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ATTACKS DRUG FRAUDS

PRESIDENT TAFT URGES CONGRESS TO AMEND PURE FOOD AND DRUGS ACT,

In Order to Put a Stop to the Manufacture and Sale of Worthless and Often Dangerous Preparations Labeled as Cures—Denounces Them as a Menace to Public Health—Need for Legislation.

President Taft sent to Congress on Wednesday a special message urging the passage of a stringent amendment to the existing Pure Food and Drugs Act. He was particularly bitter in his denunciation of false labels that raise hopes of prompt cures of dangerous diseases.

The purpose of the proposed amendment as stated by the President is to prevent the shipment in interstate and foreign commerce, and the manufacture and sale within the territories and the District of Columbia of worthless nostrums labeled with misstatements of fact as to their physiological action—misstatements false and misleading even in the knowledge of those who make them.

PRESENT ACT DEFECTIVE.

In the course of his message Mr. Taft says:

The Supreme Court has held in a recent decision (United States versus O. A. Johnson, opinion May 29, 1911) that the Food and Drugs Act does not cover the knowingly false labeling of nostrums as to curative effect or physiological action, and that inquiry under this salutary statute does not by its terms extend in any case to the inefficiency of medicine to work the cures claimed for them on the labels.

It follows that, without fear of punishment under the law, unscrupulous persons, knowing the medicines to have no curative or remedial value for the diseases for which they indicate them, may ship in interstate commerce medicines composed of substances possessing any slight physiological action and labeled as cures for diseases which, in the present state of science, are recognized as incurable.

An evil which menaces the general health of the people strikes at the life of the nation. In my opinion, the sale of dangerously adulterated drugs, or the sale of drugs under knowingly false claims as to their effect in disease, constitutes such an evil and warrants me in calling the matter to the attention of Congress.

WORTHLESS MIXTURES SOLD.

Fraudulent misrepresentations of the curative value of nostrums not only operate to defraud purchasers, but are a distinct menace to the public health. There are none so credulous as sufferers from disease. The need is urgent for legislation which will prevent the raising of false hopes of speedy cures of serious ailments by misstatements of fact as to worthless mixtures on which the sick will rely while their diseases progress unchecked.

At the time the Food and Drugs Act was passed there were current in commerce literally thousands of dangerous frauds labeled as cures for every case of epilepsy, consumption and all lung diseases, cures for all kidney, liver and malarial troubles, cures for diabetes, cures for tumor and cancer, cures for all forms of heart disease; in fact, cures for all the ills known at the present day.

The labels of many of these so-called cures indicated their use for diseases of children. They were not only utterly useless in the treatment of the disease, but in many cases were positively injurious. If a tith of these statements had been true, no one with access to the remedy

(Continued on page 5.)



ROBERT W. BROWN,

MANAGING EDITOR LOUISVILLE TIMES, WHO WAS ELECTED PRESIDENT OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION LAST WEEK.

BLETHENS CHARGED WITH LIBEL

Proprietor and Editor of Post-Intelligencer Plaintiffs in Action.

Warrants were served Tuesday on Col. Alden J. Blethen, editor of the Seattle Times; C. B. Blethen, managing editor; Joseph Blethen, business manager, and the Times Printing Company, charging them with criminally libeling John L. Wilson, proprietor of the Seattle Post-Intelligencer, and Erastus Brainard, editor of the Post-Intelligencer.

Five separate informations were sworn out against each of the defendants, who were released on their own recognizance.

Omaha Bee Sues Daily News for Libel.

The Bee Publishing Company, of Omaha, has commenced suit against the Omaha Daily News Publishing Company for damages as the result of alleged libelous reports circulated by the advertising solicitors of the defendant company.

Berlin Without Papers for a Day.

The Berlin (Germany) Lokal Anzeiger, the Berliner Tageblatt and the Morgen Post failed to appear last Saturday as the result of a strike of printers.

MARION LEADER SOLD.

Indiana Daily Brought \$32,000 at Receiver's Sale Last Week.

The Marion (Ind.) Leader, possession of which has been a matter of controversy for several years, during which time the paper has been in financial difficulties, was sold for \$32,000 at receiver's sale last week to E. H. Johnson, a former receiver of the company.

The Leader was owned for many years by William B. Westlake, long prominent in Democratic politics in the State. Nearly four years ago the Grant Trust and Savings Company, of Marion, filed suit in Grant County, asking for the appointment of a receiver and alleging insolvency. Mr. Johnson was then named receiver, and held the position during various phases of litigation involving the ownership of the property. Once during the period of litigation Westlake regained control of the newspaper, but only for a short time. The case was taken to the Circuit Court, and a few months ago the Farmers' Trust and Savings Company, of Marion, was named receiver.

The Dyersburg (Tenn.) State Gazette has commenced the construction of a modern fireproof home.

CANADIAN PRESS.

DOMINION NEWSPAPER MEN HOLD FIFTY-THIRD ANNUAL CONVENTION AT TORONTO.

C. W. Young, Veteran Publisher of Cornwall Freeholder, Elected President—Necessity for a Closer Study of Costs Pointed Out by J. F. Mackay, Retiring President—Newspapers Are on Trial.

Representatives of most of the important daily and weekly newspapers of the Province attended the fifty-third annual convention of the Canadian Press Association at Toronto this week. Officers were elected as follows: C. W. Young, publisher of the Cornwall Freeholder, president; John R. Stone, Toronto Star, first vice-president, and Hal B. Donly, Lincoln Reformer, second vice-president; J. H. Cranston, secretary-treasurer, and W. H. Craick, assistant secretary-treasurer, were elected.

ADDRESS OF RETIRING PRESIDENT.

In his address to the members, J. F. Mackay, business manager and treasurer of the Toronto Globe, and retiring president of the association, dwelt on the necessity for a closer study of costs and pointed out that if Canada is to have an independent and verile press, it is necessary to first begin at the bottom and have a press that is financially sound.

"The increase of the selling price of our product is not the only matter requiring attention if we are to maintain a place in the commercial world. We must direct our efforts toward increasing the demand for our goods. Paradoxical as it may appear, it is, nevertheless true, that the vendors of advertising have been the poorest of all advertisers. Just why this should be true it is hard to see. It should certainly not be from any lack of faith in the power of good advertising, for have we not all seen scores of the patrons of our columns grow with amazing rapidity from poverty to opulence?"

FREE PUBLICITY.

"One of the crying evils of newspaper work," is the way Mr. Mackay characterized what is generally known as "free publicity."

"As newspaper men, we have failed lamentably in letting the public understand that our space means our livelihood quite as much as the goods over the counter constitute the income of the merchant.

"The free advertisement fiend must be sat upon all down the line, from the big manufacturing corporation, which is too busy to advertise, but which always has an item of news to hand out about a big shipment of goods to New Zealand or elsewhere, to the professional gentlemen who have taken away their brother's means of livelihood for the crime of issuing a dodger about his gripe cure, but who never fail to let the editor know that he has 'resumed practice at 64 Blarney street, after spending a few weeks with his wife at Atlantic City.'"

NEWSPAPERS LARGELY TO BLAME.

"This is one of the crying evils of newspaper work to-day, for its existence we must take a large share of the responsibility ourselves. The practice of

'working the newspaper' to-day is down to such an art, that agencies have been established in many of the leading centres for no other purpose than to secure insertion of what is really the best possible advertising in the subtle guise of 'stories', news items, etc.

"We are prepared to make sacrifices for our country, and for our community at all times, we need not be niggardly in our relations to the churches and the charities, but let us in our business life be at least self-respecting enough not to be made the tools of wealthy and self-seeking men, men who will turn away from us and laugh at newspapers as 'easy prey.'

"The time has surely gone by when we need to beg pardon of any business man for calling his attention to his need of advertising. The article which we have for sale is the greatest selling force in the world to-day. The Dominion of Canada is itself one of the greatest newspaper advertisers in the world, with the results that are the envy of powerful competitors in various quarters of the globe."

TO ADVERTISE ADVERTISING.

Mr. Mackay emphasized the necessity for the association, both in its organized and in its individual capacity, to enter at once upon a determined campaign to advertise advertising.

"Again some may be inclined to question the wisdom of using the press association as the means for the creation and development of advertising. To all such, the answer may be made, that journalism in its wider sense, is indissolubly locked up with its business side, and that the paper which cannot pay one hundred cents on the dollar, is not likely to exert any great influence for good through its editorial columns."

NEWSPAPERS ON TRIAL.

"The fact that the business and editorial sides of newspaper work to-day are so closely interwoven, should, however, make those of us who have had to do more particularly with the former, increasingly careful that our influence is exerted in the direction of maintaining a high standard in our advertising columns. That altogether too great latitude has heretofore been allowed in this respect, is, we confess, only too true."

"The newspaper is on trial to-day as never before since its inception. It is being measured and weighed by new standards, and no one can speak with any positiveness as to just what its relationship to the public will be in the years to come. In various quarters we are being told that the influence of the advertiser is dominant in journalism, and that this constitutes a public menace; that, in fact, as a result of this, the newspaper has already ceased to exert any great influence on the minds of its readers."

CENSORSHIP IN ADVERTISING.

"This criticism is not supported by the facts. In many editorial rooms to-

day there is greater freedom from countingroom influence than ever before in the history of the papers. But from no higher motives than those of good business, we must recognize it as a serious state of affairs if it were true.

"It will be a sad day for journalism, even as a commercial enterprise, when the mass of the people lose faith in its integrity, and to avoid such a disaster, editor and manager must be in hearty accord in their joint discharge of the responsibilities resting upon them. A closer censorship of our advertising columns I would place as one of the first requisites to a more successful and a more powerful press."

PUBLISHERS INDIFFERENT.

In closing, Mr. Mackay referred to the indifference of many publishers to the work of the association, and went on to prove that the organization was entitled to the hearty co-operation of every publisher, rural and urban, in the Province. He drew attention to the steps taken and initiated by the association to have the duty removed from linotypes, as a result of which, if legislation now pending, becomes law, there will be a saving of \$600 on every linotype purchased. There were other matters which commanded attention, one of which was the negotiation of an arbitration contract with the International Typographical Union.

A DOMINION PRESS COUNCIL.

Assurance was given the association by John A. Cooper that the negotiations looking toward the organization of a Dominion Press Council, including in its membership all the Provincial associations, would shortly result in the accomplishment of that end. The Western Canada Press Association and the Eastern Townships Association were in full sympathy with the project, and all that was required was to win over the Maritime Press Association.

Don C. Seitz, business manager of the New York World, was scheduled to address the association on Tuesday, but was unable to be present.

"What policy should be adopted toward advertising which opposes the ideals of the paper?" was the subject of an interesting paper by Mr. W. E. Smallfield. His conclusion was that no newspaper publisher should accept advertisements opposing the principles for which his paper stood, unless it was clearly indicated to the readers that the matter was paid for.

QUESTION OF STANDARD RATE CARD.

The question of why more publishers have not signed the agreement with the advertising agents was considered in an address before the Weekly Section by Mr. John Imrie, of Printer and Publisher. Thirty-seven members have signed the agreement, and a number of them testified to the increased business they had received as a result. A special committee was appointed to consider the question of fixing a uniform standard rate card for weekly papers.

Other numbers on the program included "The Dominion Lottery Act, and its relations to the publishers and printer, by F. W. Wilson, of Fort Hope, and the new Copyright Act and Press, by John A. Cooper. Following adjournment, the members of the association, Thursday morning, went for a two days' outing at Georgian Bay.

Hearst After London Daily?

It was reported from London last week that William Randolph Hearst was negotiating for the purchase of the London Morning Leader. Careful inquiry by THE EDITOR AND PUBLISHER fails to confirm the report.

CENTRAL AD MEETING.

Clubs Representing Four States Have Big Time at Grand Rapids—Brilliant Banquet with Live Speakers Closes Three-Day Convention—Louis C. Covell Elected President.

(Special Correspondence.)

The third annual convention of the central division of the Associated Advertising Clubs closed at Grand Rapids on Friday evening of last week with a monster banquet, which was attended by more than five hundred of the city's best known business and professional men and manufacturers. The list of speakers was a notable one and included Governor Osborn, Melville E. Stone, general manager of the Associated Press; Congressman Victor Murdock and Elbert Hubbard. A. H. Vandenberg presided as toastmaster.

Mr. Stone's address was received with great interest. His topic was "Blazing the Trail," and he reviewed the progress of the last century in literature, science, industry, trade and other activities, and declared it to have been the greatest century in achievement.

"During this century we have learned to write of men instead of kings; to-day it is the divine right of the people that is given consideration."

