

THE EDITOR AND PUBLISHER

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5 CENTS A COPY

C. W. POST

CALLS ATTENTION TO FREE ADVERTISING OF LABOR LEADERS.

Says American Federation of Labor Gets Matter Printed Without Cost—Admires Shrewdness of Labor Press Bureau—Thinks Newspaper Publishers Are Realizing Bad Policy of Giving Free Space.

The following letter from C. W. Post explains itself. Mr. Post is known throughout the nation because of his remarkable and consistent campaign against what he considers the domination of labor leaders. Mr. Post frankly pays advertising rates for the space he uses in his propaganda.

BATTLE CREEK, Mich., April 26.

THE EDITOR AND PUBLISHER:

GENTLEMEN—As a newspaper owner and a long-time reader of your paper, and also from the standpoint of an advertiser, I am led to write you on the following subject:

I have been struck with the ability of the managers of the American Federation of Labor in persistently advertising their business and without cost, except the preparation of the matter. Understand in the first place, the American Federation of Labor is in reality a great trust and the managers and sub-tenants handle the business in such a way as to secure vast sums of money. It is a business enterprise, that of selling labor, and an especially shrewd business enterprise, that of keeping the subject alive before the members of the trust and inducing them and others to steadily contribute to its maintenance.

Now almost all other enterprises in this country are compelled to pay for announcements made through the newspapers, but Mr. Gompers and his press bureau so thoroughly understand getting their advertising for nothing that they have succeeded in doing it for some years and are still at it. Some of their methods have excited my admiration for the ability with which they are handled. For instance, of late there has been some falling off in membership. Thereupon Mr. Gompers calls together some of the chiefs of the Labor Trust and arranged to confer with President Taft. This fact is given out to the press and carried free and published in a great many newspapers without charge. Mr. Gompers so thoroughly understands the necessity of heading his articles or his movements with some news feature that he seldom ever makes a mistake on this.

The gathering together of a few prominent labor leaders and their visit to the President as a committee gives the news feature. Then they come along with the real advertising, presenting their announcements and reason for publicity and promotion of their business. I observe, however, that a few of the newspapers have finally come to understand that this work of the press bureau committee with the Labor Trust is advertising pure and simple and decline to run it without pay. The owners of newspapers have unquestioned right to run this sort of advertising matter which is handed to them over



H. A. HARMAN.

ATLANTA PUBLISHER WHO HAS PURCHASED DIXIE, THE OLDEST OF SOUTHERN TRADE PUBLICATIONS, ISSUED AT THE GEORGIA METROPOLIS. See Page 6.

the press wire or by mail if they want to use their papers that way, but it is interesting to observe how smoothly such newspapers are managed in turn by the Labor Trust. The newspaper which I own ceased printing these announcements quite some time ago, for we could not get pay for them. Our space is for sale to legitimate advertisers, and if the Labor Trust will pay the rate we will run the matter so long as it is not violent or harmful, but since our business manager woke up, they cannot use our space free.

Respectfully,
C. W. POST.

Fire Damages Type Foundry.

The southern branch of the Keystone Type Foundry, located at 24 South Forsyth street, Atlanta, Ga., suffered a \$25,000 loss by fire last week. The press room of the Uncle Remus Magazine, located in an adjoining building, was badly damaged by water.

Honor to Seattle Publisher.

Edward C. Hughes, president of the Post Intelligencer Publishing Company, of Seattle, has received from President Taft the offer of appointment to the newly created federal judgeship in the State of Washington.

PASSED UP THE PRESS.

President General of D. A. R. Refused to Thank Newspapers for Courtesies.

At the conclusion of the eighteenth congress of the Daughters of the American Revolution, which was held in Washington last week, many resolutions of thanks were adopted, but the press was overlooked.

Noticing the omission Miss Anna Benning moved that appreciation of the courtesies extended by the newspapers be shown by the congress in the adoption of an appropriate resolution.

"Thank the press? for what, for what?" asked Mrs. McLean, sternly. Mrs. McLean refused to vote on the motion and declined to recognize anyone for that purpose.

Will of Editor Michaelis Probated.

