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FROM OLD DUNDEE

LEADING SCOTCH PUBLISHER FAVORS STANDARD SIZE FOR NEWSPAPERS.

Owner of the Dundee Courier Talks to the Editor and Publisher About the Movement for Standardization—After a Disaster Your Neighbor Cannot Help if He Uses Smaller Paper—Will Take Longer in England to Bring About the Reform.

David Couper Thomson, head of D. C. Thomson & Co. Ltd., of Dundee, Scotland, one of the leading publishers of the United Kingdom, sailed on Wednesday from New York in the Lusitania, bound home after three weeks in the United States and Canada looking over the newest printing plants. He was accompanied by his nephew, W. Harold Thomson.

The concern publishes the Dundee Daily Courier, established in 1816, the first daily in Scotland; the Dundee Evening Telegraph and Post; the Weekly News, the Red Letter, the Weekly Welcome, the Saturday Post, devoted to sports; and Red Rose Novels, a weekly story paper. The staff employed in producing and distributing these papers numbers 400.

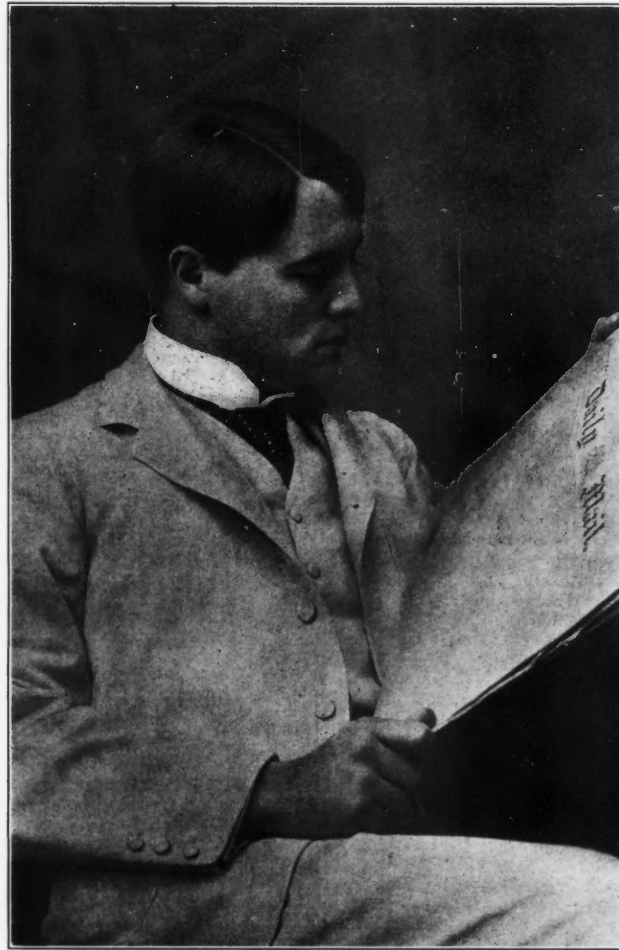
Mr. Thompson visited THE EDITOR AND PUBLISHER offices just before sailing. He said:

"I saw your article in THE EDITOR AND PUBLISHER of last week, dealing with the subject of standardization of size of newspapers. I was much impressed by it. Certainly the movement is a proper one for both publishers and paper manufacturers and I am glad to see it started in America. If it succeeds, it will mean a great saving, in mind and money, to all concerned in the production of newspapers.

"Every publisher in the world has had experiences, accidents to his machinery, fires, disasters brought about by other elements, when his plant was destroyed, or crippled, and the issue of his paper stopped. True, these incidents are common to all, and your rival may not take selfish advantage of your adversity. Your rival will offer you the use of his plant. But when your neighbor is using paper one half inch smaller than your size, his kind offer is useless.

Many publishers install duplicate plants, to guard against accident. This should not be. The income from the business rarely justifies the purchase of duplicate presses, that must remain idle, waiting for a catastrophe.

"It will take a longer time to bring about this reform in England than here in America, chiefly because we use our presses longer than American publishers, so I believe. We expect a longer life for a press, so to speak. But even in England and Scotland, some day we shall come to a standard size for newspapers, though nothing has yet been done along this line."



LORD NORTHCLIFFE.

BETTER KNOWN AS SIR ALFRED HARMSWORTH, HEAD OF THE LARGEST PUBLISHING HOUSE IN THE WORLD.

A VALISE FULL OF WHISKY.

Halifax Paper Said Temperance Politician Had It and Libel Suit Results.

The Chronicle Publishing Co., of Halifax, Nova Scotia, which issues the Halifax Morning Chronicle and the Evening Echo, has been sued by A. L. Davison, a barrister, who claims \$5,000 for libel.

Davison is the Provincial organizer of the Liberal-Conservative party and a well-known temperance man and advocate of purity in elections. There was a bye-election at Colchester in which Davison and others of his party were much interested. The Chronicle printed an article which stated that Davison and one other made a midnight trip to Five Islands with a valise full of whisky, presumably to influence the voters. The temperance orator denies that he carried any whisky, and so he sues for libel.

S. B. Williams has assumed the editorial management of the Twin-City Herald, an afternoon newspaper published in New Decatur, Ala.

"HIS SYMPATHY."

London Paper Says the Prince Telegraphed, and People Smiled.

The "Ha'penny," a London afternoon newspaper, printed a dispatch last Saturday from Hyderabad, India, with a news anti-climax that caused "all London" to smile. After describing the floods in India, and the consequent suffering, the dispatch went on:

"Thousands have been clothed and fed at the State's expense, the Nizam has given £40,000 for relief work, the Viceroy has contributed £200, and the Prince of Wales has telegraphed his sympathy."

\$12,000 a Year to Bryan.

It is widely rumored that W. J. Bryan, before the Denver convention, rejected an offer of \$12,000 a year to edit a newspaper, and that in case of his defeat next month, the offer will be renewed.

The Newark (Ark.) Journal has suspended.

HARMSWORTH

BIGGEST PUBLISHER IN THE WORLD TALKED TO NEW YORK REPORTERS.

He Noticed That American Newspapers Are Smaller in Size Than Formerly—He Owns the London Times, But Does Not "Control" It—Will Stay a Few Weeks in America Near New York, Except for a Trip to Canada.

Lord Northcliffe, better known as Sir Alfred Harmsworth, came back to America last week for a few weeks' visit which he calls a "vacation." He is accompanied by Lady Northcliffe, his wife, and Mrs. Harmsworth, his mother. They will make a trip to Canada, and for the rest of the time will remain in the vicinity of New York.

A deputation of newspaper men met the great English publisher on board the Lusitania as she touched the dock. He consented to an interview and expressed himself for all of them. He said:

AMERICAN NEWSPAPERS SMALLER.

"I have come for a little holiday, to look on at the election and to talk with many old American friends.

"I noticed that some of the American newspapers are smaller in size than they used to be, and I fancy that not even yet have they reached the limit in that direction.

"White paper must inevitably rise in price. Prodigal extravagance in the cutting down of forests, forest fires and the increased demand for the wood of the spruce tree, caused by the growth of newspapers all over the world, must have only one end, unless some of your inventive geniuses can help the situation by discovering a substitute for wood pulp. Some five thousand different materials have been tested, but vainly. There is nothing like wood.

"Issuing, as I do, publications at 1, 2, 3, 12, 14 and 25 cents, I have no castiron views as to price. Your monthly magazines have varied their prices without injury to their sales, and your newspapers may have to follow suit. So far as I am aware, very few American newspaper owners have any individual sources of paper supply. Practically all of them purchase from middlemen, and even these middlemen do not in all cases appear to have sufficient pulp in sight to feed their mills. Even American resourcefulness and initiative cannot grow a paper tree in fewer than thirty-five to fifty years. Therefore, in my opinion, many of your daily journals must reduce their size or increase their price in the future.

"I am in favor of the smaller rather than the dearer newspaper, though I have no rooted prejudice either way.

PURCHASE OF THE LONDON TIMES.