Congressman Murdock's topic was "Uncle Sam Part of the Business," and his address was an arraignment of the imperfections and inconsistencies in the postal service growing out of the antiquated methods that obtain.

Reorganization of the postoffice, better service for the people, the remedying of inconsistencies and imperfections would be impossible, he declared, until the Government resumed its monopoly and eliminated the express competition.

Elbert Hubbard, of East Aurora, spoke in characteristic vein.

"Anybody can buy advertising space," he said, "but the greatest advertiser is the man who can get space without paying for it. The educated man is the man who can earn a living. Advertising is telling the world who, what and where you are and what you have to offer. The man who does not advertise is a dead one, whether he knows it or not."

Louis C. Covell, of Grand Rapids, was elected president of the central division at the final business session held Friday afternoon. H. H. Stalker, of Toledo, was elected secretary. Other officers chosen were: Vice-Presidents, A. R. Wellington, Milwaukee, and L. H. Martin, Cincinnati; Treasurer, W. W. Hudson, Indianapolis; Executive Committee, Charles D. Emory, Chicago; E. J. Slemmons, Grand Rapids; Jane C. Peterson, Traverse City, Mich., and Byron A. Bolt, Chicago. After a lively contest Toledo was selected as the place for holding the convention in 1912.

Immediately as the result of the vote was announced at the convention, a score of "newsies" broke in on the floor of the convention and shouted "Extra! Extra! Toledo Blade. All about the ad club convention." This made a big hit with the ad men, and the whole convention of delegates cheered the Blade stunt to a man.

Blaque Wilson, managing editor of the Toledo Blade, engineered the "special" and was ably assisted by the Toledo ad men. E. A. Machen, of the Arkenberg-Machen Advertising Agency, handled the newsies.

The Norfolk (Ark.) Times has made its appearance. E. Moss is the editor.

OTIS FLAYS ROOSEVELT.

Los Angeles Editor Says He Has Become a Dr. Jekyll and Mr. Hyde.

Gen. Harrison Otis, editor of the Los Angeles Times, in Wednesday's issue of his paper, fired another broadside into Theodore Roosevelt's breastworks. The general and the ex-President have been engaged in exchanging amenities for several months. Some of the expressions of opinion have approached and even crossed the line of libel, but no legal action has been taken by either.

In his latest attack General Otis says he has witnessed with unfeigned regret "the rapid descent of Colonel Roosevelt from the popular pedestal on which he was at one time a national idol."

"Colonel Roosevelt," says General Otis, "has become a second Dr. Jekyll and Mr. Hyde. As Dr. Jekyll he declares for devotion to justice and order and a square deal. Then he draws inspiration and takes counsel from Gompers and becomes a malignant Mr. Hyde, an apologist for dynamiters, a shielder of assassins, and a shifty, shifting, howling dervish, politically insane, with an ambition to again grasp that scepter of power which his own erraticism, insincerity and inconsistency have caused to be forever wrested from his hands.

"Even his vaunted hostility to big business and anxiety to curb and overthrow the trusts turns out to be a fraud."

General Otis continues: "The recent testimony taken during the investigation of the Steel Trust shows that, while he was clamoring for the enforcement of the Sherman law, he was giving his oblique, if not direct, personal permission to the steel magnates to violate that law by purchasing the Tennessee Coal and Iron Co. for the avowed purpose of saving from bankruptcy a firm of New York stock jobbers.

"After a short season of sobering up he has returned, with renewed zest, to wallow in the gutters of anarchy. He has shown himself incapable of moral and patriotic steadfastness."

TO SELL COMMERCIAL-TRIBUNE.

Old Cincinnati Daily Will Be Auctioned to Biggest Bidder July 22.

The Cincinnati Commercial Tribune, the oldest newspaper in eastern Ohio, will be sold to the highest bidder at a sheriff's sale in Cincinnati on July 22. The plant is valued at \$350,000.

The company was made defendant recently in a suit for \$250,000, alleged to be due the Union Savings Bank and Trust Company for money loaned.

No Libel Suit Here.

Frank E. Colson, publisher of Newspaperdom, authorizes the statement that there is no truth in the rumor that Colin Armstrong has begun an action of libel against that journal.

HAND, KNOX & COMPANY

Newspaper Representatives

with offices in

NEW YORK ATLANTA CHICAGO

We will be glad to call on or correspond with manufacturers with a view of aiding them in the solution of their advertising problems. Our twenty years of experience in this field has given us a knowledge that may make you money.

Notable Gain in Dry Goods Advertising

In May The New York Times published 208,447 lines of Dry Goods advertisements, compared with 169,101 lines in the same month last year, a gain of 39,346 lines, and nearly eight times the combined gains of the only two other New York morning newspapers having an increase in this classification.

THE FLINT JOURNAL SOLD.

Robert H. Booth and Associates Are the New Owners.

The Flint Daily Journal, one of the most prosperous newspapers in Michigan, was, on June 14, purchased by Ralph H. Booth and associates, organized as the Flint Journal Company, of which Mr. Booth is president, Edmund W. Booth vice-president and Bernard M. Wynkoop secretary and treasurer.

Associated with Mr. Booth in the company are his brothers, George G. Booth, of Detroit, Mich., and Edmund W. Booth, of Grand Rapids, Mich., and the publishers and managers of all the Booth papers.

The Flint Daily Journal is regarded by newspaper men as a most successful, progressive and independent newspaper of high character. It is believed to be one of the most highly developed newspaper properties in the United States in a city of less than 50,000 population.

Ralph H. Booth is also president of the Saginaw Daily News, the Bay City Times, the Jackson Citizen Press, the Muskegon News Chronicle, and vice-president of the Grand Rapids Press.

Howard H. Fitzgerald, who has been the publisher of the paper for the past ten years, will, it is reported, re-enter the newspaper field in one of the large cities.

The Booths now control seven afternoon daily newspapers in as many important cities of Michigan. All of them are controlled and operated from Detroit. It is the largest newspaper combination or trust in any single State in the whole United States. The total population of these seven cities wherein Booth papers are published is nearly 600,000, or a quarter of the population of the entire State.

Michigan is thus dominated in the newspaper world, by the Booths—all the outgrowth of the Detroit News and James E. Scripps.

Purcell Heads Missouri Editors.

The Missouri Press Association in session at Joplin, last week, elected officers as follows: President, E. L. Purcell, of Fredericktown; first vice-president, Ovid Bell, Fulton; second vice-president, Fred Naeter, Cape Girardeau; third vice-president, H. S. Sturgis, Neosho; treasurer, Howard Gass, Jefferson City; secretary, J. P. Campbell, Doniphan; corresponding secretary, J. Kelly Pool, Centralia.

The Evening Wisconsin

is conceded to be the most thorough HOME paper in the State. This, together with the fact that its average daily circulation is over

43,000

makes it the most necessary medium to use in Milwaukee. There is no waste to Evening Wisconsin circulation. Every copy goes direct into the HOME of a buyer.

Rigid examination of circulation completed by the Association of American Advertisers, Oct. 3, 1910.

JOHN W. CAMPSIE, Business Manager.
CHAS. H. EDDY, Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office: 150 Michigan Ave.
(Robt. J. Virtue, Mgr.)



ELWOOD H. RANDOLPH,
THE NEW ADVERTISING MANAGER OF THE NEW YORK PRESS.

RANDOLPH MOVES UP.

Becomes Advertising Manager of New York Press Succeeding Blaine.

Elwood H. Randolph has succeeded William T. Blaine as advertising manager of the New York Press. Mr. Blaine retires to engage in special lines of newspaper work for himself.

Mr. Randolph has been connected with the Press for more than eleven years, joining the staff of that paper Dec. 1, 1899, for the purpose of helping to establish a Wall Street advertising department. He met with such success in the financial field that he was eventually placed in charge of the insurance, railroad and steamship advertising departments.

Before connecting with the Press he was associated for a time with the Wall Street Journal, and previous to his connection with that paper he was identified with a prominent Wall Street house for a period of three years.

Mr. Randolph is thirty years and seven months old, and was born in New York. He is a member of one of the oldest families in the city, and on his father's side is connected with one of the oldest families in America, namely, the famous Randolphs of the South.

He is probably the youngest advertising manager of a daily newspaper in New York City. His achievements in the past, together with his wide acquaintance in the advertising field, augurs well for his success in his new position.

KILLED AT A CROSSING.

Wilfred Jay, Editor of Bit and Spur, Loses His Life at Westbury.

Wilfred Jay, editor of Bit and Spur, was killed in an automobile accident at Westbury, Long Island, June 17. Mr. Jay was accompanied by C. J. Ross, a photographer, who was mortally injured. The two men were in an automobile on their way to the polo game at Meadow Brook when, in crossing the railroad track at Westbury, the machine was struck by a passenger train.

Wilfred Jay had been known for many years among horsemen as a writer for journals devoted to racing and trotting matters. About five years ago he reported horse shows and was a solicitor of advertising for the Rider and Driver. A year ago he became horse show and general editor of Bit and Spur.

NEW ORLEANS NEWS QUILTS.

Afternoon Paper Founded in 1901 Suspends Publication.

The New Orleans News, founded in 1901 as an evening newspaper, on June 17 appeared for the last time. The News was owned by the New Orleans Publishing Co., and was edited by Herbert P. Benton.

The suspension of the News leaves the afternoon newspaper field to the Item, of which James M. Thomson is publisher, and the States, of which Col. Robert Ewing is editor and publisher, two wide-awake and progressive dailies.

Hoffman on the Coronation.

Louis Hoffman, of the American Ink Co., who was in London on Thursday when King George was crowned, gave THE EDITOR AND PUBLISHER his impression of the pageant in the following cablegram:

London, June 22.

EDITOR AND PUBLISHER, New York:
Crowd, decorations and parade unimaginable.
LOUIS HOFFMAN.

Postal Board Announces Hearings.

The Postal Commission appointed by President Taft announces that hearings will be held in New York beginning Tuesday, July 18. The proposed increase in second-class postage rates will be taken up and magazine publishers will appear to present evidence to show why they object to the proposed increase. Members of the commission are Justice Charles E. Hughes, A. Lawrence Lowell and Henry A. Wheeler.

CORRESPONDENT INSANE.

Clifford Rose, of Washington, D. C., Widely Known, Loses His Mind.

Clifford Rose, one of the best known newspaper correspondents in Washington, D. C., has become hopelessly insane. Of late he covered the House of Representatives for a Brooklyn newspaper and also for a news association, but his newspaper experience in Washington has extended over a period of more than twenty-five years. He had as wide an acquaintance with members of Congress, past and present, as any correspondent in the capital, and with his remarkable memory could instantly quote names, dates and occurrences connected with the House which took place many years ago. He was also particularly well informed on parliamentary procedure in the House—so much so that he was frequently consulted on such matters. Mr. Rose was a personal friend of Congressman Champ Clark, Speaker of the House.

Five months ago his mind began to fail. His mental vagaries soon became so pronounced as to create the deepest anxiety among his friends. He rapidly became worse, and at last it was necessary to commit him to St. Elizabeth's Hospital for the Insane, a Government institution. The physicians in charge declare there is absolutely no hope for his recovery.

Mr. Rose's affliction is the cause of great regret and sympathy among his friends in Washington and elsewhere, of whom he has a large number. Mr. Rose was born in Georgia.

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbels Bros., Strawbridge & Clothier, Sneltenburg's and Lit Bros. use over two million lines a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

Evening Democrat
Sunday Gazette Weekly Gazette

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

The following table shows the volume of display advertising printed in each of the Philadelphia morning newspapers from March 1 to March 31, 1911:

| | |
|-----------------------|---------------|
| First Newspaper..... | 404,495 Lines |
| GAZETTE | 382,119 " |
| Third Newspaper..... | 348,740 " |
| Fourth Newspaper..... | 289,808 " |
| Fifth Newspaper..... | 257,700 " |
| Sixth Newspaper..... | 225,860 " |

The German Gazette Publishing Co.
PHILADELPHIA

CIRCULATORS' MEETING.

John D. Simmons, of Atlanta Journal, Elected President at Thirteenth Annual Convention Held in Chicago. Baltimore Chosen as Next Place of Meeting After Lively Contest. Many New Members in Attendance.

John D. Simmons, of the Atlanta Journal, was elected president of the Circulation Managers' Association at the organization's annual convention at the Hotel La Salle here last week. There was no contest in the election, Mr. Simmons' name being the only one presented for the position. In a contest for the next convention seat, however, Atlanta was defeated by Baltimore with a vote of 52 to 25. Other officers elected were: First vice-president, William J. Little, Montreal Star; second vice-president, Sidney Long, Wichita Eagle; secretary-treasurer, J. R. Taylor, Grand Rapids Press (re-elected).