The will of the late Richard Michaelis, publisher of the Chicago Staats Zeitung and Freie Presse, has been filed in the Probate Court at Chicago. It disposes of property worth \$85,000, but within the two months immediately before his death Mr. Michaelis gave over \$100,000 to his wife and children.

The Danville (Ia.) Enterprise, a weekly paper, has suspended. A. W. Canterbury was the publisher.

STANDARD SIZE

ADOPTED BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

Standard Full Width of Rolls to be 67 Inches. Another Victory for John Norris—Standard Weight of Paper to be 30 Pounds for 500 Sheets—New Controversy with Paper Makers Imminent.

The most concretely important action of the American Newspaper Publishers' Association in convention in New York last week was the adoption of the standard width of rolls recommended in the report of the Committee on Paper.

After the report was read by John Norris and discussed, a motion was offered and adopted that the standard width of rolls shall be as follows:

Full width, 67 inches; three-quarters width, 50 1/4 inches; half width, 33 1/2 inches; quarter width, 17 inches.

Decisive action was also taken to fix the standard of weight of paper. The recommendation of the committee that the standard weight be 30 pounds for 500 sheets measuring 24 by 36 inches was adopted. This action was a direct challenge to the paper makers.

During the past ten years the paper makers, in concert, have been making paper according to the standard they had agreed upon, 32 pounds for 500 sheets.

At present, nobody is making paper of the weight established as standard last week by the publishers. A controversy over the matter is imminent.

The following is the text of that portion of the committee's report referring to standardization of size:

THE NEW STANDARD SIZE.

A suggestion to standardize the widths of rolls and thereby cheapen the cost of manufacture in some mills to the extent of \$4 per ton, met with acquiescence by a number of publishers and a recommendation will be submitted at the annual meeting for establishing:

Standard width of roll, probably at 67, 50 1/4, 33 1/2 and 17 inches;

Standard length of page;
" width of column;
" " " column rule;
" " " outer margin;
" " " center margin.

An attempt to secure the co-operation of the American Paper and Pulp Association in this effort for standardizing met with a rebuff, which is to be regretted.

One of the amazing aspects of the paper situation is the fact that no paper maker has seen the possibilities of standardization in cheapening the cost of production. It has fallen to the lot of consumers to point out to manufacturers how they might reduce their costs to the extent of \$4 per ton. News print paper manufacture has grown to the volume of 50 million dollars per annum without trade usages or standards of uniformity respecting width of roll or color or surface or quality or method of payment or time of payment. Some sales are made f. o. b. mill, some f. o. b. cars at city of publication, some at sidewalk, some in pressroom.

On one point only, and that against the publisher, there was concerted action by manufacturers who fixed a standard

of weight at 32 pounds for 500 sheets measuring 24 by 36 inches, though many publishers wanted 30-pound paper and though Government investigators had shown that with proper workmanship a lighter weight of paper would meet requirements and save \$6 per ton to the consumer.

285 PAPERS OF 165 DIFFERENT WIDTHS.

This absence of standards or trade usages was largely due to the secrecy which prevailed between buyer and seller and which made possible many kinds of deception and discrimination. Manufacturers lacked data about their trade while buyers paid for immense quantities of paper without adequate information of market conditions. Each newspaper was a law unto itself with respect to size of paper and width of roll. Manufacturers adapted themselves to these differing requirements at a considerable outlay for many sizes of cores upon which the rolls of paper were wound.

A report from the members of the American Newspaper Publishers' Association shows that the 285 newspapers represented in the organizations used rolls of paper of 165 different widths. Manufacturers produced on order only. They did not make stock. When mid-summer came with diminished consumption of news print paper, the manufacturer, instead of accumulating a stock of standard sizes, shut down part of his plant and lost the use of the machinery which was his capital. A leading paper maker has estimated this extra cost imposed upon many paper makers by this absence of standard sizes at \$4 per ton. One hundred and sixty-nine of the 285 members of the American Newspaper Publishers' Association use a full roll between 66 inches and 68 inches or divisions thereof. Three hundred and three publishers out of a list of 577 daily papers report widths of full rolls between the same dimensions. Within the last eight months twenty-six members have changed to standards which R. Hoe & Company established more than twelve years ago. These standards were:

A full width roll..... 67 inches
Width of column..... 13 ems
" " rule..... 6 point
" " centre margin. 9-8 of an inch
" " outer margin. 5/8 of an inch

For a seven-column page with columns 12 ems wide, the width became 62 1/2 inches.

