

THE EDITOR AND PUBLISHER

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5 CENTS A COPY

"PHOEBE SNOW"

ADVERTISING OF THE LACKAWANNA RAILROAD IN THE METROPOLITAN DISTRICT.

Full-Page Ads. in Fourteen Dailies of New York—"Road of Anthracite" Will Continue to Interest Readers and Travelers—For Ten Years the Railroad Has Been One of the Best Advertised in America.

Says Phoebe Snow
About to go
Upon a trip
To Buffalo:
"My gown stays white
From morn 'till night
Upon the Road of Anthracite."

The little jingle was written in 1905 by Wendel P. Colton, formerly advertising agent of the Lackawanna Railroad. They put it in the street cars of New York on a pretty card, with a pretty picture of pretty "Phoebe Snow." It was not the first of the series of rhymes, but it is the most popular.

Since then they have put out a number of "Phoebe" jingles to advertise the railroad. The lyrics are done by T. H. Phillips, the copy editor, in the offices of the railroad in the big West Street Building at Cedar and West streets, New York.

Here are the quarters of George A. Cullen, general passenger agent, on the twentieth floor. From the windows one may look almost sheer down at the Hudson River, and far away across the river one may see the Lackawanna trains winding westward through New Jersey to the horizon. They are beautiful offices, though simple. The atmosphere is such as one might expect who had absorbed the artistic advertisements of this remarkable railroad staff.

Last week each of fourteen daily papers of New York printed a full-page advertisement of the Lackawanna Railroad. So far as known, no other railroad in the United States is advertised in this manner.

The present advertising policy began with the advent of President Truesdale, ten years ago. The "Phoebe Snow" rhymes were commenced seven years ago.

The original of "Miss Snow" was Mrs. Murray, a professional model of New York. A hundred artists, who never saw the living model, have been carried away by her possibilities and have sent their idealizations in pen and ink and paint to Mr. Cullen and to James Fiste, the advertising agent of the railroad. Mr. Fiste has been in charge of this department since June, 1908.

"Isn't Phoebe getting old?" asked THE EDITOR AND PUBLISHER representative.

Mr. Fiste smiled—as all the Lackawanna people smile:

"She will never get old. She is as young as a heroine of Shakespeare, and custom cannot stale her variety. Of course, she may retire in time."

While "Phoebe" is not used in the regular newspaper advertising, she gets much publicity in the newspapers. The street car advertising people point her out as a sample of their kind of pub-



RAYMOND D. CARTER,

See Page 7.

ADVERTISING MANAGER OF THE CENTRAL RAILROAD OF NEW JERSEY AND EDITOR OF THE SUBURBANITE.

licity. As a matter of fact, she no more belongs in the street car class than Charles Dana Gibson's girls. She could not help catching the eyes of passengers. She is so unlike the tawdry, common ads. of the street cars.

It is the newspapers that have made the fame of "Phoebe."

And from President Truesdale to the office boys of the passenger department, this sentiment is alert at all times: "We believe in newspaper advertising!"

STATE EDITORS COMPLAIN.

New York Assembly Cuts Out \$900,000 Worth of Advertising.

The New York Assembly has passed a bill providing that the sixty-three consolidated laws just signed by Gov. Hughes shall not be republished at the State's expense.

This means that the consolidated laws will not be published as advertisements.

This streak of economy does not prove popular with the editors of country dailies and weeklies, because it cut them off from \$900,000.

EDITOR ROOSEVELT.

Offices Fitted Up for Ex-President by Outlook Company.

The first editorial contribution of Mr. Roosevelt in The Outlook will probably appear in the issue of March 6. The utmost vigilance has been exercised to prevent any part of the article appearing in print before Mr. Roosevelt ceases to be President.

A suite of two rooms has been fitted up for the use of Mr. Roosevelt by Lawrence Abbot, president of the Outlook company. There the ex-president will have his stenographer and his private telephone. His name will not appear on the door of the suite.

M. B. Ochs Buys Nashville American.

Milton B. Ochs, managing editor of the Chattanooga (Tenn.) Times, and Thomas R. Preston, a Nashville banker, have purchased the Nashville (Tenn.) American. Mr. Ochs will assume control as publisher and manager on March 10.

WILEY OVERRULED

BENZOATE OF SODA HARMLESS AND MANY ADVERTISERS SATISFIED.

Dr. Wiley Characterized as a "Yellow Chemist"—George B. Van Cleve Frankly Criticizes Methods of Wiley, Which Have Caused Great Loss to Legitimate Advertisers—No Recourse for Reimbursement.

The United States government board of food and drug inspection, consisting of Secretary Wilson of Agriculture, Secretary Cortelyou of the Treasury, and Secretary Straus of the Department of Commerce and Labor, last week announced the decision that benzoate of soda is not injurious to health when used as a preservative.

The decision seems to be a knock-out blow at the authority and prestige of Dr. Harvey N. Wiley, the official government chemist, who has been warring with other chemists and with manufacturers of food products for several years.

The news of the decision was received with satisfaction by most of the advertising agencies of the country.

The Lord & Thomas Agency of Chicago is one of the leading advertising corporations of the country and handles the advertising of a number of leading manufacturers who are directly concerned with the rulings of the government chemist.

George B. Van Cleve, Eastern manager for the Lord & Thomas Agency, commenting on the decision of the board, said to THE EDITOR AND PUBLISHER:

"It was three years ago when Dr. Wiley made one of the first of his radical addresses. He was then characterized by one of our leading chemists as a 'yellow chemist.' He has successfully brought his radical ideas up to the present, but now he seems to have reached the end. The leading successful independent chemists have never been with him. I have never heard of any instances wherein Dr. Wiley sought the advice or opinions of leading independent chemists or of those who fill the chairs of chemistry in any of our leading universities.

"He seems to have been more desirous, in his official capacity as an employee of the government, to get his name in print, than to have his rulings coincide with the test and opinion of our leading independent chemists.

"His campaign has resulted in unjust great loss to manufacturers who advertise, and notwithstanding the fact that he has been overruled in this case of benzoate of soda and will be overruled in other cases by the sheer weight of fact, the manufacturers of legitimate products would seem to have no recourse to the government for reimbursement.

The office of the Mountain View (Ark.) Stone County News-Democrat has been destroyed by fire, entailing a loss of \$1,000.

DICTATOR NO LONGER

The Passing of Colonel Maximilian Frost, Editor of the Santa Fe Daily Mexican and Political Boss of New Mexico.

(Special to THE EDITOR AND PUBLISHER.)

Santa Fe, N. Mex., March 1.—Colonel Maximilian Frost is dying, so the doctors say. They brought him home here last week from a private sanitarium in Kansas City—brought him home to die. He is the pioneer editor of New Mexico and one of the most striking characters in the Southwest.

Nearly sixty years old, blind and paralyzed so that he has been unable to walk for eight years, he has been such a dominant power that his name and that of his paper, the Santa Fe New Mexican, will ever be indissolubly linked with the history of New Mexico.

Colonel Frost came to New Mexico in 1876 from Louisiana as chief clerk of the United States Signal Service, and had charge of the building of several important military telegraph lines which took him to every part of the Southwest. Upon being mustered out of the United States service late in the 70's, the colonel was a young man of considerable influence.

Acting Governor William G. Ritch appointed him adjutant-general of the territory and sent him out to drive the cattle rustlers from the territory. He succeeded so well that the governor made him his principal political adviser. Gen. Lew Wallace succeeded Ritch as governor and before long Frost was dictating all the appointments made by General Wallace, during whose term he erected a political machine which has endured all attacks to the present.

Lionel Sheldon followed Gen. Wallace as New Mexico's governor. He recognized Frost as a leader, reappointed him adjutant-general and adopted him as his political adviser. This recognition by a second governor strengthened Frost's political power.

BECAME PARTY MANAGER.

In 1885 Frost changed from an office holding politician to a party manager. He began to tighten his grasp on the party machinery, refusing all offers of office. He just wanted to boss and to name the men who ruled. Since then he has dictated the appointment of almost every federal and territorial officer in New Mexico.

For 12 years as secretary of the bureau of immigration Colonel Frost accomplished remarkable results in advertising the territory and drawing hither that great stream of immigration that has been settling in recent years upon its broad mesas and plains. As the author of numerous pamphlets and books upon the resources of the territory he has become

widely known and in consequence his correspondence extended to every part of the world.

As editor of the Daily New Mexican, the New Mexican Review and the El Nuevo Mexicano, the oldest and best-known newspapers in the Southwest, he has achieved fame and attained power. In 1880, '81 and '82 he published the Evening Review at Albuquerque. He was the founder of the Alamogordo News and has been a frequent contributor to the leading magazines and periodicals. During his years of blindness Mrs. Frost has read to him hours every evening and thus through her he kept his fingers on the pulse of the world.

The New Mexican was a sad looking newspaper when Col. Frost became its editor and proprietor in the early 80's, but it steadily improved until 1894, when he sold out his interest. It was re-bought by the colonel in 1897. Since that time he has divided his time between party organization and the upbuilding of his paper and it became one of the best edited and most influential newspapers of the Southwest.

Even during all his years of blindness every line of copy had to be read to him and he re-edited it over his city editor. He dictated all the editorials and much of the other matter for the paper. WILCOX.

CROSBY NOYES MEMORIAL.

Bronze Bust of the Late Editor Unveiled in Washington.

A bronze bust of Crosby Stuart Noyes, late editor of the Washington (D. C.) Evening Star, was unveiled last week in the main hallway of the new municipal building in Washington. The movement to provide a permanent memorial was started soon after the death of Mr. Noyes, and the bust was bought with voluntary contributions by hundreds of friends of the late editor.

The ceremonies were simple and impressive. Theodore Prentice Noyes, grandson of Crosby S. Noyes, pulled the ribbon which drew aside the American flag with which the bust was draped. Cuno H. R. Rudolph, secretary of the Noyes memorial committee, formally presented the bust to the District. Theodore W. Noyes, Thomas C. Noyes and Mrs. George Boyd, of Philadelphia, and their families, attended the ceremonies.

The bust is the work of William Couper, a well-known New York sculptor, and the pedestal was designed by Cope and Stewardson, architects for the Municipal Building.

GIVES BODY TO SCIENCE.

French Newspaper Correspondent Suicides and Leaves Curious Note.

Dr. Victor Meyer, a French newspaper correspondent, committed suicide at his boarding house, 48 West Twenty-sixth street, Tuesday, by inhaling illuminating gas. A note found after his death read:

"I give my body to the medical school here for dissecting or for any other use they may desire. If they are not in need of corpses and don't want my body, then please notify my brother-in-law, H. D. Brewster, of Brewster & Co., Forty-seventh street and Broadway; also my mother, Madame Grey Meyer, 187 Rue de la Pompe, Avenue du Bois de Boulogne, Paris, France."

F. M. Minor has purchased control of the Louisiana (Mo.) Times Printing Company.

BOYCOTTING A NEWSPAPER.

Conspiracy Against New Orleans Times-Democrat is Criminal.

The New Orleans (La.) Times-Democrat waged a vigorous warfare against the liquor and racing interests of Louisiana. The interests in question retaliated by organizing a boycott against the paper and requested advertisers to withhold their business until the Times-Democrat changed its policy.