Directors elected were: Robert S. Weir, Detroit Journal; F. M. McSweeney, Boston; E. A. McKinnon, Philadelphia Press; J. N. Chevrier La Patrie, Montreal; Joseph L. Russell, Cleveland Leader; James B. Henderson, Montreal Gazette; Chauncey F. Stout, Plainfield (N. J.) Courier-Journal; Edward C. Johnson, Springfield Republican; Max Annenberg, Chicago Tribune; C. E. Johnson, Louisville Courier-Journal; J. W. Mayors, Baltimore Sun.

Circulation managers in attendance included:

Atlanta Journal, John D. Simmons.
Atlanta Constitution, J. T. Toler.
Boston Globe, Thomas Downey.
Baltimore Sun, J. W. Majors.
Charlotte Observer, Emil M. Scholz.
Chicago Inter-Ocean, D. W. Beardsley.
Chicago Record-Herald, E. A. Scholz.
Chicago Tribune, Max Annenberg.
Cincinnati Enquirer, H. E. First.
Cincinnati Post, W. Levy.
Cincinnati Times-Star, C. H. Motz.
Cleveland Leader, J. L. Russell.
Cleveland Plain Dealer, F. McClure.
Cleveland Press, S. S. Lynch.
Columbus Citizen, H. A. Aikins.
Dallas News, M. W. Flarer.
Danville Commercial News, E. C. Howes.
Davenport Democrat Leader, V. N. Dorgan.
Davenport Times, I. U. Sears.
Dayton Herald, C. D. O'Rourke.
Dayton News, I. J. Kavanaugh.
Des Moines Capital, L. L. Ricketts.
Detroit Free Press, Roy Hatton.
Detroit Journal, R. S. Weir.
Detroit News Tribune, E. S. Dobson.
El Paso Herald, J. C. Wilmarth.
Fond du Lac Reporter, Emory Martin.

CIRCULATION ENGINEERS

Now conducting SIXTEEN different contests.

Operating in TWELVE different states.

All our managers are members of the Company, insuring the publisher of a

"Personally Conducted Contest"

Bank or commercial references.

"NOT THE CHEAPEST, BUT THE BEST"

THE UNITED CONTEST CO.

CITIZENS BLDG., CLEVELAND, OHIO

Are you using an up-to-date service of

NEWS PHOTOGRAPHS

We can serve you more promptly, and with a wider range of subjects, than any other service. We cover, up to the minute,

General News, Sports,
Foreign—Everything

that is worth illustrating, either in newspaper or magazine. For particulars and samples write to

International News Service

900 William St., New York City.
(Please mention this paper.)

Galveston Tribune, Herbert Peters.
Geneva Daily Times, G. B. William.
Grand Rapids Press, J. R. Taylor.
Indianapolis News, J. M. Schmidt.
Indianapolis Star, R. J. Corrigan.
Jacksonville Metropolis, Frank P. Beddon.
Jamestown Morning Post, E. A. Morton.
Johnstown Tribune, J. D. Walker.
Kansas City, 3240 Thompson Ave., F. F. Hood.
Knoxville Sentinel, W. B. Baker.
London (Ont.) Advertiser, Ralph D. Decker.
Los Angeles Examiner, P. H. Inman.
Louisville Herald, Charles T. Stuart.
Louisville Post, D. B. G. Rose.
Louisville Times, H. V. Bomar.
Milwaukee Germania Herald, Hugo Dietrich.
Milwaukee News, H. Solomon.
Mobile Register, J. O. Stuart.
Montgomery Daily Journal, W. W. Eyster.



SOUTH CAROLINA EDITORS AT LINOTYPE WORKS.

Montreal Gazette, James R. Henderson.
Montreal La Patrie, J. N. Chevrier.
Montreal Star, W. J. Little.
Nashville American, H. Dupont.
Nashville Banner, Joseph H. Lakey.
New Bedford Standard, George H. Reynolds.
New York Bolicina della Sera, Frank L. Frugone.
New York Freie Zeitung, Roy Williams.
New York Globe, S. P. Bomar.
New York World, Alfred Zimmerman.
Ottawa Journal, I. V. Armstrong.
Ottawa Citizen, R. Page.
Peoria Evening Star, Clarence Eyster.
Phoenix Gazette, A. C. Dulmage.
Philadelphia Bulletin, R. L. McLean.
Picton, Canada, J. A. Walker.
Pittsburg Chronicle Telegraph, J. H. Miller.
Plainfield Courier News, C. F. Stout.
Rochester Post Express, Erwin L. Tucker.
Rockford Register Gazette, E. S. Galloway.
Sacramento Bee, Charles Scholz.
Sioux City Journal, Earl Reed.
Sioux City News, James P. O'Furey.
Springfield News, Oscar L. Wood.
St. Louis Globe Democrat, W. H. Harrington.
St. Louis World Color P'tg. Co., R. S. Grabie.
Toledo Blade, F. O. Rodman.
Toledo News Bee, H. F. Norton.
Toledo Times, Sid O'Conner.
Topeka Journal, O. D. Wolf.
Toronto Globe, W. J. Irwin.
Toronto Mail & Empire, W. J. Darby.
Toronto News, J. B. Stephens.
Toronto Telegram, William Elder.
Toronto Star, W. Larque.
Toronto World, M. E. Zapp.
Waterbury Republican, L. F. Mennemon.
Wichita Eagle, Sidney D. Long.
Worcester Gazette, George E. Simmons.
Worcester Journal, J. B. Coulson.

NEW MEMBERS IN ATTENDANCE.

Buffalo Express, L. W. Wilgus.
Chicago American, Harry L. Starkey.
Chicago Examiner, W. E. McDonald.
Chicago News, W. H. Inman.
Chicago Post, Charles F. Haneche.
Fremont Tribune, Walter B. Reynolds.
Grand Rapids Daily News, A. K. Moore.
Jackson Patriot, Frank H. Whittaker.
Janesville Gazette, H. H. Bliss.
Joliet Daily News, E. J. Weaver.
Kansas City Journal, G. M. Thomas.
Milwaukee Journal, E. R. Cull.
Montreal La Presse, J. E. Bourgeau.
Niagara Falls Gazette, Frederick S. Ohit.
Ottawa Citizen, G. A. Disher.
Ottawa Courier, Chris F. Huston.
St. Louis Post Dispatch, A. G. Lincoln.
St. Louis Republic, E. R. Sterling.
Toledo Blade, Leslie E. Neafe.
Winnipeg Free Press, J. W. Miller.
Zanesville Signal, Leslie H. Sowers.

The Interview.

"What did that statesman say when you asked him for an interview?"

"Very little," replied the faithful scribe.
"What's that big bundle of manuscripts?"
"That's what he'll think he said when I get it written out and submit it to him for verification."—Washington Star.

VISITORS AT LINOTYPE WORKS.

Southern Editors and Their Families Entertained by the Mergenthaler Co.

After the adjournment of the annual meeting of the South Carolina Press Association, held in Columbia, S. C., last month, more than fifty members, accompanied by their wives and daughters, sailed from Charleston for a week's stay in New York.

On Friday afternoon, June 9, they

DIES IN AN AMBULANCE.

Writer Who Had Been Arrested for Forgery Kills Himself with Poison.

Lloyd Light, a writer who claimed that he was the author of "The Blue Envelope," a story printed in the Saturday Evening Post, died in an ambulance at Portland, Ore., on Monday. The police believe that his death was due to poison, self-administered.

Light was wanted in several Pacific Coast cities for forging checks. He had been arrested in Portland for passing a worthless check on the Butler Hotel, of Seattle.

In every instance he passed checks on New York banks, but the various district attorneys in turn gave up trying to make out a case against him, as the New York banks refused to allow their cashiers to come West and appear against him. Thus a conviction could not be obtained.

Light moved in good society and gave teas that were the talk of Seattle, Los Angeles, Portland and San Francisco. Whenever he got into trouble society women, whose names were withheld, supplied him with funds for lawyers. He said he had a rich aunt in Jacksonville, Fla., but she never answered his telegrams for assistance. He lived lavishly, and dressed well.

When he was released from the Portland jail a short time ago he told of his experiences in jail in a remarkably descriptive story. He was rearrested in Portland and was discovered in a semi-conscious condition on Monday. The police believe he feared to stand trial again and took his own life.

George H. Lorimer, editor of the Saturday Evening Post, declares that Light was not the author of "The Blue Envelope." The story, he says, was written by a personal friend who desires to remain anonymous.

Ad Students Win Prizes.

Five hundred dollars in cash prizes were distributed this week among members of the Advertising Forum of the West Side Young Men's Christian Association, New York. Five firms offered \$100 each, to be given the winners in ad writing contests, the firms acting as final judges in the competition.

EASTON, Pa., Feb. 22, 1910.

Thomas Wildes' Son,
14 Dover Street, New York City.

Dear Sir—Answering your letter of the 21st, beg to state that we have been using your OXODIO for the past five or six months and we find that it is superior to anything we have ever used in the past for a flux. As you state in your ads, we find that it thoroughly cleans the metal, and most important of all—reduces our mold trouble, and is very economical in reducing the amount of metal taken off in the dross. Yours very truly,



Eschenbach Printing Co.
Harvey F. Mack, President

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices:

World Building, New York

Among the visitors were Fred Wanamaker, of the Orangeburg Sun; J. T. Perkins, of the Chester Reporter; E. B. McSweeney, of the Hampton Guardian; F. D. Knight, of the Sumter Herald; E. H. De Camp, of the Gaffney Ledger; S. A. Nettles, of the Spartanburg Advocate; W. D. Grist, of the Yorkville Enquirer; Dr. J. C. Mace, of the Marion Star; J. L. Mims, of the Edgefield Advertiser, and Rice B. Harman, of the Lexington Dispatch.

All of the visitors were highly pleased with what they had seen, and thanked the representatives of the company for their courtesy.

CHICAGO HAPPENINGS.

Harry Arney, of the Currier Publishing Co., His Wife and Two Children Hurt in an Automobile Accident.

(Special Correspondence.)

CHICAGO, June 21.—The testimony at the inquest into the circumstances attending the killing of John J. Bohn, associate editor of the Hotel World, by an automobile at Sheridan road and Sunnyside avenue, on the night of Feb. 21, will be given to the grand jury. This is in accord with a recommendation of the jury that returned a verdict on the case in the coroner's office June 8. The case has been the subject of extended inquiry, and the testimony occupies a large number of typewritten pages.

Harry Arney, secretary of the Currier Publishing Co., publishers of the Woman's World, his wife and two of their children were injured when their automobile was struck by a car June 7. All occupants of the car were tossed about 10 feet into the street. Two other Arney children and two guests of the family escaped unhurt.

The Chicago Daily Socialist suspended for a day last week owing to shortage of funds. The suspension caused its friends to rally to its support, and publication was resumed. It is said to be losing considerable money, but not as much as formerly.

John T. McCutcheon, cartoonist on the Tribune, and Harold McCormick recently enjoyed some aviation flights at Dayton, O. McCutcheon cartooned them in his paper the other day.

The Daily News has a veterans' fire and drum corps riding around the city advertising its war stories.

The Balch Publishing Co. has increased its capital stock from \$150,000 to \$500,000.

The Chicago Journal's issue of June 16 was 164 pages, about 150 pages being occupied by the annual Cook County tax list.

Herbert Kaufman has returned to the Sunday Tribune after scintillating for a while in the pages of the Sunday Record-Herald. The latter paper has engaged the Rev. Frank W. Gunsaulaus to fill the vacancy left by Kaufman.

Harold Heaton still draws cartoons for the Inter-Ocean, although appearing on the stage nine times a week as a member of the "Heart Breakers" Company at the Princess Theatre.

Charles Bent, of Morrison, United States pension agent, with headquarters in Chicago, is probably the oldest newspaper man in the State of Illinois. He learned the art preservative fifty-three years ago on the Whiteside Sentinel, in Morrison, of which he has been the proprietor for nearly fifty years. The Sentinel, which is one of the leading weeklies of northern Illinois, is managed by one of his sons.

The Illinois Press Association held a meeting here last week, at which there was much shop talk and some amuse-

ments enjoyed. The election of officers resulted as follows: President, E. L'Hote, Milford; first vice-president, A. T. Cowan, Polo; second vice-president, Charles Bent, Jr., Morrison; third vice-president, M. J. Seed, Mount Vernon, secretary, J. M. Page, Jerseyville; treasurer, Terry Simmons, Marseilles; executive committee, Charles W. Warren, Hoopston, S. K. Strother, Taylorville; G. T. Crowen, Ottawa.

