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# THE EDITOR AND PUBLISHER

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## PRESS CLIPPINGS

### MARVELOUS WORK DONE BY GIRLS, WHO REMEMBER 30,000 SUBJECTS.

Manager of Burrelle's Press Clipping Bureau Tells Some Remarkable Facts About the Business—Successful Girl Reader a Rare Type—College Girls Not Well Adapted for the Work—"She Must Be a Machine."

When Frank A. Burrelle, in 1886, organized the Western Bureau of Press Clippings in Chicago, there was but one other concern of the kind in the world, and that was in London. After several reorganizations it was incorporated, in 1895, as Burrelle's Press Clipping Bureau, and has become an institution known throughout the continent.

Mr. Burrelle died last winter, leaving the business entirely in the hands of his widow, Mrs. Nellie Burrelle, who for several years had been recognized as an authoritative expert in press clipping. Mrs. Burrelle is now president of the corporation. The plant is located at Lafayette and Worth streets, New York. It gives employment to about one hundred persons.

Manager Charles Hemstreet talked to a representative of THE EDITOR AND PUBLISHER about some of the striking features of the work.

#### READING ON 30,000 SUBJECTS.

"How many clients have we?" he repeated. "Over 3,000, and they ask us to clip newspaper items dealing with a total of 30,000 subjects.

"A publisher must have every notice of every book he publishes. A race horse man must have all that is written about each of his horses. Sometimes a reader must have fifty subjects in mind for our client.

"We have sixteen regular readers, all girls who have been educated and trained for this special work.

"When you consider that out of every hundred girls who begin training with us for the position of reader, only one finally qualifies, you will admit our readers have title to distinction. They are paid piecework. They make from \$10 to \$17 a week.

#### TRAINING GIRLS TO READ PAPERS.

"It takes a year's training to fit a girl for the reader's desk. We start them at what we call the 'filing case.' Every client has a little box labeled with his name, into which his clippings are put. The new girl is put at the work of arranging these boxes and thus becomes familiar with clients and subjects. In the course of the year she is switched to every department—shipping, filing, cutting, pasting, printing, sorting papers before they are cut—so that before she sits at a reading desk she has a comprehensive knowledge of the whole process. Yet that is, after all, but the beginning. Clients and subjects are changing from hour to hour. She

(Continued on page 3)



MRS. NELLIE BURRELLE.

PRESIDENT OF THE BURRELLE PRESS CLIPPING BUREAU AND ONE OF THE BEST-KNOWN EXPERT AUTHORITIES ON NEWSPAPER CLIPPINGS IN THE COUNTRY.

## REFORESTING WASTE TRACTS

### International Paper Company Imports Norway Spruces.

The International Paper Company has imported 150,000 Norway spruce trees, three years old, to be set out on the waste tract it owns. Last year the company set out 10,000 Norway spruces near Phillips, Me., with good success.

The company expects in this manner to solve the problem of deforested wastes and provide a future supply of material for its pulp mills. It employs a trained forester to superintend the cutting, at the same time protecting the undeveloped growth, so that there will be a continuous reforestation.

#### Believe in the Newspapers.

The Reading (Pa.) Merchants' Association has decided to abolish all advertising except that in the newspapers. A ban has been placed on advertising in pamphlets, programs, theater programs, score cards, hotel directories, church directories, ball programs, tickets of all kinds, hell announciators, clocks, charts and gaming tickets.

## LIBEL LAW UPHELD.

### Pennsylvania Supreme Court Decides Against Editor Short.

The Supreme Court of the State of Pennsylvania has decided against John F. Short, editor of the Clearfield (Pa.) Republican, holding that he failed to comply with that section of the libel law which requires all newspaper publishers in the State to print in a conspicuous place in every issue the names of the owners, proprietors or publishers and managing editors of the same.

Editor Short was convicted in the lower court of violating the law, but the verdict was set aside by the trial judge on the ground that, as sole owner of the paper, the printing of his name at the masthead was sufficient compliance with the act.

#### Will Edit the Boston Common.

Livy S. Richard, formerly editor of the Rochester (N. Y.) Times, and who resigned to take the stump for James S. Havens during the recent Congressional campaign, has been made editor of the Boston Common, a weekly recently established.

## BRITISH SPORTS

### SPORTING NEWS METHODS IN ENGLAND DIFFERENT FROM AMERICAN.

London Sporting Editor Puzzled by American Sport Slang—Writers in England Try to Report Games So Everybody Will Understand—Enormous Crowds at British Football Games—Baseball Has Not Made Any Headway in England.

S. A. de Bear, recently sporting editor of the London Daily Mail and widely known in England as "Linesman," the pseudonym signed to his articles in the London Mail, London Star and London Morning Leader during the past sixteen years, has established his residence in New York and will become an American newspaper man.

He compared, for THE EDITOR AND PUBLISHER, the methods and styles of British and American newspapers in handling sporting news.

"In my opinion," said Mr. de Bear, "the chief points of difference in the character of American newspapers are a greater vehemence of tone, such as the severe English libel law restrains, and a tendency to unconventional expression. Slang such as distinguishes all kinds of sporting journalism on this side would not be found in London outside the special Saturday night football editions (which contain nothing but sport), and not commonly in those.

"The object of the English sporting writer is to simplify the technicalities of his subject so that it shall address the general reader as well as the expert. There are few people in England who do not know something about most games and who do not cultivate an interest in them.

"I miss in New York the widely spread excitement created by sport in my own country. In England the early afternoon editions are mere racing sheets. If betting on horse racing were abolished, as it is on this side, the effect on the evening papers would be catastrophic in a country where betting is still the regular practice of all classes.

"As to football, it is impossible to calculate the full numbers of those who in the Kingdom across the water play or look at the game, to say nothing of those who read about it; but these numbers may be imagined from the fact that in industrial centers such as Sheffield and the Lancashire towns, the mills and the factories close down on the occasion of important football games in the middle of the week. And still five-sixths of the football in England is played on the Saturday half-holiday, which is practically given over to the game. London alone has eleven first class professional teams, which attract collectively an average following of some 250,000 spectators. There are sixty-three clubs in the three principal English leagues, and there are hundreds of clubs in the Amateur Football As-

sociation, the Rugby Union and the Northern Union.

"The rapidity with which the London football editions are produced—within a few minutes of the close of the games—exemplifies the susceptibility of the English press to American example. Journalism generally in England is now distinguished by a brightness and terseness which conservatism had been wont to condemn as 'bad form,' and though there is still a prejudice against the copious American heading, in many respects the styles closely approximate.

"Sunday editions on such lines as they run here are unknown in England, but, on the other hand, a strenuous trade is done in the old country in two-cent weekly magazines, which cater to a similar demand. The Amalgamated Press alone runs some forty of these periodicals, irrespective of the Red Magazine, which, formerly a monthly, now appears every alternate week, and gives further evidence of the emulative spirit.

"Most of the sport in London newspapers is supplied by agencies and by outside contributors. The actual staff is extremely small, in some cases consisting of only two individuals. One of these is bound to be the racing writer, who invariably employs a pseudonym with which his tips may be identified. The other merely controls the department.

"The average English newspaper is much smaller than the American, and in the summer months the pressure of sport on the space for news is extremely heavy by reason of the demand of cricket reports and scores, which on an average require some three columns daily.

"I look forward to the time when American sport will correspond to English and when international competitions, which distinguish British relations with South Africa and Australia in respect of cricket and football, will extend to the United States and Canada. But there is no clear prospect in England for baseball. Repeated efforts to popularize the American game in London have consistently failed, one reason perhaps being the difficulty of displaying it to the greatest advantage."

Mr. de Bear thinks that the New York World and the New York Herald offices surpass anything of the kind in London, where newspaper buildings generally make an insignificant show. But Carmelite House, the home of the Daily Mail, is wholly admirable in its equipment, though squeezed away into a side street.

#### "Night Lines" Journal.

The Hudson River Night Lines' Journal has made its appearance for the season. The first issue contains much information valuable to the vacationist

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

#### URGE FREE PAPER.

##### Committee Representing Publishers Calls on President.

A committee consisting of John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association; A. N. Burbank, president of the International Paper Company, and his attorney, F. B. Jennings, called on President Taft last week and urged him to do something for the relief of publishers from the high prices of print paper.

A mass of evidence was submitted to the President showing that the retaliatory duty on mechanically ground wood pulp cut from the Crown lands of Quebec is raising the price of print paper.

Paper manufacturers want the President to advocate free paper and free pulp. Provided the President will not agree to a change in the tariff act, they would be grateful if the maximum tariff on wood pulp is removed or a trade treaty negotiated with Canada that would reduce it.

#### GOOD ROADS TOUR.

##### New York Herald and Atlanta Journal Car Making Return Trip.

The Columbia pathfinder car of the New York Herald and Atlanta Journal left Atlanta Wednesday on the return trip to New York.

The car arrived in the Southern city on Monday, making the thousand mile run from Herald Square in ten days. Upon its return to New York, the route of the second good roads tour of the Herald and Journal will be announced.

Mayor John S. Cohen, managing editor of the Atlanta Journal, accompanied by several others in a White steamer, met the Columbia at Winder and escorted it to Atlanta.

#### AD WRITERS' CONTEST.

##### Members of Des Moines Ad Club Compete for Loving Cup.

The board of governors of the Des Moines (Ia.) Ad Men's Club has inaugurated a copy writing contest for its members. Six teams will compete for the prize, a silver loving cup, and the members of each group will cooperate in the construction of an ad boosting the city.

The designs will be submitted at a meeting of the club on May 31. The winning ad, which will be decided by ballot, will be entered in the national copy writing contest at the ad men's convention in Omaha in July.

#### A Modern Heroine.

Margaret D. Bailey, who has supported an invalid husband for more than twenty years by selling newspapers, closed out her business in Washington, D. C., last week, having saved enough money to retire. She will join her husband at Wilmington, Del. She has sold newspapers in Chicago, Kansas City, Philadelphia, Pittsburg, Cincinnati and Washington.

#### To Push Union Label.

The executive board of the International Photo Engravers' Union met in Boston this week and inaugurated a campaign to push the union label.