The Times-Democrat laid the matter before Judge Eugene D. Saunders, of the United States District Court. In turning the matter over to the Grand Jury, Judge Saunders said:

"Information has been given me that a conspiracy has been formed and is in active operation in this city for the purpose of breaking up and destroying the business of one of the principal newspapers, the Times-Democrat. If such a conspiracy exists, and I am told that it does, and is attempting to destroy the business of this paper, then the conspirators are violating the laws of the United States in attempting to break up a business.

"The Times-Democrat is engaged in a legitimate business and in selling its goods, not only in New Orleans, but has a large circulation in the Southern States. The case would fall directly under the decision of the United States Supreme Court in the case of Lowe vs. Lawler, more generally known as the Danbury Hatters' case, and reported in 209 U. S. Reports.

"I cannot imagine a greater crime than this, as the criminals are trying to destroy the free discussion of questions of interest to the welfare of the city. We cannot permit a quasi-criminal element to dictate what the papers of the city shall say, and if there is such a conspiracy I hope you will investigate so that if the guilty parties are found we can enforce the severest penalty that the law may provide for the guilty."

ROOSEVELT AN AD. EXPERT.

Dr. Channing Rudd Says President Knows How to Get Publicity.

In an address on "Advertising" delivered before the West Side Y. M. C. A. in New York last week, Dr. Channing Rudd, an advertising expert, declared that he would like to have President Roosevelt in his agency. Dr. Rudd said in part:

"There is a gentleman in Washington who will be President until the 4th of March, who is an advertising man of the highest order. I would like to employ him in my agency after his present employment is concluded, but I'm afraid his price would be too high.

"He knows how to get the widest publicity. He got a training as an advertising man in his earlier years. He knows how to send out matter for publication so that it will reach the newspaper on dull news days and get the most possible space."

Times Publishing Co., Eureka Springs, Mo. Incorporated, capital, \$5,000.

INCORPORATIONS.

Railroad Echo Printing Company of Houston, Tex., capital stock \$10,000; incorporators, E. F. Trichell, W. A. Galbreath, and Lewis Loggins.

Harris-Thompson Company of Indianapolis; capital stock, \$14,000; organized to do a printing and publishing business; directors, Edward B. Harris, George F. Thompson, Percy M. Harris.

Dominant Publishing Co.; New York; printing and publishing; capital, \$20,000. Incorporators: Arthur W. Britton, Benjamin F. Russell, J. Disbrow Baker, No. 37 Wall street, New York.

Rochester Poultry Publishing Co., Rochester, N. Y.; poultry book, machinery and supplies printing; capital, \$5,000. Incorporators: Leon Tielenberg and Thomas Leahy, Rochester; Edwin J. Weeks, Webster, N. Y.

San Augustine Publishing Company of San Augustine, Tex.; capital stock \$2,000. Incorporators, D. S. Harrison, R. N. Striplin and William McDonald.

Buffalo Truth Publishing Co., Buffalo, N. Y.; publish newspapers and advertising; capital, \$10,000. Incorporators: M. Harold Hubbell, Elizabeth J. Hubbell and E. J. Blackman, Buffalo; John C. Hubbell, Eden Center, N. Y.

Ice Trade Journal Co., New York; print and publish trade paper, etc.; capital, \$20,000. Incorporators: Harold W. Cole, No. 116 Nassau street; Frank O. Sullivan and Grant Wright, all of No. 154 Nassau street, New York.

The Independent Publishing Company, Emporia, Va. W. W. Green, president, Richmond; C. F. Johnson, vice-president, Emporia; C. H. Sebell, secretary and treasurer, Emporia. Capital stock, \$2,000 to \$10,000. Objects and purposes: To publish a newspaper known as "The Independent."

The Kuyahora Press, Newport, Herk. Co., N. Y.; printing, publishing, newspaper, etc.; capital, \$3,000. Incorporators: Daniel E. Barnes, Merton A. Ford and Wesley G. Price, all of Newport, N. Y., and others.

Farmers and Laborers Publishing company, Shawnee, Okla.; T. J. Hanratty of Henrietta, F. C. Claytoll of Shawnee, John L. Britton of McAlester, C. L. Dangherty, W. T. Fields and S. O. Dawes of Guthrie.

Farm Publishers Form Association.

Publishers representing fifteen of the farm weeklies and monthlies published in the Middle West met in Des Moines, Ia., and formed an association to be known as "The Corn Belt Publishers' Association." C. C. Rosewater, publisher of the Twentieth Century Farmer, Omaha, was chosen first president of the association and W. G. Campbell, St. Joseph, Mo., secretary and treasurer.

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 to the State of Pennsylvania.

Net average for 1908

240,797
copies a day

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

WILLIAM L. McLEAN, Publisher.

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.

VICTOR H. HANSON, Manager Advertising Department

COVERED FLEET'S RETURN.

Jolly Crowd of Newspaper Men Voyaged to Hampton Roads.

Newspaper men from many States witnessed the return of the fleet at Hampton Roads last week. The Old Dominion Line boat *Mobjeck* was chartered for the occasion, and its interior resembled the news room of a metropolitan daily. Through the courtesy of the Secretary of the Navy the Press boat was allowed a place near the *Mayflower*, giving the members of the press a great opportunity to witness all that went on.

Included among those on board the *Mobjeck* were J. C. Welliver and Morrison Welliver, Washington Times; Frank J. Dyer and Mrs. Dyer, San Francisco Chronicle; F. C. Weimer, Cleveland Leader.

W. S. Couch, Cleveland Plain Dealer; George H. Carter and Mrs. Carter, Sioux City Journal; A. W. Dunn and Mrs. Dunn, Woman's National Daily; Frank H. Bushick and son, Houston Post; S. L. Slover, Norfolk Ledger-Dispatch.

Otto Prager, San Antonio Press; C. P. Looney, St. Paul Pioneer Press; H. E. L. Bryant and Mrs. Bryant, Charlotte Observer and Richmond Times-Dispatch; Leroy T. Vernon and Mrs. Vernon, New York Herald and Chicago News.

Harry S. Brown, New York Herald; George J. McLean, New York Herald; H. J. Haskell and Mrs. Haskell, Kansas City Star; C. A. Hamilton and Mrs. Hamilton, Troy Times and Rochester Post-Express; R. V. Oulahan, New York Sun.

L. D. Starke and Mrs. Starke, Virginia Pilot, Norfolk; Maurice Splain, Philadelphia Record and Pittsburg Post; A. L. Fairbrother, Boston Journal; C. P. Bond, Boston Journal; C. P. Bond, Jr., of Boston; Frank H. West and Mrs. West, Virginia-Pilot, Norfolk.

M. H. Flynn, Washington Herald; Fred Starck and Mrs. Starck, Cincinnati Enquirer; Frank I. Whitehead, Mrs. Whitehead and Miss Dorothy Whitehead, Washington Post; W. S. Merriweather, New York Times; Charles E. Kern and Mrs. Kern, Associated Press.

O. F. Schuette, Chicago Inter-Ocean; George R. Brown, Boston Herald; E. Jesse Conway and Mrs. Conway, New York World; Sam Williams, New York World; O. H. Stewart, Baltimore Sun; J. S. Evans, New York American.

J. A. Matthews and Mrs. Matthews, New York Sun; W. S. Copeland and Mrs. Copeland, Newport News Times-Herald; Harry F. Porter, Boston Monitor; George Bleekman, New York Times; A. B. Dunaway, Oxford, N. C.

Samuel T. Potts and Mrs. Potts, Virginia Pilot, Norfolk; Harvey L. Wilson and Mrs. Wilson, Norfolk Ledger-



For THE EDITOR AND PUBLISHER, by R. M. Bonifield.

THE GENIUS OF INAUGURATION WEEK.

CHANGES IN INTEREST.

D. M. Huff has assumed editorial and business control of the Magnolia (La.) News, having purchased the entire stock of the Magnolia Publishing Company, former proprietors of the paper.

F. W. Kellogg, of Pasadena, Cal., has sold his one-fourth interest in Omaha (Neb.) Daily News. He has also disposed of his stock in other papers owned by the syndicate which controls the News. His interest was purchased by L. V. Ashbaugh of St. Paul, B. D. Butler of Minneapolis, and the Scripps interests in Ohio.

Everett J. Conrad has assumed control of the Mandan (N. D.) News. He proposes to give Mandan a good, up-to-date, newsy paper.

Dillman Bros., for some time publishers of the Revillo (S. D.) Item, have sold that paper to C. C. Cooper, who will have personal charge in the future.

The Oklahoma Lady, published at Ardmore, Okla., by Mrs. Sturgis, has been purchased by Mrs. Blanche Lucas and Ham P. Bee. The name will be changed to "Oklahoma Topics" and the paper will be published at Guthrie hereafter.

I. O. Larson, editor and proprietor of the Letcher (S. D.) Chronicle, a weekly paper, has purchased the plant of the Letcher Blade and will consolidate the two papers under the name of the Letcher Chronicle-Blade.

Howard McPherson, of Battle Creek, Mich., has purchased the Henry (S. D.) Independent.

O. J. Smith, who has been for years editor of the Eldora (Ia.) Semi-Weekly Herald, has disposed of his interest in the property and will give possession March 1.

Stanford Walker Bryan has purchased from Mrs. C. C. Pare the Franklin (Ky.) Favorite. This paper was owned and edited by the late C. C. Pare. Samuel Maxey will continue as editor.

Celebrated Its 20th Anniversary.

The Binghamton (N. Y.) Evening Herald celebrated its 20th anniversary on last Saturday. In honor of the event a 16-page paper was printed in colors and throughout the issue appeared reminiscent articles from 20-year subscribers and 20-year advertisers and friends of the Herald. The edition contained 48 columns of display advertising.

Suit has been brought in the Chancery Court of Chattanooga, Tenn., for the purpose of winding up the affairs of the Chattanooga Publishing Company. The assets of the company approximate \$1,375.

An Important Factor

in Philadelphia is the German population of 350,000. These people are thrifty—60,000 own the houses where they live,—and the German papers must be used to reach them through advertising. The papers are the *Morgen Gazette*, *Evening Demokrat*, *Sonntags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.

TELEPHONE NEWS SERVICE.

Novel Budapest Enterprise That Has Been in Operation for Several Years.

Budapest, Hungary, has a news telephone system. While it has been in successful operation for nearly nine years, very little mention has ever been made concerning it. In writing of this novel news system Consul-General Nash says:

"The annual subscription, \$7.31, paid quarterly in advance, entitles the subscriber to two receivers and the full service of news, music, etc., the subscriber to pay the expenses of installation and removal, generally about \$8.50. The service begins at 8:55 a. m., when a buzzing noise, loud enough to be heard across a large room and lasting for fifteen seconds, announces the correct time. At 9:30 the day's programme of important events is announced; that is to say, the ceremonies, lectures, plays, races, etc. At 10 and 11 o'clock stock quotations and general news items are given.

At noon comes a second announcement of the correct time, followed by parliamentary news and general items of interest. At 12:45 stock quotations from the local, Vienna and Berlin exchanges and general news. At 2 o'clock more parliamentary and general news, and at 3 p. m. the closing prices of stocks, meteorological forecast, local personals and small items, and in winter the condition of the various skating places. At 4 p. m. court and miscellaneous news. From 4:30 to 6:30 military music from one of the great cafes or gardens. In the evening the subscriber may choose between the royal opera or one of the theatres, and later music by one of the tzigane orchestras.

Emmanuel Poire, whose cartoons have been the delight of the Parisians for many years, died in Paris last week. His pen name was Caran d'Ache.