"The statement that I have gained control of The London Times is as true as it would be to say that I control

the Mississippi, to which Lincoln once compared it. The London Times has never once in its history been controlled by any one individual. Its opinions are as they always have been, the consensus of thought of a staff which is in daily communication with the world's governments. The editor in chief, G. E. Buckle, has as manager in chief Moberly Bell, who is well known on this side of the Atlantic. And the chief of the foreign department, in which The Times is so distinguished, is Valentine Chirol.

"It is no secret that for many years I desired to become connected with The Times. It is the not unnatural ambition of an English journalist. It is a good many years since I made my first proposition in regard to our leading newspaper, and eventually, early in the present year, I acquired an interest in The Times by reason of a prolonged legal dispute among the seventy-nine owners of it as to the division of its profits.

"The Times has always given more cable news and more American news than any foreign newspaper, and arrangements are being made by which over a million words of American political, financial and general news will be cabled to London during 1909. Hitherto the sole American office of The Times has been in Washington, but the directors have decided that additional offices should be opened in New York, on Fifth avenue and in the neighborhood of Wall Street.

THE MYSTERY OF THE TIMES.

"The price of the journal is six cents daily, and is more likely to be increased to eight or ten cents than it is to be reduced to two cents, as some of your newspapers have suggested. It would be impossible to publish the journal at less than six cents. You must remember that, in addition to its voluminous letters from public men, its special literary and other supplements and its vast amount of general news, The Times carries almost as full a political report as your Congressional Record, and its commercial intelligence is equal to that of your Financial Chronicle.

"I can do very little to unveil the mystery of The Times. As to its writers, I know little more of their identity than does the rest of the world. Anonymity has always been part of the secret of its power. You will find an article on The Times in a forthcoming issue of your Outlook which will tell you as much as can be learned by the outside world."

The following is a list of the publications issued by Harmsworth Brothers, Ltd., with principal offices at Carmelite House, London:

London Times	Home Sweet Home
London Mirror	Red Magazine
London Daily Mail	Fashions For All
Illustrated London Mail	Woman's World
London Evening News	The Home Companion
Paris Daily Mail	Golden Stories
Sunday Observer	Golf
Weekly Despatch	Fashion Novelties

"The Bulletin every evening goes into nearly every Philadelphia home."

NET AVERAGE FOR SEPTEMBER
225,140

COPIES A DAY.
The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.
WILLIAM L. McLEAN, Pub.

Manchester Daily Mail	Hornor's Penny Stor-
Birmingham Daily Gazette	ies
Glasgow Daily Record	Hornor's Pocket Li-
Glasgow Weekly Record	brary.
Southern Daily Mail	Chips
Daily Mail Year Book	Comic Cuts
The London Magazine	Comic Home Journal
Answers	The Funny Wonder
Home Chat	The Boys' Friend
Penny Pictorial Magazine	The Girls' Friend
zine	The Marvel
The Sunday Companion	Union Jack
Sunday Stories	Pluck Library
Forget-Me-Not	Heartsease Library

The total weekly circulation claimed for the above is 20,000,000 copies.

The American agency is at 150 Nassau street, New York, with Joseph T. Gleason at the head.

DEBATING BY PHONOGRAPH.

Des Moines Capital Furnishes First "Canned" Debate in History.

The Des Moines (Ia.) Capital claims that the idea of a "phonograph debate" between candidates Taft and Bryan, to take place in an auditorium where the public may listen, originated with that paper. Thus far, no one has disputed the Capital's claim. Last week, Foster's opera house in Des Moines was filled with 1,500 enthusiastic voters and their wives who listened to the seven short speeches by each of the candidates upon the salient issues of the campaign.

Between the "debates" musical numbers were given by the best artists of the city. The entertainment was wholly provided and arranged by the Capital. It was probably the first affair of the kind ever given in America, and is likely to be widely imitated.

Democrat Writes for Republicans.

O. O. Stealey, for forty-one years connected with the Louisville Courier Journal, during twenty-five years of which time he has been the writer on national politics for that paper, has accepted an assignment from the Philadelphia Press to furnish a series of articles on the political situation in the "doubtful" states. He will visit all the principal centers and will write his impressions. As Mr. Stealey is a life long Democrat, and a long time personal friend of Henry Watterson, his service in this connection for a rock-ribbed Republican organ such as the Press, has aroused much interest. On the other hand, James S. Henry, Washington correspondent of the Press, will cover the doubtful states from the Republican viewpoint.

Big Deal in Washington.

The National Tribune Printing and Publishing Co., of Washington, D. C., was last week consolidated with the Globe Printing and Publishing Co., of that city. W. H. Lynn, of New York, is to be president of the new concern; Oscar J. Ricketts, former Acting Public Printer, will be vice-president and general manager; D. L. Rice, present financial manager of the National Tribune Company, is to be treasurer. It is understood the new company will erect a large structure in the center of the city in a short time.

U. of M. Newspaper War.

There is a newspaper war at the University of Missouri, where the daily Missourian is issued by the new school of journalism. Certain disgruntled students, who do not approve of managing editor Walter Williams of the new daily, have started a weekly which appears Sunday morning and "beats" the daily on reports of Saturday football games, most of which games are finished too late for the Saturday afternoon issue of the daily.

"FOUNDERS' WEEK."

Newspapers of Past and Present Furnished Big Features.

The newspapers of Philadelphia had a big part last week in the celebration of Founders' Week, aside from their function of telling all about it to a million readers. The Press had its messengers at railway stations, and was the official bureau of "acquaintanceship" for all who came. The Inquirer had an airship that was the real novelty of the week. The Bulletin had a newsboy band. Other papers attracted attention by new and practical service to strangers.

In the great historic pageant on Friday, the floats commemorating the rise of the newspaper industry were the most striking of the parade. The float illustrating the rise of the paper industry included a tableau. It showed the setting up of the first American printing press in Philadelphia, by William Bradford, in 1685. Decorations of the car were facsimiles of the ancient water-mark used in the Rittenhouse paper. Prominence also was given to the printing of the first Bible in America by Christopher Sowers, in 1743. A second edition was run off in 1763 and a third in 1776. The printing firm established by Sowers is still in existence.

Other features commemorated by the display were the printing of the first English version of the Bible in America by Robert Aiken, in this city, in 1782, and the establishment of the first American daily newspaper, the Pennsylvania Packet, in 1784. The arrival of Benjamin Franklin, the father of American journalism, in Philadelphia, in 1723, was made the subject of a separate float.

The Friars Are for Payne.

George Henry Payne, editor of the Bronx (N. Y.) Republican, and Republican candidate for Assembly from the Borough of the Bronx, was given a dinner last week by the Friars Club, of New York press agents, and formally notified of his nomination when the coffee was poured. A number of distinguished Republicans of New York were present.

Sale of Troy (N. Y.) Standard.

The bankrupt Troy (N. Y.) Evening Standard was sold at auction last week. Martin F. Connors was the only bidder. He paid \$4,300 for the concern, excluding the printing press and linotype machines which are claimed by William Connors as his personal property.

Embassador to France?

A number of newspapers are printing the gossipy rumor that William R. Nelson, editor and owner of the Kansas City Star, will be appointed embassador to France, by Mr. Taft should he be elected.

The Donaldsonville (La.) Daily Evening Record, has started, with V. A. Rodrigue as editor.

THE STRIKING PAPERMAKERS.

International Company Says It Is Working 20 per cent. of Capacity.

Last Saturday, the Wall Street Journal printed a sum up of the paper strike situation, which is equivalent to a bulletin issued by the International Paper Co., as follows:

"The International Paper Co. is aggressively pursuing its announced policy of resuming operations at all its mills, irrespective of any action of the International Brotherhood of Papermakers, Pulp & Sulphite Workers, which repudiated its agreement with the company when its members refused to resume work on Sept. 29 as agreed, after a two months' strike.

"The number of men being put to work in the various mills of the company is daily increasing, and includes a great many of the old employes. The entire force at Franklin Falls, New Hampshire, resumed in a body at 5 per cent. wage reduction, and that plant is now being operated at full capacity.

"Approximately, twenty machines are now in operation in the various plants as against ten a week ago. This shows the progress the company is making towards securing operators and no difficulty is anticipated in being able to get sufficient forces to gradually put the entire producing sources in full operation. As announced, the company is making no objections to union or organization affiliations in re-employing the men, but all contracts are now being made individually, the preference being given to the former employes.