#### Enjoyed Shad Dinner.

Newspaper men of Chester, Pa., were entertained at a shad dinner last week by Charles Bennett, proprietor of the Bennett restaurant.

## The Buffalo Evening News

Desires to announce that from June First, it will be represented in the foreign field by Messrs. C. F. Kelly & Co., Metropolitan Building, New York, and People's Gas Building, Chicago.

#### FOLLOWS DES MOINES' LEAD.

##### Davenport, Ia., to Launch Advertising Campaign to Boost City.

The city of Davenport, Ia., on the Mississippi River, is following the lead of Des Moines and has organized a similar movement to that of the capital city, having just completed an organization of thirty prominent business men under the name of "The Greater Davenport Committee, Incorporated." E. P. Adler, publisher of the Daily Times, is the president of the committee, and L. G. DeArmand, the Davenport advertising agent, is temporary secretary.

The committee is incorporated to advertise and boost Davenport, and is now in the midst of a soliciting campaign to secure \$20,000 a year for three years from its business men, to be used for the expenses of the committee in advertising and boosting Davenport.

The committee is ready to negotiate for a permanent secretary, to devote his entire time to the work of the committee. An advertising campaign to exploit the advantages of Davenport as a factory and residence location will be taken up this fall.

#### GEORGE H. PARKS

##### Made General Manager of International Paper Company.

It is reported that George H. Parks has resigned as general manager of the Great Northern Paper Company to accept a similar position with the International Paper Company, succeeding W. A. Whitcomb.

Mr. Parks was formerly a division superintendent for the International Paper Company at Glens Falls, N. Y. His father, Solomon A. Parks, was one of the pioneers in the paper making industry in Northern New York.

#### Jersey Newspaper Outing.

The annual excursion of the newspaper men of New Jersey, given by the Jersey Central, will take place on Saturday, May 28. The destination is a railroad secret, but it is said that the excursionists will be taken to some point in the State and will not be combined with the Pennsylvania excursion, as in former years.

#### Prison Editor Pardoned.

William J. Koener, who for many years edited the Star of Hope, a newspaper published in Auburn Prison, New York, has been pardoned by Governor Hughes. Koener was convicted of murder in the second degree in March, 1898.

#### Governor Dines Scribes.

The legislative correspondents of Massachusetts papers were entertained at dinner last week by Governor Draper.

## WHAT'S THE MATTER WITH PASTE?—No. 5

Say to your business manager—"It strikes me we're paying an infernal lot for paste." And he'll say—"I know it, Colonel. It's the biggest leak in our plant. It's intolerably high priced. Freight charges are fierce. And the stuff deteriorates faster than we can use it." Then, maybe, he adds—"Suppose we try this JELLITAC. Those people are not spending money in advertising unless they can deliver the goods. I say, let's try it." What do YOU say?

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

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

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

**The S. T. Smith Company**  
11 Barclay St. New York City  
Tel. 5922 Barclay

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

**★ Use Adams "Star" Features ★**  
Adams Small Features create and hold circulation. Ask for samples and quotations on "Uncle Walt," "Chit Chat," "The Rickett-mouse," "Ziunie," "Snake Culture," "Little Bed-Time Tales," "The Appleton Family," "Greater America," "Mother's Corner," "Abe Martin," "Fano" and "Fanee" Sporting Service, and also the most complete "Want-Ad" Services. Everything sold on the Adams well-known "Make-Good" Plan. Write us today.  
**THE ADAMS NEWSPAPER SERVICE**  
2013 Peoples Gas Building. CHICAGO

**Pennsylvania Paper Incorporates.**  
The Dillsburg (Pa.) Bulletin Publishing Company has been chartered, with a capital stock of \$115,000. The incorporators are: William Elicker, George C. Brandt and Silas R. Stauffer, Dillsburg; James G. Glessner, York, and W. Dale Sheaffer, Mechanicsburg.

## Increase of Quarter Million Lines

In the first four months of 1910, The New York Times carried more than 2,500,000 lines of advertising, a gain of nearly 250,000 lines compared with the corresponding period last year. The chief gains were made in Dry Goods, Automobile, Financial, Real Estate and Want advertisements. This great increase was obtained despite the exclusion of all objectionable and disingenuous advertisements.

**The New York Times**  
"All the News that's Fit to Print"



## PRESS CLIPPINGS.

(Continued from page 1.)

must carry the new clients from the minute she is notified to read for them.

## INDIVIDUALITIES OF CLIENTS.

"We have a 'school' every day for one hour. The readers sit as pupils. The forewoman sits down with the names of all clients and subjects on indexed cards before her. She reads aloud the name of client and subject and further instructions that may be printed on the card. She suggests and explains and answers questions. To illustrate:

"Winston Churchill wants reviews and criticisms of his latest book, 'A Modern Chronicle.' He does not want publishers' notices, 'books received' by critics, nor plate matter, nor the semi-humorous articles about him that are called 'dog stories.' So the girl who reads for him, being without any newspaper experience, must be taught all the literary and mechanical distinctions, which are familiar only to the trained newspaper man.

"So it is with the 'news story.' A man orders clippings, but says, 'No dispatches,' meaning that he does not want the story sent out by the telegraphic news associations, though it may be partly rewritten and printed in a thousand different papers. The girl reader can usually tell by the date line, but also she must distinguish between press association dispatches and specials.

## CLIPPING ITEMS ABOUT COSTA RICA.

"Here is an order—and we get many of this class. The Consul General from Costa Rica writes us: 'Take from New York City papers and Washington (D. C.) Post important news items and editorials on political affairs, elections, disturbances or other important happenings in Costa Rica. Exclude German papers.' We read 1,500 papers every day, and the girls must remember that our Costa Rica client wants only New York papers and a single Washington paper.

"Thus, you see, each order is individual. What one man wants, another does not, and each girl reads for all the 30,000 subjects at once. It sounds impossible, does it not? But we do it. And with all my twenty years' experience in this business, I still marvel that we are able to do it.

## GIRL READERS HAVE UNUSUAL QUALITIES.

"No, the girls do not get careless. They have the best of disciplinary reasons. They are paid only for what they accomplish. If they cut what is not wanted, it is 'culled' back to them.

## THE PUBLISHERS



of this Journal say that I am missing business because I do not change my ad copy once in a while. I claim that nothing short of dynamite will arouse the newspaper publishers to an interest in Rollers; that they will say that my copy is good, but I am not grinding out copy to amuse, but to bring business inquiries.

WHO WINS? Bingham thinks he does.

SUMMER ROLLERS are

needed. Who makes yours? Are they guaranteed?

**BINGHAM BROTHERS CO.**  
ROLLER MAKERS (Established 1849)  
406 Pearl St., 521 Cherry St.,  
N. Y. Philadelphia

Allied with  
**BINGHAM & RUNGE, CLEVELAND**

If they miss an item, it is charged against them. Would you like the job? What?

"What kind of girls are best fitted for the work? I don't think there is any English word to classify them. We know by experience that college girls are not adapted for it. It would seem, to the average man, that a high degree of intellectual culture would best fit a girl for the work. This is not so. It seems paradoxical to say that a widely-cultured girl would be handicapped by her very culture, yet this is true, and easily explained. How often do we find men and women who are slow to find a desired word in the dictionary, because, while turning the pages, they are attracted by other words and stop to read, forgetting about the one word they started to find. So it is with the highly cultivated girl who starts to read for press clippings. She is constantly tempted to read the paper for herself, and thus forget the work she is hired to do.

## SPECIALIZED INTELLECTUAL MACHINES.

"The successful reader for a press clipping bureau must be a machine—a specialized intellectual machine. She must have an unusual intellect, but not conventional intellectual culture. Certain phases of memory must be unusually sensitized and the physical sense of sight must be acute. She scans a whole page of the paper. In what seems a flash of her eye to outsiders, she selects the names of clients or their subjects. I sometimes think she uses a sixth sense and an occult faculty, so amazingly sure she gets to be in her work.

"But there is no short cut to success in this business. We have experimented during many years. We find that the royal road is only the road of training and eternal hammering."

## EDITORS' WEEK A SUCCESS.

## Missouri Students of Journalism Hear Many Addresses.

Editors' week, which closed at the University of Missouri last Saturday night, was attended by more than one hundred editors and newspaper makers from various parts of the State.

Topics covering the entire range of city and country journalism were discussed during the five days' session, and leaders in other lines also addressed the visiting editors and students.

## John J. Hamilton Writes Book.

"The Dethronement of the City Boss" is the title of a new book on the commission form of municipal government just issued by the Funk & Wagnalls Company. The author is a newspaper man, John J. Hamilton, formerly publisher of the Des Moines News. Mr. Hamilton was a pioneer in importing the now famous "Des Moines Plan" from Galveston, where its principal features originated.

## Want Libel Case Advanced.

The United States Supreme Court has been asked to advance for an early hearing the case of the Government against the Press Publishing Company in the Panama libel matter.

## Affiliated Ad Clubs.

The Affiliated Ad Clubs will hold their annual meeting in Detroit on June 24. Members of the Buffalo Ad Club and the Cleveland Club will make the trip to Detroit by boat.

Growing  
two  
blades  
of  
Grass



THE work of the Retail Advertisers' Service, Inc., is to grow in your field two blades of advertising grass where only one grew before.

We supply the retail advertiser with the right kind of copy, the best illustrations, and counsel him in his merchandizing. Solving these puzzling problems in a way that booms his business, fundamentally *helping* him along right lines, we are able to make him a yearly-contract advertiser, and consequently a successful advertiser.

We work out these plans in connection with one paper in each city—the paper holding our *Franchise*.

If the Franchise is not yet assigned in your city, we shall be glad to correspond with you on a most interesting subject—*The legitimate development of retail advertising on yearly contract basis*. Whether you're big or little makes no difference in the success of our plan.

*Retail Advertisers' Service (Inc.)*  
TIMES BUILDING  
NEW YORK CITY

## HOWARD DAVIS

Now in Charge of Advertising of Daily and Sunday American.

Few young men in the advertising field have been as successful as Howard Davis, who now has general supervision of the advertising of the New York daily and Sunday American. Mr. Davis was promoted to that position this week.