Dispatch; Mrs. Albert J. Barr, Pittsburg Post; W. N. Thompson, Boston Globe; N. R. Hamilton, Norfolk Ledger-Dispatch.

Winfield M. Thompson, Boston Globe and London Times; J. M. Porter, Illinois Congressional Bureau; Ralph Smith and Mrs. Smith, Atlanta Journal; Otto Prager, Mexican Herald, Mexico City, Mex.; H. P. Cooke, Times-Dispatch, Richmond; W. R. Boutwell and Mrs. Boutwell, National Press Club.

STILL A SOCIALIST.

Joseph Medill Patterson Denies Report That He Has Changed.

Joseph Medill Patterson, of the Chicago Tribune staff, denies that he has quit the Socialist party. In a letter to the Chicago Socialist he says:

"I have seen two or three newspaper items to the effect that I have 'renounced socialism.' Will you kindly give me space for the denial of this absurdity? I am a dues-paying member of the Socialist party, in good standing and expect to continue to be one until the end of the chapter."

Self-Appointed Collector Arrested.

Edward Fuller, a well-dressed young man, was arrested in the Park Avenue Hotel in New York last week for soliciting subscriptions for a Newspapermen's Home. Fuller had with him a list of names with contributions ranging from \$5 to \$200. The police allege that some one has been making similar collections in nearly all the big hotels.

Another Newspaper Marathon.

The Philadelphia (Pa.) Press will conduct a Marathon race on March 27. Only athletes who have trained for the event will enter, and every boy must be a registered member of the Amateur Athletic Union and pass a physical examination before the start of the race.

IF YOU MAINTAIN



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

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

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

NEW YORK CITY.

The following reporters are at present assigned to "City Hall." They have a room with individual desks in Mayor McClellan's building, they keep watch of local and State politics, and are properly "star" men on their several papers:

World, Robert Adamson and Louis Seibold; Evening Post, W. T. Arndt; Sun, W. H. Boffey; Brooklyn Eagle, John Dillman; The Press, J. J. Doyle; Globe, W. S. Edwards, W. A. Gramer; American, J. W. Hamer; Evening Sun, O. Q. L. Mills; Brooklyn Citizen, C. A. Hebb; Sun, Lawrence Hills; American, Louis J. Lang; Brooklyn Freie Presse, Ph. Lindau.

Herald, Don B. Martin; New York City News Association, Thomas F. Meade; Brooklyn Times, J. E. Mulvaney; Evening World, T. O. Piper and W. R. Sheehan; The Press, P. T. Rellihan; Sun, E. G. Riggs; Evening Post, W. L. Riordon; Evening Telegram, Daniel L. Ryan.

Evening World, W. R. Sheehan; Standard Union, Theodore Stitt; Staats-Zeitung, Leo B. Szymanski; Herald, R. W. Veitch; Times, E. L. Harvey and W. Axel Warn; American, John E. Weier; Tribune, Charles T. White.

The following changes were made on the Herald, taking effect this week: Cleveland Moffett, Sunday editor, severed connection with the paper; Leo L. Redding, former city editor, to be Sunday editor; Marion G. Scheitlin, formerly reporter and acting city editor, to be city editor.

Irwin Cobb, special writer on the Evening World and recently advertised in the Sunday World as "the Evening World's humorist," has been transferred to the morning World.

Henry P. Waugh, of the World, has been appointed general press representative of the Interborough Railway system and resigned from the World last week. He had been a member of the staff fifteen years, as reporter and acting city editor. It is said his new place pays \$8,000 a year.

Morgan Robertson was wending towards headquarters of the Holland Submarine Company, to confer about some of his wonderful inventions—mechanical. He writes sea stories only part of the time. He has a marvellous tale of rats on a ship in the current Harper's Monthly. He seemed downcast.

"How are you making out?"
"A hard time," said he. "I am working in competition with myself. I sold this rat story to Harper's. I guess it is a hit, because half a dozen magazine editors wrote me asking for stuff. I sent them another story which I think is the best I ever wrote. But

they sent it back, telling me, 'Sorry, but it isn't as good as your rat story.' That's the worst of writing a good story. You make a mark like a race horse and they will never let you start in any lower class. If I hadn't written this good story, I could sell lots of my other stuff, but now they will hold up everything and say I have gone back, all because of this rat story. It's tough on a sailor."

O. L. Hall, dramatic editor of the Evening Journal, has been absent from his desk for a short time.

HERALD "FLAGSTAFF" DOWN.

It Was a Custom of Owner Bennett to Print List of His Editors.

The New York Herald "flagstaff" is down. It was struck last Saturday. It was buried silently, at dead of night, like Sir John Moore, with only the random booming of "L" trains over Herald square to make a noise about it.

The "flagstaff" was put up many years ago at the top of the first column of the editorial page. Some say it was put there shortly after the Herald was established. It was a list of names of the editor, general manager, news editor, city editor, night editor, Sunday editor, foreman of the composing room, foreman of the press room, and circulation manager. Long ago the craft named this list "the flagstaff." So far as is known, no other paper in the country kept standing such a list of employees.

There was a shake-up on the Herald staff last week. It is presumed that Mr. Bennett, in Paris, deemed it inadvisable to notify the public about the changes, from time to time, in the office of the Herald in New York.

New Special Agency.

Robert MacQuoid, special agent, New York, and George Alcorn, who was for fifteen years office manager and outside man for the Charles J. Billson Special Agency, have organized a new agency, to be known as the MacQuoid-Alcorn Special Agency, with offices in the Tribune Building, New York, and the Title & Trust Building, Chicago. This agency will start the list with the following papers: The New York Sun, Brooklyn (N. Y.) Citizen, Lincoln (Neb.) Star, Butte (Mont.) News, Westchester (Pa.) Local News, Charlotte (N. C.) Observer-Press, Baltimore (Md.) World, Fall River (Mass.) Herald and the Watertown (N. Y.) Standard.

WAR OVER EDITOR.

Readers of Vorwaerts Demand Reinstatement of Deposed City Editor.

The New York Vorwaerts, the largest Jewish daily circulating on the East Side, is in the midst of a quarrel with its readers. The cause of the trouble was the "firing" of the city editor of the Vorwaerts.

The managing editor is Abraham Cahan, and the city editor was S. Kornbleuth.

The deposed city editor called a mass meeting, and it is said 1,200 readers of the paper have pledged their support in an effort to reinstate him. The managing editor is charged with treachery to the principles of Socialism, of which the paper is an organ, in discharging the city editor.

The managing editor says that Kornbleuth has been falling off in his work, and that he won't get back, regardless of the result of the mass meeting. The entire Jewish population of the East Side is aroused over the matter.

Letters from Roosevelt and Taft.

James Pooton, founder, first president and honorary member of the New York Press Club, has received the following letters in relation to matter written by him and published in THE JOURNALIST, which paper is now combined with THE EDITOR AND PUBLISHER:

The White House,

Washington.

February 13, 1909.

My Dear Sir.—I hereby thank you for your letter with its enclosures, and appreciate your having sent it. With good wishes,

Sincerely yours,

THEODORE ROOSEVELT.

WASHINGTON, D. C., Jan. 29, 1909.

My Dear Sir.—On behalf of Mr. Taft I beg to acknowledge the receipt of your favor of the 16th of January, and to thank you for writing him and for the verses you were good enough to enclose.

Very respectfully yours,

F. W. CARPENTER,

Private Secretary.

MR. JAMES POOTON,
New York Press Club,
120 Nassau street,
New York City.

Wesley A. Stanger, of Chicago, is director of publicity for the Annual Business Show being held this week in the Chicago Coliseum. His office is 1109 Hartford Building, Chicago.

J. M. Astell has purchased the Merillan (Wis.) Leader.

STEER CLEAR OF NEW YORK.

Gaspar Whitney Says Success in New York Means Swelled Head.

In a lecture before the students of Cornell College at Ithaca, N. Y., last week, Gaspar Whitney, formerly editor of Outing and a well-known writer, advised young men and women to keep away from New York. Among other things, Mr. Whitney said, in part:

"New York is decidedly a good place to keep away from. I do not know why so, but there is not the same good fellowship there among literary men, artists, singers or business men as is seen in the great cities of Europe. There is rather the most intense jealousy, and this is due perhaps to the fierce competition there. In New York, if anywhere on the globe, Mammon has his worshippers, and there money counts more than it ought. A large percentage of those in the struggle for supremacy lose out and are unheard of. The few who reach the top too often allow the laurels of success to weigh heavily on their brows and their heads become turned. I have noticed that effect on some splendid college men who went to the metropolis good fellows, only to be completely spoiled by the recognition they finally received. Success is what ambitious men strive after, I admit, but it ought not to be purchased at the price of healthy sentiment and tenderness of heart."

New Weekly Paper for Negroes.

New York will have a new weekly paper devoted exclusively to the interests of negroes. The paper, which will be called the Defender, will consist of eight pages, of six columns each. Charles H. Tyler, the editor, is a negro who for many years was connected with the Standard News Association.

Old Timer Dead.

William B. Smart, the oldest active newspaperman in Massachusetts and for nearly a half century connected with the Boston Post, died last week. He was 73 years old. Mr. Smart was one of the foremost political writers of his day and joined the staff of the Post in 1862, serving as war correspondent during the Civil War.

FOOLED 'EM.

Ruyter's Kramp—I shouldn't think he could sell any of his stories, he's such a bad speller. Scribble A. Lott—I know, but the editors think he writes dialect stories.
—International Syndicate.

The Mining Stock News Co., Duluth, Minn. Incorporated, capital, \$50,000.

Register Print Co., East Dubuque, Ia. Incorporated, capital, \$3,500.

After the Salome Dance WHAT?

see page 157

SUCCESS MAGAZINE

FOR

MARCH

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.

A.A.A. Certificate No. 563

THE

Asbury Park (N. J.) 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.

Eastern Representative

JAMES O'FLAHERTY, Jr.
22 N. William St., New York

Western Representative

ROBERT MACQUOID
Title and Trust Building, Chicago, Illinois

Circulation Increases 40% During Panic

The Oklahoman, of Oklahoma City, made probably the most remarkable record of any newspaper in the United States during the year 1908. It made a solid gain of 17% in classified advertising and 15% in display advertising. This was in addition to a net gain of 40% in its circulation.

For the past three months The Oklahoman's week day circulation has exceeded 30,000 copies daily and 33,000 copies Sunday.

The Oklahoman is a six-day morning paper with no Monday issue, yet during 1908 it carried more advertising than the New York Sun with its big Sunday editions, and more than any other newspaper in the United States published in a city of 50,000 inhabitants. Its record was 5,401,060 agate lines, which was only 150,000 lines less than the advertising carried by the Chicago Record-Herald.

The Oklahoman's circulation is greater than the combined circulation of any four other newspapers in the State of Oklahoma. Oklahoma is, therefore, the only "one paper State" in this country.

The E. Katz Special Advertising Agency, New York and Chicago, is The Oklahoman's Eastern representative.

TYPEWRITER STEREOTYPING.

Inventor Proposes to Revolutionize the Newspaper Printing Business.

(Special to THE EDITOR AND PUBLISHER.)
CHICAGO, March 3.—The Annual Business Show opened in the Coliseum on Monday. Among the many machines and devices exhibited are several of much interest to newspaper publishers. One man showed a system of making matrices for stereotypes direct from the first writing on the typewriter. With his system a matrix paper was inserted in any ordinary typewriter, the stenographer proceeded in the usual way, and when finished the result was turned over to a stereotyper, who made a plate from it without having had any type set, any make-ready on forms or any of the usual details followed in a printing office for making stereotypes.

