IF YOU MAINTAIN



an agent in the various trade centres to whom 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

DEATH OF RIORDAN.

Reporter Who Wrote the Phrase "Honest Graft."

William L. Riordan, one of the best known reporters in New York during the past twenty years, died in his home, 110 East 82d street, New York, last week. He was born in Richmond, Va., forty-eight years ago.

In the early '80's he was connected with Washington papers. He joined the staff of the New York Commercial Advertiser in 1886. He went to the New York Evening Post in 1891.

In 1905 he published his book, "Plunkitt of Tammany Hall," which interested the whole country. It was compiled from interviews and sketches which Mr. Riordan had written for the Evening Post. Senator George Washington Plunkitt was one of the oldest district leaders of Tammany Hall and a picturesque character. In one of the interviews he is made to say:

"Everybody is talking these days about Tammany men growin' rich on graft, but nobody thinks of drawin' the distinction between honest graft and dishonest graft. Yes, many of our men have grown rich in politics. I have myself. I've made a big fortune out of the game, but I've not gone in for dishonest graft—blackmailin' gamblers, saloonkeepers, disorderly people, etc.

"Just let me explain by example. My party's in power, and it's goin' to undertake a lot of public improvements. Well, I'm tipped off, say, that they are going to lay out a new park. I go to that place and I buy up all the land I can. Then the board makes its plan public, and there is a rush to get my land. Ain't it perfectly honest to charge a good price and make a profit on my investment and foresight? Of course, it is. Well, that's honest graft."

HARRY PULLIAM DEAD.

Fires Bullet Into His Head at New York Athletic Club House.

Harry Pulliam, president of the National Baseball League, and former Louisville, Ky., newspaper man, committed suicide at the New York Athletic Clubhouse last Wednesday night by shooting himself through the head.

Mr. Pulliam had been ill for many months, and it is believed that he shot himself while temporarily insane. He was forty years old, and at one time was city editor of a newspaper in Louisville.

Spare Moments Changes Hands.

William S. Crandall has purchased the controlling interest in Spare Moments Magazine, published at Rochester, N. Y. Leonard Darbeyshire will continue as editor of the magazine and is president of the new company.

Ferdinand Steensland has purchased the Hollandale (Wis.) Review from C. R. Marks.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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

ANOTHER CANARY MISSING.



CARTOON WITH FACE OF TAMMANY HALL'S BOSS, WHICH HAS AROUSED ALL NEW YORK.

NEW PAPER FOR NEW YORK.

Shuberts to Launch Publication Called The Review.

It is reported that the Shuberts will start a sixteen page weekly to be called the New York Review.

It will be devoted to theatrical and sporting news and will be published from the Shubert offices in the Audubon Building at 140 Broadway.

The first number, it is said will be issued on Sunday, August 8. Samuel Weller, formerly with the New York Morning Telegraph and at one time press agent for Henry Miller, will be the editor.

The paper, it is said, will after a month, be issued as a daily.

Actor and Newspaper Man Dead.

Horace R. Johnson, formerly of the New York Daily News, a half-brother of George Bartholemew, who was managing editor when Colonel Brown owned the paper, died last week in Seton Hospital, New York, aged fifty-three years. He began as a singer in romantic opera under the stage name "Horace Richmond." In 1883 he joined the staff of the Daily News and remained with the paper until it was sold to Frank A. Munsey. The funeral, under the auspices of the New York Press Club, was conducted from Campbell's Chapel, New York. The remains were buried in Greenwood Cemetery.

First Hebrew Daily.

The H'Yom, the first Hebrew daily to be published in America, made its initial appearance last week. It is published in New York at 56 and 58 Canal street and is the first paper in which pure Hebrew is used.

The Naturologist, a new magazine devoted to physical culture, art, philosophy and science, has been launched at Waterloo, Ia. Prof. O. H. Hoy is editor.

MUCH ADO.

Tammany forbids a Cartoon of Its Leader and Creates a Great Storm.

A cartoon, published last week in the New York Press, has stirred New York and may be a big factor in the coming mayoralty campaign.

A new building code, enacted in the form of an ordinance, was recently enacted by the New York Board of Aldermen. It provided specific regulations for building material used in construction of all buildings, ostensibly tending to fireproofing.

It is said that C. F. Murphy, boss of Tammany Hall, is interested in a company which manufactures a certain hollow tile, and others are said to be interested in a concern which makes a "cinder concrete" material. Murphy won, by a vote of 40 to 38.

Artist F. W. Triggs, of the Press, drew the cartoon, which was a hit with the Anti-Tammany forces.

The drawing was borrowed from the Press and reproduced on a poster. Arrangements were made with the J. Walter Thompson Advertising Agency to put it on some 300 billboards. The job of posting the bills was given to the firm of A. Van Beuren Company.

It is charged that Tammany got hold of a poster and sent word to the company that it would be unwise for it to post the bills. Billboards are subject to Tammany influence. The posters were not put up.

In the meantime, the matter got tremendous publicity through the newspapers, and Artist Triggs has made the hit of his career.

The face of the tiger is said to be the conventional cartoon face of Mr. Murphy. The tiger, in the picture, has eaten up the "cinder concrete" concern.

The Morse International Agency will place the advertising of Richardson & Boynton Co., stoves and ranges, 234 Water street, New York.

PAID FOR PRIVILEGE

How Editor White Hired Reporter That He Might Fire Him.

One of the oddest, quaintest characters that ever held the desk of managing editor was H. T. White, of Chicago, says the Lafayette (Ind.) Courier.

Many people still consider Mr. White one of the greatest newspaper men that ever lived, but that doesn't count one way or the other when his uniqueness is under discussion. There never was but one H. T. White, and it is an even bet that there will never be another.

One afternoon when Mr. White was managing editor of the Daily News he strayed out into the local room and there found a cool, complacent young man roosting atop of a desk and puffing an inferior cigarette.

"Say, you useless, pop-eyed son of an obelisk," thundered Mr. White, "don't you see that sign 'No smoking?'"

"Now that you remind me about it," said the young man agreeably, "I think I do."

"You think you do?" roared the boss. "You know you do! Now, young man, whoever you may be, you go down to the cashier and tell him I said to give you whatever's coming to you. Then you get out! You're fired."

The young man waved the cigarette in mild protest.

"But, Mr. White," said he, "I'm not working here. I just came up to see if I could get a job."

Mr. White, who was not personally acquainted with any of the minor lights of the local staff, was dumfounded for an instant. Then he growled savagely:

"Well, then, you insolent, impertinent, bat-faced baboon, you go to the city editor and tell him I said to put you to work. And to-morrow, you striped hyena of the Gobi desert, I'll have the satisfaction of firing you!"

And he had it, while the young man got one day's pay.

NEW YORK CITY.

The following names have been posted for associate membership in the New York Press Club; Lew Dockstader, Lew M. Fields and Corse Payton, good actors and theatrical managers, and well acquainted with newspaper men throughout the country.

T. C. Quinn in an editorial announcement, states that The Ledger will publish its first anniversary edition on September 18.

Byron R. Williams, aeronautic editor of the Herald, is said to be the busiest newspaper man in the United States.

Gleason Returns Home.

Joseph T. Gleason, American representative of the Harmsworth publications of London, has returned home after a two months' tour of Europe, where he visited the different publications of that concern.