Mr. Davis is thirty-four years old and received his first newspaper and advertising training on the Seranton (Pa.) Tribune. He came to New York about seven years ago and associated himself with the Vreeland-Benjamin Special Agency, now the Benjamin & Kentor



HOWARD DAVIS

Company, where he remained for about five years, being rapidly advanced to head solicitor and finally treasurer of that concern. Later he joined the Hearst organization and was placed in charge of the foreign advertising of the Chicago Examiner, the Los Angeles Examiner and the San Francisco Examiner, and at the expiration of a year was given charge of the foreign advertising of the daily and Sunday American.

It was Mr. Davis' good work on this publication that won his promotion in the Hearst organization.

## Newsdealers to Meet in Convention.

The annual convention of the National Association of Booksellers, Stationers and Newsdealers of America will be held in Paterson, N. J., May 25 and 26. Samuel Stratton, the well-known Paterson newsdealer and stationer, is president of the association. Between three and four hundred newsdealers from all over the United States will attend.

**The Pittsburg Press**  
HAS THE LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

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

## WOULD TEACH ADVERTISING.

Baltimore Ad Club Indorses Plan to Establish Institute.

The Advertising Club of Baltimore at the regular meeting held last week, indorsed a plan to establish an institute for advertising research at one of the large universities. The idea was outlined by John E. Kennedy, advertising manager of the Baltimore Bargain House, and heartily approved by the members.

Discussing the plan, Mr. Kennedy pointed out that by such an institute advertising can be strengthened, standardized and made more profitable to all, through a better understanding of its basic principles. By this means, he added, it will be possible to show advertisers collectively, through research and standardized data what each individual advertiser must show the advertiser.

After speaking of the "lost motion" in advertising, Mr. Kennedy said "the remedy is in unbiased investigations, able analysis and recorded findings of the proposed institute for advertising research.

"This should side step," he said. "The necessity for spending one-third to two-thirds the service, time and effort advertisers pay for in needless discussion and individual decision of each individual point in a campaign questioned by advertisers and settled long ago in the experience of the advertising man.

"By making it possible for both advertising man and client to turn to results derived in practically parallel cases dealt with by other advertisers, as investigated, analyzed and recorded through the unprejudiced Institute for Advertising Research.

"Just as a lawyer may, from legal records, turn up and cite decisions in practically parallel cases, or just as a physician may learn from recorded experiences in medicine the general principles on which typhoid fever should be treated, although his patients may be of widely different temperaments and constitutions from these recorded cases.

"Think of the lost time, wasted effort and squandered money which would be saved to thousands of advertisers and advertising men by such a system of organized research.

"In order to make the work effective it must have a liberal revenue, probably \$50,000 per year at least.

"That revenue can only come from advertisers and advertising men who realize its advantage to them and who are public-spirited enough to assist in the birth of a new and badly-needed profession.

"I submit that the securing of such a necessary, but considerable, revenue is too great a task for any one league or any one club to undertake and succeed with.

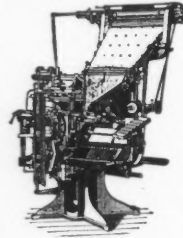
"The proposed Institute for Advertising Research in order to do its best work should be as free from domination by club or publishers' influence as the United States Government is free from church influence, however good that might be.

"It should have the financial support, countenance and hearty co-operation of all advertising interests, without the domination of any."

## Will Walk Across Country.

DeWitt Clinton Fretz, representing the Western Outlook, a magazine published in Philadelphia, has started on a walk to the Pacific Coast.

## EASY MAKE-UP



The difference between Linotype slugs and individual type saves the work of at least one man per machine on make-up.

## BIG HEADS and DISPLAY AD FIGURES

Cast in slugs, instead of being set by hand, save time and relieve the strain in the final moments when the forms are being closed

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

## MORSE AGENCY'S NEW HOME.

Mammoth Steel Files Contain Space for 10,800 Publications.

The solicitor who goes to the new quarters of the Morse International Agency can be sure his proposition will be presented in a good light. There is plenty of air, too, and room for expansion in the big building at Fourth avenue and Thirtieth street, where the Morse people now occupy the entire eighth floor. All the room is utilized at present, with separate rooms for accounting department, stenographers, copy department, private executive offices, filing department, etc.

In the filing room is a publication file, said to be the largest in use by any agency. It consists of a string of eight sections, each nearly forty feet long, fifteen feet high and two feet deep, opening each way on capacious aisles. Separate compartments are provided for 10,800 publications. The file is entirely of steel and consequently fire-proof.

## Editor Killed by Auto.

Simon Hickler, for fourteen years editor of the Cleveland (O.) Waechter und Anzeiger, was killed while automobiling last Sunday. Mr. Heckler dismounted to secure his hat, which had blown off, and was knocked down by the car, which the chauffeur accidentally backed into him.

## Minister Returns to Newspaper Work.

Rev William P. Lovett, reporter and telegraph editor on the Des Moines (Ia.) News some ten years ago, has resigned as pastor of the First Baptist Church at Boise, Idaho, and will return to newspaper work. He will act as special correspondent at Detroit for the Grand Rapids Press.

## NEW ORLEANS AD CLUB

Holds Smoker and Inaugurates Campaign Against Fake Advertising.

The Advertising Club of New Orleans inaugurated a campaign against fake advertising at a smoker held in the convention hall of the Grunewald Hotel last week. More than three hundred advertisers and business men of the city were present. In addition to refreshments, there was a vaudeville entertainment.

George A. Simms, in the principal speech of the evening, outlined the policy of the club and its proposed fight against fake advertising. Mr. Simms declared that the Advertising Club was not for the benefit of any man or set of men, but was to eradicate fake advertising, build up the standard of advertising and to protect the advertiser.

## With Roosevelt.

The correspondents with the Roosevelt party include: Elmer Roberts, Associated Press; Gibson Gardener, United Press; Walter Wellman, Chicago Record-Herald; F. E. Sturdevant, N. Y. World; H. Walter, London Times; Fred Grundy, N. Y. Sun; A. J. Lambert, N. Y. American; Ward Price, London Mail; H. D. Blauvelt, American Press Association; George Grantham Bain, Daily Illustrated News Service.

## G. L. Payne Locates in New York.

G. Logan Payne, of the Payne & Young Special Agency, New York and Chicago, is now located in New York and will look after the interests of that concern in the Eastern field.

The Mason City (Ia.) Globe-Gazette will erect a new home in the near future.

Our guaranteed News at 4c. pound New York City, has the largest circulation of one quality Black News Ink among publishers who want a real Black Ink

AMERICAN INK CO. - 12 DUANE STREET

# Boston Post Circulation Verified

## Three Important Banking Institutions of Boston Investigate Through Expert Accountants The Boston Post's Averages for April, 1910

### A NOTABLE REPORT OF INTEREST TO ALL ADVERTISERS

Boston, May 11, 1910.

At the request of Mr. E. A. Grozier, editor and publisher of the BOSTON POST, the undersigned have, through accountants and auditors, investigated the circulation of the BOSTON POST for the month of April, 1910.

The Boston Post uses the word "circulation" as meaning the number of complete copies of the publication issued or circulated. This is the recognized meaning of the word among Boston newspapers publicly stating their circulation, and we so use it in this statement.

Our accountants have made a careful and detailed examination of records, reports and books bearing upon the matter. They have investigated the Boston Post's paper contract, paper consumption, paper weights and paper files, cash payments for paper, press register, mailing list, recorded earnings on sales of newspapers, and cash collected for newspaper sales.

Upon the information thus secured we certify that the circulation of the week-day edition of the Boston Post for the month of April, 1910, was 307,083 copies per day, and that the circulation of the Sunday edition of the Boston Post for the month of April, 1910, was 261,339 copies per Sunday.

These figures include both paid and unpaid circulation. The unpaid circulation comprises free copies to advertisers and exchanges and unsold and returned copies. The percentage of unpaid circulation of all kinds was on the Daily Edition about seven (7) per cent, and on the Sunday Edition, about eight and a half (8 1-2) per cent of the total circulation.

*National Shawmut Bank First National Bank of Boston*  
*C. B. Marston Auditor* *D. Miller Auditor*  
*Federal Trust Company*  
*W. H. O'Connell Pres.*

The National Shawmut Bank (deposits over \$79,000,000) and the First National Bank of Boston (deposits over \$60,000,000) are the Largest Two National Banks in Boston or New England. The Federal Trust Company is one of the most progressive of the trust companies of Boston. All three institutions are very popular with depositors, large and small.



## NEW JOURNALISM.

As Compared with the Old Order—  
Leading Editorial Has Suffered by  
the Transition—Integrity and  
Cleanliness Pay the Best  
Dividend—Yellow  
Journalism.

At the banquet of the Associated Press of Canada in Toronto last Tuesday, Col. Henry Watterson deplored the lack of an accepted ethical standard among journalists and drew comparisons between personal and impersonal journalism. He said, in part: "The old order of personal journalism, with its ideas of individual accountability, often mere egotism and vanity, has passed away. The new order of impersonal journalism, with its ideas of commercial honor and of public obligation, has not quite adjusted itself to its enlarged habitation and richer apparel. It is, to take another illustration from my beloved Bluegrass country, as a thoroughbred yearling that feels his oats and kicks and bites the trainer, yet has the sure making of a Derby winner.

"YELLOW JOURNALISM."

"We hear a great deal about Yellow Journalism. It is much like the pot calling the kettle black. Offenses against decency are more or less relative and qualified. More and more will newspaper owners and makers discover that integrity and cleanliness pay the best dividends. The scandal monger will in time be relegated to the category of the unprosperous as well as the disreputable, and the detective be drive nout of the newspaper service, where he should have no place, to the company of the police, where he alone belongs.

"We can as little expect that each newspaper worker shall be a gentleman as that each lawyer and each doctor shall be a gentleman; but manly conduct and aspiration should fix the rule, the brutal and vulgar the exception, the journalistic brand no less accepted and honorable than that of physis, divinity and jurisprudence.

### DISAPPEARANCE OF LEADING EDITORIALS.

"The leading editorial, whose disappearance is predicted and whose decline is obvious, has suffered most by the transition process from the personal to the impersonal. There was exhilaration in pistols and coffee. The duello was more interesting and less expensive than the libel suit. The good old times of gunplay are, alas! no more. If a gentleman nowadays shoots another gentleman they call it murder. Most of us have to work for a living, and some of us even to be trained to it.