The inventor and exhibitor claimed that they were about to cause a revolution in the printing of newspapers, for they are at work on an interchangeable typewriting machine which will make it possible to do all composing for newspapers and publications, direct on the typewriter and print from plates. They claim that this device, in connection with Edison's dictating machine, will eliminate all of the work and hands between the reporter and stereotyper, except the stenographer, for Edison proposes to perfect his device so that in the future a reporter on a big daily will tell his story to the dictating machine, and it will be turned over to the linotype for immediate set up.

L. H. Bryan has sold his interest in the Two Harbors (Mich.) Iron Trade Journal to Theo. G. Johnson.

NEW PUBLICATIONS.

The Vernon (Ill.) Herald has made its first appearance. G. W. Grainies is editor and proprietor.

The Noblesville (Ind.) Daily Times is the name of a new paper which will make its initial appearance about March 1. It will be edited and published by R. P. Carpenter.

The new Kalamazoo (Mich.) Press has made its appearance. It is owned by E. N. Dingley, and is an independent organ.

The Hancock (Mich.) Independent is the name of a new weekly that will be issued early in March. The Hancock Printing and Publishing Company will be the publishers.

The Auto News, of Washington, D. C., is a new monthly magazine published in the interests of automobiling. It is published by the Auto News Company.

Police Records Open to Newspapers.

A resolution to make the police records of Kalamazoo more accessible to the newspapers was introduced by Police Commissioner Balch of that city at a meeting of the commission, and passed without a dissenting vote. All information contained within the reports of the department officers will henceforth be open for inspection by reporters. Press representatives are invited to attend every meeting of the commission.

The Edgar (Neb.) Semi-Weekly Post has been sold to Charles Bayres.

FAVOR LOCAL OPTION.

Indiana Republican Editors Adopt Strong Resolutions.

The Indiana Republican Editorial Association held the annual banquet and mid-winter meeting in Indianapolis last week.

Harry A. Strohm, of Kentland, president of the association, acted as toastmaster, and Senator Beveridge was the principal speaker. At the business session on the following day the association adopted strong resolutions in favor of local option. A resolution deprecating the use of premiums for newspapers was also adopted.

The association elected the following officers: President, Edward A. Remy, of Seymour; first vice-president, Samuel E. Bays, of Plymouth; second vice-president, J. B. Van Buskirk, of Monticello; secretary, A. M. Willoughby, of Greensburg; treasurer, George Elliott, of Newcastle.

The executive committee consists of the president and secretary and the following editors: Harry M. Smith, of Greencastle; W. B. Maddox, of Bloomfield; A. M. McCain, of Crawfordsville.

Delegates to the national Republican editorial convention to be held at Seattle next summer were named as follows: J. A. Kautz, of Kokomo; W. S. Montgomery, of Greenfield; W. H. Craig, of Noblesville; M. B. Thurman, of New Albany; F. A. Miller, of South Bend, and C. W. Riddick, of Winamac.

E. J. Hall Publishing Co., Lewiston, Me.; printing and publishing; capital, \$10,000. President and clerk, W. H. Judkins; treasurer, E. J. Hall, both of Lewiston.

CIRCULATION STATEMENTS.

The Montreal (Can.) Daily Star announces that its average daily circulation for the week ending February 27 was 67,664.

The Binghamton (N. Y.) Evening Herald issued an edition of 11,768 copies on February 26.

The daily average circulation of the Washington Times for the month of February is stated at 45,052.

The Toronto (Can.) Globe states that for the week ending February 27 their average daily circulation was 52,475.

The Rochester (N. Y.) Union and Advertiser makes a sworn statement that their average daily circulation is over 26,000.

The average daily circulation of the Harrisburg (Pa.) Telegraph for February is stated by that paper as 16,023.

The Boston (Mass.) Traveler state that the sworn average daily circulation of the paper for 1908 was 87,240.

In a sworn statement the Daily Oklahoman states that the average circulation for the month of January was daily, 30,130; Sunday, 33,218.

The average daily circulation of the Duluth (Minn.) News-Tribune for the week ending February 27 was 18,571.

Proprietor of Twenty-One Papers.

E. L. Senn, proprietor of twenty-one South Dakota newspapers, mostly in newly settled sections of the State, will start another one at Le Beau, S. D., the terminus of the St. Louis railroad on the Missouri river.

QUALITY CIRCULATION

Quantity Easy to Get, but Quality Is Far Better Asset—Character of Readers Decides Their Productibility to the Advertiser.

In a talk before the Chicago Trade Press Association, on the subject of "Quality Circulation," Wesley A. Stanger, editor of The Office Outfitter, Chicago, said in part:

"The publisher who goes out after numbers in circulation to the disregard of everything else, usually gets the numbers, but he does not get the quality. He catches the crowd. He gets the people who are lured by every firely proposition, who dissipate their substance and dabble in a hundred and one things. He gets the numbers, but they haven't the money to spend with the advertisers, after they get the publication.

"The man who goes after quality, works hard and long. He gets less in numbers, takes a longer time to get them, but when they come he has them and they are an asset, for they will patronize his advertisers and pay for what they get. Mr. Gillam, who is advertising manager of the New York Herald, said recently that 'the number advertised to means much, but the character of readers means much more,' and right he was. The character of the readers decides their productibility to the advertiser.

"Talking along the same line, E. St. Elmo Lewis, one of the greatest advertising men in the country, said: 'I always judge a publication by its editorial matter. A publication can be pretty accurately judged by this test and if the man passing judgment is qualified, he can tell pretty closely who the readers will be.' It will be observed that he has said nothing at all about the number of readers, but speaks entirely of the quality.

"The reason why there is more quantity circulation than quality is due to two things. First, the demands in the past by advertisers for quantity to the utter disregard of anything else. Second, in the mad rush for business success publishers have permitted the condition to exist and have gone out after the numbers regardless of who they are or what they are, but the pendulum can not swing further on one side than it does on the other, and at some point in its sweep it touches the center.

"The pendulum of quantity has swung as far as it may and is now getting back to normal. Quality in circulation means more to the advertiser than anything else, and the fact that a publication may have a small circulation does not necessarily mean that it is not a good advertising medium, or that it is less productive than one with a list many times its length. Quantity is easier to get than quality. That is one reason why there is so much more of the former than of the

latter, but quality in circulation is just the same as quality in anything else. It stands out, no matter where you put it, and in the true test quality wins every time."

TAFT ON PRESS INFLUENCE.

Tells of Power Newspapers Exercise in Shaping Government Policies.

In his speech last week at the Philadelphia (Pa.) Academy of Music, President Taft in speaking of the relations of the learned professions toward political policies, said in part:

"In many aspects writing is a profession; in others, when it is reduced merely to the purveying and sale of news, it is a business. When conducted on the highest plane, it exerts as much influence for good as the ministry and has a wider range, and, indeed, has probably robbed the profession of part of its usefulness because it has become a substitute for it with many persons and in many families. Its power of public instruction is very great, but when it panders to the vulgarist taste for sensationalism and becomes entirely irresponsible in respect to its influence for good and its statement of the truth, its pernicious tendency is obviated only by the power of the people to protect themselves against it by a safe discrimination and a healthy skepticism and a clear understanding of its recklessness and baser motive.

"The close relation between journalism and politics and the carrying on of a government, no one who has been in the slightest degree familiar with the course of a popular government can ignore. The people demand to know what their servants in the Legislature, in the executive and on the bench are doing, and the chief, if not the only, method by which they are made aware of the character of the service rendered to them is through the press. The unjust color sometimes given through jaundiced editors and correspondents has an injurious effect, but fortunately in the number of newspapers and in the variety of motives that affects those who furnish the news, such injustice is generally remedied. The great body of the people who have discriminating common sense are enabled to reach with considerable accuracy the truthful verdict and judgment in respect to political affairs."

OBITUARY.

A. L. Patterson, one of the oldest newspaper men in Chicago, and business manager of the Chicago Times when that paper was in existence, died in that city last week. He was 78 years old.

Frederick Gordon Mason, at one time receiver for the United Press, died at his home in East Orange, N. J., last week.

DAILY NEWSPAPER FOR SALE

Prosperous evening newspaper in an Eastern city of 78,000 population. Has largest paid subscription list in city. Plant consists of 4 Linotypes, 1 Potter Press, Stereotyping Room, new type in ad room—everything in first-class condition. For further particulars address R. H. S., THE EDITOR AND PUBLISHER.

NEWSPAPER AND MAGAZINE PRESSES

Taken in Trade for Improved Hoe Machines

FOR SALE AT LOW PRICES

GOSS QUADRUPLE PRESS, Printing 4, 6, 8, 10, 12, 14 and 16 pages
GOSS THREE-ROLL PRESS, Printing 4, 6, 8, 10, 12, 16, 20 and 24 pages
GOSS THREE-PLATE-WIDE PRESS, Printing 4, 6, 8 and 12 pages
GOSS SINGLE-ROLL PRESS, Printing 4 and 8 pages
SCOTT SEXTUPLE PRESS, Printing 4, 6, 8, 10, 12, 14, 16, 18, 20, 22 and 24 pages
SCOTT THREE-ROLL PRESS, Printing 4, 6, 8, 10, 12, 16, 20 and 24 pages
SCOTT SINGLE-ROLL PRESS, Printing 4 and 8 pages
POTTER TWO-ROLL PRESS, Printing 4, 6, 8, 10, 12 and 16 pages
POTTER SINGLE-ROLL PRESS, Printing 4 and 8 pages
BULLOCK SINGLE-ROLL PRESS, Printing 4 and 8 pages
COX DUPLEX PRESS, Printing 4, 6 and 8 pages
COTTRELL MAGAZINE PRESSES, For pages 9¼ x 6¼ inches
COTTRELL MAGAZINE PRESS, For pages 14½ x 10½ inches

Let us know your requirements. We have the press to suit them

For prices and further particulars apply to

R. HOE & CO., 504-520 Grand St. NEW YORK

also

7 Water Street, BOSTON, Mass.
 143 Dearborn Street, CHICAGO, Ill.
 160 St. James Street, MONTREAL, Que.
 109 to 112 Borough Road, LONDON, S. E., England
 8 rue de Châteaudun, PARIS, France

Alfred L. Snell, managing editor of the Oil City (Pa.) Derrick, died at his home in that city last week, after a brief illness. He was 53 years old.

W. B. McCloy, former editor and proprietor of the Ortonville (Mich.) Hustler and at one time in the employ of Horace Greeley, died last week.

Harmon H. Woodworth, an advertisement and newspaper writer, died last week in his home in Maywood, a suburb of Chicago. Mr. Woodworth was born in Moline, Ill., and was 33 years old. For several years he was connected with the advertising and editorial departments of the Chicago (Ill.) Record-Herald.

J. Edward Jennings, a resident of Chicago for twenty-five years, died suddenly of heart disease last week. In 1885 he became one of the associate editors of the Associated Press and later became night manager of the Chicago headquarters of that organization. He was affiliated with a Chicago news service until a few months ago, when illness forced him to cease work.

Alfred V. N. Slingerland, one of the oldest printers in Michigan, and for 30 years one of the proprietors of the Hastings (Mich.) Journal, died last week. He was 55 years old.