Thursday morning Senator Albert E. Isley delivered the annual address, after which John Lee Mahin talked on "Advertising." In the afternoon J. B. Castle described "The Playgrounds of Young America," and W. T. Bedford read a paper on "The Editor and the Automobile," following which the election of officers took place.

The marriage of Alfred Mayo, of the Record-Herald, and Mrs. Therese Miller, of Los Angeles, will occur this month. YARD.

BLETHENS NOW SOLE OWNERS

Of the Bellingham (Wash.) Reveille and American Daily Newspaper.

The Times Printing Co., of Seattle, owner of the Seattle Times, has purchased the stock heretofore held by J. D. Farrell and Samuel Hill in the American Printing Co., owner of the Bellingham (Wash.) Morning Reveille, Evening American and the Weekly Reveille. Prior to the consolidation of the Reveille with the American, the stockholders of the Times were the sole owners of the American—and at that time Messrs. Farrell and Hill were the owners of the Reveille.

It has now been four and a half years since the consolidation of the two publications took place, and during that time the American Printing Co., as the legal organization, has printed twelve issues each week—every evening except Sunday and every morning except Monday—thus practically making an everyday newspaper, morning and evening, throughout the year.

When the consolidation of the American and Reveille took place, in December, 1906, the editorial management or policy of the two papers was given to Messrs. Farrell and Hill, while the business management was retained by the Blethens.

Beginning with 1910, however, the entire management of the American-Reveille, including its editorial policy, was placed in the hands of L. H. Darwin, under the supervision and direction of Joseph Blethen, president of the American Printing Co.

Oppose One Cent Letter Rate.

Resolutions protesting against the adoption of 1 cent letter postage were adopted at the mid-summer meeting of the Inland Daily Press Association, at Chicago this week. The members of the association were asked to use their efforts against a reduction of the present rate for 2 cents for each ounce or fraction thereof on first class matter. The resolutions were offered by H. E. Baldwin, of the Joliet Daily News, who declared that the proposed reduction is against public policy.

Mrs. Lea on Road to Recovery.

Mrs. Lea, wife of United States Senator Luke Lea, of Tennessee, and publisher of the Nashville Tennessean and American, whose life is believed to have been saved by the transfusion of a quart of her husband's blood, was pronounced out of danger Friday. Senator Lea is rapidly recovering his strength.

The Evansville (Ind.) Press Club will give a river excursion Wednesday, June 28, on the steamer John S. Hopkins.

WASHINGTON NEWS.

(Special Correspondence.)

WASHINGTON, D. C., June 21.—Jerome J. Beatty, formerly with the American Press Association, New York, has joined the editorial staff of the Washington Post.

Frank Henry, who has been with the Post for some time, has left for Mexico City to join the staff of the Mexican Herald.

Dr. A. D. Jacobson, editorial writer on the Washington Herald, is away on vacation.

Joseph Annin, formerly real estate and financial writer on the Herald, is covering Congress for that paper.

The Gridiron Club and the Washington Correspondents and the Press Galleries of Congress as a body were among those who sent remembrances to President and Mrs. Taft on their wedding anniversary.

The Washington Correspondents bid fair to remain at the National Capital for a much longer time than seemed probable a while back. The Senate's upheaval on general tariff revision Wednesday night bears all the possibilities of a session of Congress that may stretch through all the summer and autumn, and maybe almost to the convening time of the regular session. The development in the Senate the next few days mean a great deal in forecasting how far the extra session will continue.

Mrs. Stilson Hutchins, wife of the millionaire and former newspaper proprietor, has lost out in her suit to have her husband declared insane.

Representative John A. Martin, of Colorado, who has become a prominent factor in the House democracy, a frequent speaker on the floor and a prodigious worker in committee, is a book writer as well. Few of his colleagues in Congress know that he is the author of "The Jayhawker," which adds to the picture gallery of western American life and tells the story of the dawn-life of the prairie west. The book is a remarkably interesting and faithful picture of conditions which Mr. Martin himself has witnessed during his varied career. It tells of the stealing of a court house, of vengeance among the frontiersmen, how The Blast newspaper lost an editor, of courtship by oratory, of the baptism of Paradise City, of the crude starting of townships, of crooked counsels and dark politics, and a host of other western conditions.

I. C. E.

DETROIT AD CRAFT ELECTION.

William C. Radcliffe Chosen President at the Annual Meeting.

At the annual meeting of the Detroit Ad-craft Club, held last week, William C. Radcliffe, who has served for some time as vice-president, was elected president. Other officers for the ensuing year are: W. A. Shryer, first vice-president; Joseph Meadon, second vice-president; R. C. Fowler, secretary, and J. D. Biggars, treasurer.

The reports of the committees and the retiring officers showed that the club is in a better condition than ever before. New members to the number of 143 were taken in during the year, bringing the total membership to 310.

The Franklin Press silver cup, which is annually awarded by the club to the member producing the best piece of commercial literature during the year, was awarded to H. Ralph Badger, with Frank J. Mooney, and G. K. MacEdward close second and third.

YOUNG NOW SOLE OWNER.

Purchases His Partner's Interest in the Helena (Ark.) World.

Charles M. Young, who several months ago became owner of a half-interest in the Helena (Ark.) World, has purchased the remaining stock of the World Publishing Co. from George H. Adams, his partner. At a meeting of the directors held recently the following officers were elected: President, Charles M. Young; vice-president, Nelson A. Williamson; secretary and treasurer, Estelle C. Young.

Mr. Young, who was connected with the Pine Bluff Commercial for twelve years and is regarded as one of the ablest of the younger newspaper men in the State, intends making a number of improvements in the World which he believes will greatly enhance its value to its readers.

CIRCULATION MEN ORGANIZE.

Representatives of Daily Newspapers in the Carolinas Get Together.

The Carolina Association of Circulation Managers is the name of a brand new organization established in Charlotte, N. C., last week. It is composed of representatives of the circulation departments of the leading daily newspapers in North and South Carolina.

The officers are: President, Sam W. Burritt, of the Raleigh Evening Times; vice-president, R. E. Allen, of the Anderson, S. C., Mail; secretary and treasurer, Harry T. Aichison, of the Winston-Salem Journal; executive committee, T. W. Chambliss, of the Charlotte Observer; C. M. Brunson, of the Charleston News and Courier, and F. A. Griswold of the Columbia Record.

The association will hold semi-annual meetings in July and January.

ATTACKS DRUG FRAUDS

(Continued from page 1.)

dies which bore them need have died from any cause other than accident or old age.

WHAT HAS BEEN DONE.

Prior to the recent decision of the Supreme Court, the officers charged with the enforcement of the law regarded false and misleading statements concerning the curative value of nostrums as misbranding, and there was a general acquiescence in this view by the proprietors of the nostrums. Many pretended cures, in consequence, were withdrawn from the market, and the proprietors of many other alleged cures eliminated false and extravagant claims from their labels, either voluntarily or under the compulsion of criminal prosecution. Nearly one hundred criminal prosecutions on this charge were concluded in the Federal courts by pleas of guilty and the imposition of fines. More than 150 cases of the same nature, involving some of the rankest frauds by which the American people were ever deceived are pending now, and must be dismissed.

I fear if no remedial legislation be granted at this session that the good which has already been accomplished in regard to these nostrums will be undone, and the people of the country will be deprived of a powerful safeguard against dangerous fraud.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

The Los Angeles RECORD
guarantees the largest city circulation
In Los Angeles it is now the Record

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 FRANK L. BLANCHARD, Managing Editor R. M. BONIFIELD, News Editor

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THE EDITOR AND PUBLISHER 1901

J. B. SHALE, President

T. J. KEENAN, Vice-President

F. L. BLANCHARD, 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, JUNE 24, 1911

GOOD-WILL AS AN ASSET.

Newspaper publishers appreciate the value of "good will" in the conduct of their business, because upon it largely depends their success or failure. In the sale of newspaper properties this good will has a cash value amounting in some cases to many times that of the plant itself. For instance, James Gordon Bennett several years ago received an offer for \$10,000,000 for the New York Herald, which he promptly declined. As the entire Herald plant could probably be duplicated for \$1,500,000, it follows that \$8,500,000 was the value placed upon its good will by the bidder.

While good will is intangible, it is so important an asset that the newspaper publisher should make every effort to increase it. The public expects certain things from the press—all the news, accurately, impartially and faithfully presented; honesty, cleanliness, the support of all movements or measures looking to the betterment of social, civic or economic conditions; the condemnation of rascality wherever found, and the encouragement of men and women in right living. To live up to these demands requires constant vigilance, courage and persistent effort. The more nearly a newspaper succeeds in meeting them the stronger will be its hold on the public.

The newspaper that wins public confidence and holds it is a tower of strength. It wields an incalculable influence for good, because the people believe and trust it. Other papers, backed by large capital, may be started, but as long as it lives up to its reputation and gives the public the live news of the day it will still hold the lead in advertising, in subscriptions and in influence.

ED HOWE'S MISSION.

Ed Howe, the Atchison Globe editor who recently quit the newspaper for the magazine field, and who is one of the most distinguished products of Kansas, is to become a musical missionary. He believes that the public's taste for good music ought to be cultivated and he is going to take a brass band on tour through portions of several Western States in order to give the people a

chance to hear the works of the great masters.

Howe, who is one of the most modest of men, is not a seeker after notoriety or a self-advertiser. He probably declines more invitations to attend dinners and make speeches than any newspaper editor in Kansas, with the possible exception of William Allen White, of the Emporia Gazette. His usual excuse for dodging these functions is that he is no speech-maker and dislikes traveling, and yet he is a most convincing talker when alone with his friends.

When the writer of these lines dined with him at his home in Atchison two years ago Mr. Howe told him of his love for music and expressed the belief that the divine art contributed more to the moral and spiritual uplift of the people than anything else. For several years he had engaged one of the best bands he could find in the United States, and several soloists, to visit Atchison and give concerts for several days, to which everybody in Kansas was invited. He felt in doing this that he was helping men and women to get more enjoyment out of life.

Probably Mr. Howe is now convinced that he is in a position to extend his missionary work to other communities and thus increase the happiness of a still larger number of people. It costs a lot of money to take a brass band of forty pieces on a tour covering ten or a dozen States, and if Howe did not have a comfortable bank roll he could not do it. That he is willing to spend so much to give people a chance to hear good music is convincing proof of the sincerity of his desire to help make the world happier and better.

What do you think of newspapers that preach morality and clean living in their editorial columns and run the announcements of fakirs, medical quacks and get-rich-quick schemers in their advertising columns?

The number of "prominent citizens" who give interviews to reporters and then deny the statements they have made when they see them in print seems to be growing. The Annanias Club membership is increasing so rapidly that half a dozen secretaries are not able to enter the names fast enough.

JOURNALISTS GOING ABROAD.

To Visit Many Places Under Auspices of Boston Chamber of Commerce.

A party of American business men under the leadership of the Boston Chamber of Commerce sailed on the steamship Carmania of the Cunard Line on Saturday, June 17, for the purpose of making a tour of European cities. Included in the party were John H. Fahey, formerly publisher of the Boston Traveler, and Mrs. Fahey; F. J. McIsaac, of the Boston American; E. J. Stackpole, editor-in-chief of the Harrisburg (Pa.) Telegraph, and Mrs. Stackpole; Frederic C. Howe, of the editorial staff of the National Post, Cleveland, and Mrs. Howe, and Lincoln Steffens, of Everybody's Magazine, New York.

The special purposes of the trip, as set forth in the itinerary, are as follows:

First. To extend formal invitation to the governments and commercial organizations of the nations and cities of Europe to send representatives to the Fifth International Congress of Chambers of Commerce, which is to be held in Boston in 1912.

Second. To give to the members of the party, men engaged in American commercial, industrial and civic affairs, an opportunity to observe how the people of Europe, through their public and semi-public organizations, solve important industrial, commercial and municipal problems such as are now confronting the United States.

Third. To bring about closer industrial and commercial relations between the people of European countries and of the United States.

The tour embraces visits to Liverpool, London, Manchester, Paris, Brussels, Dusseldorf, Cologne, Coblenz, Bingen, Frankfurt-on-Main, Hamburg, Berlin, Dresden, Prague, Nuremberg, Munich, Vienna, Budapest, Venice, Milan and Geneva. The party will sail for home on the Kaiser Wilhelm der Grosse August 16 and arrive at New York August 23.

John H. Fahey is chairman of the delegation.

ADOPTS PENSION PLAN.

Chicago Tribune Will Take Care of Its Aged Employees.