"I do not wonder that the wooden nutmeg affair in big type, which for

### Has a Business PULL

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

## The Pittsburgh Dispatch

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

### SPECIAL REPRESENTATIVES:

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

# New York American

40th Consecutive Month of Sunday American  
Supremacy in Display Advertising

Merchants of New York week after week, month after month,  
year after year invariably choose

## The Sunday American

as their greatest display advertising medium. During  
40 Consecutive Months it has published more display  
advertisements than any other Sunday newspaper whatsoever

The Record for April, 1910:

NEW YORK SUNDAY AMERICAN, 926½ Columns
NEW YORK SUNDAY WORLD - - 864¾ Columns
NEW YORK SUNDAY HERALD - - 666 Columns
NEW YORK SUNDAY TIMES - - 351 Columns

The rates of the Sunday American are necessarily  
higher than any other newspaper because its circulation is so  
much larger than any other.

the most part defaces the editorial page, as it is called, having nobody behind it, and neither continuity of purpose nor the spirit of intellectual rectitude and accountability, has fallen into discredit. It might as well be dispensed with. It is no longer an effective nor an engaging arm of the service. But the rationale of the day's doings rendered with good sense and in good faith, by a self-respecting, conscientious writer, will always command attention and be worth its space; and, as this is done with power or charm will it rank in drawing and selling quality with the news features.

"Success may be obtained without it, but not distinction and influence. It is as a cornice to an edifice. It gives style, an air of completeness, and attracts attention, which, after all, is the kernel of advertising, at once the source and resource, the buttress and the bell tower, of newspaper enterprise and achievement. But it must be absolutely disinterested and genuine, recognized, no matter how mistaken, as honest, not to be bought by patronage, nor bullied because cowardly and afraid.

### INVASION OF PRIVATE LIFE.

"The single apprehension which has sometimes crossed my fancy touching the modern newspaper has been that it is, by its indifference to personal sensibilities and its invasions of private life incident to the mad rush after news, detaching itself from the affections of the people; but I am an optimist, not a pessimist, and I live in the hope that, finding out the error of educating its public to the lower standards, it will turn about and create a higher order, where good will and good taste are presiding deities, resembling those in days and lands of fable of which we are told that 'the gods loved all that spake the truth and lived clean, nor ever forgot to take care of their own.'"

### New Oklahoma Daily.

State Senator Clarence F. Davis of Oklahoma has purchased the entire equipment of the Ardmore Democrat and will move it to Sapulpa, where he will establish a Democratic daily.

### WILL VISIT CATSKILLS.

#### Circulation Managers' Association of New York to Enjoy Outing.

The Circulation Managers' Association of New York and Vicinity will enjoy their annual outing to the Catskills May 25, 26, 27, under the direction of R. S. Barrett, publicity representative of the Catskills.

The party, consisting of between seventy and eighty men, representing New York, Brooklyn, New Jersey and Philadelphia papers, will leave New York Wednesday for Catskill on the Onteora of the Catskill Evening Line.

At Catskill the enterprising local Board of Trade will entertain the visitors, providing a banquet for them in the evening and showing them the local points of interest.

The return trip on Thursday will be made on the Robert Fulton of the Hudson River Day Line.

#### Student Journalists to Tour Missouri.

Members of the Missouri University school of journalism will tour the State next month under the direction of Walter Williams, dean of the department of journalism. The trip will be made under the auspices of the State Board of Immigration, and each student in the party has been assigned to write stories of the trip to a number of newspapers exclusively. It is estimated that more than one hundred newspapers will be represented on the trip and will publish stories from day to day so long as it continues.

### Dined at Coney Island.

A number of New York City newspaper men and press agents were the guests of the Dreamland management at Coney Island last week. The occasion was the annual dinner tendered on the eve of the opening of Dreamland's season.

### Unite in Buying Linotype.

The two newspapers of Clear Lake, Ia., the Mirror and the Reporter, have joined in the purchase of a linotype and will issue twice a week alternately.

### BURIED AT OLD HOME.

#### Body of Harry Hoagland Laid to Rest in Washington.

The body of "Harry" Hoagland, former well-known Washington newspaper man and at the time of his death in Pittsburg a special agent in the Department of Justice, was laid to rest in Rock Creek Cemetery, Washington, last week. A special committee designated by the board of governors of the National Press Club attended the funeral.

The club adopted the following resolutions as a tribute to its former member:

"In the untimely passing of our friend and fellow-member, Harry Hoagland, the newspaper field has lost an able, promising worker, and the National Press Club a valued member who was held in high esteem by this club and its entire membership.

"To his mother and sister, who have been thus bereft of a son's and a brother's indulgent love and care, we extend our sincere sympathy, and offer them this token of our appreciation of the son and brother.

"Be it resolved, That a copy of these resolutions be spread upon the minutes of the club and a copy be sent to the mother and sister of the late member."

### A Sixteen-Page Ad.

A remarkable feature of a recent issue of the Chattanooga (Tenn.) News was a sixteen-page advertisement of the Hub Clothing Company. Sixteen pages of advertising or 2352 inches from one firm in one issue of a newspaper, is believed to be a record. The typographical appearance of the pages was distinctive and original, the style adopted in the interior decorations of the store being carried out in the borders and corners.

### New Weekly for Dundee, N. Y.

A new paper will be launched at Dundee, N. Y., called the Dundee Journal. It will be Democratic in policy and will be published by the Dundee Journal Printing Company, newly organized, with a capital stock of \$3,500. The officers of the company are: President, Lewis R. Hamner; vice-president, E. C. Bulche; secretary and treasurer, Frank L. Wiles. L. J. Swarthout will be the editor and manager.

### Files Claim Against State.

The Oswego Falls (N. Y.) Pulp and Paper Company has filed a claim against the State for \$1,750,000 for lands and riparian rights appropriated by the State on the Oswego River in connection with the construction of the barge canal. This is the third claim filed by the company. The total damages asked for aggregate \$2,532,000.

## The Evening Wisconsin.

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

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

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

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

JOHN W. CAMPSIE, Business Manager.

### THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.  
NEW YORK—6018 Metropolitan Bldg.  
CHICAGO—408 Marquette Bldg.

**SOUTHERN PUBLISHERS**

**Discussed Many Problems Pertaining to Circulation.**

Among the more important topics discussed at the meeting of the Southern Newspapers Publishers' Association in Mobile last week, were the following, having special reference to circulation problems:

What are the advantages and disadvantages of pre-dated editions of afternoon papers?

Has the comic supplement lost its value as a circulation builder; does the magazine supplement, as now furnished, take the place of the comic supplement as a circulation builder?

Does the sporting extra have a tendency to increase circulation, and what effect does it have on early editions?

What has been the experience of members who have conducted contests? Are the returns commensurate with the expense? Are voting contests for increasing circulation permanent in benefits, and what has been the most satisfactory form?

The consensus of opinion was against the practice of predated editions of afternoon papers, and the view was expressed by some that it was an invasion of the morning field.

R. W. Brown, managing editor of the Louisville Times and also representing the Louisville Courier-Journal, expressed the sentiment of the body in regard to the comic supplement when he said: "Ordinarily, to intelligent people, it is an abomination, but the children want it and it is a necessary evil."

A discussion regarding the value of the magazine supplement was led by Mr. Brown and Frank P. Glass, of the Birmingham News and the Montgomery Advertiser. The weight of opinion, it is said, was in favor, especially when local articles and illustrations were used.

The sporting extra, it was decided, was of value as a circulation builder, but in some cities it causes a falling off in the sales of the early editions.

With few exceptions, it is said, the sentiment of the publishers was in favor of contests as circulation bringers.

**Editors Wed.**

Carl Durand Smith, editor of the Victor (N. Y.) Herald and of the East Bloomfield and Holcomb Review, was married last week to Miss Frances Harris, editor of the Wyoming (N. Y.) Reporter.

**Will Represent Buffalo Evening News.**

The Buffalo (N. Y.) Evening News announces that C. F. Kelley & Co., Metropolitan Building, New York, and People's Gas Building, Chicago, will represent it in the foreign field.

To Keep in Touch with  
**BRITISH TRADE**  
Subscribe to and Advertise in

**The Stationer**  
FIFTIETH YEAR OF ISSUE

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

Advertisement Rates and Specimen Copy Sent on Application

160a FLEET ST., LONDON, ENGLAND



S. A. DE BEAR

WELL KNOWN BRITISH SPORTING WRITER WHO COMPARES AMERICAN AND BRITISH NEWS METHODS

**DEDICATES NEW HOME.**

**Des Moines Press Club Opens New Quarters with Entertainment.**

The Des Moines (Ia.) Press Club officially opened its new quarters in the Press Club building last week. The regular business meeting was followed by a vaudeville and musical program.

New members were admitted as follows:

Active—John Evans, Ben J. Hitz, Dave Risk, P. J. Schmitz, C. A. Patterson and E. H. White.

Honorary—Janson Haines, I. H. Ruben and T. E. Veitch.

Non-resident—Earl D. Ferguson of Shenandoah; Paul J. Swift of Waterloo; N. B. Fulmer and T. L. Porter of Bondurant, Gordon L. Elliott of Mason City, N. C. Robert of Fort Madison and Fred Nozarne of Dallas Center.

**Estate of Eugene T. Curtis.**

The will of Eugene T. Curtis, late president of the Rochester (N. Y.) Union and Advertiser, who died May 7, has been admitted to probate. The estate is valued at \$30,000 and consists entirely of personal property.

**Sued for More Than \$200,000.**

Although established less than one month, the Klamath Falls (Ore.) Daily Chronicle has been named defendant in libel suits aggregating \$230,000.

**DEFRAUDS BOSTON DAILIES.**

**Herald and Globe Induced to Cash Bogus Checks.**

Robert H. Vane, or Harold Vane, as he sometimes calls himself, succeeded this week in having the Boston Herald and the Boston Globe, respectively, cash checks, purporting to be signed by the business manager of the New York Times. The checks were drawn on the United States Mortgage and Trust Company, Broadway and Seventy-third street, New York, and are declared to be forgeries by the Times.