Colonel Thomas Burton, a well-known retired publisher and editor, died suddenly at Sheboygan, Mich. He published papers at Youngstown and other places in Ohio and Pennsylvania.

Colonel E. S. Wilson, editor and proprietor of the St. Lawrence (Ia.) News, died at his home in that city last week. He was the founder of the News and was 68 years old.

Rev. Dr. Theodore L. Cuyler, pastor emeritus of Lafayette Avenue Presbyterian Church of Brooklyn, N. Y., and one of the best known writers on ethical subjects in the country, died last Friday in his home in Brooklyn, aged 87 years. A sketch of his life will be printed in the next issue of THE EDITOR AND PUBLISHER.

IS YOUR COMPETITOR WORKING YOUR PAPER'S "GOLD MINE"?

ANY newspaper that has the bulk of the small ad. business in its field IS, INVARIABLY, THE IMPORTANT AND PROSPEROUS PAPER OF ITS TERRITORY. No such newspaper ever failed, financially. The "want ad. business" of any live town or city is a veritable gold mine. Any paper can get this business. In fact, to have less than all of the want ad. patronage of YOUR OWN readers is to practically "lay down" to your competitor. Using the Showalter Service, your paper can "get its own" in the way of want ad. business.

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

\$6,974

INCOME IN 1908

To owner from southwestern daily. Annual business of over \$17,000.00; 1 linotype, 4 presses, motor, engine, etc. ABSOLUTELY NO COMPETITION. Growing city of 12,000. \$17,000.00 will buy. \$5,000.00 cash necessary. Balance can be deferred. Proposition No. 447.

C. M. PALMER

Newspaper Broker,
277 BROADWAY, NEW YORK.

Koller Says:

"FOR a small amount of money, you can provide a weekly income for yourself if totally or partially disabled by Accident or Sickness, and leave your little family well-fixed in case you are suddenly or unexpectedly taken from them."

Don't put it off—you never can tell who'll be next. For full particulars 'phone me, 2588 Stuyvesant, or address

Chas. W. Koller, 32 Union Sq.

CAPPER'S "LITTLE TALK."

He Says "Circulation is the Measure of Advertising Value."

Arthur Capper, publisher of the Topeka (Kas.) Capital and other mediums, printed his second of the "Little Talks on Advertising" this week. He wrote:

The publisher can afford to sell his space for a certain price. If he takes less, bankruptcy lies ahead.

The merchant can afford to pay for space a certain price. If he pays more he may not land exactly in the bankruptcy court, but he is inviting the sheriff to keep an eye on him.

What is that price?

There's the whole problem of space buying—the money end of advertising to a single phrase.

Advertisers and publishers alike have many different theories about what constitutes an equitable rate and about how it can be determined, but all their theories have one common starting point and that is:

Circulation.

No man is so simple-minded as to imagine that every thousand of circulation has a value equal to that of every other thousand, or an equal value to every advertiser. Circulations differ in quality, the difference depending upon the people reached, the territory covered, the standing of the publications, and a dozen other factors, but no matter how high-grade a circulation is, what the advertiser can afford to pay for it depends upon how much there is of it.

That's the first question, after all.

I am afraid that the publication which places undue emphasis upon the quality of its circulation and sings small about the quantity, is like the men who continually boast of their ancestry or the lady who protests too much about her honor.

A nose of extra acuteness is not necessary to detect a rodent.

A wise advertiser looks upon the daily newspaper as a means of circulating the story of his wares among the largest number of possible customers.

Is he asking anything unreasonable when he demands to know just how many persons the newspaper goes to, and where they are?

I think not.

Circulation is the measure of advertising value, and like all weights and measures, should be within the law's keeping. Newspaper publishers are the salt of the earth, of course, but as long as the law inspects the merchant's yard-stick and the grocer's scales, the publisher has small ground for complaint if the same law require him to give the advertiser full measure—ten hundred papers to every thousand.

Why not?

This IS the Paper that made San Antonio

A One Paper Town



Sworn Circulation 8,500 and The Biggest In Town At That

Always on the Job for the Advertiser

BECHWITH
CHICAGO
Tribune Building
NEW YORK
Tribune Building

The American Newspaper Annual

FOR 1909

IS NOW READY

First prepared thirty years ago for its own needs by the largest Advertising Agency in the country, this work has year by year grown into wider use until to-day all advertising agencies, and practically all general advertisers, go by the facts which it presents in compact and convenient form. It is also in regular use by many men in many other lines.

The new volume contains 1350 pages, and represents the continuous work of eight people, exclusive of pressmen, binders, etc.

It lists nearly 24,000 publications that carry advertising, giving location, age, size, price and other data concerning each.

The circulations are given in plain figures as everybody now admits they should be. It contains special up-to-date maps of every State and Territory. It gives gazetteer descriptions of every newspaper town in the country.

It has many special lists—of dailies—of magazines—of class publications—of journals representing every industry and trade. It has a Code for the use of advertisers.

There are several thousand changes incorporated in the present volume. One should, therefore, not expect more from an old copy of the book than from an old time-table.

The price of the book is \$5.00, carriage paid. You can have a prospectus if you wish it, but the book itself is better than any advertisement of it. Once put to use it becomes indispensable. Order a copy now and have the benefit of it the entire year.

N. W. AYER & SON, Publishers
Philadelphia, Pa.

CLUBS AND ASSOCIATIONS.

The first annual convention of the Southwestern division of associated advertising clubs was held in St. Joseph, Mo., last week.

A. E. Hutchings, of Kansas City, presided, and among the speakers were: Lafayette Young, of the Des Moines Capital; Ewing Herbert, of the Hiawatha World; Charles Morris, of the St. Joseph Gazette, and Frank P. MacLennon, of Topeka.

The following are the newly elected officers: President, Frank P. MacLennon, of Topeka; first vice-president, George W. Baker, of Dallas, Texas; second vice-president, S. W. Spotts, of Kansas City; secretary, J. L. Vincent, of Topeka; treasurer, Jesse Schwartz, of St. Joseph. Directors: R. E. Bassett, of St. Joseph; A. E. Hutchings, of Kansas City; Charles Hutchings, of Oklahoma City; Thomas P. Thornton, of Dallas, and J. W. Booth, of St. Louis.

Mr. MacLennon, the newly elected president of the association, said in part:

"The best advertising is that which advertises, that is, turns toward the right; that which turns toward right things, right thoughts and right living; that which turns toward charity, toward courtesy, toward promise, toward progress, and that which turns us to high purposes, to high resolves, to all the good things of this life and of the life to come, is truly, 'the best advertising.'"

The twenty-fifth annual banquet of the Lawrence (Mass.) Press Club held at the Franklin house in that city last week proved a great success. The guests included many notable men in political and civic life. Among the speakers were: President Allen T. Treadway of the State Senate; Mayor George H. Brown, of Lowell; L. E. Bennink, Hon. John N. Cole, ex-Mayor James F. Leonard and William G. Murphy of the Boston Globe.

The third annual banquet of the Elmira (N. Y.) Press Club was held on last Saturday evening at the Hotel Rathbun. An original programme of good-natured and keen-witted satire and fun, after the style of the Gridiron Club, was rendered. Among the fun makers were: Frank E. Tripp, Francis W. Ross, Tom Wrigley, John C. Donohue, George Crandall, Frank E. Gannett, William P. Carpenter and Maxwell Beers. Grant De Ved acted as stage manager. The officers of the Elmira Press Club are: Dr. W. J. Copeland, president; Milo Shanks, vice-president; Frank E. Tripp, secretary; Frank E. Gannett, treasurer; directors, Charles R. Sanderson, Evan I. Pattengill, Frank W. Ross, M. D. Richardson, Karl Fisher; banquet committee, J. Maxwell Beers, John M. Connelly, Milo Shanks, John Moore, Grant De Ved.

SUBURBAN PARADISES.

Raymond D. Carter Helps New Yorkers to Find Them.

Raymond D. Carter, advertising manager of the Central Railroad of New Jersey, is attracting wide attention because of work as editor of the Suburbanite, a monthly magazine devoted to the optimistic side of suburban life. With a million people—more or less—of New York City dreaming of a home beyond the city gates, or actively hunting for the same, the Suburbanite is being devoured and the New Jersey suburban country is being prospected by thousands who read Mr. Carter's magazine.

Before assuming charge of the advertising of the Jersey Central, two years ago, Mr. Carter was managing editor of the Newark (N. J.) Morning Star. Prior to that he was city editor of the Evening Star. He had long been connected with the old Newark Advertiser and the Newark Evening News as reporter and in editorial capacities. His office is in the big building at Liberty and West streets, New York.

Judge A. B. Cunningham.

Col. A. B. Cunningham, identified with Baltimore, Md., newspapers for the past twenty-two years, has been appointed judge of the Appeal Tax Court of Baltimore.

ALBERT HANSON.

Will Become Assistant to Brother on the Birmingham (Ala.) News.

Albert Hanson, who has been connected with the advertising department of the Montgomery (Ala.) Advertiser for the past five years, joined the advertising force of the Birmingham (Ala.) News last week. Mr. Hanson is a brother of Victor H. Hanson, vice-president and general manager of the Birmingham News.

Mr. Hanson, who has been an extensive traveler, has in course of preparation a series of articles on the subject of advertising from the standpoint of men in the business in other countries, for one of the leading magazines.

Japanese Editor Indicted.

Y. Soga, editor of the Honolulu Nippon Jiji, has been indicted by a grand jury as a dangerous and disorderly person because of inflammatory articles appearing in his paper. For several weeks he has waged a bitter campaign for a strike of Japanese plantation laborers for higher wages and advocated that all Japanese leave the Hawaiian Islands if their demands were not granted.

The Harlan (Ia.) American has installed a linotype of the latest model.

The New York Times publishes more instruction advertising than any other New York newspaper, morning or evening. The greatest number of high-class schools have concentrated upon The New York Times as the best medium to present the advantages of their schools to the largest as well as the most select clientele in the United States.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President. G. P. LEFFLER, Secretary-Treasurer.
PHILIP R. DILLON, Managing Editor.

SUBSCRIPTION, \$1.00 PER YEAR. FOREIGN, \$1.50. SINGLE COPIES, 5 CENTS.
ADVERTISING RATES.
DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.
Entered at Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, MARCH 6, 1909.

A FINE NEWSPAPER OFFICE IS A FINE ADVERTISEMENT.

Assuredly no one will deny that a man's reputation in the business community is considerably dependent on the sort of house he lives in and the kind of neighborhood in which that house stands.

Is it not logically true that a newspaper's reputation is somewhat dependent on the locality and appearance of its home building?

Consider the case of Portland, Oregon, a city of 95,000 people, a typical, normal American city.

When the stranger arrives, the citizens, with frank civic pride, show him the things of which they are proud—the finest buildings and streets and parks and industrial plants.

They point out a modern building, some ten stories high, fronting the main street and say: "That is the Oregonian building." No need to extol it.

It is indeed a splendid structure, as buildings are classed in cities of that size. Above all, to a business man, it speaks convincingly of prosperity. Surely, he will say, the Oregonian must be a prosperous newspaper and its character high.

It is true. The Oregonian is as prosperous as its home tells. Even if it were not, the stranger would still credit it, would accept the building as evidence. And thus it is that the Oregonian is not solely a business enterprise of Portland. It is an institution.

So there are other newspaper buildings of this institutional character in other cities.