For seven-column papers with columns 12 1/2 ems wide, the width became 64 1/4 inches.

BIG SAVING BY STANDARD SIZE.

It is most important that a publisher agree with his neighbors upon a common width of roll in order that they may have mutual reserves and insurances against emergencies. Because of the extreme width of roll, which he used, one publisher had great difficulty in procuring any paper in November, 1908.

One argument that has been used to induce publishers to buy from a company which had a group of mills was the point that in case of fire or accident, it could supply its customers from its other mills—but if the customer uses a standard size, which every mill should carry in stock, all risk of delay or inconvenience would be removed. Standardization would enable publishers to

buy from the small mill with an absolute assurance of a continuous supply. It is therefore, an idea which vitally helps the isolated mill in competing with any group or combination of mills.

The New York Sun by changing to 67-inch width of roll on August 31, 1908, saved \$25,000 per annum in paper consumption. The Rochester Herald saved 9 per cent. in paper consumption by adopting the 67-inch standard. The Providence Journal, by adopting the same standard, saved \$3,000 per annum at an outlay of \$200. Nearly all the California papers use the same width of roll—67 inches. Three of the four Rochester papers recently adopted the 67-inch standard. Nearly all the papers in and near Milwaukee are using the half width of the 67-inch standard. Nine New York papers and five Pittsburgh papers use the 67-inch width. No two of the Boston papers are of the same width. This also applies to the State of Washington. The general adoption of a 67-inch standard of width of rolls by publishers would be equivalent to an addition of 400 tons per day to the capacity of American mills.

PUBLISHERS' DINNER.

Joseph H. Choate and the German Ambassador among the Speakers.

The joint dinner of the American Newspaper Publishers' Association and the Associated Press, held at the Waldorf last week, was attended by more than five hundred publishers and editors.

The speakers included: His Excellency, Count Johann Heinrich von Bernstorff, the German Ambassador; Hon. Joseph H. Choate, Rev. Robert J. Burdette and Hon. T. M. Patterson, of Colorado, publisher of the Rocky Mountain News, and Major J. C. Hemphill, publisher of the Charleston News and Courier.

Mr. Choate appealed to the press to eliminate scandals, divorce trials, and the exposure of family skeletons. He said in part:

"Why should you publish divorce cases, in which people are concerned for whom no one cares a rap. Why martyr anew the suicide? Why seek to entertain the public with miserable family scandals? As I look at it, family skeletons are family property."

Calling attention to the fact that the Associated Press had no correspondents with Roosevelt, he said:

"You have plenty on the fringe, but not one in the heart of the continent, to which the eyes of America and the world are turned to-night."

Continuing, Mr. Choate spoke of the great respect he had for the Associated Press and the Publishers' Association:

"I am old enough to remember the time when we had no Associated Press and no Publishers' Association, and there were no telegraphs and telephones, and not more than 600 miles of railroad in the country."

Anti-Prohibition Editor Has Fight.

John A. Lynch, an agent of the Law and Order League, of Birmingham, Ala., and G. M. Howle, editor of the Register, a weekly paper published in that city, had a personal encounter in the office of the Register last week, in which some hard blows were struck. Three shots were fired, but no one was struck by the bullets. During the struggle the men fell through a plate glass window. The fight was the result of publications made in the Register, which is an anti-prohibition paper.

Mexico has for over a generation supported a daily newspaper published in English.

RESOLUTIONS.

Adopted by A. N. P. A. at Annual Meeting Held in New York.