He is described as a young man about twenty-seven years of age; height, 5 feet 10 inches; weight about 150 pounds; auburn hair, worn pompadour; florid complexion; wears eyeglasses when reading or writing; arch of foot broken, which slightly affects his walk; carries cane at times, and has an effeminate manner of speech.

**Wants Trade Press Convention.**

The St. Louis Trade Press Association, through its president, C. K. Reifsnider, has launched a movement to secure for St. Louis the annual convention of the Federation of Trade Press Associations of America.

**Must Bear Union Label.**

The Legislature of Maryland has passed a law requiring that the union label of the Allied Printing Trades be placed on all printing done for the State. The bill met with little opposition.

**TOPEKA AD CLUB**

**Begins Third Year of Existence with Election of Officers.**

The Topeka Advertising Club elected the following officers at the annual meeting held last week: President, F. P. Metzger of the German-American Bank; first vice-president, Col. F. S. Savage, advertising agent of the Santa Fe Railroad; second vice-president, C. A. Moore, general agent of the Equitable Life Insurance Company; secretary, Ray P. Locke, of the advertising department of the Topeka State Journal; treasurer, W. H. Eastman, secretary of the Shawnee Building and Loan Association.

E. W. Rankin, the retiring president, reviewed the activities of the club during the past year, which has been a successful one. The organization is out of debt and there is a substantial balance in the treasury. The purpose of the club has been the study of the science of good advertising, with the special object of increasing the usefulness of the advertising done by Topeka business men.

A number of noted advertising experts addressed the club during the year.

**COMIC SUPPLEMENTS.**

**Papers Give Public What It Wants, Says Clubwoman.**

At the annual meeting of the Federation of Women's Clubs in Cincinnati last week, Mrs. Sarah A. Evans, of Portland, Ore., chairman of the press committee, rapped the comic supplement in her report. She said, in part:

"There never was a meeting of the federation when the colored supplements did not come in for criticism, but the papers give the public what it wants. We will have to work on the public, not on the papers, to do away with the yellow supplements, sensational news and records of crime."

**Washington Ad League.**

Robert E. Joyce, advertising manager of the Washington Herald, who was recently elected Mayor of Mount Ranier, Md., was the principal speaker at the regular luncheon meeting of the Advertising League of Washington, D. C., held last week at the Hotel Raleigh. Mr. Joyce's subject was "Advertising in Politics."

The Mount Carmel (Pa.) Signal Press, a Polish newspaper, has suspended publication after a brief career.

**WHEN YOU WANT**

**NEWSPAPER CLIPPINGS**

communicate with

**BURRELLE**

**45 Lafayette Street  
New York**

Phone, Franklin 4735

**Established a Quarter Century**

**SPECIAL SERVICE TO ADVERTISING AGENTS AND THEIR CUSTOMERS**



# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

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

GEO. P. LEFFLER, Treasurer and Business Manager.

## ADVERTISING RATES.

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

NEW YORK, SATURDAY, MAY 21, 1910.

### YELLOW JOURNALISM AND THE SERMON ON THE MOUNT.

Yellow journalism may have much to answer for. Certainly there are many of the placid and orderly mind who have the habit of blaming all alleged demoralization of modern civilization on yellow journalism. Be that as it may, we are frank to admit that yellow journalism now and then is responsible for astounding ideas in both ethics and news handling which are so self-evidently excellent and uplifting that even the remotest conservative must grant some new measure of good to the aforesaid yellow journalism.

Witness the New York Evening Journal, a self-confessed yellow journal, edited by Arthur Brisbane.

Last week Mr. Brisbane received the following letter:

Editor New York Evening Journal.

Dear Sir: I am mailing you this Holy Bible for a good cause, and should you grant my humble request we may be instrumental in leading many lost souls to God, through his son, Jesus Christ.

I am beginning a journey of many miles, and, after purchasing transportation, I have only \$125 left to take care of me in event of misfortune, but from this I have cheerfully taken \$50 and place it between the covers of this Good Book, and humbly beg that you publish Christ's Sermon on the Mount.

We may reach one lost soul, and should we lead one soul to God, all the wealth of the world could not purchase that one soul from Him. If you cannot grant this favor, then please take the \$50 and buy fifty Bibles and give them to as many drunkards, and if one be led out of death into life my purpose will not be in vain. God be with you, for Christ's sake. Your humble servant, CHRISTIAN.

Editor Brisbane printed the letter in the editorial column, and wrote underneath an explanation. "With the letter the gentleman sends a leather-covered copy of the Bible, and in the Bible fifty dollars in greenbacks. The fifty dollars we shall not accept as pay for publication of the Sermon on the Mount. The money shall be spent for Bibles, and they shall be distributed as wisely as possible."

And then, right below, in the space where readers are wont to look for Arthur Brisbane's editorial opinions of trusts, political machines and Philistines, was printed the Sermon on the Mount—about 2,000 words!

How many read it?

The editor of this paper read it, and all the staff.

We read it with a news zest. It had a strange harmony with what we call "news," and also it was a great human interest story.

And also we found in it, like a new discovery, a marvelous beauty of language.

The Sermon on the Mount, printed in the editorial column of the New York Evening Journal, was a hit, equivalent to a news beat.

Once upon a time the conservative, intellectual class, who were part of a chosen people, scornfully denied that anything good could come out of Galilee.

### Newspapers Must Obey.

Seventeen publishers have been served with citations to appear in Washington and the privilege of second class pound rates has been withdrawn so far from two papers. As we have frequently explained, the rule provides that subscriptions to weekly newspapers, twelve months in arrears, will be denied pound rates. Subscribers must pay the subscription price before the end of the year. A special agent has been investigating in Iowa, and in all probability Wisconsin will be investigated next. So the subscriber who is a year in arrears and finds his paper stopped after due notification, should not get up on his hind legs and howl, or go through some other form of silliness because the publisher will not risk the ruination of his business.—Kendall (Wis.) Keystone.

### Clifford A. Smith Dead.

Clifford A. Smith, for many years Brooklyn representative of the Associated Press, died last Sunday at his home in that city, following an illness of several months. He was sixty-one years old. He is survived by a son and two daughters.

### New Home About Ready.

Work is being rapidly pushed on the new home of the Dayton (O.) Journal and it will probably be ready for occupancy by June 1.

### Iowa Paper Sold.

The Newton (Ia.) Herald has been purchased by J. F. Kline, formerly publisher of the Bloomfield (Ia.) Democrat.

The Huntington (Pa.) Monitor has been purchased by J. G. Leshner from J. C. Dimon.

## RESPONSIBILITY OF PRESS.

### Much of Former Trustworthiness Lost, Declares British Editor.

In the course of an interview recently, Earnest Parke, managing editor of the London Star and the Morning Chronicle, said, among other things:

"While the press has made huge strides during the past twenty years in some directions—in enterprise, in news-gathering, in its appeal to wider sympathies and lowlier interests—in others it has retrograded.

"Some of our newspapers are edited now with a lessened sense of responsibility; it is shown by the lower esteem in which the leading article is held, and that again arises from the fact that the responsible controllers in many cases themselves regard that feature of the paper less seriously.

"Formerly news in the papers was impartially presented; sometimes it was suppressed, and often reports were curtailed, but the practice of systematically coloring news so as to influence opinion was rarely or never resorted to. In the leading article one found the expression of frankly partisan opinions, and the reader accepted them or declined them as he chose; but now it is no uncommon experience to find in a daily paper a frivolous leading article on, say, The Promise of Spring, and in the news columns of the same paper a telegram of momentous importance which by suggestion and suppression manages to instill into the reader's mind a belief in the hostile intentions towards this country of some power whose attitude and interest alike are quite peaceful.

"I object to the collection of partisan news or the partisan presentation of news because I object to the motive in which the practice originates. When a man reads a leading article he knows that it is an expression of opinion which he can accept or reject, because he agrees with it or respects the authority of the paper in which it appears. But when he reads news, consciously or unconsciously he believes he is acquiring information based on fact, that he is getting the truth, and that material points are not being suppressed or distorted. There are, perhaps, two ways in which the evil will tend to correct itself.

"In time the readers of newspapers will become accustomed to this change in journalistic practice, and will understand that the press has lost some of its former trustworthiness, a result which, as a newspaper man, I naturally deplore; but the habit of newspaper reading is growing, and owing to the present extraordinary cheapness of papers many people now take more than one paper and read papers on opposite sides of politics.

"But the ultimate result, I firmly believe, will be the disappearance of this unpleasant phase of journalism and the restoration to the press of its former character, together with all the added advantages of the present day. Ten or twenty years is only a short span in the life of the press, and I think I already discern indications that the days when commercial profit is the sole criterion of journalistic success are passing."

### Assignment Schedules.

Schedules in the assignment of the Retail Baker Publishing Company, of 299 Broadway, New York, show liabilities of \$1,273, nominal assets of \$491 and actual assets \$312.

## LESLIE'S WEEKLY

### Establishes Washington Bureau in Charge of Robert D. Heintz.

Leslie's Weekly has recently established a Washington bureau in the Munsey Building and placed it in charge of Robert D. Heintz, formerly of the New York Sun.

John A. Sleicher, the editor of Leslie's, has for many years been prominently identified with the Republican party, and the establishment of a Washington bureau is taken as an evidence that the administration is to have a vigorous supporter in Leslie's Weekly and Judge, both of which are published by the Leslie-Judge Company.

### A Successful Year.

At the annual meeting of the THE EDITOR AND PUBLISHER COMPANY, held May 18th, all the directors were re-elected and the following officers were also re-elected: J. B. Shale, president; T. J. Keenan, secretary, and G. P. Leffler, treasurer. The report showed the company's affairs to be in splendid shape. It also showed a substantial increase in the circulation of THE EDITOR AND PUBLISHER AND JOURNALIST and also in the advertising patronage.

### Company Reorganized.

The Dunkirk (N. Y.) Herald Printing Company, publishers of the Dunkirk Daily Herald and the Weekly Advertiser and Union, has been reorganized under the name of the Herald-Advertiser Publishing Company, with a capital stock of \$40,000. The officers of the new company are: Daniel F. Toomey, president; Daniel A. Reed, vice-president; Gerald E. Frey, secretary and editor; Alton M. Loomis, treasurer and manager.