In the six months ended June 30, 1909, compared with the corresponding period of 1908, The New York Times printed a larger volume of book, financial and transportation advertising and made a greater gain in dry goods and automobile advertising than any other New York newspaper. Its gain in dry goods advertising alone was over a quarter of a million lines.

GOOD ROADS

There is No Way that Country Newspapers Can Help Their Constituents More Than by Advocating Good Highways — Press of the Country Should Lead in the Fight.

In an address before the meeting of the North Carolina Press Association, on the "Duty of the Press in the Good Roads Movement," H. B. Varner, editor of the Lexington (N. C.) Dispatch declared that there is a general wave of good roads sentiment throughout the United States and that the press of the country should lead in the fight. He said in part:

The relation of the North Carolina press to the good roads movement that is gradually growing throughout the State is so plain that it really needs little comment. The press always leads, or always ought to lead, in a fight for better things, and in this movement it should take the foremost place, for there is not another question before our people that is so vitally connected with the welfare of the State.

It is the high duty of every newspaper in North Carolina to take up the cudgels vigorously for better roads. The State of Georgia is aflame with good roads enthusiasm because The Constitution, The Journal and other newspapers in that commonwealth have begun a campaign that must result in good roads. In this instance alone the duty of the press and the effects of its efforts are brilliantly set forth.

QUESTION OF THE HOUR.

Building good roads is the great question of the hour in North Carolina. In the familiar phrase, it is the paramount issue, not only in this State, but throughout the Union. It transcends in importance politics, the tariff, the money question or any other question. Nothing is hampering this country so much as mud; nothing could possibly do more for the development of the State and nation than macadamized highways. Hence, the duty of the press in this State, especially, to begin a State-wide campaign for the promotion of better roads. It is our manifest duty to cry aloud, to advocate strongly, to publish information, to mould public opinion until the people reach that point where they are willing to bear the cost of building modern roads in every county.

United, determined, persistent, the press can do anything. It is all-powerful. The conqueror of Europe, Napoleon the mighty, himself said that four hostile newspapers are more to be feared than a thousand bayonets. I have no hesitancy in declaring to you to-day that if the North Carolina press would plunge into a good roads campaign in all parts of the State, and

stay on the firing-line twelve months, there would be such a tide of good roads sentiment that North Carolina would be swept from one end to the other and good roads would win in almost every county within an incredibly short time. Show the need, explain how, and North Carolinians will do what is right every time.

BAD ROADS A CURSE.

I believe in my soul that a bad road is the greatest curse that can be laid on a community. It stunts the industrial, moral and intellectual life of a people. But a good road is equally as great a blessing, for once a community gets facilities for transportation and communication, all other blessings will be added thereunto. Mr. Roosevelt has well said that the difference between semi-barbarism and civilization is the difference between good and poor means of communication.

Far back in history good roads building was recognized as a leading factor in advancing civilization. We are told that early explorers in Peru found improved highways, one of the military roads being 2,000 miles in length, with tunnels through mountains, bridges or ferries over streams, a road 20 feet wide, made of flag stones covered with bitumen. Ancient Mexico built good roads, as did India and Persia. In the latter country the monarch built a smooth, hard highway alongside of the common earth road, and none could travel it save his royal highness. The Roman roads are still the marvel of a modern world and are still used. Nothing contributed more to Rome's prosperity and prowess than these imperial highways, straight as an eagle's flight, reaching to all parts of the world-empire.

EUROPE AHEAD OF US.

Following the fall of Rome, the darkness that settled over Europe was in no small degree attributable to the lack of means of communication, and returning light came with the movement to build passable highways. Europe to-day is far ahead of us in the matter of roads. The thrift and wealth of the Frenchman largely come from his magnificent thoroughfares. England has good roads into every nook and corner of the island. They are constructed scientifically and guarded jealously.

This great country of ours, with its illimitable resources and its teeming millions, the grandest country on the face of earth, is fettered by mud, and our people are just awakening to the absolute necessity of good roads if we are to progress and become what we should be.

Good roads mean progress and prosperity and are a benefit to the people who live in cities, and an advantage to people who live in the country. Like good streets, they make habitation along them desirable. You never, or rarely ever and then not for long, see a shabby home by the side of a modern road, where everybody passes and sees how you live. They make people straighten up and put their best foot forward. The value of farms is enhanced.

WHAT STATISTICS SHOW.

Statistics prove that in nearly every case the States having the highest percentage of improved roads are a powerful factor in encouraging the settlement of unused lands. Roads also have a far-reaching influence in holding men to their farms, and restraining them from drifting to the towns.

While the manufacturing towns must have labor, who is here that will deny that if our counties had good roads, the hundreds of good farmers would have moved their families from the country home to town to work in the mills? So great an exodus occurred two or three years ago that farm labor was almost impossible to secure. These people are needed in the country; there they would have stayed had there been good roads, which make farm life so much more attractive.

As the price of land depends as much on accessibility to market as on productivity, it follows that road improvement, by holding people and attracting others, directly tends toward increase in values of all farm lands within touch of the improved highways.

It is shown that in States where the average price of land is less than \$20 an acre the percentage of improved roads is only 18, whereas, in States where the acreage value is more than \$20, the average of improved roads is 9 per cent. of the total mileage.

A NATIONAL HIGHWAY.

The forerunners of a national highway from New York south to Atlanta have recently passed through the State. I believe the time is at hand when the government will spend money on that road. I believe we shall see a road from Asheville and the West through to the coast. It is bound to come.

The duty of the press lies in hastening the day. We must stir our people to a realization of the value of good roads, of the necessity of roads, and see to it that our Legislature two years from now is a good roads legislature, that our congressmen are good roads congressmen. If the press will but do this, it will have rendered the State a service that will eclipse all services rendered in the past.

First get the folks in the notion, get the State in the notion, get the government of the nation in the notion, and all three, people, State and nation, working together in harmony, will work one of the greatest revolutions this country has seen since the foundation of the government.

TO ADVERTISE TEXAS.

San Antonio and Colonization Companies May Spend Half Million.

A number of representatives of the leading newspapers and magazines in the United States are making an extensive tour of southwest Texas.

The trip is being made upon the invitation of San Antonio business men, who are planning a big campaign of advertising. It is said that between a quarter and a half million dollars will be spent in advertising San Antonio and the San Antonio country during the fall and winter. Besides the city itself, the big colonization companies are interested.

Patent Gazette Delayed.

The Patent Gazette, the official organ of the Patent Office, has not been issued regularly since July 1. The Department of the Interior, in answer to complaints, states that the printer is a new contractor, and has been unavoidably delayed in getting his force in working condition and marshalling his machinery and appliances.

The Temple Publishing Co., Louisville; capital, \$15,000. Incorporators: David Hirsch, Simon A. Dreyfus, A. Dettelbach and Allen Shapisky.

NEW PUBLICATIONS.

The Lufkin (Tex.) Daily Tribune has made its initial appearance. G. E. Watford is the editor and publisher.

Henry Ellswood, formerly of Marion, Kan., will launch a new paper at Cherokee, Tex. It will be called the Plaindealer.

The Warrendale (Pa.) News has made its appearance. It is edited and published by Arthur Love.

A. S. Bmiston, formerly of Jersey City, N. J., will launch a weekly paper at Marlborough, N. Y. It will be called the Marlborough News and will be issued in magazine form.

The Leader is the name of a new daily issued in Wellsburg, W. Va.