The Chicago Daily Tribune has established a pension system for its employees. All who have reached sixty years and have been twenty or more years in the service may, at the discretion of the pension board, be retired from active service and become eligible to a pension.

All employees who have been twenty or more years in the service may, at their own request, be retired at the age of sixty-five years. Persons holding executive places are exempt from the maximum age limit. No pension shall exceed \$100 a month or be less than \$18 a month.

Artist Drowned in Storm.

Lemuel C. Smith, an artist employed on the Newark Evening News, with a party of friends, including his mother and father, sailed from Bergen Point, N. J., Saturday evening, June 10, on the sloop yacht Vayu for Atlantic Highlands. A violent thunder storm came up soon after the Vayu left her moorings. No tidings were received of the party by Newark friends for a week, when Smith's body and that of G. C. Schultz, who sailed with him, were found floating in the sea near Robbin's Reef light in New York harbor.

New Haven Palladium Fails.

The New Haven (Conn.) Palladium, founded eighty-three years ago, went into the hands of a receiver Thursday. John R. Booth, a lawyer, was temporarily placed in charge. Application for the appointment of a permanent receiver was heard late Friday afternoon.

SEEKS TO RECOVER EVIDENCE.

Manager of Chicago Tribune Secures Warrant for Agent's Arrest.

James Keeley, general manager of the Chicago Tribune, on Wednesday secured in Washington a warrant for the arrest of George O. Glavis, of Chicago, in which he charged him with stealing books, documents and papers belonging to the Tribune and said to contain evidence of the "moral turpitude of a United States Senator and other Government officials."

Mr. Keeley says that Glavis came to him in Chicago some time ago and told him that the books of a certain firm in Washington contained documentary evidence derogatory to a certain United States Senator and other officers of the Government.

"Mr. Glavis, as agent for the Tribune," said Mr. Keeley, "was authorized to purchase the business and all its books and papers, and was paid a certain amount of money to make the purchase. Mr. Glavis reported that he had made the purchase of the business and its records, but has declined to turn them over to the Tribune or to say what disposition has been made of them."

Glavis is said to be with an advertising agency in Chicago.

The Chicago Tribune was the original accuser of United States Senator William Lorimer, now the subject of a second inquiry by the United States Senate in relation to charges of bribery growing out of his election.

SAYS TRUST BOUGHT MILLS.

John Norris Makes Charges Against the International Paper Company.

John Morris, chairman of the paper committee of the American Newspaper Publishers' Association, has issued a circular to publishers, charging that the refusal of the International Paper Company to furnish information called for by the Senate Committee on Finance was due to the fact that the date, if furnished, would have shown that the International Paper Company had bought mills and stopped their production of news print paper to repress competition. He alleged that the patrons of husbandry misled the committee about its membership, and that its membership, instead of being 1,000,000, as represented, is only 425,033, including women and children and others not farmers.

It is contended by Mr. Norris that the head of the firm of Allen & Graham, of New York City, had been "using the mask" of the National Grange for six years to promote and prevent legislation in the name of the grange, though collecting large sums of money from many classes of manufacturers.

Beyond the Rockies.

The Courier of Central Contra Costa is starting as a weekly and managed by George Crompton, at Walnut Creek, not far from Mt. Diablo, near San Francisco.

The Unit, of Orland, Glenn County, Cal., which was started a few weeks ago, has already changed from a bi-weekly to a tri-weekly. It distributed its first numbers free, but its readers were glad to make it a paid-for news-giver.

Editors Favor Reciprocity.

The Chicago Tribune's poll of 4,500 newspaper editors upon the Canadian reciprocity question showed that three out of four favored the proposed bill. The canvass tends to disprove the contention that farmers are against Canadian reciprocity.

PERSONAL.

Joseph Pulitzer, owner of the New York World, Mrs. Pulitzer, Miss Edith Pulitzer, Norman Thwaites and a party of friends arrived at New York on the steamship Cedric on Monday. Mr. Pulitzer, who has been abroad since last fall, returns much improved in health.

Horace E. Rhoades, general manager of the Los Angeles (Cal.) Record and the San Diego Sun, is visiting old friends at Anderson, Ind., his former home.

Herbert S. Houston, vice-president of the Doubleday, Page & Co., of New York, addressed the St. Louis Advertising Men's League last week.

Samuel G. Blythe, the well-known Washington correspondent and special writer, was in New York this week. Mr. Blythe is going West on a business and pleasure trip.

William P. Capes, for ten years managing editor of the Schenectady Star, secretary to Mayor Duryea of that city and secretary to the New York State Conference of Mayors, has been appointed assistant general agent of the Association for Improving the Condition of the Poor.

John D. Wells, of the editorial staff of the Buffalo Evening News, and secretary of the American Press Humorists' Association, entertained the graduating class of the Marion (N. Y.) High School last week with a series of character sketches and original poems under the general title "Back Home Again With You."

Paul M. Kempf, managing editor of Musical America, with his family, has taken a cottage at Bradley Beach, N. J., for the summer.

David L. S. McDonald, for many years a well known Pittsburg newspaper man, and a member of the staff of the Tri-State News Bureau of that city, and Miss Mayme Agnes Kleppick, a Pittsburg newspaper woman, were married last week.

Mark Osmand Prentiss, financial editor of the Dry Goods Economist, is in California on an extended tour of the West.

William T. Kirby, one of the best known newspaper and theatrical men in the South, is now in charge of the general publicity end of the Wells Vaudeville Circuit, embracing forty-seven houses.

Louis Spencer Levy, editor of the American Perfumer, returned last Tuesday on the "Kronprinzessin Cecelia" from a tour of France and Switzerland.

Mary Reed Davis, daughter of Samuel W. Davis, editor of the Poplar Bluff (Mo.) Citizen Democrat, was married last week to Claude W. Cosgrove, a wholesale haberdasher of Kansas City.

James T. Petty, of the New York Herald, is spending his vacation at Atlantic City.

Frank S. Morton, for the past 22 years business manager of the Portland (Me.) Daily Press, has tendered his resignation to take effect about July 1.

Mr. Morton has been connected with the Press in all for thirty-one years. He plans to engage in other business on October 1.

D. S. Lucier, of the Montpelier (Vt.) Morning Journal, has joined the staff of the Northampton (Mass.) Gazette.

Geo. H. Evans, editor of the Chickasha (Okla.) Express, and Miss Hazel Smith, society editor of the Express, will be married on June 28.

James W. Meade, of the New Orleans Daily Picayune, has been appointed city editor of the Jackson (Miss.) Clarion-Ledger, succeeding Aaron B. Lowe.

Roland H. Stokey, formerly a reporter on the Dallas News, is a member of the graduating class of the Cumberland University Law School, at Lebanon, Tenn. He will practice law in Dallas.

Miss Brazier Guest of Governor.
Miss Marion Howard Brazier, of Boston, who recently severed her connection with the Journal after seven years' continuous service, is taking a much-needed vacation from pen work. The Professional Women's Club, which she founded in 1907, recently tendered her a banquet at the Hotel Somerset and presented her with a large sum of money. Miss Brazier is to be the guest of Governor and Mrs. Eugene N. Foss a part of the summer at their villa on Jerusalem Road, Cohasset, and later goes to New York to visit her brother, Frederick W. Brazier, the prominent railroad official. She has had several offers from reputable publications, but may confine her efforts to the lecture platform exclusively, as she has many engagements in New England and New York State.

Guests of President Ralph Peters.
The members of the newly organized Long Island Press Association will today be the guests of President Ralph Peters, of the Long Island Railroad, in an observation trip over the company's lines. The party will leave the Pennsylvania Terminal, Manhattan, at 10 a. m., in a special train.
The schedule provides for visits to the Rockaways, Long Beach, Manhattan Beach, the Medford Experimental Farm and other points of interest. Returning by way of Eastport, over the Mont-tank Division, the train will reach Jamaica at 6 p. m.

Billson in San Francisco.
C. J. Billson, formerly a well-known special representative in New York, but who retired several years ago on account of ill-health, is now in San Francisco, where he will remain for a few weeks. Mr. Billson, who recently returned from Hawaii, finds the cool climate of San Francisco refreshing after his stay abroad.

Franklin Fyles Seriously Ill.
Franklin Fyles, for many years dramatic critic of the New York Sun, and recently New York correspondent on the theatrical matters for a number of out-of-town papers, is seriously ill at his home in this city.

Death of Beatrice Tobin.
The friends of R. Vincent Tobin, advertising manager of the Journal of Commerce, and formerly business manager of the Evening Mail, were pained this week to learn of the death of his only daughter, Beatrice, from diphtheria.

OBITUARY.

Thatcher Thayer Thurston, associate editor of the Providence (R. I.) Tribune, died in that city Wednesday after a long illness. He was born in Fall River, Mass., in 1859 and was a graduate of Amherst College.

Clifford G. Howard, for more than ten years a member of the editorial staff of the Duluth (Minn) Herald and recently occupying the position of assistant advertising manager, died at his home in Duluth last week of pneumonia. He was thirty-eight years old and is survived by a widow and four children.

Martin Doyle, advertising manager of the Wilkes-Barre (Pa.) Sunday Independent and one of the best known newspaper men in that part of the State, died at Mercy Hospital, Wilkes-Barre, last week. He was forty-seven years old and is survived by a widow and five children.

Thomas McConn, former well known newspaper man, died at the branch hospital in that city last Saturday of tuberculosis. He covered the courts for many years.

William H. Arnold, editor and publisher of the Cadiz (O.) Sentinel, died suddenly in that city last week.

Jokesmiths to Meet in Boston.
The annual convention of the American Press Humorist Association will be held in Boston, August 12-19. The president of the Association, which was founded eight years ago, is Cy Warmon, of Montreal, who is widely known as a humorist writer and poet. The arrangements for the convention are being worked out by the Boston members, who include Newton Newkirk, secretary-treasurer; James T. Sullivan, Denis A. McCarthy, Louis Allen Browne, Joe Cone and Earl Derr Biggers.

Unique Musical Event.
The twelve military bands of the maneuver division of the United States troops will combine in a concert July 3 and 4, under the auspices of the San Antonio Press Club. The massed bands will number approximately 400 musicians. There will also be a contest for a \$1,000 purse.

Only publication
in southern county seat was bought on credit for \$1,250. In the first 20 months following purchase owner paid for property out of earnings of paper, added \$1,600 worth of new machinery, supported a family nicely, and kept up heavy life insurance. Town of 2,500. Only printing office in town. 1910 cash receipts, \$5,218. Owner operated with pay roll of but \$18 per week and total expenses of but \$1,790, leaving him \$3,428 return for personal work and investment. Has just been admitted to bar and wishes to practise. Price, \$2,800 cash. Cottrell pony, C. & P. jobber, gasoline engine, paper cutter, etc. Proposition "A. S."
C. M. PALMER
Newspaper Broker
277 Broadway, New York

A BAD MAT
You are using a bad matrix for illustrations. We have the only up-to-date newspaper service and the only up-to-date Newy daily matrix page. Try it for a month and for the first time illustrate current news.
BAIN NEWS SERVICE
32 Union Square New York

NEW YORK HERALD SYNDICATE
Cable and Feature Service
Address
Herald Square New York City
Canadian Branch
Desbarats Bldg., Montreal

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED—POSITION
as Duplex pressman, 20 years' experience as exceler and pressman for Duplex Company. Would accept reasonable salary. Can do outside work on ads. and news. Address A. F. WARNER, 118 E. Main St., Battle Creek, Mich.

HELP WANTED.

POSITIONS OPEN
In all departments of advertising, publishing and printing houses, east, south and west; high grade service; registration free; terms moderate; established 1898; no branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

BUS. OPPORTUNITIES

AN OUT-OF-DOORS PUBLISHING
business. A gentleman who has been the manager of a publishing business for a number of years, who owns one-half interest in the property, desires to retire from active business in order to devote himself to writing. The property is composed of two periodicals, one a monthly trade paper with over 20,000 paid subscribers, the other a weekly paper in the out-of-doors field with about 5,000 paid subscribers. In addition, also, they publish 13 trade hand-books which are good sellers. The properties are now making good net profits after paying adequate salaries to employees. Our idea is that it would take about \$35,000 to buy a half interest. The other half is owned by people who are good advertisers in the publications, but they take no active part in the management. This property should appeal to some one experienced in the out-of-doors and sporting fields. **HARRIS-DIBBLE COMPANY**, Brokers in Publishing Properties, 46 West 84th St., New York.

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

MISCELLANEOUS

DAILY NEWS.
Reports for evening papers, advance news, mail service, special and Chicago news. **YARD'S NEWS BUREAU**, 160 Washington St., Chicago, Ill.