"The company is now operating on a basis of about 20 per cent. of its capacity as compared with 10 per cent. a few weeks ago. Sales and demands of consumption are better, and steadily improving. The stimulus of the election campaign is already being felt in the increased demand from newsprints and this is expected to furnish quite a large factor in increasing the company's sales this fall.

"Every effort is being made and will continue to be made to keep consumers' wants supplied. With the gradual resumption, no difficulty in being able to do so, is anticipated at present by the management, as the company had a considerable volume of finished stock on hand at the beginning of the strike which is being utilized in the present emergency.

"The annual meeting of the stockholders will be held at Corinth, New York, on Wednesday, Oct. 28, when the report covering the operations for the fiscal year ended June 30 last will be made to stockholders."

Killed Because of an Article.

J. H. Smucker, editor of the Merrill (Kan.) News, was shot and killed while in the street by City Marshal Harry Royer last week. Royer then went home and committed suicide. The men quarrelled about an article in the News which criticised Royer because of alleged bad judgment in office. The editor was forty-five years old and the marshal sixty-five.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

EDITOR LA FOLLETTE

Wisconsin Senator Will Start a Weekly Like Bryan's Commoner.

Robert M. La Follette, United States Senator from Wisconsin, announces that he will start a weekly paper. He made the following statement to the press association:

The increasing demands upon me for addresses and for such printed matter on representative government as I furnish for public distribution, have impressed me with the belief that I should establish a weekly paper, published primarily in support of government by the people.

With assured support I shall proceed at once with the regular publication of a weekly magazine, devoted to the public interest upon lines broad enough to appeal to the progressive people of the entire country. I shall print the records of public officials and political parties on vital questions. I shall discuss men and measures impartially and fearlessly.

With the assistance of able writers and correspondents I will furnish readers a summary of important news, a digest of proceedings in Congress, a report of the progress made in the struggle for self-government in cities and States, and timely, well-considered contributions and editorial discussion upon economic, financial and social questions. The paper will deal not only with these problems, but as widely as possible with other questions of human interest. Mrs. La Follette will have a department in which education and the home will be discussed from the woman's standpoint.

The people's cause can never be too well served. The contest between special privilege and the common good is drawn close, and is becoming more critical. The need of plain speech and sound measures was never greater. I shall make this paper before all other things the vigilant campaign of true representative government.

For a number of years, during which Mr. La Follette was fighting fierce political battles in Wisconsin, he was supported by the Milwaukee Free Press, owned by Isaac Stephenson, now his colleague in the Senate. The Free Press was generally known as "the" La Follette organ. Two years ago a quiet movement was started to purchase the Free Press and make it a permanent and authoritative La Follette paper, but the Senator and his friends were too poor. The anticipated has come to pass. Senator Stephenson has broken with La Follette and the Free Press is no longer friendly to him. But La Follette has become a national figure. He has a bent for philosophic thinking and is one of the most elegant and forcible writers in the country. Thus the project for a personal weekly organ, similar in scope to Mr. Bryan's Commoner, seems very feasible to the La Follette contingent in Wisconsin and somewhat generally throughout the country.

The Airship at Philadelphia.

A sensational feature of Founders' Week, at Philadelphia, was the daily flight of the Philadelphia Inquirer airship. It is a dirigible balloon captained by Lincoln Beachey, a well-known aeronaut.

Newspaper Office Destroyed.

At Lexington, Ky., fire destroyed the St. Charles Hotel building in which was the office of the Kentucky Register.

THE ANDERSON (S. C.) DAILY MAIL

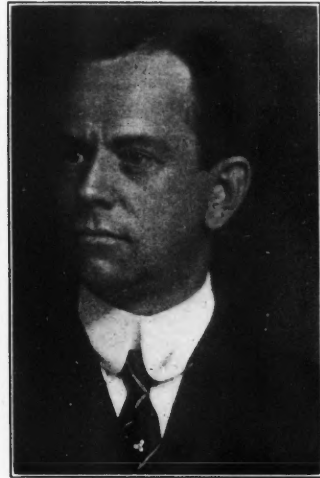
The most prosperous section of South Carolina is reached by the DAILY MAIL. No foreign advertiser or advertising agent can afford to overlook Anderson and the DAILY MAIL when contemplating a campaign in the South, if he would do justice to himself or his clients.

DAILY MAIL - Anderson, S. C.

BANKER FOR NEWSPAPER MEN

Cashier Earl Knows Everybody Along Park Row.

Edward Earl, cashier of the Nassau Bank, New York, is probably known personally to the largest and most influential clientele of newspaper men in America, who have bank deposits. The Nassau Bank is in the very center of the Park Row district. Here are kept big balances by most of the big newspapers and advertising agencies. The bank makes a specialty of newspaper and advertising business accounts, and the cashier is probably in closer touch with the financial con-



EDWARD EARL.
Cashier of Nassau Bank, New York.

dition of the metropolitan newspapers and agencies than any one man in the city.

Mr. Earl came to the Nassau Bank from Elizabeth, N. J., his home, in 1887. He began as a bookkeeper. In 1898 he was promoted to assistant cashier. Last year he was made cashier.

His natural bent of mind inclined him to the newspaper field of finance, and during fifteen years he has attracted newspaper men to his bank. The directors think he is shrewd and careful. The newspaper men think he is a "splendid fellow—aces!" referring to his charm of manner. So they take their money to his bank.

NEW INCORPORATIONS.

Hoag Automatic Press Co., Augusta, Me.: Making and sale of printing presses; capital, \$1,000,000. President and treasurer, J. Berry, Augusta.

Fulton Gazette Publishing Co., Fulton, Mo., incorporated by Ovid Bell, Emma K. Bell and Frances K. Bell.

Arthur H. Crist Co., Cooperstown, N. Y.; to publish newspaper and magazine, advertising, printers; capital, \$200,000. Incorporators: Arthur H. Crist, Charles F. White, Edward S. Clark, Stephen C. Clark, Lynn J. Arnold, Cooperstown.

Otsego Publishing Co., Oneonta, N. Y.; to publish newspaper, magazine, advertising and printing; capital, \$100,000. Incorporators: Edward S. Clark, Stephen C. Clark, Lynn J. Arnold, Cooperstown; George Fairchild and Arthur W. Cutler, Oneonta.

The Fort Myers (Fla.) Tropical Breeze has suspended.

NEW PUBLICATIONS.

The Natchez (Miss.) Evening Record began last week. Frank Bell, formerly of Memphis, is the editor.

The Ridgway Democrat, a morning daily, began issue last week. Theodore P. Whaley, formerly city editor of the Williamsport (Pa.) Gazette and Bulletin, is editor.

The Coram (Cal.) Enterprise is the pioneer paper of Coram. It is two weeks old. W. D. Pratt is the publisher.

The Granite City (Mo.) Press and Herald began last week, owned by J. B. Judd and John W. Cassidy, the latter being the editor.

G. H. Rhodes is editor and publisher of the Somerville (Tenn.) Index, which will arrive shortly.

W. H. Griffin is the publisher of the new Kingston (Ga.) Times.

The Florida Fruit and Produce News is the latest class paper at Jacksonville, Fla. James McComb, Jr., is the editor and Joel A. Dean is business manager.

J. M. Cummins, owner of the Independent at Sprague, Wash., has launched the Union at Lamont, Wash., a town on the Spokane, Portland & Seattle railroad in Whitman county.

The Coffeyville (Kan.) Chronicle, afternoon daily, began Wednesday with the United Press Service.

IN GEORGIA.

A Blind Horse Wrecked a Newspaper Office.

The Atlanta Georgian last week printed the following telegraphic dispatch from Waycross, Ga.:

"A blind runaway horse created a sensation Saturday when it ran full speed into the printing establishment of the Waycross Journal. The frightened animal knocked out a double plate glass, reared back and kicked out a lower glass adjoining it, bolted across the street and tried to climb over a fence surrounding the central high school."

Six Point League Dinner.