The Cuyuna Range News has made its appearance in Deerwood (Minn.). F. B. Moores, of the Brainerd (Minn.) Arena, is the publisher and Thomas R. Pakenham editor.

OWN BALL CLUBS.

Several Publishers Have Stock in Big League Organizations.

There is a tendency of newspaper publishers to own stock in baseball clubs, says the Plainfield (N. J.) News.

Mr. Taft, owner of the Cincinnati Times-Star, owns a controlling interest in the Cubs. Mr. Taylor, owner of the Boston Globe, operates the Red Sox. Mr. Noyes, owner of the Washington Star and Chicago Record-Herald, is the chief bankroll gent in the Nationals. Two Philadelphia newspaper men have stock in the Athletics.

The value of the papers toward baseball has just been vehemently proven.

NORTHCLIFFE COMING.

Head of Harmsworth, Ltd., Will Visit Paper Mill in Nova Scotia.

Lord Northcliffe, of Harmsworth Brothers, Ltd., London, the head of the largest publishing house in the world, will arrive in New York about August 27.

He will leave early in September for Nova Scotia, to attend the opening of his new paper mill.

Messenger Company Incorporated.

The Messenger Publishing Company of Marshall, Tex., has been incorporated with a capital stock of \$120,000. Edward E. Talmage formerly night editor of the Galveston (Tex.) News will be the directing head of the new company. The directors are: W. A. Adair, P. G. Whaley, E. E. Talmage, W. C. Merrill and J. B. Tullis.

Atta Press, Paterson, N. J.; capital, \$10,000. Incorporators: L. King Tyles, Jacob Z. Post and P. James Clerihew; to engage in printing, publishing, etc.

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(Continued from page 1.)

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 Michigan—L. A. Sherman, Port Huron; William P. Nisbett, Big Rapids; H. G. Barnum, Port Huron; Miss Vera Robeson, Port Huron; Dr. Emma E. Bower, Port Huron; William Wilson, Harbor Beach.

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New York—F. P. Hall, Jamestown;

W. H. Greenhow, Hornell; J. P. Herrick, Bolivar.

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Tennessee—Lynch Perry Columbia.

Texas—Will H. Mayes, Brownwood; Dr. B. A. Fowler, Brownwood; J. P. Chambless, Ennis; Mark McGee, Austin; Walter Ford, Brownwood; S. P. Harben Richardson; J. A. Bradford, Memphis; R. C. Watson, Richardson; Mrs. B. F. Hart, Quanah; R. J. Edwards, Denton; W. A. Johnson, Memphis; J. L. Fountain, Bryan; E. Goethe, Waco; F. M. Littlepage, Kountze.

Utah—I. E. Diehl, Mammoth; Mrs. L. B. Felt, Salt Lake City; Miss May Anderson, Salt Lake City.

Virginia—Mrs. Stephen Putney, Wytheville.

Washington—Will A. Steel, Seattle; Orno Strong, Tacoma; J. A. Swett, Sultan; Joseph Blethen, Seattle; Frederick Ornes, Mount Vernon; J. W. Lysons, Seattle; E. E. Beard, Vancouver; J. D. Dean, Kent; Grant C. Angle, Shelton; Thomas Hooker, Spokane; C. V. White, Seattle; Olive I. Fortier, Sedro-Woolley; Lovett M. Wood, Seattle; A. S. Randall, Roslyn; Ben Spear, Waterville; Deed H. Mayer, Leavenworth; Thomas Crawford, Centralia; W. B. Goode, Seattle; W. B. Webster, Port Angeles; Miss Carrie Shaw Rice, Tacoma.

Wisconsin—J. H. Waggoner, Eau Claire; Adolph Candrian, La Crosse.

Washington, D. C.—Miss Mabel L. White, Fairbault, Minn.; Mattie Hamilton Flick, Oklahoma City, Okla.

Secretly Married.

Chicago friends of Harvey L. Goodall, managing editor of the Drovers' Journal and vice-president of the Goodall Publishing Company of the Union Stock Yards, were greatly surprised when the news of his secret marriage to Miss Louise Simon in New York on July 16 reached them. Goodall went to New York, but was not known to be engaged, and his marriage came as a great surprise to his mother and intimate friends. He will make an extended wedding tour.

R. G. Hopper, representing the Financial Age, New York, is in Spokane, on a tour of the Pacific Northwest.

M'KEESPORT (PA.) NEWS

Sends Fourteen Young Ladies to Atlantic City for Two Weeks.

A party of fourteen young ladies are enjoying a two weeks' outing at Atlantic City as the guests of the McKeesport (Pa.) Daily News. They are stopping at the St. Charles.

The young ladies were selected in a popular voting contest recently conducted by the Daily News, and came from McKeesport and the different towns in western Pennsylvania where the News circulates.

The party is in charge of M. F. Bowers, of the Daily News staff, for the first week, and during the balance of the stay Fred D. Harris will look after their wants. They left McKeesport last Thursday night in a special Pullman sleeper attached to the Duquesne Limited, and after breakfast Friday morning at Green's Hotel in Philadelphia they proceeded in a parlor car for Atlantic City.

The Daily News pays all expenses, including hotel, railroad, bathing and various amusements while the party is away from McKeesport.

During the contest the number of votes polled was over 4,000,000 and the Daily News, it is said, added over 400 new subscribers, none less than a year and many for a term as high as five years.

FIELD DAY BENEFIT

In Aid of New York Newsboys Home Nets Nearly \$8,000.

The field day benefit, held last Monday at the American League Park, in aid of the New York Newsboys' Home, was a decided success. The attendance numbered over 12,000, and the proceeds amounted to nearly \$8,000.

The programme included a Marathon race, a diabolo act by Miss Annette Kellerman, in diving costume, a pie-eating contest, refereed by Mike Donlin, boxing bouts and numerous other feats of strength, endurance, etc. Joe Humphreys acted as master of ceremonies.

THE WHITE AGENCY

Is Now Allied With N. W. Ayer & Son, of Philadelphia, Pa.

The announcement is made that Frank B. White, of White's Class Advertising Co., of Chicago, and his corps of skilled specialists, have joined the forces of N. W. Ayer & Son, of Philadelphia.

Mr. White will operate from Chicago and will devote his energy and that of his assistants largely to agriculture advertising.

CHANGES IN INTEREST.

The Anoka (Minn.) Herald has purchased the Anoka Free Press from N. P. Olson, and will combine it with the Herald. N. P. Olson will enter the newspaper field in the southern part of the State.

Thomas McCabe and W. S. Miller have bought the Elm Grove (W. Va.) Journal from J. C. Marple.

J. W. Saunders, owner of the Benzir County (Mich.) Leader, has leased the Thompsonville (Mich.) News from J. W. Hallack. Mr. Hallack has purchased the Rosebush (Mich.) Star.

H. A. Clemens and Bruce Shangle have purchased the Milton (Ore.) Eagle.

Charles E. Donoortle has purchased the Bellefonte (Pa.) Republican from Earle C. Tuten.

James H. Talbot, of Kahoka, Mo., has purchased the Farmington (Ia.) Herald from E. H. Rockwell.

J. L. Lutteral, founder of the Lamar (Okla.) News, has purchased that paper from its present owner, G. L. Goheen.

Moves to New Home.