FOR SALE

FOR SALE—AN ILLINOIS
weekly, 100 miles from Chicago; earned \$15,000 net last year; as good as a daily, minus the daily grind; in splendid shape; owner has other interests; \$36,000, two-thirds cash; fullest investigation granted. **BYRNE & CO.**, 1226 Masonic Temple, Chicago.

FOR SALE—OKLAHOMA
daily and weekly, in city of 5,000; good plant and making money; \$10,000. **BYRNE & CO.**, 1226 Masonic Temple, Chicago.

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, 64,741; SUNDAY, 84,908.

FEATURES If interested in newspaper feature matter you should be on our mailing list. It costs nothing to see proofs.
THE INTERNATIONAL SYNDICATE
Established 1890.
BALTIMORE MARYLAND

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS.

Wendell P. Colton, 220 Broadway, New York, is sending out orders for twelve lines, twelve times, to Southwestern papers for the United Fruit Co., New York.

The Collin Armstrong Advertising Co., 25 Broad street, New York, is placing orders for eighty-four lines thirteen times in Southern papers for the Texas Co., Texaco Roofing, 17 Battery place, New York. This agency is also placing orders with a few metropolitan papers for the United States Realty & Improvement Co., Flatiron building, New York.

The Wylie H. Jones Advertising Agency, Binghamton, N. Y., is making contracts for 2,800 lines to be used within one year in Southwestern papers, for the Queen Chemical Co., Buffalo, N. Y.

E. E. Smith, Mutual Life building, Philadelphia, is sending out orders for fourteen lines eight times, to Middle West papers, for Wildwood, N. J.

The Morse International Agency, Dodd-Mead building, New York, is placing renewal orders for Beecham's pills.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are sending out orders for 100 lines ten times, and 300 lines two times, to Southwestern papers, for C. E. Hires Co., Philadelphia.

The Allen Advertising Agency, 45 West Thirty-fourth street, New York, is sending out orders for 112 lines two times, to Middle West papers, for the Domestic Manufacturing Co., Long Island City, N. Y.

The J. O. Powers Co., 119 West Twenty-fifth street, New York, is placing orders for 620 lines in big cities, for the Peerless Motor Car Co., Peerless Automobile, Cleveland, O.

The Taylor-Critchfield Co., Brooks building, Chicago, is sending out orders for 560 lines three times, to Southern papers, for the Packard Motor Car Co., Detroit, Mich.

The Guenther-Bradford Co., 109 Randolph street, Chicago, is making contracts for two and one-half inches, to be used within fifty-two insertions in Southwestern Sunday papers, for J. E. Cannaday.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are asking for rates generally on ten inches two t. a. w., twenty-four times.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing

orders for thirty five lines, e. o. d., twenty-nine times, with Southwestern papers for the Hotel Seymour, 44 West Forty-fifth street, New York, on a trade basis.

W. Montague Pearsall, 205 Broadway, New York, is placing 150-line copy in daily newspapers and quarter and eighth page copy in selected list of weeklies and monthly magazines for the New York Realty Owners. Also small copy in a list of women's publications for the Connolly Manufacturing Co., New York.

Henry King Hannah, 277 Broadway, is sending out copy to a list of dailies in fourteen large cities for the Travelers' Insurance Co., of Hartford, Conn. Also copy for the Aetna Life Insurance Co., of Hartford, Conn., to a list of dailies in twenty-nine cities.

The Seamless Rubber Co., of New Haven, is to advertise its "Kantleek" line of rubber specialties during the fall and winter months. A number of women's publications will be used. Charles W. Hoyt, of New Haven and New York, is handling the account.

The George Batten Co., Fourth avenue building, New York, is sending out orders to New England papers for Wait & Bond, Blackstone Cigar, Boston, Mass.

Charles Blum, 807 Chestnut street, Philadelphia, is placing orders with a selected list of papers for J. T. Lovett, Boro-Wax, Little Silver, N. J.

The C. F. Booth Co., Norwich, N. Y., is placing orders for two inches ten times direct with a few New York State papers.

Coupe & Wilcox Co., 261 Broadway, New York, is sending out orders to a few Eastern papers for the Federal Biscuit Co., 100 Hudson street, New York. This advertising may be extended later.

The Dorland Advertising Agency, Atlantic City, N. J., is placing orders for twenty lines thirty times, with a few Southern papers, for the Strand Hotel, Atlantic City, N. J. This agency is also placing orders for 100 lines four times with Southern Sunday papers, for the Marlborough - Blenheim, Atlantic City, N. J.

The M. P. Gould Co., 30 East Twenty-second street, New York, it is reported, is making up a new list of papers, and later will send out the business of the H. H. Franklin Manufacturing Co., Franklin Automobile, Syracuse, N. Y.

E. M. Hoopes, 516 Market street, Wilmington, Del., is sending out orders for fifteen lines fifty-two times, to Southwestern papers, for the Mme. Josephine Le Feire Co., 329 North Fifteenth street, Philadelphia.

H. J. Kleinmann, Mint Arcade, Philadelphia, is placing orders for ten lines three t. a. w., three months, with a few large city papers, for the Normandie Hotel, Ocean City, N. J.

H. H. Levey, Marbridge building, New York, is making trade deals for the Quebec Steamship Co., 29 Broadway, New York.

ROLL OF HONOR

List of Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained.

| | |
|---|---|
| ALABAMA. ITEM Mobile | NORTH DAKOTA. NORMANDEN .. (Cir. 9,450) .. Grand Forks |
| ARIZONA. GAZETTE Phoenix | OHIO. PLAIN DEALER Cleveland (May D. 96,106—S.126,144) VINDICATOR Youngstown |
| CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco | PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE .. Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre GAZETTE York |
| FLORIDA. METROPOLIS Jacksonville | SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cr. D. 16,272—S. 16,811) |
| GEORGIA. ATLANTA JOURNAL (Cir. 53,168) Atlanta CHRONICLE Augusta HERALD Augusta LEDGER Columbus | TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville |
| ILLINOIS. POLISH DAILY EGODA.... Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria | TEXAS. RECORD.....Fort Worth CHRONICLE Houston TIMES-HERALD Waco |
| INDIANA. NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame | WASHINGTON. POST-INTELLIGENCER..... Scattle |
| IOWA. EVENING GAZETTE ... Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL ... Dubuque | WISCONSIN. EVENING WISCONSIN... Milwaukee |
| KANSAS. CAPITAL Topeka | CANADA |
| KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville | ALBERTA. HERALD Calgary |
| LOUISIANA. ITEM New Orleans TIMES DEMOCRAT... New Orleans | BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria |
| MAINE. JOURNAL Lewiston | ONTARIO. EXAMINER Peterborough FREE PRESS London |
| MARYLAND. THE SUN .. Paid for in Cash Cir. .. Baltimore Morn. and Eve. 111,561 Sun.. 60,702 | QUEBEC. LA PRESSE Cir. Dec. 1910, 101,534 Montreal |
| MICHIGAN. PATRIOT.(1910) D.10,720; S.11,619.Jackson | Sherman & Bryan, 79 Fifth avenue, New York, are sending out small one-time orders to Canadian papers, for the Tobacco Machine Co. |
| MINNESOTA. TRIBUNE.....Morn. and Eve.....Minneapolis | The Stack-Parker Agency, Heyworth building, Chicago, is sending out orders for seventy-four lines, four times, to Southern papers, for Meyers & Co., Whiskey, Covington, Ky. |
| MISSOURI. DAILY AND SUNDAY GLOBE, Joplin POST-DISPATCH.....St. Louis | CHALLENGE UNDISPUTED THE DAILY STATES goes by carrier delivery into 5,000 more WHITE homes in the City of New Orleans than any other paper, morning or evening. Comparison of Net Circulation: May, 1910..... 23,484 Daily May, 1911..... 27,449 Daily Net Increase, May, 1911... 5,015 In the year 1910 the local merchants gave THE STATES \$9,444 more inches of advertising than any other New Orleans paper. For the first five months of 1911, THE STATES led its nearest competitor in New Orleans by 20,100 inches of local advertising. Foreign Advertisers please note. Daily States, New Orleans, La. The S. C. Beckwith Special Agency Sole Agents—Foreign Advertising New York Chicago Kansas City |
| MONTANA. MINER Butte | |
| NEBRASKA. FREIE PRESSE .. (Cir. 142,440) .. Lincoln | |
| NEW JERSEY. PRESS.....Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield | |
| NEW MEXICO. MORNING JOURNAL .. Albuquerque | |
| NEW YORK. BUFFALO EVENING NEWS .. Buffalo BOLLETINO DELLA SARA ... New York LESLIE'S WEEKLY (Cir. 350,000) New York MESSENGER OF THE SACRED HEART..New York RECORD Troy | |

THE New Orleans Item

Leads New Orleans papers in advertising circulation and influence, and the lead is increasing. The most clearly expressed circulation statement has just been prepared by THE ITEM and will be sent upon request. A map of New Orleans shows exactly how the city is covered, and an itemized list of country towns shows how they are reached.

THE JOHN BUDD COMPANY
Advertising Representatives
NEW YORK CHICAGO ST. LOUIS

WANTS TO BE INCLUDED.

Two Letters That Ought to Interest Advertisers Who Appeal to Publishers.

The following letters, which are self-explanatory, are worthy of attention, as they show that THE EDITOR AND PUBLISHER is carefully read by newspaper publishers:

AUTOPLATE COMPANY OF AMERICA
1 MADISON AVENUE
NEW YORK, June 21, 1911.

THE EDITOR AND PUBLISHER:

Referring to our full-page ad in your issue of June 17, we enclose herein copy of a letter received from the Pittsburg Chronicle-Telegraph, which may interest you as indicating that THE EDITOR AND PUBLISHER is carefully read by publishers.

We consider it a distinct compliment to the Autoplate, and we would like to express our regrets to the Chronicle-Telegraph that its name was inadvertently omitted from our list of "progressive dailies."

AUTOPLATE COMPANY OF AMERICA,
B. Wood, Gen. Mgr.

PITTSBURG CHRONICLE-TELEGRAPH
PITTSBURG, PA.

PITTSBURG, PA., June 19, 1911.

THE AUTOPLANE COMPANY OF AMERICA,
1 Madison Avenue, New York.

GENTLEMEN: We note that your advertisement on back page of THE EDITOR AND PUBLISHER contains a list of "progressive dailies."

You have evidently overlooked the fact that this newspaper is published in conjunction with the Pittsburg Gazette Times, and consequently should appear in such list. We would be glad to have your records corrected accordingly. We believe that the Junior Autoplate Machine is really a mark of progressiveness, we have found it to be such, and we do not like to be omitted from such a list.

Very truly yours,
PITTSBURG CHRONICLE-TELEGRAPH
PUBLISHING CO.,
David B. Smith, Treas.

Prohibits Fraudulent Advertising.

A bill prohibiting fraudulent advertising, to be submitted to the next general assembly, was drafted by the Iowa Retail Jewelers' Association in session at Des Moines last week. The proposed law would place a penalty upon fraudulent advertisers of from \$50 to \$100, or imprisonment for not less than thirty days nor more than six months. The measure is aimed at misrepresentation in advertising.

Fire Damages the Joliet Herald.

Fire damaged the plant of the Joliet (Ill.) Herald last Saturday to the extent of several thousand dollars. The Herald is being printed in the office of the Republican Printing Co.

3 OPPORTUNITIES

NEW YORK STATE AFTERNOON DAILY, city of about 20,000 population near New York City, doing gross business of \$35,000. Can be bought for \$22,000, about \$15,000 cash, balance on terms.

SOUTHERN AFTERNOON DAILY in rich city and section, 60,000 population; did cash gross business in 1910 of \$72,000. Can be bought for \$50,000.

CENTRAL WESTERN AFTERNOON DAILY in rapidly growing city of 40,000 population, earning net \$20,000 per annum. Can be bought for \$100,000—one-half cash, balance on terms.

Harwell & Cannon

Brokers in Newspaper and Magazine Properties
200 Fifth Ave., (cor. 23d St.)
NEW YORK CITY

ADDITIONAL AD TIPS.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing orders with a selected list of papers for the Dominion Atlantic Railway Steamship Line, 362 Washington street, Boston, Mass.

The Van Cleve Co., 259 Fifth avenue, New York, is placing orders with a few New York State papers for A. B. Smith & Co., cigars, Boston, Mass.

The Wckoff Advertising Co., 14 Ellicott street, Buffalo, N. Y., is making contracts with Canadian papers for the Buffalo Chamber of Commerce and Manufacturing Club, Buffalo.