Now, it is a curious fact—one might better say a whimsical fact—that newspaper owners do not house their newspapers in unwholesome neighborhoods or in ugly or otherwise forbidding structures, because they consciously want to save money that way. It is rather because they are indifferent. They are careless, believing that the public is interested only in the appearance and contents of the printed sheet.

We believe such newspaper owners mistake the public mind. The public is ever ready to accept the newspaper as an institution when the paper rightfully assumes the place. When a paper becomes an institution, the people claim a sort of vested interest in it, and, in the wholesome vanity of normal humans, will feel a big satisfaction when they can say with gusto: "There is the office of our paper! Isn't it fine?"

When people visit New York nowadays, what do the guides show them? The Singer Building and the great Met-

ropolitan tower. Great advertisements are these structures.

And, also, fine presses and fine machinery of all kinds are finer for being in a fine building.

COMMENT.

The Patterson (N. J.) News announces that henceforth churches, lodges, etc., will have to pay for such publicity as they desire in its columns, unless they have their printing done in some recognized newspaper office.

Most newspapers give away lots of space in this manner and when the institutions in question want printing done they seek out some cheaper office. This is generally true of papers all over the country and is largely the fault of the newspapers themselves.

It should be explained to these people that newspaper space is valuable, the same as any other commodity, and is for sale at a price.

Those who wish to use the columns of a newspaper, will have an added respect for it if they have to pay for the privilege. Incidentally it will increase the bank account of the paper.

The Louisville (Ky.) Herald made a hard fight against the so-called night riding in Kentucky. Incidentally it criticized a judge and a prosecuting attorney for alleged failure to perform their duty. The editor was promptly indicted for libel as a result. Governor Wilson pardoned him and congratulated the paper upon its stand for law and order.

Editors, as a rule, do not assail persons through personal spite or malice, but by exposing evil and corruption seek to better conditions by arousing public sentiment. The purpose of the press is not only to disseminate news but to expose all wrong doing, no matter by whom committed.

Governor Wilson is to be congratulated in thus upholding the Herald, for work performed in the line of duty.

We are indebted to Samuel W. Meek, business manager of the Washington Herald, for a kind invitation to make use of the Herald's reception rooms in the Union Trust Building, corner of H and 15th streets, N.W., during inauguration week.

Clem G. Moore has secured control of the Crawfordville (Ga.) Advocate-Democrat. This is the third time Mr. Moore has owned that publication.

POET BIXBY

Philosophizes to Nebraska Editors in the Style of Alex. Pope and Advises Them to "Die Game."

At the meeting of the Nebraska State Editorial Association held last week in Grand Island, A. L. Bixby, the poet-philosopher of the Lincoln (Neb.) State Journal, read the following poem, entitled "A Comparison of Callings":

Sometimes we are, and sometimes we are not, "Afflicted" with coherency of thought. Sometimes the "mill" grinds out a telling hit; Sometimes it will not grind a little hit.

THE FARMER.

The farmer plows the deep, productive soil, And time and circumstance direct his toil. Into this fertile soil he drops the grain; Warmed by the sun and watered by the rain It sprouts and grows and lends its wealth of green

To gladden and to glorify the scene. The duties and the privileges are clear To those who farm the farms year after year. They rise betimes, at early dawn of day, And feed the working horses grain and hay, The boar black pig of meal a half a peck; And then they milk the spotted cow called Speck.

The breakfast bell rings clear upon the air, And father and the boys are promptly there To do full justice to the morning spread, The fresh, sweet butter and the new-made bread, The eggs, straight up, the strip of juicy meat, And just one thing to do, that is to eat.

THE MECHANIC.

The skilled mechanic has the plans designed By one who has that sort of thing in mind, And his full duty follows—to abide And do the work as plainly specified. If, then, the finished product doesn't "pan," The blame rests clearly with the other man, His own full pleasure, when his labors cease, To draw his pay and go his way in peace.

THE MERCHANT.

The merchant—ah, how clear his duties rise: That he may sell he first must advertise Himself and wares, that he has come to stay. And he must keep it up day after day. Week in and out, in weather dry or wet, As Rudyard Kipling says, "Lest we forget." Then, be he one who deals in drugs or foods, His duty is to be there with the goods, The same displayed in most attractive shape— His motto: "Let no guilty man escape."

LAWYERS AND DOCTORS.

The lawyer whose invisible estate Grows fat and full when people litigate, Who enters when disputes make neighbors mad, To settle things and put both to the bad. The doctor with his little case of pills, Who shoots the same against our vital ills, Or with the ready knife for ready use Oft operates, with very slight excuse Beyond the prospect of fat recompense, That leaves a poor man less than thirty cents—

These men and others of the human race I cannot name for want of time and space, Have each their own peculiar line of thought; But we, the members of the press, are not Permitted thus to toil in grooves defined, So restful both to body and to mind.

THE EDITOR.

Not only must we toil for bread to eat— Work like the devil to make both ends meet— But it is ours with weary hearts and brain, To strive to please, enlighten, entertain, Instruct, inspire, and in some way make shift To be a factor in the world's uplift. And then, we owe this duty to the state, To groom the politician, featherweight, And in this manner turn a clever trick To serve the party—oh, the conscience-prick When he for whom we shed our blood, alas, Turns out to be no statesman, but an ass For whom, instead of classing with the wise, We pour on ashes and apologize. Not that it always turns out so, praised be.

PICKING A WINNER.

Great glory is the lot of you or me When one for whom we shed the crimson ink, Makes good as has, for instance, Mr. Sink. In what that man has done we all take pride— Sheets nine feet long (and forty-five feet wide)

Have been the dream of many a gay old sport Who tried to rest in sheets a foot too short. I will not strive to recapitulate The varied duties that upon us wait; The pleasures and the pains, the love and hate, That through our daily efforts alternate. So many tastes to cater to, it's plain An effort to please all must be in vain. Our duty clearly is to print the news, Be brave enough to give our honest views; Not always slow to praise or swift to blame— Full-plumed to live or, dying, to die game.

GERMAN ADVERTISING TAX.

The Daily Political Papers to Yield Ten Million Marks.

The German national debt has assumed such an alarming height that new sources of revenue must be considered. Among other things it is proposed to tax all advertisements which appear in inland newspapers and periodicals and such circulars or prospectuses as appear from time to time or are added to the regular papers. While the press will naturally fight the project, it is asserted that the general public favors it. In speaking of this plan the Berlin correspondent of the London Newspaper Owner says in part:

"The Government will exact the tax from the publisher, and does not trouble about whether he pays it from his pocket, or has it paid by his advertisers. In the former case, it is a special trade tax, and unjustified, but if the public is required to pay it, it increases the running expenses of a business, for advertising counts nowadays just as much as rent for the shop, lighting, heating, salaries, etc. The author of this project asserts that this tax will not be a burden to business men, as nobody is compelled to advertise. Of course, this shows a perfect ignorance of the real facts, as advertising is now an absolute necessity, even in Germany, where it is not nearly so popular as in England and America. Only small advertisements up to five lines for people seeking a position are free from tax.

"The daily political papers in Germany are expected to yield ten millions, while the largest contribution will come from the trade papers and weekly journals. These will yield 22,000,000. From estimates made by a special commission, it is expected that over 29,000,000 marks will be secured by the tax from advertisements, 100,000 marks from prospectuses, etc., mailed with the papers, and 4,700,000 marks from posters, placards, etc. Everything will be taxed; advertisements in papers, directories, catalogues, on covers of books, street-car tickets, prospectuses mailed with periodicals, posters, placards on the house walls, electric signs; indeed, every conceivable form of announcing anything publicly, with the exception that a five-line advertisement from people seeking a situation is left free."

Author of 1,000 Hymns Dead.

Albert Midlane, of London, England, the author of 1,000 hymns, died last week. He was a noted authority on hymnology and was awarded the Distinguished Service Gold Medal of the Sunday School Union for services rendered to hymnology. Fifty years ago he wrote "There's a Friend for Little Children," now translated into all languages.

Advises Carnegie to Build Newspaper.

Walter Wellman, in an address on journalism before the University of Missouri last week, advised Andrew Carnegie to "build his most useful and enduring monument by founding at Washington the greatest newspaper in the world."

PERSONAL.

J. W. Litchfield, editor of the Technology Review, spoke before the Washington (D. C.) Society of the Massachusetts Institute of Technology last week.

Patrick J. Haltigan, editor of the National Hibernian, delivered a lecture in Hartford, Conn., last week, by special invitation of the Ancient Order of Hibernians of Connecticut.

Lee B. McHargue, business manager of the Loudon (Ky.) Mountain Echo, has been appointed postmaster at Loudon by President Roosevelt.

Dr. J. Berg Esenwein, editor of Lippincott's Magazine, lectured before the Trenton (N. J.) Y. M. C. A. on last Sunday on "Choosing an Ancestor." This lecture was the first in a series of Gospel messages from journalists that will be given from time to time.

William G. Murphy, of the Boston Globe, was one of the speakers at the twenty-fifth annual dinner of the Lawrence (Mass.) Press Club.

S. J. Duncan Clark, associate editor of the Louisville (Ky.) Herald, lectured on the "Signs of the Times" before the Louisville Socialist organization last week.

J. Henry Smith, vice-president of the Newark (N. J.) Star Company, was operated on last week in Chicago, for appendicitis. Mr. Smith was on his honeymoon when taken ill.

Dan. C. Seitz, business manager of the New York World, addressed the students in the journalism class, conducted by the Bedford Branch of the Brooklyn Y. M. C. A. on last Monday evening.

Col. O. P. Gresham, editor and owner of the Temple (Tex.) Mirror, was married on Feb. 17 to Miss Willie E. Chambliss of Albany, Tex. Rev. J. H. Chambliss, father of the bride, officiated.

Charles J. Bellamy, publisher of the Springfield (Mass.) Daily News, was in New York this week, in the interest of that paper.

Elijah W. Halford, formerly editor of the Indianapolis Journal and afterwards secretary to President Harrison, and until recently a paymaster in the United States Army, has been appointed secretary of the Laymen's Missionary Movement in the Methodist Church.

I. F. Mack, editor and proprietor of the Sandusky (O.) Register, is visiting his daughter, Mrs. John C. Robinson of Long Meadow, Mass.

R. E. Homer, editor of the Parkersburg (W. Va.) Sentinel, is being boomed for the Democratic nomination for Mayor.

Walter C. Gabennesch, publisher of the Cincinnati (O.) Daily Bulletin, a financial paper, surprised his friends last week by announcing that he was married on September 15 to Miss Elsa Wilms.

R. E. Austin, city editor of the Grand Forks (N. D.) Times, was married last week to Miss Katherine Mayor, of East Grand Forks.

J. George Schempp, president of the Norwest Business Men's Association of Philadelphia, has been made editor of The Journal, the official organ of the society.

COMPLIMENTARY DINNER.

Knoxville Staff's Farewell to Two of Its Members.

Members of the editorial and reportorial staffs and the heads of the various departments of the Knoxville (Tenn.) Sentinel gave a farewell dinner on last Saturday evening to Cole E. Morgan and George H. Freeman, who are leaving the Sentinel.

Mr. Morgan leaves the Sentinel to become city editor of the Chattanooga News, and Mr. Freeman goes to Washington, where on March 4 he becomes private secretary to Hon. R. W. Austin, congressman elect from the second district of Tennessee.