The September issue of the American Home Monthly of New York will be issued from the magazine's new home at 27 Spruce street. The new building is located in the printing district, near William street, and is well adapted to the Monthly's growing needs.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

- | Newspaper. | Date. | Article. |
|---------------------|-------------------|--|
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| WEEKLEY NEWES. | January 31, 1606. | Execution of Guy Fawkes and Followers. |
| INTELLIGENCER. | January 29, 1648. | Execution of Charles and Speech on Scaffold. |
| THE GAZETTE. | Sept. 9, 1658. | Death of Oliver Cromwell. |
| THE NEWES. | July 6, 1665. | The Great Plague. |
| THE LONDON GAZETTE. | Sept. 10, 1666. | The Great London Fire. |
| " | July 4, 1770. | Transfer of the 13 States. |
| THE TIMES. | January 26, 1793. | Execution of Louis XVI. and Will. |
| " | July 3, 1797. | Execution of Richard Parker for Mutiny. |
| " | Oct. 3, 1798. | Nelson's Victory over French Fleet near Rosetta. |
| " | Sept. 28, 1798. | Rebellion in Ireland. |
| " | Nov. 7, 1805. | Account of the Battle of Trafalgar. |
| " | January 10, 1806. | Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car. |
| " | June 22, 1815. | Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle. |

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NEW YORK, SATURDAY, JULY 31, 1909.

OURSELVES AS OTHERS SEE US

John Milton wrote—"Error is but opinion in the making." He was pleading for toleration.

Even after "opinion" has been made, it may be thrown out, and a new structure, or new "opinion" formed in the striving for truth.

Is this, that, or the other newspaper "good"? Necessarily, the individual editor or publisher must answer from his point of view. He may forget that a man cannot easily be in two places at the same time unless he be like Sir Boyle Roche's bird. And he may criticize intolerantly.

An American in London for the first time, reading British papers, is quite apt to say, with journalese emphasis unwritten—"Rotten!"

He will miss the headlines telling the gist of the story, or the introduction boiling it down. He may get impatient wading through the cumulative piece up to the climax, or happening.

If he stays in London long enough to get the Englishman's point of view, he is like to admit that the London papers have their good qualities such as carefulness, reliability, sober thought. And then he may pick out the weaknesses of the typical American paper.

In the same way people of one city are prone to criticize newspapers of a distant city, or of a rival city nearby. They arbitrarily demand the things they have been used to, which is to say their taste has been educated. And they forget that it is absurd to dispute about taste.

Shall we have a standard newspaper? Probably not. Then how shall we judge?

The answer is simple—Judge tolerantly. There are things seen from the other's viewpoint, invisible to you standing in your set place. Strive to know the other man's motives, and his field. There is good in him and his paper, which you may find if you will try. And, above all, keep in touch with what other newspaper men are doing in this nation and in other nations.

RIORDAN, AUTHOR OF "HONEST GRAFT," IS DEAD.

Time and again THE EDITOR AND PUBLISHER, in its simple line of duty, has pointed to the work of one or another who died after long service, undecorated by the world, poor as the world calls it, and we have said—He was an influence in the world. His work lives. It was worth while to have lived and worked as he did.

This week we chronicle the death of William L. Riordan, a reporter of New York. A quiet, grave, earnest, kindly man. He painted the simplest, truest pen picture of a Tammany Hall district boss in all American literature. He gave to the English-speaking world the phrase "honest graft."

In sheer power of expression and perfect, timely direction of motive, the phrase ranks with epochal sayings. It came upon the nation like a flash of light. Its effect was tremendous. William L. Riordan is one of the immortals. He was only a reporter.

In answer to several inquiries, it is stated that the column "Who's Who in the Public Eye," a daily feature of the Globe which is attracting much attention in and out of New York, is written by Herbert Corey, New York correspondent of the Cincinnati Times-Star.

PUBLIC THE EDITOR.

Dean Mathews Says Papers Print Just What Their Readers Want.

In a lecture on modern social conditions at Chautauqua, N. Y., this week, Dean Shailer Mathews, of the University of Chicago divinity school, declared that "just what the public wants to get in its newspapers it gets."

"The rank and file of editors and publishers don't want to do that which the public doesn't want them to do," said Dr. Mathews, emphatically. "On the other hand, they are only too eager to do what the public wants them to do. They print what their readers want to see in print. The public has it all in its own hands."

"The only way to control the yellow journals is to make them unprofitable. Just as long as the public shows by its support that it wants them, just so long will they exist. Just as long as it pays to run yellow journals they will be run. Again it is up to the public."

"The press shapes public opinion, but let me impress upon you that it shapes the popular mind more by its headlines than by its editorials. If I were offered any position of influence I wanted on a great newspaper I should say: 'Let who will write the editorials; I want to write the headlines.' A paper's greatest influence lies in the way it handles the news."

Sunday Papers Necessary.

The Iowa Department of Justice, in answer to an inquiry from a county attorney, has expressed the opinion that Sunday newspapers are among the necessities of life and are, therefore, exempt under the section which authorizes work of necessity or charity.

PLAGIARISM

There Are Three Degrees of This Moral Malady: Petit Plagiarism, Plagiarism in the Second Degree, and Grand Plagiarism.

There is that which is called plagiarism, says Elbert Hubbard in the New York American.

Plagiarism consists in appropriating as your own the Good Stuff of another.

There are three degrees of this moral malady: Petit plagiarism, plagiarism in the second degree and grand plagiarism.

Petit plagiarism consists in lifting simple thoughts and sentences; plagiarism in the second degree consists in lifting scenes and chapters; grand plagiarism consists in seizing the whole book and putting your name on the title-page.

Grand plagiarism may be committed through the connivance of the plagiarist, in which case the offense is condoned. Judge Gaynor has recently ruled that an injunction in such an instance does not lie, although the parties may.

The antithesis of plagiarism is kabojolism. This offense consists in attributing to another Good Stuff which he never expressed; and, in short, is simply plagiarism placed wrong-side out, or, more properly, if I may be allowed the expression, turned t'other end to.

The simplest and most common form of kabojolism consists in quoting some mythical Mrs. Harris. In small towns the habit is as plentiful as the Jigger in July; and the Bucolic Philosopher at the Grocery constantly refers to Ol' Bill Jones, and states what he could easily prove had Ol' Bill not passed to the Realm of Shade.

Kabojolism in the second degree consists in stating things with risques for which you do not wish to stand sponsor, but which you feel should be said in the interests of the Higher Criticism. Therefore you say them, and give another credit.

Kabojolism is no new thing. Thucydides tells of how Aristophanes referred to the great speech of Pericles over the Athenian heroic dead as "the best thing that Aspasia ever wrote."

In the days of Augustus Caesar a part of the duties of the Questor was to write the orations for the Emperor. This was well understood, and nobody tried to dodge the proposition. Time does not change humanity much, for recently a zealous friend of Grover Cleveland put forth the claim that he was the only President since Lincoln who wrote his own messages.

The late Judge Hubbard of Genesee, N. Y., once gave a particularly eloquent and forceful Fourth of July oration. After the address a local joker stepped up, shook hands with the speaker and asked him this question: "Judge, which one of your daughters wrote that speech?"

The Judge might have parried the gentle thrust, but instead the truthful man answered: "Oh, Nellie is the author of it." Then, seeing the smiles on the faces of the bystanders, he continued: "Nellie is the author of the speech, but as I am the author of Nellie I claim the speech." It is needless to say that the Judge was much more proud of his daughter who could write a good oration than of any oration he could possibly write himself.