The Chambers Agency of New Orleans, is adding a number of Texas papers to the list of Southern papers now carrying the advertisements of the Votan Tea and Coffee Co.

Brown's Wells, the Mississippi health resort, is being extensively advertised throughout the South Central States. The Chambers Agency, of New Orleans, is placing the business.

The Chambers Agency, of New Orleans, is placing 500-inch contracts with dailies, and 240 inches with weeklies in Texas, Arkansas, Alabama and Georgia, account of Gold Leaf Flour.

The advertising of Tulane University, of New Orleans; Silliman College, of Clinton, La.; Port Gibson (Miss.) Male and Female College, and Chamberlin-Hunt Academy, is being placed this year by the Chambers Agency of New Orleans.

Twelve-inch copy, to be given seven insertions, is going out from the Chambers Agency, of New Orleans, to Oklahoma and Texas papers, for account of the Louisiana Oyster & Fish Co.

Scott & Bowne, Watessing Station, Bloomfield, N. J., are now ready to make contracts for Scott's Emulsion advertising during the coming season. Publishers and specials can arrange for a hearing by writing or telephoning Miss Clarke, advertising manager.

Lord & Thomas, Trude building, Chicago, are sending out orders for 143 lines, four columns, one time, to large Southern Sunday papers, for the Waverly Co., Automobiles, Waverly, Ind.

The Massengale Advertising Agency, Candler building, Atlanta, Ga., is again placing orders with Southern papers for the Cox College, College Park, Ga. This agency is also placing orders with the same list of Southern papers as last year for the Georgia Military Academy, College Park, Ga.

The Nolley Advertising Agency, Light and Balderston streets, Baltimore, Md., is sending out orders for four inches, 104 times, to Southern papers for the Mercantile Trust & Deposit Co., same city.

The Frank Presbrey Co., 3 West Twenty-ninth street, New York, is placing orders for ninety lines, two times, with same list of papers as last year, for the Delaware & Hudson Railroad Co., Albany, N. Y.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is sending out orders to a selected list of large

city papers for the Flanders Manufacturing Co., Flanders Motor Cycle, Pontiac, Mich.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing orders for forty-two lines, d. c. t. f., with a selected list of Eastern papers, for the Maine Steamship Co., Sea to Boston, 290 Broadway, New York.

The J. H. Hartzell Co., Bulletin building, Philadelphia, is sending out orders for ten lines 156 times, to Pacific Coast papers, for the Dr. Bosanko Medicine Co., 1631 Vine street, Philadelphia.

The Homer W. Hedge Co., 366 Fifth avenue, New York, is placing orders with a few New England papers for the Geneva Cutlery Co., Geneva Standard Razor, Tenth avenue, East, Geneva, N. Y.

The W. S. Hill Co., 323 Fourth avenue, Pittsburg, is making contracts with New York City papers for the Ward Bread Co., South Boulevard and St. Mary's avenue, Bronx, N. Y. These contracts may be extended to cities adjacent to New York City. This agency is also making renewal contracts with Southern papers for the Christian Moerlein Brewing Co., 2019 Elm street, Cincinnati, O.

The C. E. Sherin Co., 452 Fifth avenue, New York, is again making renewal contracts with Southern and Southwestern papers, where they have expired, for the New York & Kentucky Co, 138 Jane street, New York

The W. F. Simpson Advertising Agency, 38 Park row, New York, is placing orders with a few Eastern papers for James P. Smith & Co., Rose's Lime Juice, 90 Hudson street, New York.

Henry King Hannar, 277 Broadway, New York, is placing orders for the Aetna Life Insurance Co. of Hartford, 100 William street, New York, in cities where they have agents. It is reported that this agency is also making up a list of papers for the Hartford Insurance Co., Hartford, Conn.

The Wyckoff Advertising Company, 4 Ellicott street, Buffalo, N. Y., is making contracts with a few New Jersey and New York State papers for the Ezo Chemical Company, Rochester, N. Y.

The Hays Advertising Agency, of Burlington, Vt., is sending out copy for the advertising of Robin Hood ammunition, manufactured by the Robin Hood Ammunition Company, of Swan on, Vt. The campaign includes an extensive list of outdoor publications and trade papers, also a six months' campaign in over 2,000 weekly newspapers, principally in the South and West.

The Alvin (Tex.) Advocate is the name of a new weekly. The editor is John W. Horn and it is published by

EDITORIAL BILL PASSES.

New York Senate Approves of Measure Requiring Editorials to Be Signed.

Senator Grady's bill requiring editorials in newspapers to be signed by their writers passed the New York Senate Tuesday by a vote of 37 to 2. It is believed that the measure will meet with vigorous opposition in the House. "If we have the name of the writer of an editorial attached thereto," said Senator Grady, "we will be perfectly willing to permit the public to judge between the critic and the criticized. The editorial page has become degraded because of what is called the impersonal criticism of journalism. This bill will be a protection against fraud and unjust criticism.

COMMENTS ON GRADY BILL.

The Tribune says:

Grady's bill requiring newspaper editorials to be signed with the names of their writers has passed the Senate. But why is that requirement limited to editorials? A man who considered himself a good judge of publicity declared that he was indifferent to what the newspapers said on their editorial pages, since most persons read only headlines. Why doesn't Senator Grady amend his bill so as to require all headlines and all news items to be accompanied by the names of their writers?

The Evening Post says:

Senators who voted for the Grady bill must have been ignorant of the way in which a great deal of editorial matter is actually prepared. It does not always come intact from a single pen. It is the result of collaboration, often of extensive changes and re-writing. Who would be expected to sign such an editorial? The truth is that there is more than some people think in the editorial "we." The opinions expressed are the result of the consent of different minds, and the form itself is frequently the result of much emendation and recasting. There can hardly be a week in which a newspaper does not publish an editorial, long or short, of which no one man was the writer, and which no one man could conscientiously sign as his. Yet Senator Grady would make it a misdemeanor not to sign! It is evident that he and his supporters know very little about the workings of a newspaper office from the inside.

The chief argument against the signed editorial is that it would destroy the greatest power which the press can legitimately exercise. We mean the power of an established institution, with a long and honorable tradition behind it, with a known clientele of readers, and with the inherited and cumulating influence of the men who, in the past, have made it what it is.

It is comparatively of little importance who the particular men are who happen to be editors at the moment; the main thing is the weight which the newspaper for which they work carries in the community.

The question is not of individual opinion, but of collective policy, of standards and judgments which have been long in the making and which come to stand by themselves impersonally. This is the chief power of a newspaper. It is greater than any editor. It is independent of personality. The voice with which it speaks is not that of an individual, but of a past history, of present repute as an institution and not merely as a collection of persons. This is the kind of journalism which Anglo-Saxons have cherished for good reason, and it ought not to be overthrown in a day by a Grady for no reasons whatever.

Let the American Ink Co. of New York City be your 4-cent inkman.

CORPORATE PUBLICITY.

Growing Tendency of Big Corporations to Use Advertising Columns of Newspapers to Create Favorable Public Opinion. Policy of Silence Observed by Many Concerns Found to Be Injurious.

"Publicity for Corporations" was the subject of an interesting address, delivered before the New York Times advertising staff last week, by Frank L. Blanchard, managing editor of THE EDITOR AND PUBLISHER and director of the class in advertising of the Twenty-third Street Young Men's Christian Association. Mr. Blanchard dwelt at length upon the growing tendency upon the part of large corporations to take the public into their confidence through the advertising columns of the newspapers. He said in part:

Until within the last ten years corporations have been indifferent as to what the public thought of them, but they were finally aroused to the fact that it was imperative that they should have the good-will of the public with which they deal, and they have begun to try to deserve that good-will.

THE STANDARD OIL COMPANY.

I don't suppose that any one corporation has been so much maligned as the Standard Oil Company, which for so many years pursued the "public be damned" policy of our old friend, William H. Vanderbilt. It made no difference how many reporters went to see him, they were turned away—no matter what the subject under discussion was, on the ground that it was none of the public's business what the New York Central did.

But because of the very many attacks made upon them within the last few years, culminating probably in Ida Tarbell's book, the Standard Oil Company finally concluded that the time had come when something should be done to turn back the tide of misrepresentation and engaged J. I. C. Clarke to act as its publicity representative.

Don't make the mistake of confusing the press agent with the publicity man or publicist. The press agent depends largely upon his imagination for the stories concerning his client that he puts out through the newspapers. It is his business to boom the actor, the show, the circus, or other amusement enterprise by which he is employed. It makes no difference whether the story he tells is true or not so long as it is a good story. The publicity representative, on the other hand, must deal only with facts, and if he departs from that line in the slightest degree he becomes a failure and his usefulness is gone.

POLICY OF SILENCE INJURIOUS.

When Mr. Clarke assumed his present position with the Standard Oil Company he made it his business to try and see if he could not, by giving publicity to the real truth about the corporation, remove some of the prejudice against it. No trumpets were blown, but the newspapers were placed in possession of facts that made some of the acts of the company appear in an entirely different light. The results of his work are apparent. Have you noticed very many severe attacks on the Standard Oil Company recently?

GET THE BEST ALWAYS!

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

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

The Mobile Register
MOBILE, ALABAMA

"We regard The Mobile Register as the strongest advertising medium in South Alabama and Mississippi."

BARNEY-CAVANAUGH HARDWARE CO.
C. F. KELLY & CO.
Publishers' Representatives
New York Chicago



ROBERT J. VIRTUE,

JUNIOR MEMBER OF THE NEW CHICAGO FIRM OF EDDY & VIRTUE, SPECIAL NEWSPAPER REPRESENTATIVES.

No; because the public is better informed as to its affairs and muckraking is no longer as popular as it was.

That the new policy of the Standard Oil Company is a wise one is shown by the indorsement given it by John D. Archbold, vice-president of the company, who, in discussing the subject of publicity in its relation to his own company in THE Saturday Evening Post, recently said: "I say with the utmost frankness that I now believe the policy of silence which the company maintained for so many years amid the misrepresentations that assailed it was a mistaken policy which if earlier abandoned would have saved the company from the injurious effects of much that was misrepresentative."

Now PUBLIC OPINION WAS CHANGED. To-day corporations are beginning to advertise to create favorable public opinion toward them. In 1906 the Roanoke Railroad and Electric Company, located in a city of 35,000, was attacked by a rival company. By raising the cry of "monopoly," "extortion" and "robbery" a bitter public sentiment against it was created. In its extremity they called in a publicity man from this city, C. W. Lee, who inaugurated an advertising campaign in the columns of the daily newspapers of Roanoke. The advertising was done in the form of "Electric Talks," a different one appearing each day. These dealt with the corporation's business, told what it cost to operate the lines, dwelt at length upon the new extensions of lines, and showed what the company was trying to do to build up its business in Roanoke, and incidentally to benefit the city. In the beginning one of the newspapers refused to handle it on the ground that the public would condemn it for allowing the corporation to use its columns, and would assert that it had subsidized its influence, but later, when the editor saw the character of the advertising, he asked for the privilege of carrying it.

The result of the campaign was that public opinion in that town was completely changed. The corporation had admitted that it had made mistakes, but asserted that it was honestly trying to do its best to furnish satisfactory serv-

ice. It invited criticism. The people wrote letters complaining of certain delinquencies which were promptly remedied. A better and more kindly feeling toward the company was developed. Moreover, the company did the greatest amount of business in years. It was so great, in fact, that an additional plant, costing \$250,000, was established to accommodate it.

THE CLEVELAND GAS COMPANY.

Another case is that of the East Ohio Gas Company of Cleveland. Last fall an ordinance was introduced in the city council, backed by the mayor of the city, fixing the price of artificial gas at 75 cents. The company had been furnishing gas at that figure, but had reached the point where it could afford to do so no longer. As the council seemed determined to pass the ordinance, the company went to work to defeat it. It called in the services of a New York firm of publicists, who immediately made contracts with the local newspapers for advertising space. At this time the newspapers and the public were against the company and in favor of the ordinance. The advertisements, which occupied large space, were devoted to setting forth the reasons why the company could not furnish gas at 75 cents and make a living income. The arguments advanced were so clear and convincing that the newspapers and the public were won over, and the city council receded from the arbitrary position it had taken and compromised with the company by fixing the price of gas at 80 cents.

WHAT THE FUTURE WILL SHOW.

If you gentlemen of the advertising department will devote a little attention to

this subject of public utilities advertising, informing yourselves as to what is being done, and has been done, by corporations to create favorable public opinion for their various enterprises, you will find it an interesting subject. In time every newspaper in every large city will have a department devoted solely to this particular line of advertising. The men chosen to look after the work will be keen minded and highly trained specialists who can take up any one of the public utilities and show its owners just what they can do to win public support.