The first fall dinner of the Six Point League was held at Keen's Chop House, New York, on Thursday, Oct. 8th. The dinner was informal and everybody had a good time, President Williams presiding. Among those present were T. E. Conklin, T. S. Hand, Adrian Knox, W. H. Lawrence, Paul Block and guest, Howard Davis, E. A. Berdan, J. F. Antisdal and guest, W. H. Johnson, R. R. Mulligan, S. C. Williams, W. H. Smith, C. J. Billson and Sam DuBois, all of New York.

Lodge Dines with Editors.

The Massachusetts Association of Republican Editors, to a number of fifty, last Saturday entertained at dinner in the American House, Boston, Senator Lodge, Lieutenant Governor Draper and Hon. Louis A. Frothingham. A. P. Langtry, of the Springfield Union, presided.

Platform of the Editors.

All newspaper editors, no matter what their political faith, agree that campaign contributions ought to be limited to 200 words.—Newark (N. J.) Evening News.

NEWSPAPERS AND MAGAZINES

Luncheon and Conference of the Quoin Club and the Daily Club.

The Quoin Club of New York, and the Daily Club, conferred at a luncheon in the rooms of the Aldine Association, New York, on Oct. 8. The purpose of the conference was chiefly to enable the advertising representatives of the newspapers and magazines to get better acquainted, as well as to discuss the value of maintaining advertising rates, and to consider plans whereby each organization can work along somewhat similar lines for the better promotion of national advertising. Frederick L. Culver was chairman of the program committee.

Among the speakers representing the newspapers were: Edward P. Call, secretary and chairman of the executive committee of the Daily Club; Louis Wiley, New York Times, treasurer of the Daily Club; W. J. Pattison, publisher of the N. Y. Evening Post; Tams Bixby, Publisher St. Paul Pioneer-Press; L. B. Palmer, secretary American Newspaper Publishers' Association; J. B. Woodward, Chicago Daily News; Charles T. Logan of the S. C. Beckwith Agency. The Quoin Club speakers were: James Rodgers of Harper's Magazine; Herbert S. Houston of World's Work; S. Keith Evans of Woman's Home Companion; Frederic L. Colver of Success Magazine; Henry D. Wilson of Cosmopolitan; J. R. Mix of Scribner's Magazine, and Robert C. Wilson of the American Magazine.

In addition to the speakers the following newspaper and magazine men were present: B. H. Anthony, Jas F. Antisdal, Irving J. Benjamin, W. C. Bates, H. E. Crall, Dan A. Carroll, Thomas Conklin, W. H. Dear, A. W. Dodsworth, H. F. Gunnison, J. D. Plummer, D. B. Plum, B. H. Ridder, Stephen B. Smith, J. W. Sperry, Chas. Seested, R. J. Shannon, S. C. Stevens, Smith & Wilmerding, A. P. Sawyer, W. S. Whipple, William Mann, E. W. Hazen, Geo. B. Richardson, J. J. Hazen, A. C. Hoffman, W. S. Bird.

Novelist Joins Ad Agency.

Reginald Wright Kauffman, the noted author and journalist, has been appointed managing editor of the Hampton Advertising Company, New York. Mr. Kauffman is the author of several popular novels, among them being "Jarvis of Harvard" and "The Things that are Caesar's." He is a widely known contributor to the leading magazines. He was for some time associate editor of the Saturday Evening Post, later going to the Philadelphia North American as dramatic editor.

The Waco (Tex.) Tribune will issue a holiday edition early in December.

350,000 GERMANS IN PHILADELPHIA

To reach them there is but a single way—through the publications of the German Gazette Publishing Company:

**Morgen Gazette
Evening Demokrat
Sonntags Gazette
Weekly Staats Gazette**

Examined by the Association of American Advertisers.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

SUBSCRIPTION, \$1.00 PER YEAR. FOREIGN, \$1.50. SINGLE COPIES, 5 CENTS.

ADVERTISING RATES.

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, OCTOBER 17, 1908.

A CONVENTION TO STANDARDIZE NEWSPAPER SIZE.

The movement inaugurated by printing press manufacturers and recently taken up by the American Newspaper Publishers Association, looking ahead to the establishment of standard size for newspapers, has at last apparently taken hold of the publishers with virility. It is significant when one of the foremost publishers of Scotland shows a keen interest in the movement. In another column of this issue is printed an expression from D. C. Thomson, of Dundee, Scotland, which points out the chief weaknesses in the present illogical and wasteful practice.

Just now it is hard to name any great and widespread industry that uses machinery in production, except the newspaper printing industry, which has not arrived at a system of standard sizes of parts. Every publisher in the country is probably familiar with the practice of the plumbing, gas fitting and kindred industries. The man in Alaska and the man in Mexico may at any moment go to the nearest hardware store and get a "collar" to fit the pipe that needs a collar, no matter by whom the pipe was made, and he can get the right size as easily as the man in New York or Chicago.

The automobile industry is but a few years old. Already manufacturers are considering standardization of parts.

There are a number of newspaper concerns in the country that have installed duplicate presses. It is sometimes the boast of a concern that it has provided against accident, and the paper will always go to press on time. Certainly the concern that keeps one press standing idle, only waiting the time when the Providence of God or the enemies of the State, as is spoken, shall give it a chance to work, is entitled to certain appreciation from the public.

It is assumed that the average quadruple press for a city of 100,000 population costs \$20,000. Most publishers agree that this is too much money to invest without return, and only as a sort of insurance against a more or less remote disaster.

Standardization can only be brought about by concert of all concerned, and this concert has seemed impossible in the past. But it is getting feasible and probable. "You can't do it. It would take thirty years!" exclaimed a publisher. Still, the Wright boys

made a flying machine and the Panama Canal is being built.

Probably it would take thirty years to change the machinery in all the newspaper offices of the United States. Why not begin at once?

When a body of representative publishers and paper manufacturers and printing press manufacturers meets in a well-arranged convention, which shall be recognized as authoritative because of the caliber of the men who constitute such a meeting, for the avowed purpose of devising ways and means to bring about standardization, we shall have made a sure big beginning.

In another column is printed the editorial statement of the New York Times, upon the occasion of its tenth Anniversary as a one cent newspaper. It is a dignified, thoughtful statement in the style which is accepted as characteristic of the Times. It is mainly interesting to the newspaper profession because it proves a proposition which is frequently contradicted, viz: That it is possible to build up a one cent paper which shall be conservative in editorial, news, and business policy.

We are pleased to acknowledge the receipt of an invitation to be present at the formal opening of the new Journal building, Detroit, Mich. The Journal also celebrates its twenty-fifth anniversary. While time and distance will prevent us from accepting the invitation, we congratulate the management of the Journal and wish them even greater success in the future than during the past.

The editor of the Evening Wisconsin, in criticizing copy readers and others who misuse the English language, makes this thrust at somebody:

A newspaper headliner refers to a certain political candidate's "popularity with the people." "Schools of journalism" have a chance to do some good by teaching future headline artists to be nice in the use of words.

We know of a newspaper plant that will be for sale after the election—maybe before. Three or four would-be newspaper men will go back to farming and take up country corresponding again.—*Rushville (Ind.) Republican.*

The Terre Haute (Ind.) Tribune, formerly Republican, announces its independence.

A ONE CENT PAPER.

Editorial Statement of a Leading New York Publication Showing What May Be Accomplished by Conservative Methods.

Ten years ago to-day, on Oct 10, 1908, the price of the Times was reduced from 3 cents to 1 cent a copy. It was a serious step, involving certain and considerable loss of revenue, sacrificed, after much consideration, in the hope of ultimate gain and advantage. Wise friends of the Times advised against it. In the City of New York, they argued, a newspaper could secure a large circulation only by giving itself over to sensationalism and pictures, to startling headlines and yellowness. In other words, popularity was incompatible with self-respect, dignity, and clean living. The management of the Times was not of that opinion. It was incredible that in this metropolitan area, having at that time a population of four and a half millions, a newspaper such as the Times then was, always has been, and now is, must content itself with a small circulation. Therefore the Times resolved, with no lowering of tone or change of character, to make its appeal to a larger public by reducing the price per copy to one cent.