Voltaire was more given to kabojolitis than any other writer I now recall. He sent all the savants of Europe digging in the libraries for men and books than never lived outside the figment of his pigment.

Grand kabojolism consists in attributing to another a whole book you yourself have Dashed Off. Not long ago one Tark Boothington wrote a book. Bone, Marl & Co. offered to publish it if my name could be used as author. There was a thousand dollars in it for Tark and as much for me, but I stood firm and absolutely refused to be bribed.

My friend Edgar Saltus says in his occasional gallimaufry that Daudet used to employ 'prentice talent on his books. Some of Daudet's boys did remarkably well for green hands, but they would occasionally lapse, as even careful writers may. A lady reader of Daudet's works, having stumbled upon a beautiful anachronism, wrote to Daudet and put him straight. Thereupon, instead of writing a courteous note of thanks to the lady, Daudet so far forgot himself as to reply: "Dear Madam—I have not read the book in question, and damn me if I will."

When Amy Fay was a pupil of Franz Liszt she was once making merry over a musical composition by the Duke of Weimar. "Have a care, my child," said the Master in his gentle way, "have a care how you make fun of the music of princes—you can never tell who wrote it."

At least three instances are on record where men have created a nation that never existed and given the people a literature, a science and a religion complete.

I am fully convinced that there is just as much kabojolism in the world as plagiarism—just as much undue credit given as credit withheld.

Let me close with a somewhat sad but true incident: In New York, years ago, there used to live an elderly gentleman with long white whiskers, a linen duster and patriarchal ways. He was known as the "Bum Peter Cooper." At conventions, mass meetings and public gatherings his services were in demand at two dollars per. All he had to do was to applaud the speakers by pounding vociferously on the floor with his cane, say nothing and look like the real Peter Cooper.

Finally, through the applause that always greeted him when he appeared upon the stage at public meetings, a buzzing bluebottle got into his bonnet and he became possessed of the idea that he was the Sure-Enough Peter Cooper, and the other man, who built the Cooper Union, was the Bum. He grew garrulous and fell into the habit of referring to the Real Peter Cooper as a freak, a fake and a fraud. As long as the Bum was quiet all was well. But when he began to talk his supporters were obliged to throw him into the Irish Sea.

A good I-X-L bum, if he is a looker, has a place, but when it begins to put on airs something always happens. The bum is one of society's luxuries. In the language of John Randolph, "The necessities we must have, but the luxuries we can do without."

The suggestion of one who has dalled with both plagiaritis and kabojolitis would be the advice of Ali Baba to the young Athenian who wanted to borrow twenty-five oboli so he could wed: DON'T.

PERSONAL

Earl Walrath, city editor of the Sandusky (O.) Star-Journal, and Miss Ellen Ross were married in Detroit, at the home of the bride's parents.

Elmer E. Clarke, advertising manager of the New Orleans Item, was a visitor in Evansville, Ind.

Harry A. Sommers, editor of the Elizabethtown (Ky.) News, was the principal speaker at the meeting of the Kentucky Good Roads Association held in Paris.

Herbert Kaufman, of the Chicago Record-Herald editorial staff, is spending some time in Texas, gathering material for a series of articles on the Southwest.

Clarence Gilmore, editor of the Wills Point (Tex.) Chronicle, and also a member of the Legislature of that State, has been appointed chairman of the joint committee to investigate State prison matters.

James W. Dunphy, publisher of the Boston Daily Advertiser, has been elected chairman of Boston's new municipal sinking fund commission.

Sam G. Sloane, for many years editor and proprietor of the Charles City (Ia.) Intelligencer, is critically ill of tuberculosis at a Colorado health resort. Mr. Sloane was forced to dispose of the Intelligencer two years ago on account of ill health, and went to Colorado upon the advice of specialists.

Col. T. C. Zimmerman, editor of the Reading (Pa.) Times, has returned to his home after a week's visit at Mt. Gretna, Pa.

Haskan Johansen, one of the founders of the New York Nordstjernan, a Swedish weekly, celebrated his eightieth birthday last week.

OBITUARY.

Leonard E. Shane, publisher of the New Virginia (Ia.) New Virginian, died at his home of tuberculosis and stomach trouble. He was forty-eight years old.

George A. Markham, publisher of the Independence (Wis.) News Wave and the Wisconsin Good Templar, died of blood poisoning.

Alfred A. Holt, publisher of the Camden (N. J.) Echo, a weekly religious paper, died at his home in that city of pneumonia. He was sixty-five years old and was born at Buckhamstead, Herefordshire, Eng.

W. Newton Sharp, for nineteen years financial editor of the New York Evening Sun, died last week at the New York Hospital after a long illness of kidney trouble. He was born in Norfolk, Va., in 1865.

W. R. Cleveland, at one time connected with the art staff of the Cleveland (O.) Leader, died at his home in that city after an illness of three weeks. He was thirty years old.

Sylvester C. Gould, one of the oldest and best-known newspaper men of New Hampshire, died at his home in Manchester, aged sixty-nine. He leaves a widow and one daughter.

Miss Marion Monachesi, associated with the Publishers' Weekly of New York for nearly forty years, died at her home in this city. She had charge of the book reviewing of that paper.

CLUBS AND ASSOCIATIONS.

The twenty-fifth annual convention of the Virginia Press Association, in session at Rockbridge Alum Springs, elected the following officers: President, Alfred B. Williams, of Richmond News Leader; vice-president, C. J. Campbell, of Amherst New Era; secretary, J. L. Hart, of Farmville Herald; treasurer, B. Hunter Beazley, of South Boston News; historian, Miss Bertha Robinson, of Orange Observer; executive committee, R. P. Barham, of Petersburg Index Appeal; A. P. Rowe, of Fredericksburg Free Lance; George O. Green, of Clifton Forge Review; W. McDonald Lee, of Irvington Citizen, and John Stewart Bryan, of Richmond Times-Dispatch. Delegates to the National Editorial Association in 1910: W. E. Addison, W. R. Kennedy, W. B. Walton, George O. Green, R. A. James and L. T. D. Quimby.

The annual complimentary dinner of the Hackensack (N. J.) Pica Club to the associate members of the organization will be held Saturday at the Shore Inn, Sheepshead Bay, New York.

The Nashville Press Club will entertain the newspaper men of Tennessee with a gridiron dinner during the State Fair. Those in charge of the affair are Thomas W. Wrenne, chairman; E. B. Stahlman, M. B. Ochs, W. E. Beard, Marshall M. Morgan, H. M. Suter and Paul W. Treanor.

The annual meeting of the Montana Press Association will be held at Hunter's Hot Springs August 27 and 28. An invitation has been extended to the local Typographical Union to send delegates to the meeting.

At a recent meeting of the Troy (N. Y.) Newsroutes Association, arrangements were made for the annual publication of "The Reporter" during the Hudson-Fulton celebration. The book will contain the official programme. President Robert E. Quinn named the following committee to carry out the work: Rutherford B. Hayner, Thomas H. Curry, Philip H. Sullivan, John M. Francis and Thomas M. Barnville.