Every city has one or more gas companies that are endeavoring to extend their business. For years gas was only used as an illuminant. To-day it is employed for from 150 to 200 different purposes. It is your duty to show the gas companies how to advertise to create business where none existed before. Much of the publicity must be educational in character. Get the officers to take the public into their confidence and create a friendly attitude toward it by paying attention to complaints and adjusting disputes in regard to bills, etc.

Will Boost Birmingham, Ala.

A magazine to boost and advertise Birmingham, Ala., will be launched shortly by the Newspaper Cartoonists' Association recently organized in that city, with officers as follows: W. F. Fry, president; C. A. Johnson, secretary and treasurer, and A. B. Wolmsley, general manager.

Typhothetae Convention at Denver.

The twenty-fifth annual convention of the United Typhothetae of America will be held in Denver the first week in September. At the same time will be held the third International Cost Congress.

IN KANSAS

There is more money per capita to-day than ever before in the State's history, and Kansas people are "good spenders." The

Topeka Daily Capital

guarantees a circulation in excess of \$8,500. It reaches every postoffice in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.

Arthur Capper
Publisher

J. C. FARLEY, Flatiron Bldg., New York City
JUSTIN E. BAOWN, Hartford Bldg., Chicago.

THE EUREKA HERALD

OF EUREKA, CALIFORNIA

NET PAID CIRCULATION, 5,200 DAILY, AND GROWING LIKE A WEED

Only afternoon newspaper in Humboldt County carrying Associated Press Dispatches.

Largest circulation in Eureka of any newspaper, morning or evening, by fully 100% over its nearest competitor.

Circulation Guaranteed by \$5,000.00 in Gold.

Advertisers wanting action on their money will use the HERALD.

THE EUREKA HERALD

EUREKA, CALIFORNIA

A. K. STONE, Editor and General Manager.
S. G. LINDENSTEIN, INC.,
Special Representative, New York & Chicago

The Greensburg Tribune

Has Largest Circulation in Westmoreland County, Pennsylvania

FLAT DISPLAY RATES
Set matter, per inch 10¢
Plate Matter, per inch 12¢
Matrices at Plate rate 12¢

No Special Representatives

R. W. HERBERT, President.

DIRECTORY OF ADVERTISING AGENTS

General Agents

- ADVERTISERS' SERVICE**
5 Beekman St., New York
Tel. Cortlandt 3155
- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- CARPENTER & CORCORAN**
26 Cortlandt St., New York
Tel. Cortlandt 7800
- DEBEVOISE, FOSTER CO.**
15-17 West 38th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
243 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- HOWLAND, HENRY S., Adv. Ag'cy**
20 New St., New York
Tel. Rector 4398
- KIERNAN, FRANK, & CO.**
156 Broadway, New York
Tel. 1233 Cortlandt
- LEDDY, JOHN M.**
41 Park Row, New York
Tel. Cortlandt 8214-15
- 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
- STODDARD & BRICKA, Adv. Agts.**
114-116 East 28th St., New York
Tel. 1528 Mad. Sq.

PENNSYLVANIA

- BLOOMINGDALE, CHAS., Jr.**
1420 Chestnut St., Philadelphia
Personal Service
- FRORWERT ADV. AGENCY**
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137
- RUBINCAM ADV. AGENCY**
Drexel Bldg., Philadelphia
Tel. Lombard 2152
- PHILADELPHIA ADV. BUREAU**
William W. Matos, Inc.
Bulletin Bldg., Philadelphia

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mex.

CUBA and WEST INDIES

THE BEERS ADV. AGENCY
Cuba 37, Altos
Havana, Cuba
Frank Presbrey Co., N. Y. Corr.

Ad Men's Benefit Game a Success.

The ball game played last Saturday between the Chicago Advertising Association and the Advertising Agents and Publishers' representatives for the benefit of the Off-the-Street Club was won by the former with a score of 11 to 9. The game netted more than \$4,000.

Publishers' Representatives

- ALCORN, FRANKLIN P.**
Flatiron Bldg., New York
Tel. Gramercy 666
- ALCORN, GEORGE H.**
405 Tribune Bldg., New York
Tel. Beekman 2991
- BARNARD & BRANHAM**
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380
- BRYANT, M. D., CO., Inc.**
200 Fifth Ave., New York
Tel. Gramercy 2214
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., New York
Tel. Madison Sq. 6187
- KELLY, C. F., & CO.**
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176
- KRUGLER, FRED'K M.**
37 East 28th St., New York
Tel. Madison Sq. 8622
- LINDENSTEIN, S. G.**
118 East 28th St., New York
Tel. Madison Sq. 6556
30 North Dearborn St., Chicago
- NORTHRUP, FRANK R.**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- PAYNE & YOUNG**
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723
- PUTNAM, C. I.**
45 W. 34th St., New York
Tel. Murray Hill 1377
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962
- WAXELBAUM, BENJAMIN**
189 East Broadway, New York
Tel. Orchard 5300

AD FIELD PERSONALS.

I. A. Klein, the special newspaper representative whose office is in the tall tower of the Metropolitan Life Insurance Co., New York, has been appointed foreign representative of the Brooklyn Times.

John Sparrow, a well-known advertising man of Birmingham, Ala., has made a connection with the Crockett Advertising Agency of New Orleans, and will represent that agency in Birmingham.

Walter B. Cherry, president of the Syracuse (N. Y.) Ad Club, spoke on "Advertising in Central New York" at the banquet of the Pacific Coast Advertising League, held at Spokane, Wash., June 13.

Lewis H. Clement, president of the Piano Dealers' Association and an active member of the Toledo (O.) Ad Club, will go to the Boston convention as one of the Toledo delegates.

Charles S. Parr, formerly advertising manager of The Watchman, has been appointed New England representative for To-Day's Magazine, with offices in Tremont Temple.

CLUBS AND ASSOCIATIONS.

The Fifth Kansas District Editorial meets at Bellville to-day in response to a special call. Committee reports on print paper and ready print will be heard.

Earle W. Hodges, secretary of the Arkansas Press Association, announces that the annual excursion of the members of the association, which will take place in July of this year, will include more territory and be of greater interest than previous outings.

A resolution offered at the last regular meeting of the Toledo Ad Club by Byron W. Orr, asking that newspapers be encouraged in cleaning their columns of undesirable advertising, was adopted.

Portland Press Change.

The Portland (Me.) Press, which more than a year ago was purchased by a number of officers of the Fidelity Trust Co. of Portland, has been placed under the exclusive management of Harry M. Bigelow and John F. Tucker. Mr. Bigelow will be the managing editor, a position he has held since last fall. Mr. Tucker, who will be the advertising and circulation manager, was formerly connected with the business management of the Washington Post.

Pulitzer Heavy Buyer of Bonds.

Joseph Pulitzer, owner of the New York World, was the heaviest individual bidder for the new \$50,000,000 issue of Panama bonds, proposals for which were opened at the Treasury Department this week. Mr. Pulitzer will get \$1,000,000.

Druggists Praise Newspaper Ads.

That newspaper advertising is cheaper and better than all other forms of advertising was the consensus of opinion of the members of the Indiana Pharmaceutical Association in convention at Indianapolis last week. Newspaper advertising was held to be productive of better results than circulars and "patent medicine" literature.

Buffalo Ad Club Closes Season.

The Buffalo Ad Club closed its season last week with a beefsteak dinner at the German-American, followed by a vaudeville entertainment. A short business session preceded the festivities, at which the matter of new club rooms was thoroughly discussed and referred to the board of directors for action.

\$20,000 for Ads on Care of Teeth.

The New York State Dental Society will spend \$20,000 during the next year in a campaign for the education of the public in the proper care of the teeth. The money will be spent for newspaper advertising, the distribution of booklets and other advertising.

Ward Represents Montreal Herald.

William D. Ward has been appointed eastern representative in the United States of the Montreal Herald, with offices in the Tribune Building, New York City.

"Put working clothes on your English if you expect to make it work."—H. P. Pagnani, Indianapolis.

Alert, Masterful, Independent



Shorthand
Holders never get to the bottom of his puzzles
with more unerring accuracy than does

The American Printer

... and also the greatest producer of the printing business. This unique journal is edited by one of the most experienced, thoroughly equipped with sense and the greatest aptitude. It's a magazine of practical information and constructive suggestions. Now progress is essential to business success, many of these suggestions originate in this journal. The best printed things of the month are reprinted with highest commendation in every issue.

Adapt to all the various uses and jobs in a variety of good and useful business. It is valuable in making every correct form of thought and work. At the same time, it is the best source of information on the advertising business. The American Printer is recognized as the standard authority on all matters of the printer's art. It is the only journal in the advertising business that is published for the printer. It is the only journal in the advertising business that is published for the printer. It is the only journal in the advertising business that is published for the printer.

It will cost you \$2.00 per year—4 dollars for six months—50 cents for a single copy. It is worth

Oswald Publishing Co.
123 City Hall Place
New York

Press Clippings

Everything [and] anything that is printed in any newspaper or magazine, anywhere—can be supplied by

BURRELLE

45 Lafayette Street, New York City
ESTABLISHED A QUARTER OF A CENTURY

THE CHESTNUT STREET ENGRAVING COMPANY



PHOTO-ENGRAVING IN ALL ITS BRANCHES
S.W. COR. SEVENTH AND CHESTNUT STS. PHILADELPHIA, PA.

TAKE IT TO POWERS

OPEN 24 HOURS **THE FASTEST ENGRAVERS**
OUT OF 24 **ON EARTH**

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau SLNY Tel. 4260-4 Beekman

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

GARWOOD ELECTRIC EQUIPMENTS ARE SAFE.

Because (a) they cannot be started by a short circuit or a ground, (b) stopping the press automatically locks it so that the safety of the crew is never dependent on the memory of any one man.

Bulletin 505-H explains how.

Garwood Electric Co., Main Office and Works, GARWOOD, N. J.
New York Philadelphia Boston Chicago Pittsburg
St. Louis New Orleans

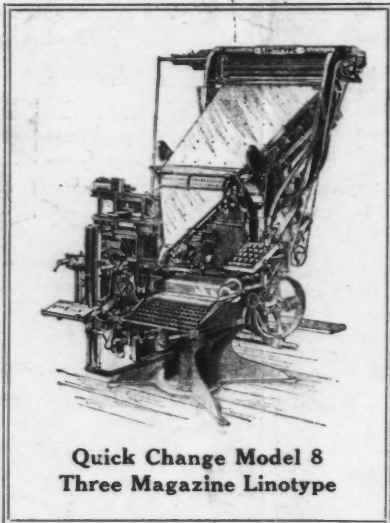


"THE KOHLER SYSTEM" of ELECTRIC CONTROL for Motor-Driven Printing Presses and Auxiliary Machinery

Used by the leading newspapers throughout the world

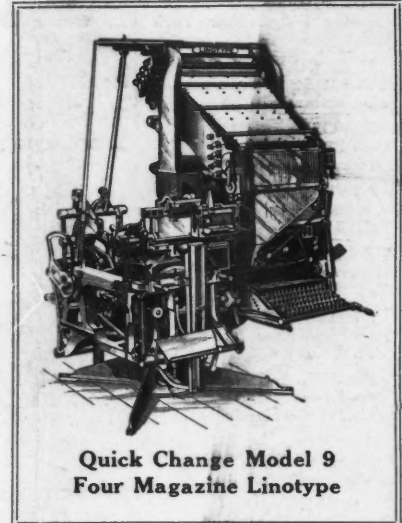
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Quick Change Model 8
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Spells
Economy and
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Wherever machine composition can be used on your newspaper, from 5 point to 36 point inclusive,

THE LINOTYPE

produces it faster, cheaper, and in a form which can be handled more safely, easily, and expeditiously in makeup than by any other method. With our new

Quick Change Model 8

THREE MAGAZINE LINOTYPE

and

Quick Change Model 9

FOUR MAGAZINE LINOTYPE

The "Linotype Way" can be made practically the "Only Way" in every newspaper office



The Brazilian Government has ordered 25 Quick Change Model 4 Double Magazine Linotypes and an Improved Lead and Rule Caster for the Government Printing office at Rio Janeiro. Besides the 50 sets of matrices furnished with the 25 machines, 80 additional sets and much other extra equipment were also ordered.

Mergenthaler Linotype Company, Tribune Bldg., New York

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1100 S. Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
332 Camp Street

TORONTO: CANADIAN LINOTYPE LTD., 35 LOMBARD STREET