TEN YEARS' GROWTH AT ONE CENT.

Policies are justified by their results. We suppose it will not be disputed that the policy then adopted by the Times has found justification in the record, here subjoined, of the growth that followed its adoption. The figures show the average daily output of the Times in the month of October for the years 1898-1908, inclusive:

October, 1898.....	25,726
" 1899.....	76,260
" 1900.....	82,106
" 1901.....	102,472
" 1902.....	105,416
" 1903.....	106,386
" 1904.....	118,786
" 1905.....	120,710
" 1906.....	131,140
" 1907.....	143,460
" 1908.....	172,880

There are newspapers that may boast of larger circulation. But in this city only two can claim that title to distinction. It is certainly a large circulation, one of the world's greatest, but it is not merely upon the number of its readers that the Times congratulates them and itself. The quality of a newspaper's circulation is of not inferior moment to its size. It seems to us that it is a matter of some little interest outside the newspaper business to know that a paper of the character of the Times is approved and accepted by so large a number of the people of the chief American city. In announcing the reduction of price ten years ago the Times gave this assurance:

CIRCULATION WITHOUT CANVASSERS.

In appealing to a larger audience the Times by no means proposes to offend the taste or forfeit the confidence of the audience it now has, already large, discriminating, and precious to it as lifelong friends. That statement we make in full sincerity and firm resolution. We wish to make it with all possible emphasis, so that no reader of the Times in the past need scan the columns of this morning's issue, or any subsequent issue, with the least misgiving or apprehension lest the reduction in price may be concurrent with a lowering in tone and quality. The old readers of the Times, and the new, will find it a

clean, truthful, carefully edited newspaper at one cent, a paper that recognizes its obligation to give its readers all the news, but values its own good name and their respect too highly to put before them the untrue or the unclean or to affront their intelligence or their good taste with freaks of typographical display or reckless sensationalism.

The pages of the Times from day to day and the frequent testimony of its readers bear witness to the good faith with which this pledge has been kept. "It does not soil the breakfast cloth," said the Rev. Dr. Theodore L. Cuyler in speaking of the Times a few years ago. The record of the Times's growth in circulation shows clearly enough that a newspaper may look up, not down, for new readers.

This growth in circulation has been built up without a resort to "schemes" or artificial methods of enticement. There has been no canvassing, no solicitation, no appeal save that made by the merit and quality of the newspaper itself. Apparently the readers of the Times have been its canvassers, they have told their friends, and their friends have become its readers.

Comment can add nothing to the significance of the figures we have transcribed from the circulation books of the Times. They tell their own story with unmistakable clearness. They constitute a sufficient warrant and sanction of the policy pursued by the Times during these years of increase. They show that the Times family is already large, and this continued and unbroken growth from year to year justifies the confident belief that it is to become still larger.—*From the New York Times, Saturday, October 10, 1908.*

CIRCULATION STATEMENTS.

Business Manager Demands They Be True as a Basis for Rates.

A. D. Bishop, advertising manager of the Denver Post, writes the EDITOR AND PUBLISHER firmly indorsing the principle that buyers of newspaper space are entitled to the same sort of information that purchasers of other commodities get from merchants concerning the goods offered for sale:

EDITOR AND PUBLISHER, New York City: Gentlemen—In Kansas City the other day there was a convention of advertisers. It was an event of almost national importance.

During one of its sessions a representative introduced a resolution requiring publishers of daily newspapers to furnish demonstrably true statements of paid circulation as a basis for the payment of advertising bills.

It nearly stampeded the entire body. What! they said, by a silence that was appalling, are we to question the machine-made affidavits of a great publisher? Perish a thought so unworthy of us! And then they crossed themselves, and, with what judicial decorum they could summon, sought to appease the bold spirit who introduced the illy concealed attack on the freedom of the press (to rob them) by referring his resolution to the committee on "How Best to Utilize as Advertising Space the Walls of Tunnels and Subways."

Talk about the "divinity that doth hedge a King!" Why, that was a hedge of sweet peas in comparison with the armor-plate affair that hedges the publisher who wills.

But some good day these same advertisers will proceed, individually and collectively, to rip this armor off. They will be surprised to discover that it will be a very simple and easy process. The Kansas City incident will yield abundant fruit, although seemingly chilled to its death.

Advertising space in daily newspapers is a commodity. It will be bought as other commodities, which these same advertisers, in the exercise of only ordinary prudence insist, must measure, or weigh, or count up to exact specifications for so much money. If advertising were treated in this manner, there might, indeed, be such a thing as the Science of Advertising.

Denver, Colo., Saturday, Oct. 10, 1908.

A. D. BISHOP,
Adv. M'gr. of Denver Post.

E. H. McCormick & Co., proprietors of the New Orleans Daily Town Talk, have formed a stock company to be called the Town Talk Publishing Co., with capital stock of \$60,000.

PERSONALS.

Theodore Dreiser, editor of Delineator, conferred with President Roosevelt last week at Washington about finding homes for the children in orphan asylums. Mr. Dreiser is one of the pioneers of the Home Finding Society, and the President is deeply interested in the work.

Editor John E. Willoughby of the Amsterdam (N. Y.) Recorder, is one of the Republican orators of his section.

Mrs. Sallie Joy White, president of the New England Women's Press Association, who has been seriously ill since June, is recovering at her home in Dedham, Mass.

Charles T. Smith, editor of the Plate Printer, at Washington, D. C., has been elected to represent the C. L. U. at the American Federation of Labor convention in Denver next month.

Jerome B. Bell, editor of the Wilmington (Del.) Sunday Morning Star, has been appointed a member of the Press advisory committee, affiliated with the Democratic National Committee.

Mrs. C. A. Kingsbury has been chosen to represent local newspaper women at the State Federation of the Pennsylvania Women's Press Association, to be held in Pittsburgh, October 27 to 29.

David J. Murr, editor of the Corydon (Ind.) Leader, has been nominated for Congress by the Independence League in the Third District of Indiana.

Walter J. Legreys, city editor of the Troy (N. Y.) Daily Press, is the Democratic candidate for State Senator from the Rensselaer senatorial district.

Albert L. Gale and Geo. W. Kline, members of the staff of the Daily Star, Lincoln, Neb., report that their new book "Bryan the Man" is meeting with good sale.

Frederic I. Thompson, formerly of Smith & Thompson, advertising agents, New York, left Wednesday on the Southern Pacific ship Antilles for New Orleans. He will spend the winter in the South.

STAFF NEWS AND CHANGES.

Ray Washington Taylor, representing the San Francisco Examiner, has been gathering material for a three-page illustrated article on the resources of the state of Washington and the Inland Empire. One page is to be devoted to the city of Spokane. These articles and others descriptive of the Pacific Northwest are to appear in the Christmas edition of the Hearst papers issued Dec. 13.

A. Z. Pyles, of Washington, D. C., has been chosen as assistant managing editor of the Harvard Crimson. He is one of the three who will have actual charge of running the paper during the first half of the year, and is in line for promotion to managing editor.

Henry H. Simmons, of the Mount Vernon (Ill.) News, has retired on account of ill health. He is eighty years old and has spent sixty years in the newspaper business.

Jesse B. Taylor, editor of the Southwestern Trail, which is published in Chicago and devoted to exploiting the resources of the country through which the Rock Island Ry. passes, was last week in Louisiana getting data for a write-up.

Edward B. Smith of the Baltimore American, is making a tour of the South and writing his impressions of political and industrial conditions.

H. W. Gauding, editor of the Commoner and Glass Worker, of Pittsburgh, the official organ of the glass workers of the country, spent last week at Martin's Ferry, O., where he has many old friends.

Allan C. Madden, editor and manager of the Matteawan (N. Y.) Journal, will manage and edit the new afternoon daily to be started by the Newburgh (N. Y.) Union Co.

Marshall Robie, formerly press representative for Hapgoods has accepted a position as managing editor of Business Life, a new magazine which will devote its energies to the "human side of business." The publishers expect to publish the first number during the present month. Among those interested in the enterprise are J. Berg Esenwein, who, since 1905, has been editor and manager of Lippincott's; and H. N. Tolles, formerly connected with John Wanamaker and The Booklover's Magazine.