### Topeka Capital's Marathon Race.

Publisher Arthur Capper of the Topeka Daily Capital pulled off last Saturday what is said to have been the greatest sporting event ever witnessed in Kansas. More than 100,000 persons came out to see the Daily Capital's second annual junior Marathon. Nearly 100 young men were in the race. The Mayor of the city was starter, and Governor Stubbs and all the State officers were there.

### Allentown Leader Progressing.

The Allentown (Pa.) Leader is installing a Unique Hoe Press, capable of delivering 12,000 papers an hour. Numerous other changes are being made, and the Leader will be issued in the future in greatly improved form. The Leader now issues from twelve to twenty-four pages daily. The Leader is represented in New York and Chicago by Fisher Agency, and in Philadelphia by A. F. Smith.

### Buys Interest in Iowa Paper.

L. E. Bladine has purchased an interest in the Webster City (Ia.) Freeman-Tribune. D. L. and W. F. Hunter, who have owned a controlling interest in the paper since the death of their father, still retain control. The Freeman-Tribune property has been in the hands of the Hunter family for more than forty years.

### Pike's Peak Press Club Dance.

The Pike's Peak Press Club, of Colorado Springs, held their annual dance at Stratton Park last Tuesday. The Denver club attended in a body, making the trip to the springs and return in automobiles.



**PERSONAL**

Henry Alexander, of the Independent Press Cable Association, Ltd., of Australia, who has been in America for the past several weeks, sailed this week.

Philip Hileman, formerly of the Charleroi (Pa.) Mail, has taken over the editorial and business management of the Waynesburg (Pa.) Daily Times.

Charles H. Clark, for several years past city editor of the Gouverneur (N. Y.) Free Press, has resigned, and will become identified with an illustrated weekly which will be launched at Watertown, N. Y., in the near future.

Charles Deacon, superintendent of the Printers' Home, gave an illustrated lecture of the home and its inmates and its surroundings at the National Theatre in Washington last Saturday evening.

Michael De Young, proprietor of the San Francisco Chronicle, sailed for Europe on the Oceanic Wednesday.

Cornelius Eckhardt, auditor of the Washington (D. C.) Evening Star Newspaper Company, has been appointed a customs notary by Secretary MacVeagh. The appointment is the first of its kind in the district.

W. E. Hamilton, editor of the Odebolt (Ia.) Chronicle, rounded out his twenty-third year at the Chronicle's helm recently.

William M. Glenn, editor of the Tribune (Kan.) Greeley County Republican, and State Senator from his district, is the Republican candidate for the nomination of Lieutenant-Governor of Kansas.

Lauren Foreman, formerly city editor of the Atlanta (Ga.) Constitution, has been made director of publicity for the Southern Railway.

H. K. Williams, of the Dunkirk (N. Y.) Observer, was in New York this week on business connected with his paper.

James L. Peden, business manager of the Fitchburg (Miss) News, has been appointed assistant general manager of the Shaffer Sales Company of Boston. Mr. Peden will continue his newspaper connection.

Dr. Lyman Abbott, editor of the Outlook, was the principal speaker at a special meeting of the Rochester Chamber of Commerce last week.

Colonel P. A. Barrows has retired as editor of the Plattsburgh (Neb.) Daily News.

M. J. Dee, identified with Detroit newspapers in an editorial capacity for more than a quarter of a century, has joined the staff of the Detroit Free Press.

J. A. Deyo, until recently connected with the editorial staff of the Buffalo (N. Y.) Courier, has been made secretary of the Penn Yan (N. Y.) Business Men's Association.

Joseph J. Robinson, editor and proprietor of the Loneoaning (Md.) Star, has returned from Oregon, where he spent some months for the benefit of his health.

J. F. Coffey, of Williamsburg, Ky., has taken charge of the editorial columns of the Somerset (Ky.) Republican.

George Saint-Amour, who for the past year has conducted an editorial column in the El Paso (Tex.) Sunday Times,

is now writing a daily article for the Houston Record. Mr. Saint-Amour is also a frequent contributor to the Black Cat Magazine.

W. C. Lehman, formerly connected with the Publishers' Press, and later with the United Press Association, and who resigned to engage in the banking business in the West, has been made manager of the bond department of the Northern Bank and Trust Company of Seattle.

I. A. Klein, special newspaper representative, Metropolitan Life Building, New York, has returned from a business trip through New England.

Charles H. Eddy, special representative, Metropolitan Life Building, New York, left this week on a Western trip in the interest of his paper.

**BOSTON PRESS CLUB**

**Anniversary Dinner Promises to Be Big Event.**

The Boston Press Club will have as toastmaster at its housewarming dinner May 26 Walter E. Adams, formerly a well-known Washington correspondent, prominent in many a Gridiron Club dinner.

With the assistance of a number of other Boston newspaper men he is engineering numerous surprises that promise to make the anniversary feast one of the most genuinely entertaining newspaper dinners in Boston in many years.

The dinner will be served in the club's new quarters at 3 Beacon street and will mark the twenty-fourth anniversary. Various Boston newspaper artists have been busy for the last few days sketching different members in unobserved moments, and the characteristics of many of them will be reproduced in cartoons at the celebration.

**OBITUARY.**

Frank Matson, circulation agent for the Philadelphia Inquirer, died suddenly at the Hotel Manze in Trenton, N. J., last week.

James C. Humprey, who founded the Belleville (Kan.) Telescope, died at his home in that city last week. He was born in Milton, Ont., in 1845.

Chas. W. Cook, official staff photographer of the Buffalo Evening Times, died suddenly at his home in that city last week, following an illness of two weeks. He was 46 years old.

Julius Diedrich, publisher and editor of the Bloomington (Ill.) Journal, a German paper, died suddenly last week. He was 51 years old and came to the United States in 1878.

Thomas Hanley, a member of the staff of the Hoboken (N. J.) Observer and a reporter for Hudson County (N. J.) newspapers for twenty years, died suddenly of apoplexy at his home in that city last week. He was forty years old.

**Print Paper Rate Reduced.**

The Texas State Railroad Commission, in session at Austin, last week made important reductions in the rate on print paper.

**Truthful Doctrine.**

L. J. Boughner, city editor of the Minneapolis Tribune, recently said to 400 students at the State Agricultural School: "When you go back to the farm, look up the editor of your local

newspaper and make a friend of him. The editor of your local newspaper will help you in everything you undertake for the upbuilding of your locality. You need his co-operation and he needs yours."

**Newspaper Editors**

The most successful New York papers use original illustrations.

Good pictures boom circulation. Why not emulate the Metropolitan dailies?

Write us for particulars.

**The Ethridge Company**

**ILLUSTRATORS**

**Madison Square Building, New York DAY AND NIGHT STAFFS**

**\$2,973.59 WAS THE**

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

**C. M. PALMER**  
Newspaper Broker

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**NEW YORK HERALD SYNDICATE**

Special Services of all Kinds for Newspapers  
Address  
Herald Square New York City Canadian Branch  
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**BAIN NEWS SERVICE**

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

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32 UNION SQUARE EAST, NEW YORK

**HAND, KNOX & CO.**

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

**WILBERDING**

**ADVERTISING MEDIA**

**ILLINOIS.**

**CHICAGO EXAMINER**

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

**NEW YORK.**

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

**WASHINGTON.**

**THE SEATTLE TIMES**

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

**SITUATIONS WANTED**

Advertisements under this classification will cost One Cent Per Word

**WANTED—ENERGETIC YOUNG**

**NEWSPAPER MAN, NOW ON NEW YORK DAILY, FORMERLY CITY EDITOR OF DAILIES IN CITIES OF 50,000 AND 90,000, WANTS EDITORSHIP ON SMALL DAILY. ADDRESS, J. H., CARE THE EDITOR AND PUBLISHER.**

**EDITORIALS**

Experienced Newspaper Writer will do editorial work at reasonable rates. Best of references. Sample copy sent on application Address, "WRITER," care THE EDITOR AND PUBLISHER.

**ELDERLY MAN**

wants editorial work on periodical or weekly, or on daily in small city. Original and vigorous writer, neat and polished style. Can also write good specials, edit copy, report meetings, etc., if required. J. T. MUNSON, 467 W. 23rd St., New York.

**NEWSPAPER PRESSMAN.**

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

**FOR SALE**

**AN OPPORTUNITY**

to buy all or part interest in well established class magazine. This publication has an excellent field, catering to the large business men of the country. My reason for selling all or part interest is due to the fact that other interests require my attention, and I have been unable to secure a man who, not having a financial interest, will give the magazine the requisite amount of attention. A bright opening for an up-to-date business manager. Address, Owner, CARE THE EDITOR AND PUBLISHER.

**NEWSPAPERS FOR SALE**

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

**AT A BARGAIN—ROTARY**

offset printing-press, with automatic feeder and motor. HENRY C. ISAACS, 10 Bleecker St., New York.

**MISCELLANEOUS**

**EXCLUSIVE WASHINGTON SPECIALS**

Short, snappy telegraph news "scoops" on national and other subjects. Valuable addition to regular press reports. Cost reasonable. Big dailies in 35 States take them.  
427 Newspapers without Washington representation write for our inexpensive and attractive correspondence proposition. PRESS NEWS ASSOCIATION, Metropolitan Bank Building, Washington, D. C.

**RESULTS GUARANTEED**

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

**DAILY NEWS**

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

**Addresses**

WANTED of unprinted authors, Those having books in Manuscript should write us for a publisher. N. Y. AUTHOR'S EXCHANGE, 145 NASSAU ST., N. Y.

**BUS. OPPORTUNITIES**

**\$54,486.04 PROFIT**

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

**THE INTERNATIONAL SYNDICATE**

**FEATURES FOR NEWSPAPERS NO CONTRACT—Our subscribers may come and go on notice.**  
Baltimore Maryland

# THE ADVERTISING WORLD

## TIPS TO BUSINESS MANAGERS.

The H. Lesan Agency, 527 Fifth avenue, New York, is placing 10,000-line contracts in daily papers for the advertising of the National League for American Freedom. This agency is also placing orders in the larger Eastern dailies for Publicity Commission, Saratoga Mineral Springs, Saratoga, N. Y.