Wiley T. Morgan, managing editor of the Sentinel, presided as toastmaster. G. F. Milton, editor of the Sentinel and president of the Chattanooga News Company, spoke of the splendid service both men had rendered to the Sentinel. Similar sentiments were uttered by everyone present.

Those present were: G. F. Milton, J. B. Keesling, J. D. Clanton, W. B. Baker, Clyde Emert, D. S. Elias, Frank West, Gordon Nye, Robert Brooks, R. P. Williams, D. B. MacGowan, Arthur Mynders, O. L. Humphrey, S. E. Booking, Wiley T. Morgan, G. H. Freeman, Joe V. Williams, G. F. Milton, Jr., Cole E. Morgan and W. W. Bean.

Sporting Writers' Dinner.

The Sporting Writers' Association of Philadelphia gave their fifth annual dinner on last Tuesday evening at the Hotel Majestic. Among those present were the presidents of the two baseball leagues, the chairman of the national commission, president Sexton of the National Association, the presidents of the two local leagues and their managers and former National League president N. E. Young.

Ed. Keen's Accomplishment.

Ed. L. Keen, manager of the Washington Bureau of the United Press Association, is given credit for getting the release of President Taft's speech at 12 o'clock noon, on March 4. There was a disposition to refuse it to the press association and hold it until it was actually delivered. Mr. Keen personally argued strongly for a stated hour and cited precedence of President Roosevelt and former Presidents. He convinced the bureaucrats and secretaries and won his point.

Baltimore Journalists' Club Show.

The Baltimore (Md.) Journalist Club gave their annual entertainment at the Lyric Theatre in that city last week. The programme included vaudeville, comedy and drama acts by the best of the professionals playing in Baltimore at the time. Miss Percy Haswell and Miss Henrietta Crosman were among those who appeared.

SCRAMBLE FOR THE PAPER.

PHILADELPHIA, Pa., Feb. 27, 1909.

THE EDITOR AND PUBLISHER.
Gentlemen: Your valuable publication shows that you are always "Johnny on the Spot" when it comes to publishing the latest news, and your prompt service is very much appreciated by us; in fact, there is always a scramble for your magazine among the men in our office. Wishing you the success which you so well deserve, we remain,

Very yours truly,

H. J. KLEINMANN.

Proprietor of German-American Advertising Agency, Mint Arcade.

Once a Year Club Dinner.

The Once a Year Club, the membership of which is composed of publishers and editors of insurance newspapers and periodicals throughout the United States, held its annual dinner at the Hotel Astor in New York last week. Among those present were: Charles J. Smith, editor of The Vigilant; Charles J. Jenney, publisher of The Weekly Underwriter; Thomas Cohen, editor of Views of Washington, D. C.

B. B. Eslinger has purchased a half interest in the Carroll County Progress, published at Berryville, Ark.

UNITED PRESS BULLETINS

The United Press has established a new thousand-word circuit filed out of St. Louis for afternoon papers in the Southwest.

The Milwaukee Sentinel is using the full leased wire and sporting service of the United Press for its new afternoon edition.

Other recently added clients of the United Press are the Lima (Ohio) News, Prescott (Ariz.) Courier and the Henderson (Ky.) Journal.

ASSIGNMENTS OF OPERATORS.

G. E. Cox to the main office, Chicago.

E. C. Cotter to the Milwaukee Sentinel.

A. W. Holt to the St. Paul News.

W. V. Loomis to the Wilmington, Del., Journal.

C. C. Main to the Norwalk, Conn., Hour. *

Germane Publishing Co., Bellingham, Wash. Incorporated, capital, \$10,000.

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

Features in matrix, plate or copy form at prices in conformity with conditions.

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.

NEW YORK

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 Cl't'l Times Star, Detroit Free Press, etc. TRIAL FREE.

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

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotyping Machinery
444-446 Pearl Street NEW YORK

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

F. ALCORN

Newspaper Representative
FLATIRON BLDG. NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

AI LINOTYPE MACHINIST

Of 10 years' practical factory and office experience desires change. Capable of handling any size plant. Best of references. Address C. P. R., care of THE EDITOR AND PUBLISHER.

WANTED—BY A THOROUGH

Newspaper man of long experience on metropolitan, small city and country papers, an inside position as editor or general assistant on prosperous country weekly or small daily. Am looking for permanent and pleasant location rather than to size of salary, and have the ability to make myself very valuable to publisher who desires able and intelligent assistance at reasonable cost. Exceptional writer and can create features that will add to paper's reputation and circulation. Address M. J. M., Box 366, Shelburne Falls, Mass.

A CARTOONIST

And illustrator wants position for either kind of work. Will send samples of work. Address Box 443, Decatur, Ill.

NEW YORK CITY

Newspaper man wants position as managing editor in medium sized city. Thoroughly grounded in news handling and getting out the paper. Experience ranges from small dailies to largest. Address T. W., care THE EDITOR AND PUBLISHER.

FOR SALE.

FOR SALE OR EXCHANGE

Compositing Type Casting Machine, made by National Compositing Co., Baltimore, model 1906, in good casting condition—very cheap. O. C. Gussasz, San Antonio, Tex.

54" SEYBOLD "HOLYOKE" cutter, also cutting machines of larger and smaller sizes, at bargain prices. Bookbinding machinery, printing machinery and paper box machinery of every description. HENRY C. ISAACS, 10-12 Bleecker Street, N. Y.

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.

By the Evening Wisconsin Company.
Daily average for 1907, 28,082.

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended of any other paper on the Pacific Coast.
Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

MISCELLANEOUS.

WOULD BUY AND SELL NEWS-PAPERS.

If you will sell your newspaper plant write us; we may have a buyer.

If you have a desire to enter the newspaper field write us; we may have just the location you want. No plant too large or too small to handle.

A general newspaper brokerage and newspaper positions secured. Enclose stamp for reply. Deal only with responsible parties. Reference exchanged. FRANK'S NEWS-PAPER BROKERAGE CO., 1508 Conery street, New Orleans, La.

WRITER AND DESIGNER OF ADS.

If you have a merchant who finds his advertising is not paying, have him write me. I write and design ads, and advise methods that bring about business. In doing this you might benefit the merchant, yourself and help me. Let's try it. J. FRANK, 1508 Conery street, New Orleans, La.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Hull Company, Franklin street, New York, is placing a line of classified advertising through W. W. Sharpe & Co., 99 Nassau street, New York.

The Michelin Tire Company, Milltown, N. J., is asking for rates.

The Agate Agency, Temple Court, New York, is placing 1,000-line contracts in Southern papers for the advertising of the De Miracle Chemical Company, same city.

The Gardner Agency, St. Louis, is placing 1,000-line contracts in the Southwest for the advertising of J. F. Gregory.

Albert Frank & Co., Broad Exchange Building, New York, is placing 3,000-line contracts for the advertising of the North German Lloyd Steamship Company in Southern papers.

Frank Kiernan, 156 Broadway, New York, is placing 1,500 lines in Eastern dailies for the financial advertising of B. H. Sheftels.

H. W. Kastor & Sons, St. Louis, are placing 5,000 lines in Central West papers for the advertising of the American Wine Company, Cook's Imperial Champagne, same city.

J. L. Stack, Chicago, is placing 3,000 lines in Southern papers for the advertising of A. M. Cleland.

The Morse Agency, West Thirty-fourth street, New York, is placing 5,000-line contracts in Pacific Coast papers for the advertising of Dr. Lyon's Tooth Powder.

Lord & Thomas, New York, are placing 228 inches in Western papers for the advertising of the Joseph Feiss Company.

E. Fougere & Company, 90 Beckman street, New York, is placing 2,600 lines in Central West papers through W. W. Sharpe & Co., 99 Nassau street, New York.

Homer W. Hedge Company, Fifth avenue, New York, is asking for rates on mail order advertising in papers throughout the country.

The Blaine-Thompson Company, Cincinnati, are sending renewal contracts for the Evens Chemical Company, "Big G." This agency is also making contracts in Southern papers for the advertising of Joseph A. Magnus & Co., Murray Hill Whiskey, same city.

The Chambers Agency, New Orleans, La., are using 12 inches in Southern

papers for the advertising of the Reily-Taylor Company, Luzianne Coffee, same city.

Nelson, Chesman & Co., St. Louis, are placing 136 lines, 26 times, in Sunday papers in the Southwest for the Dr. Joseph Lister Company, Chicago. This agency is also using Sunday papers for the advertising of Dr. G. C. Young, Dr. Young's Peptopad, Jackson, Mich.

Green's Capital Agency, Washington, D. C., is taking up new territory for the advertising of the Orrine Company, Orrine Cure for Drunkenness, same city.

Albert Frank & Co., Broad Exchange Building, New York, is sending out orders for the advertising of the Great Northern Railroad Company, St. Paul, Minn.

The Spafford Advertising Agency, Boston, is using a selected list of dailies for the advertising of the John Hancock Mutual Life Insurance Company, same city.

ADVERTISING NOTES.

C. E. Lambertson has joined the staff of the Paul Block special representative organization in New York. Mr. Lambertson was formerly manager and later representative of the Star League of Indiana.

R. W. Page, business manager of the Columbus (Ga.) Ledger, was in New York last week calling on the general advertisers, with his foreign advertising representative, C. A. Menet, 220 Broadway, N. Y.

The Ben Leven Advertising Company has been expanded to the Ben Leven-Nichols Advertising Company. The change was brought about through the association of two men with the old company and they are Charles F. W. Nichols, who until recently was business manager of the Chicago American, and Joseph H. Finn, who has been prominently connected with a number of leading Western publications. Mr. Leven remains as president of the company. The other executives are: Vice-president, Charles F. W. Nichols; treasurer, Clayton Cunningham; secretary, Joseph H. Finn.

The Topeka Daily Capital

I guarantee a larger circulation in Topeka,
A larger circulation in Shawnee and adjoining counties,
A larger circulation in Kansas than any other daily newspaper in the State. Circulation now more than

30,000

reaching every postoffice in the State, every day in the year.

The Capital is absolutely supreme in its home city and in its state.

ARTHUR CAPPER
PUBLISHER

Topeka, Kansas

ROLL OF HONOR

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

ALABAMA.		TEXAS.	
ADVERTISER	Montgomery	CHRONICLE	Houston
ITEM	Mobile	RECORD	Fort Worth
		LIGHT	San Antonio
CALIFORNIA.		WASHINGTON.	
BULLETIN	San Francisco	TIMES	Seattle
EXAMINER	San Francisco		
CONNECTICUT.		WEST VIRGINIA.	
TELEGRAPH	New London	GAZETTE	Charleston
		WISCONSIN.	
FLORIDA.		EVENING WISCONSIN	Milwaukee
METROPOLIS	Jacksonville		
GEORGIA.			
CHRONICLE	Augusta		
LEDGER	Columbus		
ILLINOIS.			
HERALD	Joliet		
JOURNAL	Peoria		
IOWA.			
CAPITAL	Des Moines		
KANSAS.			
CAPITAL	Topeka		
GLOBE	Atchison		
EAGLE	Wichita		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000)	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS	Charlotte		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
OHIO.			
REGISTER	Sandusky		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		

Big Advertising Figures.

The Seattle (Wash.) Daily Times states that it carried 6,970 more inches of advertising in January, 1909, than in January, 1908. The Los Angeles Times prints a table in which the Times ranks first of all the dailies of the country, for advertising carried in December, with the Seattle Times second. The Los Angeles Times is given 91,392 inches in the table, and the Seattle Times 66,465 inches.