CHANGES IN INTEREST.

A syndicate of local business men has purchased the Crookston (Minn.) Daily Journal from M. E. Kirsch.

The Poplar Bluff (Mo.) Citizen and the Butler County Democrat have been merged under the name Citizen-Democrat, to be issued daily at Poplar Bluff. State Representative W. H. Harris is manager and H. W. Ferguson is city editor.

The Manasses (Va.) Journal has been sold to Judge J. B. T. Thornton, J. Jenkin, and Haines T. Davies. W. H. W. Moran the founder and editor will retire from newspaper work.

The Harrisburg (Ill.) Chronicle, established in 1859, has been sold to H. J. Andrews of Olney, Ill., who will continue the publication.

The Covington (Ga.) Enterprise has been sold to C. R. Hawk, formerly of Tampa, Fla.

G. P. Winston has purchased the plant and business of the Frederick (S. D.) Free Press.

The Gadsden County (Fla.) Times, of Quincy, has passed to the management of a company headed by B. M. Barrington, who assumes the editorship.

Paul McLean, formerly editor of the Creston (Ia.) Gazette, has purchased an interest in the Atlantic (Ia.) Telegraph and has assumed editorial charge.

Calman is at Lawrence, Mass.

It was stated, through error, in the EDITOR AND PUBLISHER of Oct. 3, that Emil Calman, formerly manager of the Commercial Union, had taken charge of the circulation department of the Worcester (Mass.) Telegram. The name of the paper should have been printed as the Lawrence (Mass.) Telegram.

THE SMELL OF PRINTER'S INK.

Governor Hoch Likes It and Will Go Back to Desk.

Governor E. W. Hoch of Kansas will quit office on Jan. 1. He has a National reputation, and many mercantile concerns in different parts of the country have been trying to entice him into their lines with big money offers. But the governor is instinctively a newspaper man. He owns the Marion (Kan.) Record, a weekly, with a circulation of 1,500, established in 1870. He said last Monday in an interview:

"I want to run a newspaper; I love the smell of printer's ink. The grind of the printing press is music to my ears. There is no higher calling. A newspaper man wields a big power, and if he doesn't abuse that power he cannot help but be a big factor among his neighbors and friends and acquaintances. No bank or mercantile establishment for me. Give me the print shop.

"Many towns smaller than Marion have publications that cover the entire country. I don't know that the location of the plant would make much difference. Probably I could get out the paper just as well at Marion as anywhere else. My object would be to issue a paper that would command a general circulation, and it would deal with questions of national interest."

It is intimated that he wants a trade paper of some kind, and make it national in scope. It is immaterial to him whether he publishes at Marion or Topeka.

FROM A CIRCULATION MAN.

Knoxville, Tenn., Oct. 6, 1908. EDITOR AND PUBLISHER CO. New York, N. Y.

Dear Sir:—Inclosed please find check for \$1.00 in payment of my subscription from Sept. 23, '08, to Sept. 23, '09.

I find your publication a most valuable one and always look with interest for each copy.

Yours truly,
FRANK S. ADAMS,
Developer of Newspaper Circulation and Advertising.

Ernest P. Boddington, who went from New York several weeks ago to take the managing editorship of the Binghamton (N. Y.) Press, has resigned. Ira LeRoy Wales is acting as managing editor.

Edgar Hammond McCormick, editor of the Alexandria (La.) Daily Evening Town Talk, died at his home after a short illness. He established Town Talk in 1882, and ran it successfully until his death.

The Welcome (Minn.) Tribune has suspended.

GATCHEL & MANNING
DESIGNERS - ILLUSTRATORS - ENGRAVERS
PHILADELPHIA
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars, illustrated, about: How to Print our Multi-color Plates. The selection of proper Screens for Halftones.

THE LOVEJOY CO., Established 1853.
ELECTROTYPERS
and Manufacturers of Electrotype Machinery.
444-446 Pearl Street NEW YORK

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

BUSINESS OR ADVERTISING MANAGER

With a clean record; capable, energetic and a business getter. Writes ads. and plans advertising campaigns with great success. Not out of a job; want to better myself, and get a change of climate for health of wife. Can prove ability as a business producer, and am thoroughly familiar with every detail of newspaper work. Fifteen years' advertising experience. References the highest, including present employer. A reasonable salary and a share of the increased profit that I bring you. I can also furnish a high class managing or city editor, college education, forcible writer with years of actual newspaper work to back him. Can arrange to make change October 1st. Address "Hustler," care of The Editor and Publisher.

EXPERIENCED NEWS WRITER.

31, and copy reader on large daily, traveled, educated, reliable, well-recommended, wants to become editorial writer or assistant; moderate salary. Write "Permanent," care THE EDITOR AND PUBLISHER.

ADVERTISING MEDIA.

CONNECTICUT.

MERIDEN MORNING RECORD.

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

NEW YORK.

BUFFALO EVENING NEWS

with over 94,000 circulation, is the only Want medium in Buffalo, and the strongest Want medium in the State, outside of New York City.

WISCONSIN.

THE EVENING WISCONSIN,

Milwaukee.

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

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

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

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation!

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

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.
NEW YORK

PICTURES MAKE CIRCULATION

Daily Photograph Service—Biggest, Best, Cheapest. Men, Women and Events. Sent on trial without charge.

GEORGE GRANTHAM BAIN,
32 Union Square, New York City.

CARBON PAPER

1 cent a sheet delivered in any quantity, 8 1/2 x 13

WESTERN RIBBON CO.
SAN MATEO, CAL.

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Capetown Ostrich Feather Company, 465 Broadway, New York, is using Sunday papers through the C. Ironmonger Agency, same city. This agency is also using Eastern dailies for the advertising of Bass, Radcliffe & Gretton, New York.

Foster Debevoise, Flatiron building, New York, is making up a list of daily papers for the advertising of the Royal Mail Steamship Packet Company, 22 State street, New York.

Lewis Louis, St. Paul Building, New York, is placing 392 lines in daily papers for Huyler's Chocolates and Candies.

William Hicks, Vanderbilt Building, New York, is offering exchange advertising for the Gregorian Hotel, New York.

Dauchy & Co., Murray street, New York, are placing some advertising for Allen Olmsted, Mother Gray's Remedies.

The French Drug Company, 30 West Thirty-second street, New York, is placing some classified advertising through W. F. Hamblin, East Twenty-third street, New York.

L. A. Sandlass, Baltimore, Md., is placing the Hunter Rye Whiskey advertising in daily papers.

Arnold & Dyer, Philadelphia, are placing 5,000 lines in several cities for the Gillette Safety Razor advertising.

The Blosser Company, Atlanta, Ga., is placing four time orders direct.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is placing 10,000 lines in Texas papers for the Regal Shoe advertising.

The Horn-Baker Agency, Kansas City, Mo., is placing 147 lines ten times in the Southern and Southwestern weeklies for the Green Mountain Distilling Company, same city.

Armisted & McMichael, Atlanta, Ga., are placing 1,000 inches in Southern papers for the R. M. Rose Company, Whiskey, same city.

James E. Sullivan, 21 Warren street, New York, is asking for rates on 2,100 lines.

Frederick N. Sommer, Newark, N. J., is placing a 70 line double column advertisement in the weekly and daily newspapers of New Jersey for the Fidelity Trust Company.

Jules P. Storm, 14 Vesey street, New York is adding new papers

to the list and placing 5,000 lines for the Union Watch Company.

The E. P. Remington Agency, New York Life Building, New York, is placing 126 lines five times for the Hunyada Janos advertising. This is extra copy.

The Philadelphia Advertising Bureau, Philadelphia, are asking for rates.

The Blackburn Agency, Dayton, O., is placing 10,000 lines for the Blackburn Products Company, same city.

The Cramer-Krasslet Company, Milwaukee, Wis., is placing thirteen lines one time a week for one year for the H. W. Price Company, Rockford, Ill.

Southern dailies are being used through the D'Arcy Agency, St. Louis, for the advertising of the Armstrong Packing Company, same city. The space to be used is 6,972 lines.