The Samuel Knopf Company, 32 Union Square, New York, is placing orders in daily papers for B. Priestley & Co., Priestley's Cravenettes, 100 Fifth avenue, New York.

The Frank Presbrey Agency, 7 West Twenty-ninth street, New York, is placing orders for the Butterick Publishing Company, same city.

The H. I. Ireland Agency, Philadelphia, is placing orders in Southern papers for 10,000 lines in Southern papers for Fels & Co., Fels Naptha Soap, Philadelphia. This agency is also placing orders in a large number of dailies for the Hotel Baldwin, Beach Haven, N. J., on a cash basis.

The C. Ironmonger Agency, Post Building, New York, is placing orders generally for the Standard Soluble Sulphur Company, 1 Madison avenue, New York.

The Ridgeway Company, Everybody's Magazine, New York, is sending out orders advertising the special features for June in this magazine.

The Volkman Agency, Temple Court, New York, is placing orders for the advertising of Felix Tempest Company, 113 Nassau street, New York.

Powers & Armstrong, Philadelphia, are placing new contracts in Southern papers for 10,000 lines for the Victor Talking Machine Company, Camden, N. J.

Sherman & Bryan, New York, are placing contracts for 5,000 lines in Southern and Western papers for Erlanger Bros., B. V. D. Underwear, New York.

Lord & Thomas, Chicago, are placing 1,000-line contracts in Pacific Coast papers for the Brunswick-Balke-Collender Company, 29 West Thirty-second street, New York.

The Frank Seaman Agency, 33 West Thirty-third street, New York, is placing 5,000 lines in Western papers for the Maxwell-Briscoe Motor Company, Detroit, Mich.

The Foster Debevoise Company, 45 West Thirty-fourth street, New York, is placing orders in New York State papers for the Family Butter Merger Company, 9 Clinton street, New York.

Other States will be taken up later. This agency is also placing contracts for 1,500 lines in Ohio papers for the Diamond Point Pen Company, 86 Fulton street, New York.

The Hotel Record Company, 1133 Broadway, New York, is placing orders in the larger city dailies for the Hotel Thorndyke, Jamestown, R. I.

The Wylie B. Jones Agency, Birmingham, N. Y., is placing 936 inches in daily papers for the advertising of Doris Cream.

The Kaufman & Handy Agency, Chicago, is placing orders in the larger city dailies for the United Cigar Manufacturers' Company, 1016 Second avenue, New York.

Otto J. Koch, Milwaukee, Wis., is placing orders in Pacific Coast papers for F. F. Adams Tobacco Company, Peerless Tobacco, St. Paul, Minn.

Lord & Thomas, 250 Fifth avenue, New York, are placing orders in Pacific Coast papers for Charles Cluthe, Trusses, 125 East Twenty-third street, New York.

The Morse International Agency, Dodd-Mead Building, New York, is placing seven lines twelve times in the larger Eastern papers for the Point O'Woods Association, The Inn, Point O'Woods, N. Y.

The Wyckoff Agency, Buffalo, is placing orders in Southern papers for the Imperial Remedy Company, Imperial Derma Cream, same city.

H. W. Kastor & Sons, St. Louis, are making 5,000-line contracts in Western papers for the Smith-McCord-Townsend Dry Goods Company, same city.

M. W. Hazen & Co., 27 Thames street, New York, is placing a line of classified advertising in Western and Southern papers through the Walter H. Baker Agency, 41 Park Row, New York.

The Frank Seaman Agency, 33 West Thirty-third street, New York, is placing new contracts for 7,000 lines in Pacific Coast papers for the R. & G. Corset Company, 890 Broadway, New York.

The Charles H. Fuller Agency, Chicago, is placing 5,000 lines in Middle West papers, the G. C. Bittner Company, same city.

N. W. Ayer & Son, Philadelphia, are placing orders in weekly editions of Pacific Coast papers for the Plymouth Cordage Company, Plymouth, Mass.

The Blaine-Thompson Company, Cincinnati, is placing orders in Southern papers for the Mastie Wall Board and Roofing Manufacturing Company.

Nelson Chesman & Co., Chattanooga, Tenn., are placing orders for 5,000 lines in Southern papers for the Capudine Chemical Company, Hicks' Capudine, Raleigh, N. C.

The Cowen Company, John Hancock Building, Boston, is placing 10,000 line contracts with Western papers for the C. D. Brown Company, Fibrex, Boston.

**Seattle Publicity Club.**  
The Seattle Publicity Club, composed of the advertising men of Seattle, held its annual meeting recently and elected the following governing board: Joseph Blethen, president; A. J. Izzard, secretary; C. W. Martin, treasurer; J. Frederic Thorne, Adolph T. Schmidt, Walter F. Foster, W. W. Chapin.

# ROLL OF HONOR

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

<b>ALABAMA.</b>		<b>NORTH CAROLINA.</b>	
ITEM .....	Mobile	NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte
<b>ARIZONA.</b>		<b>OHIO.</b>	
GAZETTE .....	Phoenix	PLAIN DEALER .....	Cleveland
<b>ARKANSAS.</b>		(April, D. 83,285—S. 112,442.)	
SOUTHWEST AMERICAN .....	Fort Smith	VINDICATOR .....	Youngstown
<b>CALIFORNIA.</b>		<b>OKLAHOMA.</b>	
BULLETIN .....	San Francisco	OKLAHOMAN .....	Oklahoma City
CALL .....	San Francisco	<b>PENNSYLVANIA.</b>	
EXAMINER .....	San Francisco	TIMES .....	Chester
<b>FLORIDA.</b>		DAILY DEMOCRAT .....	Johnstown
METROPOLIS .....	Jacksonville	JOURNAL .....	Johnstown
<b>GEORGIA.</b>		BULLETIN .....	Philadelphia
THE ATLANTA JOURNAL (Cir. 53,163) ..	Atlanta	DISPATCH .....	Pittsburg
CHRONICLE .....	Augusta	GERMAN GAZETTE .....	Philadelphia
ENQUIRER-SUN .....	Columbus	PRESS .....	Pittsburg
LEDGER .....	Columbus	TIMES-LEADER .....	Wilkes-Barre
<b>ILLINOIS.</b>		DISPATCH AND DAILY .....	York
SKANDINAVEN .....	Chicago	<b>TENNESSEE.</b>	
HERALD .....	Joliet	NEWS-SCIMITAR .....	Memphis
HERALD-TRANSCRIPT .....	Peoria	BANNER .....	Nashville
JOURNAL .....	Peoria	<b>TEXAS.</b>	
<b>INDIANA.</b>		RECORD .....	Fort Worth
JOURNAL-GAZETTE .....	Ft. Wayne	CHRONICLE .....	Houston
NEWS-TRIBUNE .....	Marion	SEMI-WEEKLY TRIBUNE .....	Waco
TRIBUNE .....	Terre Haute	TIMES-HERALD .....	Waco
THE AVE MARIA .....	Notre Dame	<b>WASHINGTON.</b>	
<b>IOWA.</b>		MORNING TRIBUNE .....	Everett
EVENING GAZETTE .....	Burlington	TIMES .....	Seattle
CAPITAL .....	Des Moines	<b>WISCONSIN.</b>	
REGISTER AND LEADER .....	Des Moines	EVENING WISCONSIN .....	Milwaukee
THE TIMES-JOURNAL .....	Dubuque	<b>CANADA.</b>	
<b>KANSAS.</b>		<b>ALBERTA.</b>	
GLOBE .....	Atchison	HERALD .....	Calgary
GAZETTE .....	Hutchinson	<b>BRITISH COLUMBIA.</b>	
CAPITAL .....	Topeka	WORLD .....	Vancouver
<b>KENTUCKY.</b>		TIMES .....	Victoria
COURIER-JOURNAL .....	Louisville	<b>ONTARIO.</b>	
TIMES .....	Louisville	EXAMINER .....	Peterborough
<b>LOUISIANA.</b>		FREE PRESS .....	London
ITEM .....	New Orleans	<b>QUEBEC.</b>	
STATES .....	New Orleans	LA PATRIE .....	Montreal
TIMES DEMOCRAT .....	New Orleans	LA PRESSE .....	Montreal
<b>MAINE.</b>		<b>JOURNAL DO COMMERIO</b>	
JOURNAL .....	Lewiston	<b>OF RIO DE JANEIRO, BRAZIL</b>	
<b>MICHIGAN.</b>		A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
PATRIOT—(April D 11,024—S 12,024)—	Jackson	<b>VASCO ABREU, Representative</b>	
<b>MINNESOTA.</b>		Tribune Building - New York	
TRIBUNE (Morning and Evening) ..	Minneapolis	<b>NEW BEDFORD TIMES</b>	
<b>MISSOURI.</b>		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
DAILY AND SUNDAY GLOBE .....	Joplin	Average to May 1, 1910	
<b>MONTANA.</b>		<b>Evening, 7,803 Sunday, 13,990</b>	
MINER .....	Butte	ALFRED B. LUKENS Tribune Bldg.	
<b>NEBRASKA.</b>		New York Representative New York	
FREIE PRESSE (aver. circ. 142,440) ..	Lincoln	FRANK W. HENKELL Tribune Bldg.	
<b>NEW JERSEY.</b>		Western Representative Chicago	
PRESS .....	Asbury Park	<b>Anderson (S.C.) Mail</b>	
JOURNAL .....	Elizabeth	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
TIMES .....	Elizabeth	MacQuoid-Alcorn Special Agency	
COURIER-NEWS .....	Plainfield	Tribune Building, N. Y.	
<b>NEW MEXICO.</b>		Boice Building, Chicago	
MORNING JOURNAL .....	Albuquerque		
<b>NEW YORK.</b>			
BUFFALO EVENING NEWS .....	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
PARIS MODES .....	New York		
RECORD .....	Troy		

**THE**  
**New Orleans**  
**Item**

**Largest Total Circulation**  
**by Thousands**

**Greater CITY Circulation Than**  
**Any Two COMBINED**

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



**DIRECTORY OF ADVERTISING AGENTS**

**General Agents**

- AMERICAN SPORTS PUB. CO.**  
21 Warren St., New York  
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**  
Broad Exchange Bldg., New York  
Tel. Broad 6148
- BALLARD & ALVORD**  
1328 Broadway, New York  
Tel. 38th 2246
- CARPENTER & CORCORAN**  
26 Cortlandt St., New York  
Tel. Cortlandt 7800
- CONE, ANDREW**  
Tribune Building, New York  
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**  
45 West 34th St., New York  
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**  
231 West 39th St., New York  
Tel. Broadway 4770
- FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 5745
- GUENTHER, RUDOLPH**  
115 Broadway, New York  
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**  
20 New St., New York  
Tel. Cortlandt 1854
- MEYEN, C. & CO.**  
Tribune Bldg., New York  
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**  
44 Broad St., New York  
Tel. Broad 1420
- THE SIEGFRIED COMPANY**  
50 Church St., New York  
Tel. Cortlandt 7825

**PENNSYLVANIA**

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

**MEXICO**

**THE PUBLICITY COMPANY**  
San Diego, 9, City of Mexico, Mexico

**American Home Monthly**  
A Household Magazine

Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.  
**HENRY RIDDER, Publisher**  
27 Spruce Street. New York.