The Washington State Editorial Association, in session at Seattle, elected the following officers: F. A. Hazeltine, South Bend, president; M. E. Randall, Ellensburg, first vice-president; Fred Orne, Mount Vernon, second vice-president; A. A. Smith, Port Angeles, secretary; P. J. Morrow, Everett, treasurer; Dan W. Bush, Chehalis, historian; Merle H. Thorpe, Seattle, orator; Frank Cole, Tacoma, poet. The following were elected delegates to the 1910 convention of the National Editorial Association: E. E. Beard, Vancouver; Frank Tech, Leavenworth; Merle H. Thorpe, Seattle; Frank Niles, Granite Falls; B. J. Benedict, Seattle; Thomas Crawford, Centralia; A. A. Smith, Port Angeles.

Club Secures Original Drawings.

Original cartoons from the pen of John T. McCutcheon and Walter Briggs, of the Chicago Tribune; Homer Davenport, of the New York World; and original paintings from Frederick Remington, Harrison Fisher, Howard Chandler Christy and Charles Dana Gibson, Arthur Barkalow and Jay Darling, of Des Moines; Carl Rawson, of Minneapolis, and Pat Monaghan, of New York, will adorn the walls of the new Des Moines Press Club. All of these artists have promised to forward original sketches to the club.

The Franklin Grove (Ill.) Press has been incorporated. Capital stock \$8,000.

STAFF NEWS AND CHANGES.

John R. Snyder, formerly with the Paris (Ill.) Daily News, has accepted the position of city editor of the Findlay (O.) Daily Courier.

J. Dana Jones has been made city editor of the Fitzgerald (Ga.) Daily News.

Harry Atchison, who resigned his position as city editor of the Fitzgerald (Ga.) Daily News, has become city editor of the Columbus (Ga.) Enquirer-Sun.

John Herbert Quick, assistant editor of La Follette's Magazine, has resigned and will accept a position as editor of Farm and Fireside.

A. A. Wiltz has purchased the Hooper (Neb.) Sentinel.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

WANTED A SITUATION

as editor or manager or as managing or news editor or editorial writer, or to take charge of a paper or publication, daily or dailies or big weekly and monthly for the owner by a competent editor of almost independent means who likes journalism and who is making good in a position which he can hold until he is ready to retire, but feels that he is not "hooked up" right; is constantly on the firing line; now with the greatest newspaper enterprise in this country. He is a forceful writer, has a talent for news and its presentation, and is a man of good address. He has been through every phase of journalism but one, and his friends are among the leaders of affairs in this country. This is a good opportunity for some owner or publisher who wants a reliable, yellow but careful and conservative editor or manager, to get in touch with a man who knows his business. Will accept considerably less than he is now making if the place is what he would like. Address B8, EDITOR AND PUBLISHER.

MAN WHOSE EDITORIALS

in small paper were copied in best papers in country, wants to leave news editing on metropolitan daily and return to editorial writing. Would superintend news. Address S. 10, care THE EDITOR AND PUBLISHER.

CAPABLE WOMAN,

experienced in double entry bookkeeping and general office management; understands card system for subscriptions and can take charge of correspondence; has published successfully two books under her own name, edited another, and revised still another—wishes position with daily, weekly or monthly publication. References Address Y, care THE EDITOR AND PUBLISHER.

AFTERNOON DAILY

in a resort town with 20,000 resident population. Business last year \$14,000.00. Good opportunity and investigation invited. Will require \$5,000.00 cash to land deal. Address GEO. H. ADAMS, Hot Springs, Ark.

HELP WANTED

PRESSMAN WANTED.

ON LARGE MAGAZINE ROTARY.—A first-class man for a two-deck press equipped with color couples, cover feeding and wire stitching attachments. Must have good technical ability, and be able to get high-class results. Good position in modern plant for non-union man. Application must be accompanied by references giving experience, full detail of qualifications to take charge and stating salary expected. Address the Homestead Company, Des Moines, Iowa.

FOR SALE

COMPLETE BINDERY,

including ruling machine, modern and good as new; bought out a competitor; these items duplicate our own bindery. M. L. BATH CO., Ltd., Shreveport, La.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WISCONSIN

The Evening Wisconsin.

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

\$20,000.00

Buy only daily in fast growing city of 20,000. A fair cash payment will be accepted, balance can be deferred. This property is a result of recent consolidation. Intelligently handled it can permanently dominate the field and doubtless for some years will be without competition. A safe, well equipped investment that will rapidly increase in value.

Proposition No. 501.

C. M. PALMER

Newspaper Broker

277 Broadway, N. Y.

Daily News Service Illustrated

News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clu'tl Times-Star, Detroit Free Press, etc. TRIAL FREE.

GEORGE GRANTHAM BAIN
32 Union Sq., E., New York City

NEW YORK HERALD SYNDICATE

For Samples, Proofs and Process

Herald Square, Canadian Branch
New York City Desbarats Building, Montreal

THE INTERNATIONAL SYNDICATE

Established 1899.

NINE DAILY SERVICES

BALTIMORE, MD.

LET ME REPRESENT YOU

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

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery.
444445 Pearl Street NEW YORK

MISCELLANEOUS.

LEAGUE BALL RESULTS FOR

Morning papers, \$1.00 per week. General news for evening papers. Special correspondence. Yard's News Bureau, 166 Washington St., Chicago, Ill.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGER.

Biggs, Young, Shone & Co., 7 West Twenty-second street, New York, is placing reading notices generally for the American Tobacco Company, Piper-Heidsick tobacco. The orders are for three times a week t. f.

Morse International Agency, West Thirty-fourth street, New York, will shortly place orders for the Dragon Cement Company, same city.

W. E. Scott, formerly a special agent in New York, is now sales manager of the Empire Paint Sales Company, New York. It is stated that this concern will shortly inaugurate an extensive advertising campaign.

The George Batten Company, East Twenty-fourth street, New York, is placing 10,000 line orders for the advertising of Wait & Bond, Blackstone Cigar, Boston.

The O. H. Blackman Agency, 10 East Thirty-third street, New York, is placing orders for 5,000 to 10,000 lines for Lewis A. Crossett, Crossett Shoe, North Abington, Mass.

Bryan's Drug House, 92 West Main street, Rochester, N. Y., is placing twenty lines one t. a. w., t. f., in Southwestern papers.

The McManus-Kelly Agency, Toledo, O., is placing 10,000 lines in newspapers generally for the advertising of the Cadillac Motor Car Company, Cadillac Automobiles, Detroit, Mich.

Lord & Thomas, Chicago, Ill., is placing 560 lines, special copy, for the Chalmers Detroit Motor Company, Detroit, Mich. This agency is also placing orders for 500 lines reading notices for the Chicago & Northwestern Railway, Chicago.

H. W. Kastor & Sons, St. Louis, is placing 3,000 lines in Western papers for the advertising of the Restorall Chemical Company, same city.

Walter Baker & Company, 55 Broad street, Boston, Mass., are placing new contracts for 156 to 312 inches in papers throughout the country.

Twenty cities, throughout the East, West and South, are being used by the Ben Leven-Nichols Advertising Company, Chicago-New York, to advertise the products of the American Thermos Bottle Company, of New York. Uniform copy of 500 lines is being inserted.

The Morse International Agency, East Thirty-fourth street, New York, is placing orders for the advertising of Sopade, a new production of James Pyle & Sons, Edgewater, N. J.

Albert Frank & Co., Broad Exchange Building, New York, are placing 14 lines

e. o. d for three months in newspapers generally for the White Star Line, New York.