Albert Frank & Co., Chicago office, is placing 1,000 lines for the Harris Trust & Savings Bank, same city, in Western dailies.

The Gundlach Agency, Tribune building, Chicago, is sending out orders to Western papers for the Dr. Denison Drug Company, D D D, same city.

The Long-Critchfield Corporation, Chicago, is placing 168 lines in Eastern weeklies for the International Harvester Company of America, Chicago.

Lord & Thomas, Chicago, are making 10,000 line contracts for the advertising of the Chicago, Milwaukee & St. Paul Railway.

The National Oyster Carrier Company, South Norwalk, Conn., is placing an advertising campaign in Western papers through the Mahin Advertising Company, Chicago.

John B. Rowland, Seventy-sixth street and Broadway, New York, is asking for rates on some automobile advertising.

The Snitzler Advertising Company, Chicago, is placing 2,000 line contracts in Western papers for Cooper's Pharmaceutical Co., same city.

The Hampton Advertising Company, 7 West Twenty-second street, New York, is using half and quarter-page ads in magazines to advertise the Hill Clothes Dryer and Hill's "Hustler" Ash Sifter. New York city papers are also being used for this advertising. This Agency has a new magazine account in the Fortune Colony of the City of New York, and full pages are being used in the different periodicals. The Hampton

Agency is also placing ads in newspapers throughout the country for the Weber Piano Company, and full page ads in magazines to advertise Between the Acts Little Cigars.

ADVERTISING NOTES.

Spokane (Wash.) Ad Men's Club has been organized under the rules and regulations of the Pacific Coast Advertising Men's Association, with which it will be affiliated. The officers are: President, T. M. R. Keane; first vice-president, J. Grant Hinkle; second vice-president, Charles H. Larkin; secretary, W. F. Hemming; treasurer, Ray E. Bigelow. The objects of the organization are to bring together the many-sided interests of men connected with publicity. There are now twenty-five active members, and in addition there will be 50 associate members. The club will meet in the assembly room of the chamber of commerce.

F. E. Johnson, business manager of the Taunton (Mass.) Gazette, was in New York this week calling on the general advertisers.

L. L. Hill, president of the Emergency Laboratory, West Twenty-fifth street, New York, returned home after a business and pleasure trip to Europe.

Robert Macquoid, special agent, World building, New York, has added the Battle Creek, (Mich.) Journal to his list of papers.

Charles J. Billson, special representative, West Twenty-ninth street, New York, has just received a glass paper weight with a snake enclosed, and is a unique looking gift from his cousin who is touring Europe.

W. O. Millinger, manager of foreign advertising of the Scripps-McRae League, was in New York this week in the interest of those papers.

Joseph Blethen, business manager of the Seattle Times, and family, left for their home last Thursday after several weeks spent in the East.

L. A. Darwin, business manager of the Bellingham (Wash.) American, and wife, who were in the East for several weeks, left for home last Thursday.

To "Boost" California.

The Calkins Syndicate of San Francisco has secured Rev. Robert Newton Lynch, secretary of the North of Bay Counties Chamber of Commerce, to edit the December number of Orchard and Farm. The San Francisco Globe says that Rev. Lynch "is essentially a strong and effective booster for California and its interests."

ROLL OF HONOR

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

ALABAMA.	
ADVERTISER	Montgomery
ITEM	Mobils
CALIFORNIA.	
BULLETIN	San Francisco
EXAMINER	San Francisco
CONNECTICUT.	
TELEGRAPH	New London
FLORIDA.	
METROPOLIS	Jacksonville
GEORGIA.	
CHRONICLE	Augusta
ILLINOIS.	
HERALD	Joliet
JOURNAL	Pooria
IOWA.	
CAPITAL	Des Moines
KANSAS.	
CAPITAL	Topoka
LOUISIANA.	
ITEM	New Orleans
STATES	New Orleans
MASSACHUSETTS.	
TIMES	Gloucester
LYNN EVENING NEWS	Lynn
NEW JERSEY.	
JOURNAL	Elizabeth
NEW YORK.	
TIMES-UNION	Albany
NEWS	Buffalo
NEWBURGH DAILY NEWS	Newburgh
LESLIE'S WEEKLY (Cir. 115,000)	New York
RECORD	Troy
NORTH CAROLINA.	
NEWS	Charlotte
OKLAHOMA.	
OKLAHOMAN	Oklahoma City
OHIO.	
REGISTER	Sandusky
PENNSYLVANIA.	
TRIBUNE	Altoona
TIMES	Obster
MORNING DISPATCH	Erie
HERALD	New Castle
BULLETIN	Philadelphia
GERMAN GAZETTE	Philadelphia
DISPATCH	Pittsburg
TENNESSEE.	
NEWS-SCIMITAR	Memphis
BANNER	Nashville
TEXAS.	
RECORD	Fort Worth
CHRONICLE	Honston
POST	Honston
WASHINGTON.	
TIMES	Seattle
WEST VIRGINIA.	
GAZETTE	Charleston
WISCONSIN.	
EVENING WISCONSIN	Milwaukee

A. G. Munro, business manager of the San Antonio Light, left New York on Thursday for home, after a very successful visit in the East.

NEWSPAPER PLANT FOR SALE CHEAP

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

Has a Business PULL

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

The Pittsburg Dispatch

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

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

Butte Evening News BUTTE, MONTANA

The Official Paper of the City of Butte. Contracts include the Guarantee of the LARGEST BUTTE CIRCULATION. The News reaches the miners and the majority of readers in Butte and surrounding country.

ROBERT MACQUOID
Foreign Advertising Representative
WORLD BUILDING, N. Y. CITY

PLENTY OF TIMBER.

Pulp Manufacturers Tell Congressmen Wood Supply Will Hold.

The congressional committee appointed to find out whether the tariff should be taken off wood pulp, examined experts at Appleton, Wis., last week.

President William S. Taylor, of the Pulp Wood Supply Company of Appleton, which corporation supplies twelve of the paper mills in the Fox River Valley, said:

"Our company buys about 225,000 cords of pulp wood annually, about fifty per cent. spruce, mostly purchased in Minnesota; and about fifty per cent. hemlock, all purchased in Wisconsin. Neither the present nor the coming generation need have any worry about the supply of pulp wood in the Middle West, for there are millions upon millions of feet available."

Charles Smith, president of the Menasha Woodenware Company, testified that within six consecutive townships only a few miles north of Appleton there are at the present time more than three billion feet of standing timber, more than one-third hemlock.

Unappreciative Theatrical People.

The Cincinnati Times-Star increased its advertising rates to theaters. The theatrical managers combined and said they would not pay. The ads of every theater were withdrawn from the Times-Star. Immediately the Times-Star editors threw all press agent stuff into the waste basket and sent men to review the shows and turn in the cold facts in their copy. The managers got bitter. They announced in their programs that they "do not advertise in the Times-Star." At this writing, the newspaper has a long lead in the fight, and is saving valuable space that formerly was given to the eternally unappreciative theatrical man and woman.

The Oakland Tribune's Book.

One of the daintiest book souvenirs combining utility and beauty is the photographic portfolio of "Oakland, a California Wonder," issued by the Oakland Tribune. It is a 9 in. by 12 in. volume containing fifty pages of engravings on heavy, fine calendered paper, showing features of Oakland and suggesting forcibly that the city is thoroughly metropolitan. The census of 1900 gave Oakland a population of 82,974. It is significant that the municipal census of 1908 gives the city 257,000 people. W. E. Dargie is the publisher of the Tribune. The Eastern agents are Williams & Lawrence, New York.

Mere echoes don't amount to much in journalism.—Hartford (Conn.) Times.

ADVERTISE IN THE "MAY TWINS" AND GET RESULTS

The PEORIA (Illinois) HERALD-TRANSCRIPT And SPRINGFIELD (Illinois) NEWS
CHARLES H. MAY, Publisher

AN INDIAN QUEEN.

Remarkable Career of a Newspaper Woman Who Accepted Assignments When Even Brave Men Would Hesitate, and She Turned in the Copy.

(Special Correspondence.)