NO ADVERTISER can overlook the clientele of "THE PANHELLENIC"  
New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address "THE PANHELLENIC"  
50 Church Street, New York, N. Y.  
Phone 7523 Cortlandt

Most everybody that's anybody in Augusta (Ga.) and territory reads  
**The Augusta Chronicle**  
"The South's Oldest Newspaper"  
Leads in volume of paid advertising—gaining every month—both local and foreign. Take a month's file and prove this.  
Send for free copy "Chronicle Chronicals"  
C. B. HANSON, Adv. Mgr. Augusta, Ga.  
S. C. BECKWITH SPECIAL AGENCY  
New York Chicago Kansas City

The GARWOOD ELECTRIC SYSTEM at the  
**PHILADELPHIA PUBLIC LEDGER**  
prints more papers per kilowatt of current consumed than any other system on the market.  
**GARWOOD ELECTRIC COMPANY** New York, Philadelphia  
Boston, Chicago, St. Louis  
AGENCIES IN ALL PRINCIPAL CITIES

**Publishers' Representatives**

- KELLY, C. F. & CO.**  
Metropolitan Bldg., New York  
People's Gas Bldg., Chicago  
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**  
150 Nassau St., New York  
Tel. Beekman 4746
- FRANK R. NORTHRUP**  
225 Fifth Ave., New York  
Tel. Madison Sq. 2042
- SMITH & BUDD**  
Brunswick Bldg., New York  
Tel. Madison Sq. 6187
- THE FISHER AGENCY**  
118 East 28th St., New York  
Tel. 6536 Madison Square
- VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, New York  
Tel. Madison Sq. 962

**NEW PUBLICATIONS.**

A new daily will be launched at Lansford, Pa., in the near future. It will be issued from the office of the Lansford Leader, of which D. A. L. Davis is the owner.

The Hill City (inn.) News is the name of a new weekly. It is edited by Gay C. Huntley.

A new paper called the Capital City Spirit has made its appearance at Pierre, S. D. It is published by William J. Nundt.

A new Italian daily, edited by Alfonso Sagramoso, has made its appearance in New Rochelle, N. Y.

**Successful Voting Contest.**

A very successful trip contest was concluded recently on the Syracuse (N. Y.) Evening Journal. Ten young ladies will be sent on a forty-eight-day tour to Europe, sailing from Baltimore July 13, and four will go to the Bermuda Islands for a two weeks' stay. The manager of the contest states that more than ten thousand paid-in-advance subscriptions were obtained and the total vote was seven million two hundred and seventy-two thousand five hundred and eighty-five. The contest was conducted by the Publishers' Circulation Service Company, of 951 Marbridge Building, New York City. The same company has just inaugurated a trip contest for the Oswego (N. Y.) Evening Times. Two women will be sent to Europe on a forty-five-day trip, and six to Bermuda for a ten-day trip.

**Wood Pulp from Newfoundland.**

A shipment of wood pulp from Newfoundland, the first ever reported to the United States, was received in New York Wednesday on the Kiroa. The shipment consisted of 940 bales of wood pulp and 1,607 rolls of print paper.

**The Asbury Park Press**

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

**CHANGES IN INTEREST.**

John P. Harper, of Pine Bluff, Ark., has purchased the Holdenville (Okla.) Times from T. T. Baker. The Times is one of the oldest papers in the Indian Territory side of the State and was founded fourteen years ago.

T. M. McClure, who for the past ten years has owned and edited the Alto (Tex.) Herald, has sold his interests to Elbert E. Allen.

**Acquitted of Libel.**

William P. F. Ferguson, editor and publisher of the National Prohibitionist, was found not guilty of criminal libel by a jury in Judge Barnes' court in Chicago last week. He was accused of libeling Holman F. Day, author and magazine writer, in an article published nearly two years ago.

**Will Edit Richmond Virginian.**

Robert L. Gray, for some time past editorial writer of the Wilmington (N. C.) Star, has succeeded W. S. Copeland as chief editorial writer on the Richmond Virginian. Mr. Copeland, beginning this week, assumes active charge of his own paper, the Newport (Va.) News.

**A Pennsylvania Change.**

F. L. Taylor, editor and publisher of the New Albany (Pa.) Mirror, has relinquished his lease of the Laporte (Pa.) News-Item. B. M. Van Dyke, who has been editing the News-Item for Mr. Taylor, has taken over the lease and will continue the business.

**Post Sues Typographical Journal.**

C. W. Post, of Battle Creek, Mich., has filed suit against the Typographical Journal, of Indianapolis, for \$50,000 for alleged libel.

**Botfield Engraving Co.**

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

**DEEP ETCHED CUTS ON ZINC OR COPPER**

Best Work at Lowest Price  
Let us estimate on your next order. Once a customer always a customer.

**THE LOVEJOY CO.** Established 1853  
**ELECTROTYPERS**  
and Manufacturers of Electrotype Machinery  
444-446 Pearl Street New York

**THE PUBLISHERS METAL CO.**

**134 Metropolitan Ave., Brooklyn**

Adopt our system and save 20% on your metal bill  
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily  
All we ask is a trial.  
**FACTORY, 134 METROPOLITAN AVE., BROOKLYN**  
Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals



Send To-day for the List of Users of  
**"The Kohler System"**  
We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.  
**KÖHLER BROS., 277 Dearborn Street, CHICAGO**  
LONDON: NEW YORK:  
56 Ludgate Hill, E.C. No. 1 Madison Avenue

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

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

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

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

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

**SOME TRADE OPINIONS.**

"A representative printers' paper."—Intend Type Foundry, St. Louis, Mo.  
"We do not doubt but that the P. and S. is a good printers' journal, wherein to advertise our machinery."—Paul Shaledenwend & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.  
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Flon, N. Y.

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

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

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

Rates on application to **ALBERT O-DONOGHUE**, 534 W. 125th St., New York.

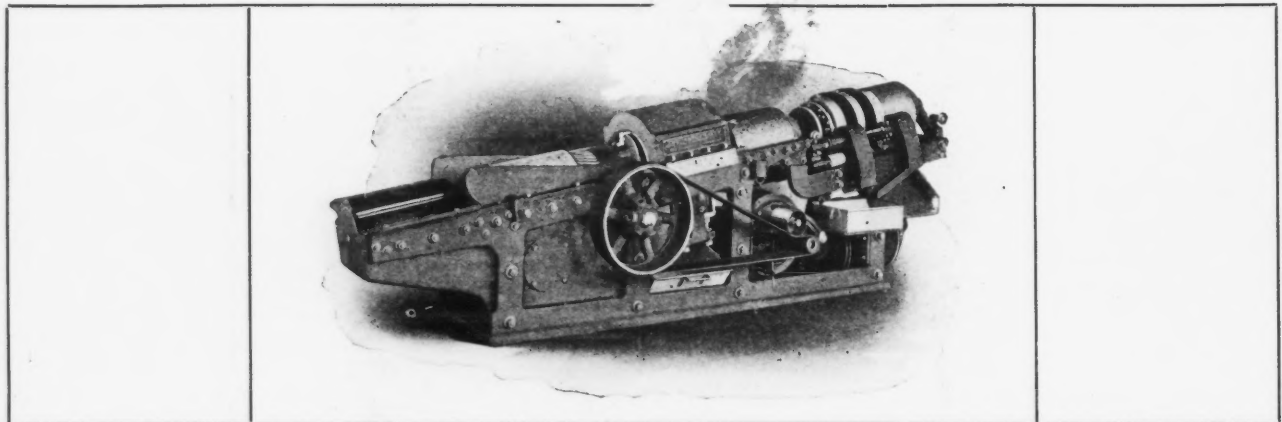
Send for sample copy.

**PROFIT IN EVERY PAGE**  
There's profit in every page of THE AMERICAN PRINTER. It is a treasury of information, inspiration and education in typography, presswork, designing, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.  
Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.  
The employing printers, managers and pressmen who read THE AMERICAN PRINTER and their views broadened, their product bettered, their office and shop systems made more productive.  
Read by the men before whom he must present his arguments if he is to make a sale, THE AMERICAN PRINTER presents to the advertiser a tremendous purchasing power.  
Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.  
Send 20 cents today for sample copy. Price per one year \$2.00.  
OSWALD PUBLISHING COMPANY, 25 CITY HALL PLACE, NEW YORK.

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS OUT OF 24  
THE FASTEST ENGRAVERS ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
134 Nassau St. N.Y. Tel. 4200-4 Beekman

# THE TAIL-CUTTING AUTOSHAVER

Tail-Cuts, shaves, cools and dries *five hand-cast* plates a minute. Mr. Wood's latest device can be used with any standard Casting Box



This is the first step of a small foundry towards machine-made plates. When, later, a Junior Autoplate is added the Tail-Cutting Autoshafter will handle its plates as well

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*Autoplate-Autoshafter Machinery  
Saves Time, Money and Space*

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## THE CAMPBELL COMPANY

HENRY A. WISE WOOD  
President

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New York