Biggs, Young, Shone & Co., Inc., are placing orders for the fall campaign of President Suspenders. Both as to mediums and space, it will be the largest campaign which has been run by this advertiser, and will eclipse anything that has ever been done before in suspender advertising.

H. W. Kastor & Sons, St. Louis, is placing new contracts for 5,000 lines in Southwestern papers for the Kallerstrass Distilling Co., Kansas City.

Powers & Armstrong, Philadelphia, are adding new papers to the list and making 10,000-line contracts for the Victor Talking Machine Co., Camden, N. J.

Michigan and Missouri dailies are being used by the Ben Leven-Nichols Advertising Company, Chicago-New York, for Old James E. Pepper Whiskey. The mail order campaign in behalf of this noted whiskey has been most successful. National magazines will be used throughout the fall.

Biggs, Young, Shone & Co., Inc., are conducting quite an extensive campaign on Hotel Astor Coffee in New Jersey. Daily newspapers in most of the larger towns and cities are being used.

Calkins & Holden, East Twenty-third street, New York, are making new contracts for 3,000 lines in Southern papers for Cluett, Peabody & Co., Troy, N. Y.

Dr. Hall (Dr. McLaughlin), Wabash avenue, Chicago, is placing 1,000 inches in city Coast papers direct.

The Aseptic Chemical Company, of Chicago, has placed its advertising contract for proprietary medicines with the Ben Leven-Nichols Advertising Company, Chicago-New York. The initial campaign will be inaugurated in Chicago, but in time it is planned to extend the publicity throughout the West and East.

N. W. Ayer & Sons, 300 Chester street, Philadelphia, is asking for rates on five inches double column fifteen times, in Southwest and Pacific Coast papers.

The Freeman Advertising Agency, Richmond, Va., is placing orders in Southern papers for H. Clark & Sons, same city.

The fall campaign of the Foster Rubber Company, orders for which are being sent out by Biggs, Young, Shone Company, Inc., includes newspapers as well as magazines. The campaign will be considerably heavier than anything that has been run by this advertiser before.

Frank Kiernan & Sons, 156 Broadway, New York, is placing orders in New England papers for the advertising of B. H. Scheffels & Co., mining stock brokers, 42 Broad street, New York.

Chas. D. Levin, 1269 Broadway, New York, is placing orders in some of the larger city dailies for the Carbona Products Co., Carbona, Newark, N. J.

Geo. L. Mitchell & Co., 421 Chestnut street, Philadelphia, is placing orders in Pennsylvania papers for Hance Bros. & White, Phenol Sodique, Philadelphia.

Orders for the fall campaign on Rixdorfer Floor Covering (P. O. Judson & Co.) are being sent out by Biggs, Young, Shone & Co., Inc. Large space will be used in a selected list of mediums.

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.
ADVERTISERMontgomery
ITEMMobile

CALIFORNIA.
BULLETINSan Francisco
CALLSan Francisco
EXAMINERSan Francisco

FLORIDA.
METROPOLISJacksonville

GEORGIA.
CHRONICLEAugusta
LEDGERColumbus

ILLINOIS.
HERALDJoliet
JOURNALPeoria

IOWA.
CAPITALDes Moines
THE TIMES-JOURNAL.....Dubuque

KANSAS.
GLOBEAtchison
CAPITALTopeka
GAZETTEHutchinson
EAGLEWichita

KENTUCKY.
COURIER-JOURNALLouisville
TIMESLouisville

LOUISIANA.
ITEMNew Orleans
TIMES DEMOCRATNew Orleans
STATESNew Orleans

MASSACHUSETTS.
LYNN EVENING NEWSLynn

MISSOURI.
DAILY AND SUNDAY GLOBE.....Joplin

NEW JERSEY.
PRESSAsbury Park
JOURNALElisabeth
TIMESElisabeth
COURIER-NEWSPlainfield

NEW YORK.
TIMES-UNIONAlbany
BUFFALO EVENING NEWS.....Buffalo
NEWBURGH DAILY NEWS.....Newburgh
LESLIE'S WEEKLY (Cir. 115,000)...New York
RECORDTroy

OKLAHOMA.
OKLAHOMANOklahoma City

PENNSYLVANIA.
TIMESChester
HERALDNew Castle
BULLETINPhiladelphia
GERMAN GAZETTEPhiladelphia
DISPATCHPittsburg
PRESSPittsburg
TIMES-LEADERWilkes-Barre

TENNESSEE.
NEWS-SCIMITARMemphis
BANNERNashville

TEXAS.
CHRONICLEHouston
RECORDFort Worth

WEST VIRGINIA.
GAZETTECharleston

WISCONSIN.
EVENING WISCONSINMilwaukee

ADVERTISING NOTES

J. C. Wilberding, special agent, Brunswick Building, and David J. Randall, eastern representative of the Scripps-McRae League, have returned home from a trip to New England, in the interest of their publications.

Alfred B. Lukens, special agent, Tribune Building, New York, has returned home after a visit to his old home in Fort Wayne, Ind.

T. F. Flynn, one of the star men of the S. C. Beckwith special Agency, New York, is again on the job after a delightful vacation spent at Rockaway Beach.

Temporarily Suspends Publication.

James Armstrong, editor of the Scottsboro (Ala.) Citizen, announces that his paper will be suspended during the extra session of the Legislature of that State, of which he is a member. In his announcement Editor Armstrong says: "The Citizen has been published in Scottsboro thirty-two years, and I do not believe my friends and subscribers will object to this course, as I do not see how I can be handicapped with a paper during the next few weeks."

THE NORWALK HOUR

NORWALK, CT.
Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

THE ASBURY PARK PRESS

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

Statement of FEBRUARY CIRCULATION SPRINGFIELD (Mass.) DAILY NEWS

DAILY AVERAGE 10,453
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly

A Household Magazine
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. 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
Rumstick Bldg 34 Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

THE BOSTON JOURNAL.

Conducts Flower Day and Gladdens Hearts of Little Children of Poor.

A simple cluster of nasturtiums proved last Tuesday as potent a publicity promoter as any newspaper ever had. For out of them was born The Boston Journal's Flower Day for the little children of the poor in Boston, and before the day was done uncounted thousands of bouquets had been distributed in every section of the city where children live but do not thrive.

Following an operation in a Boston hospital upon a friend, Mrs. Frank W. Lovering, wife of the night editor of that newspaper, sent the little cluster of garden blossoms to the sick person's bedside. On the way to the hospital ten or fifteen gamins begged "er flower." From this little incident grew the idea.

Ten days were occupied in preparing for the event. After the work had been under way quietly for two days, a flower

would swell the quantity of offerings for the day, and on Monday the Journal made a first page feature of the endorsement of Mrs. Taft, the President's wife, to the plan.

Through the week stories were run detailing the pleasure a simple bouquet gave little gutter children, and requests were made that the young people of the suburbs form flower collecting clubs in anticipation of Tuesday.

The Journal trained its every gun on publicity to the plan Saturday morning, for besides the Dreamwold announcement it had a readable story giving details up to date, a stirring editorial, devoted its Peggy Quiney column to the topic and published the list of flower receiving stations for the first time.

Cards to accompany the bouquets were printed in three languages, special banners were prepared for the autos, and on Tuesday morning the shot was fired that re-echoed around New England. Flowers poured into every receiving station,



THE BOSTON JOURNAL'S AUTOMOBILES DISTRIBUTING FLOWERS IN BOSTON'S FAMOUS "STREET OF A THOUSAND CHILDREN."

contest, for which cash prizes were given children, was announced. This required simply that each day ten mixed-up names of flowers be straightened out. This contest covered a week, and, it is said, more than ten thousand replies were received, the majority of them from Greater Boston.