Will Advertise Arkansas.

The April number of the Southwest Trail, a magazine issued by the Rock Island Railroad, will be devoted entirely to an elaborate description of the resources and opportunities of Arkansas. Walter D. Braddock, advertising agent for the Rock Island, with headquarters at Little Rock, Ark., furnished most of the material.

The Saturday Night Forum, a Des Moines weekly established by B. W. Blanchard in 1908 has suspended publication.

Gains 29394 lines

The Washington Herald is progressive and aggressive. It is growing because of its merits as a newspaper. It does not scream. It prints the news. A copy will be sent for the asking.

The Washington Herald
Washington, D. C.

J. C. Wilberding
Eastern Representative,
Brunswick Building, New York.

Barnard & Branham
Western Representatives,
Boycott Building, Chicago, Ill.

Year's Progress of
The Springfield (Mass.) Daily News
Circulation increase 8 per cent.
Foreign advertising increase 44 " "
Want Advertising increase 61 " "
We lead all competitors in the local field. Second to no 2c. afternoon paper in Massachusetts in number of pages, amount of news, quality of output, standing and prestige.

NEWSPAPER PLANT FOR SALE CHEAP

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans Item offers for sale one Scott 3-deck, straight line, printing press, with extra color deck, complete with stereotype machinery blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horse-power electric motors, and, if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color section on Sunday, and is for sale only because of necessity for larger mechanical facilities by the Item. Special bargain offered in order to save storing it in New Orleans. Address Frederick I. Thompson, 225 Fifth Ave., New York, N. Y., or James M. Thomson, c/o The New Orleans Item, New Orleans, La.



"ROUND THE WORLD"

Edward S. Wright, Former Editor, Writes a Delightful Account of His Travels and a Powerful Analysis of the Japanese Question—A Japanese Newspaper's Report of a Baseball Game.

"Westward 'Round the World," by E. S. Wright (E. P. Dutton & Co., New York; price, \$1.25).

Emphatically, this is a book worth while to travel or stay-at-home. Above all, it is rich in interest for Americans. A newspaper man wrote it. Not all books written by newspaper men are of great interest to the craft. This one has a deliciousness for litterateurs. Any newspaper man could read it, if but to find out how another newspaper man would make the trip and write soundly and in good English about it.

Probably there is no better known newspaper man in the Central West than Edward S. Wright, formerly general manager of the Scripps-McRae Press Association.

He began as a reporter on the Cleveland Press in 1884. He served in every grade on the paper, except editor-in-chief. Instead of this last, he was promoted in 1901 to the active management of the Press association.

He is six feet two inches high, and weighs 200 pounds.

He retired from active newspaper work in 1907. With his wife, he went 'round the globe last year.

The tale fairly "jumps along," as the book editors say of certain stories of adventure. If the author pauses to comment on the national character of any people, the reader will not let go, but may even sit up with snappier tenseness, for Mr. Wright gets at the meat of things with a swift grasp altogether rare in books of travel.

The style is apt to delight all who know direct, simple yet elegant English, and who are impatient of what the British call "journalism," or hack writing. There is many a laugh in the 250 pages. Indeed, there are chapters that bring to mind "Innocents Abroad"—only because all humor of travel is common to all who travel.

Mr. Wright grills the Japanese in a way that will probably shock those whose knowledge of Japan was got from Pierre Loti and flowery comic operas. His analysis of the Jap character and nation is so clear and forceful as to seem one of the most valuable contributions to the literature of the Orient question now before the public of America.

The following is alleged to be a literal translation of the report of a baseball game in Tokio, between the local Keio University team and a nine from Honolulu which had come 5,000 miles to play the game. The account was printed in the great Tokio newspaper, the Jiji Shimpo. Here it is:

BASEBALL GAME IN TOKIO.

"The heaven-born Honolulu team, by grace of the gods, won the toss, and the Keio Invincibles had first chance to swat the honorable ball—that emblem so beautiful of Uncle Sam.

"The honorable Kauli of the first base, descendant of a hundred Samurai and beloved of all, grasped his bat as if it were the two-handed sword of his ancestors. Alas! His honorable legs were not winged and the ball beat him to the first rice bag.

"No score was made by either of the honorable sides, though they hewed large

holes in the atmosphere for four innings. In the fifth inning, the gods smiled on Honolulu, and the team scored one honorable run; then the gods laughed while the honorable Keio boys piled up three tallies.

"Keio's four thousand rooters then drew in their honorable breaths with a pleased hiss, waved their royal purple flags, and exploded like a bunch of fire-crackers with the weird 'Skiddoo-doo! for Honolulu!' 'Razzoo—razzoo!' and twenty-three for you!"

"In the eighth the heaven-born from Honolulu tied the score. The sky, so bright before was tinged with woe. Not until thirteen innings had been played was Honolulu vanquished, when the whole Keio team, with innate Japanese courtesy, apologized for their breach of hospitality in beating a visiting team."

GOVERNOR PARDONS PAPER.

Declares Courts Must Not Destroy Freedom of Press.

In granting a pardon to the Louisville (Ky.) Herald Publishing Co., under indictment in that State charged with criminally libeling Judge Thomas P. Cook and Commonwealth's Attorney Denny P. Smith in an article vigorously scoring them for alleged failure to perform their duty in connection with the night rider troubles in western Kentucky, Gov. Augustus E. Wilson said:

"The long series of crimes in this district which have not been punished under this officer's administration make it necessary for the press to criticize all who can be held responsible.

"The freedom of the press, while it must be clear of malice or falsehood, is one of the greatest safeguards of the people against wrong and failure to do duty, and public officers under whose conduct such crimes go practically free from punishment for a year ought of expect to be criticised, and will be, unless the freedom of the press is destroyed. In the face of all these crimes of the most vicious and lawless elements, all but one or two have gone unpunished, and the people have been helpless as if there were no law and no court.

"And now, after this almost endless of most shocking crimes, the total net results of the use of these officers of the power of the law and circuit courts ends in these demands for the grand jury to investigate the judge and attorney, and in these indictments of a newspaper which had the courage to denounce these wrongs and strive to bring about better conditions in the districts and the State.

"If the courts do not put an end to the rule of crime in the counties in which the judge and Commonwealth's attorney are elected to uphold law and order, the only hope of permanent relief from such conditions is in an enlightened public sentiment aroused by the press of the country, and instead of punishing the newspaper which makes a fight against such conditions it should be regarded as fulfilling its duty."

British Editor's Epitaph.

Here lies an Editor,
Snooks if you will;
In mercy kind Providence
Let him lie still.

He lied for his living,
So he lived while he lied;
When he could not lie longer
He laid down and died.

—British and Colonial Printer and Stationer.

Columbia (S. C.) Evening Record.

George R. Koester, founder of the Columbia Evening Record, has transferred the majority of the stock held by himself and associates in that paper to James A. Hoyt and a syndicate which contemplated the establishment of an opposition paper. Mr. Hoyt will take charge March 1.

Woman Writer and Editor Dead.

Mrs. Caroline S. Mahoney, for many years one of the best known magazine writers in the South, died at her home in Atlanta, Ga., last Saturday. Mrs. Mahoney was associate editor of the Sunny South for a number of years.

Terre Haute (Ind.) Tribune.

The auto number of the Terre Haute (Ind.) Tribune issued on Sunday last contained one hundred and four pages and four hundred and eighty columns of advertising. The Tribune claims it was the largest paper and the largest ad. record in Indiana.

Roosevelt's Farewell to Scribes.

On Monday last President Roosevelt said farewell to the majority of the resident Washington correspondents. They called on the President by appointment, and the meeting was entirely informal. The President's talk was not reported.

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

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

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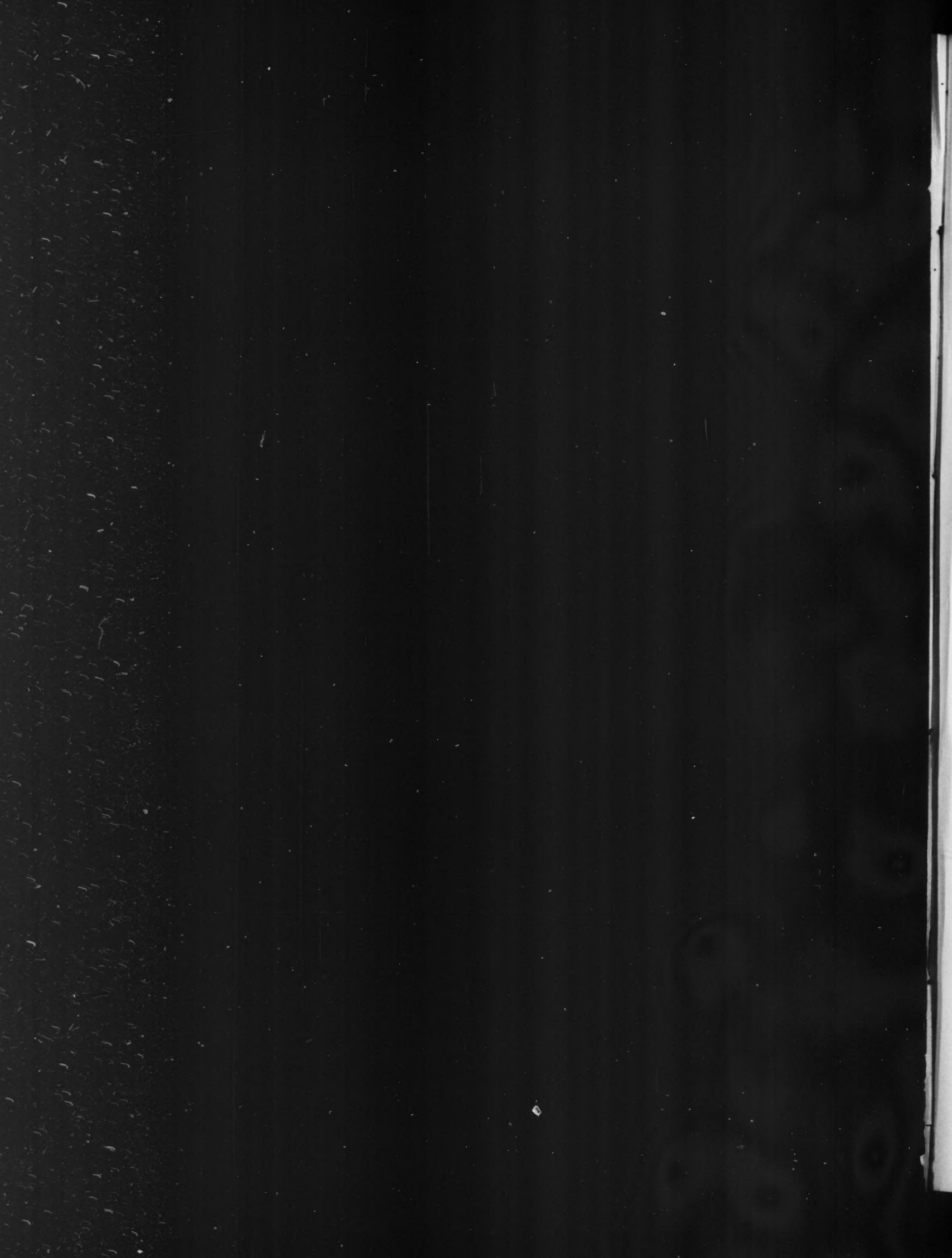
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