Spokane, Wash., Oct. 11.—Mrs. Harry L. Eisenhart, formerly Miss Horace Greeley Mary Perry, editor of Governor Steunenberg's newspaper, The Tribune, published at Caldwell, Idaho, before and after his assassination, three years ago, has been elected queen of the Zaclupan Indians in the state of Michoacan, Mexico, according to advices received by her friends in Spokane.

Mrs. Eisenhart is widely known in the Pacific Northwest, as a newspaper woman of ability. She was largely responsible for having Harry Orchard and others brought to trial.

Mrs. Eisenhart is an Indian by adoption, having been a ward of Andrew John, chief of the Six Nations of New York, also a ward of Denman Thompson, the actor-playwright. Her father is T. M. Perry, a newspaper man of St. Peter, Minn., where she started in the business. She met Chief Andrew John when a child, and he took a fancy to her and later adopted her, with the consent of her father. She lived with the family of the old chief and among the Seneca Indians of New York a number of years.

After her association with Governor Steunenberg she worked on several newspapers in New York state and on the Pacific Coast, going afterward to the city of Mexico, where she joined the staff of The Daily Record. One of her first assignments was to go to the Zaclupan district on the border of the states of Guerrero and Michoacan, to investigate the claims of Americans, who had struck a bonanza in the famous old La Corona Mines, once worked by the Spanish kings, and famous throughout the world as the place where Colonel Remmitt, an Englishman, was murdered by bandits.

When she reached Mexico City Miss Perry found that there was no disposition to engage the services of a woman on any of the American papers, but finally she got on "extra" for three days, and after that she was regularly on the staff of the Record, receiving three promotions in rapid succession. W. P. Lampe, managing editor, at the time Miss Perry was there, said the paper never had a better worker.

Miss Perry met Harry L. Eisenhart, one of the men interested in the La Corona mines, while on a trip through the most dangerous district of interior Mexico, south of the capital, making investigations for her paper into a notable massacre, and he admired her pluck so that he followed her back to Mexico City and wooed and won her. Eisenhart is a mining engineer, and was for years the expert for the Phelps-Dodge company, a New York corporation, in its Sonora mining activities in Mexico. They were married at El Paso, Texas, July 8, 1906, and have been living among the Indians at his mine, where he first met her, since that time. AUGUST WOLF.

The Taylor County Sentinel was due to appear this week at Campbellsville, Ky., with Rufus Mathews as editor.

OBITUARY.

Former Congressman Joseph Augustine Scranton of Scranton, Pa., founder of the Scranton Republican, died on Tuesday, after an illness of several years. He served five terms as Congressman, was postmaster of Scranton, Internal Revenue Collector for the United States under President Grant and held several local elective offices. His son, Robert M. Scranton, is now proprietor of the Republican. Mr. Scranton was chosen delegate to the convention which nominated Taft and Sherman, but he was too ill to attend.

Benjamin H. Ridgely, United States consul general to Mexico City, died suddenly last week at Monterey, Mexico. He was born at Ridgely, Md., in 1861. He studied law, but gave up its practice for newspaper work. He held editorial positions on the Louisville Commercial, Louisville Courier-Journal, and with Young E. Allison, founded the Louisville Truth. He was appointed to Geneva, Switzerland, in 1893 and remained in the service, at various posts, until his death. He was the author of a book "The Comedies of a Consulate."

Joseph O'Connor, editor-in-chief of the Rochester (N. Y.) Post-Express, died suddenly last Saturday while sitting in a chair at his home, from acute indigestion. He was born at Tribes Hill, Montgomery County, N. Y., in 1841. During his career he was editor of the Rochester Democrat, the Chronicle, the Indianapolis Sentinel, and the Buffalo Courier. He is survived by a widow and one daughter.

Squire W. R. Brewer, editor of the Fairview (Ky.) Review, a prominent business man, politician and member of secret orders, died from a stroke of paralysis.

Charles W. Stewart, known all over the country as traveling expert for the Mergenthaler linotype machines, died at his home in Malden, Mass., last week, aged forty years.

James Milligan, one of the oldest editors in Pennsylvania, died last Sunday at his home in Roxborough, aged eighty-six years. He started the Manayunk Chronicle and Advertiser in 1869, and ran it actively until a week before his death. He was widely known in temperance circles. He never accepted a liquor ad.

Mayor William W. Lyon, a member of the staff of the New York City News Bureau for the last twelve years, died at his home in Brooklyn, of heart disease. He was sixty-one years old, and a soldier of the civil war.

Frank E. Stanley, for years editor of the Chicago Phoenix, died last week.

CAMPAIGN OF TAILORS.

Boston Convention Finds Newspaper Advertising Necessary.

At the convention of merchant tailors in Boston, plans were made to combine the custom tailors of the country in an advertising campaign. "The Merchant Tailors' Exchange of Boston heartily believes in newspaper advertising," said Samuel L. Spring, secretary. Reuben K. Dyer, commodore of the Portland (Me.) Yacht Club, said:

"I think newspaper advertising is necessary. I have advertised for over ten years in four local and two outside papers, and I get the best kind of results. I run a small front page ad. in each paper regularly, and I know positively that people watch for them and come out of their way to see me, with the ad. in mind."

Newspaper, Bindery and Job Printing Plant To Be Sold

The property, both real and personal, and the good will of the True American Publishing Company, as an operating concern of Trenton, N. J., will be exposed for sale on Tuesday, the twenty-seventh day of October, 1908, at two o'clock in the afternoon, on the premises. This company is the publisher of the Daily True American.

Conditions will be made known on day of sale. For further particulars, address, Edward L. Katzenbach, Receiver, Trenton, N. J.

James and Malcolm G. Buchanan, Solicitors of the Receiver, 28 W. State St., Trenton, N. J.

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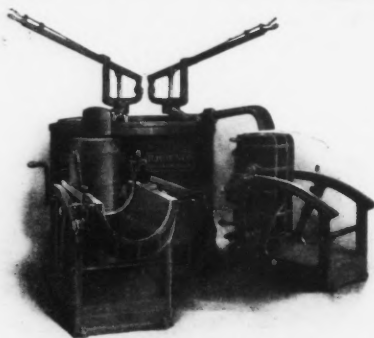
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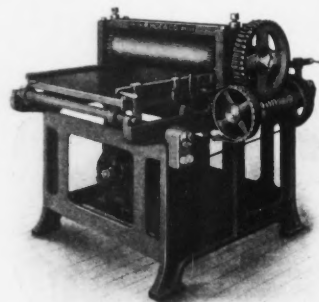
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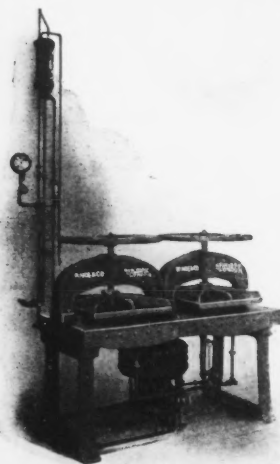
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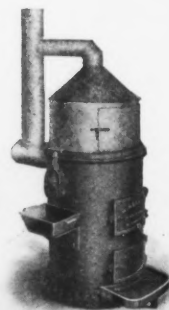
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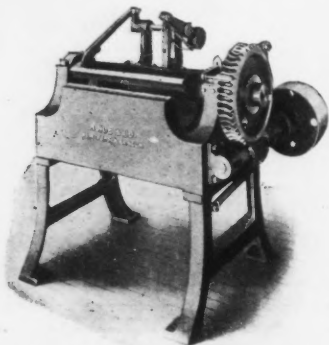
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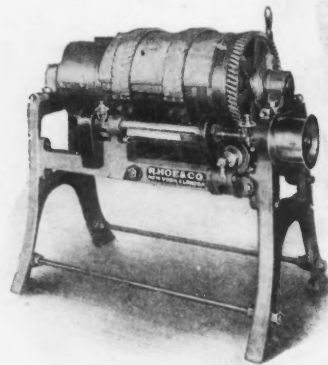
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- 143 Dearborn Street CHICAGO, Ill.
- 160 St. James Street MONTREAL, Que.
- 109-112 Borough Road LONDON, S. E., Eng.
- 8 Rue de Chateaudun PARIS, France



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