After the "jumbled flower" contest had been running three days, the plan for The Boston Journal Flower Day was announced.

In carrying out the Journal plan express companies, florists and automobile concerns gave their services, and one florist, whose trade is chiefly with Boston's Back Bay, gave fifteen hundred potted geraniums, colias and petunias. These were distributed among the shut-ins of the city's little ones.

Saturday morning the Journal was able to announce that Thomas W. Lawson's magnificent Dreamwold flowerland

being collected three times during the forenoon and carried to the Journal office by automobiles. Florists sent wagonloads, and many children brought their blossoms in. The business office looked like a vast conservatory. Girl and women volunteers tied the blooms into nosegays, and the clusters were taken in the machines in baskets for individual distribution. The Crippled Children's Hospital, the Floating Hospital and the Children's Mission were on the list, but the major portion of the work was centered in the poorer quarters of the city.

The day was a great success in every way and speaks well for the enterprise of the Journal.

Texas Owners and Managers Confer.

A meeting of Texas afternoon newspaper owners and managers was held in Galveston to consider matters dealing with operation and service. Among those present were M. E. Foster, L. J. Wortham, E. J. Kiest, G. D. Robbins and C. H. McMaster, representing the Houston Chronicle, Fort Worth Star-Telegram, Dallas Times-Herald, San Antonio Light, Galveston Tribune and Beaumont Journal, respectively.

Chicago Club Will Move.

The Chicago Newspaper Club has closed a deal whereby it will have a permanent home in the building at 121 La Salle street. The second floor of the building will be remodeled to meet the requirements of the club.

BUSINESS OFFICE NOTES.

In a detailed sworn statement, the management of the Jacksonville (Fla.) Times Union states that average circulation of that paper for the first six months of 1909 was 17,506 for the daily and 19,471 for the Sunday issue. This is an increase over the first six months of 1908 of 4,833 for the daily and 4,818 for the Sunday.

The Fort Worth (Tex.) Record states that the display advertising of the paper shows a gain of 39 per cent. for the first six months of 1909, over the same period of 1908. A. J. Sandegard is the business manager and F. J. Stuart, advertising manager.

The circulation statement of the Aurora (Ill.) Daily Beacon for the first six months of 1909 credits that paper with a daily average of 9,307. Of this number 4,955, it is stated, are delivered into Aurora homes and the remainder goes to adjoining cities and towns, including 2,260 distributed by rural free delivery.

The management of the Birmingham (Ala.) News states that during the month of June, 1909, the paper carried a total of 430,304 lines of advertising. This is a gain of 90,930 lines over June, 1908. Of the total of 430,304 lines carried during the month of June, 345,366 was local business and 84,938 foreign business. This, it is stated, represents a gain of 73,080 lines in local business over the same month last year and a gain of 17,850 lines in foreign business.

Will Publish Kentucky Republican.

The Republican Publishing Company has been organized to publish the Harrodsburg (Ky.) Kentucky Republican. The paper was formerly the Harrodsburg Democrat and was purchased by a syndicate of Republicans a short time ago. The company elected officers as follows: President, Frank P. James; vice-president, W. H. Morgan; secretary and treasurer, D. N. Rue.

Suit Against McClure Dismissed.

Justice Erlanger, of the New York Supreme Court, signed an order of dismissal last Saturday in the suit brought by the American Newspaper Publishers' Association against the McClure Newspaper Syndicate.

The School of Hard Knocks

Practical—practical, rings through every page of **The American Printer**. Its articles are written by men who have learned in the dear school of experience—men who speak with authority—men whose words will put dollars and cents into the pockets of employers and employees—makers, buyers and sellers of printing. You should be reading this magazine. It's the only journal of its kind—planned and carried out on a scale attempted by no other publication. The many reproductions of fine printing and engraving which appear on its pages are alone worth far more than the subscription price. Every department that concerns the up-to-date printing office receives adequate treatment. Composition, Commercial Art, Paper Ink, Designing, Process Engraving, Business System, Bookmaking—all are handled in an intensely practical way. As an advertising medium **The American Printer** is a claim in itself. It gives the duplication of circulation. The greatest selection of printing machinery and press-office equipment use in columns liberally. For it yields three greater returns for those money than any other publication in the world. Write today for sample copy. If you have anything to sell that is used in the modern pressshop, get our rate card. Subscription price of **The American Printer** is \$4.00 per year—five months \$2.00. Oswald Publishing Company, 25 City Hall Place, New York City.

INCORPORATIONS.

La Patria, No. 51 South Clark street, Chicago. Printing and publishing. Capital, \$2,000. Incorporators: Silvio Picchianti, Armenio Conte, Modestine Mastrogiovanni.

American Poultry Publishing Co., Buffalo. Printing and publishing. Capital, \$25,000. Incorporators: G. M. Curtis, P. T. Woods, M.D., Buffalo; A. O. Schilling, Rochester.

Automobile Blue Book Publishing Co., Chicago. Publishing books and maps. Capital, \$50,000.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday. W. JOHN STONHILL & CO., 66 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 Shiedenweid & Co., Chicago.
 "Very popular publication."—Challenger Machinery Company, Chicago.
 "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Iilon, N. Y.
 "We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
 "We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
 American firms contemplating opening up foreign trade should place their announcements in this paper.
 Rates on application to ALBERT O'DONOGHUE, 534 W. 125th St., New York.
 Send for sample copy.

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

TAKE IT TO **POWERS**
 OPEN THE FASTEST 24 HOURS ENGRAVERS OUT OF 24 ON EARTH
 ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
 154 Nassau St. N.Y. Tel. 4206-4 Bookmas

IT PAYS TO ADVERTISE—IT PAYS TO ADVERTISE ADVERTISING—IT PAYS TO ADVERTISE AN ADVERTISER OF ADVERTISING!

My advertising in The Editor and Publisher has helped me to close contracts for The Showalter Advertising Promotion Service during three weeks of the month of July amounting to more than Five Hundred dollars. The Showalter Service is not advertised in any other paper.

W. D. SHOWALTER,
 150 Nassau Street, New York.

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

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

Kohler Brothers, 277 Dearborn St., CHICAGO
 LONDON: 86 Ludgate Hill, E. C. NEW YORK: No. 1 Madison Ave.

WARNING

TO ALL WHOM IT MAY CONCERN: We hereby give notice that we shall instantly begin action for infringement of the AUTOPLATE patents against any person or corporation who installs and uses the so-called "HOPKIN'S ONE-MAN SEMI-AUTOMATIC STEREOTYPING MACHINE," described in a circular of the "Hopkin's Machine Company" of Philadelphia, which has recently been distributed.

Charles E. Hopkins, said to be the inventor of this device, is already under a restraining order of the Circuit Court of the United States, Eastern District of New York, because of his earlier attempts upon the AUTOPLATE patents.

Having spent large sums to make possible platemaking by mechanical means, we shall hold strictly to account, the user, as well as the maker and seller, of every device which infringes our patents.

This notice is given for the benefit of publishers, who otherwise might innocently become contributory infringers.

THE CAMPBELL COMPANY

Henry A. Wise Wood

President