The following resolutions, with special reference to the campaign conducted by the American Newspaper Publishers' Association for cheaper print paper, were adopted by the association at the annual meeting, held at the Waldorf last week:

Resolved, That the thanks of the American Newspaper Publishers' Association are due to the Select Committee appointed by the House of Representatives at the instance of Speaker Cannon to investigate the paper and pulp industry. We acknowledge our obligation to the Chairman, Hon. James R. Mann, and members of the Committee for the diligence and thoroughness and fairness of their inquiry covering a period of 10 months. Their work has been of educational value to paper maker and paper user.

Resolved, That a copy of the above be sent to Speaker Cannon and to the members of the Select Committee.

Resolved, That the American Newspaper Publishers' Association urges upon paper manufacturers the importance of technical training for paper workers, the absence of which is a burden upon paper consumers.

Resolved, That the Association will decline to hold any relations with the American Paper and Pulp Association as an organization until the resolutions adopted by that body on February 3, 1909, shall have been expunged from its records.

Resolved, That the American Newspaper Publishers' Association approves the acts and methods of the Chairman of the Committee on Paper. It congratulates him upon the progress thus far made in the work assigned to him and bids him continue upon the same lines.

Resolved, That the thanks of the American Newspaper Publishers' Association are due to Herman Ridder, President, and to Mr. Don C. Seitz, of the Committee on Paper, for their energetic and successful work in behalf of pulp and paper.

Resolutions were also adopted by the association in the matter of jurisdiction in libel suits, on the motion of Mr. Taylor, of the Boston Globe.

Resolved, That without intending to express an opinion as to the merits of the causes involved, the directors of this association distinctly dissent from the proposition that defendants charged with violating the laws relating to libel in their respective communities, may be haled to the seat of the National Government at Washington to be tried there.

Publishers do not ask for special privileges, and will not accept exemption from prosecution for offenses that they may commit, but they do protest against any effort that would deprive them, in effect, of their Constitutional rights and would subject them to unusual and extraordinary hardships and methods of defense.

If newspaper publishers may be

tried for alleged libel in each and every community where one or more copies of their publications may have been circulated, defense becomes an endless and unbearable burden, involving not only the freedom, but the existence of the press.

J. T. WILLIAMS, JR.

Nominated by President Taft as Member of Civil Service Commission.

James Thomas Williams, Jr., former Washington newspaper man and correspondent, has been nominated by President Taft to be a member of the Civil Service Commission. Mr. Williams is the youngest man ever appointed to the commission, being only twenty-five.

Mr. Williams was born in North Carolina and educated at the University of the South Swannee, Tenn., and Columbia University, New York. He began his newspaper work in Columbia, S. C., and shortly afterwards went to Washington where he was employed by the Associated Press. He afterwards became Washington correspondent for the Boston Transcript. He gave up his newspaper work in February, 1908, to assist Frank H. Hitchcock in helping along Taft's candidacy. He accompanied Mr. Taft on his campaign tour as representative of the national committee.

CHANGES IN INTEREST.

The Brookville (Ind.) American has been purchased by I. M. Bridgeman, of Polo, Ill.

L. A. Cass, editor of the Warsaw (N. Y.) Western New Yorker, has purchased the Attica Facts. The Facts will be changed to its former name, the Attica Advocate.

The Tribune Publishing Company, of Meadville, Pa., has purchased the plant and business of the Star Publishing Company, including the Crawford Journal.

Mayor E. T. McCrystal, president of the Gaelic Society of New York and director of the Ancient Order of Hibernians, has become one of the owners and the editor of the Irish-American.

J. T. Flint, formerly editor of the Dunn (Wis.) County News, has purchased the Owen (Wis.) Enterprise.

The Conservative Printing Co. has assumed control of the Linden (Wis.) Leader. The name of the paper will be changed to The Conservative. J. W. Taylor will be the editor.

The Rev. James N. Snow has purchased the Covington (Ga.) Enterprise and will enter the newspaper field.

The Placerville Nugget and the El Dorado Republican, both California publications, will be consolidated. The Republican has been published for many years by G. A. Richardson. W. S. Kirk, of the Nugget, will manage the consolidated plant.

The Kittanning (Pa.) Times has changed hands, John T. Simpson having disposed of his interest to his partner, Frank M. Fries.

PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity."
"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

BALTIMORE.

Much of Interest Doing Among Scribes in Maryland's Chief City—Shape-up on Evening News Follows Visit of Munsey.

(Special to THE EDITOR AND PUBLISHER.)

BALTIMORE, April 28.—Following one of Frank Munsey's periodical visits last week to the office of the Baltimore Evening News, of which paper he acquired control over one year ago, several changes were announced.

Louis M. Duval, for years business manager under the direction of Charles H. Grasty, retired, and with him went E. Eugene Biscoe, the assistant business manager. These are only a few of the retirements that followed the change in management.

Not long ago Arthur Hawks resigned as city editor, also severing his connection with the paper, and recently Mrs. Coyle, the talented writer of the "Dolly and I" articles, withdrew to accept a position on Mr. Grasty's paper in Minneapolis.

A short time before that and almost simultaneously with Mr. Hawks, James H. Adams, the managing editor, resigned, while still earlier Mrs. Warner, a humorous writer, retired to follow Mr. Grasty's star.

Mr. Munsey's visits to Baltimore have come to be regarded as the signal for a shake-up, and they are being looked forward to with great expectancy by the staff, which now contains few of the men who held editorial positions under the Grasty management.

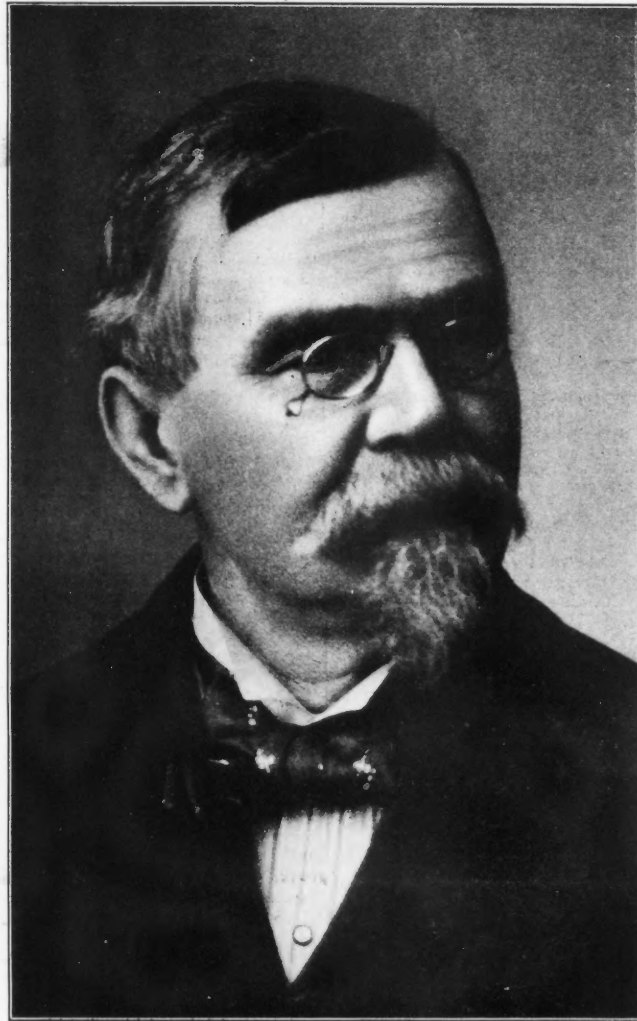
The Baltimore newspaper fraternity cannot well complain that it is not getting any of the rewards which are to be obtained in the field of politics. A number of men on the different papers have secured political positions, the latest of these recipients being Frank R. Kent, of the local staff of The Sun.

Mr. Kent did the political work for his paper, attending the sessions of the Legislature at Annapolis and also reporting the developments in city and State politics at other times. Last week he was elected secretary and treasurer of the Maryland Agricultural College, a snug berth, which carries a salary of \$2,400 a year, with residence and a cow thrown in.

Mr. Kent is very popular among his colleagues and his rise to political prominence affords them gratification.

Another Sun man who "caught on," as it were, is Col. Thomas J. Ewell, who, from being a member of the Governor's staff with the rank of colonel, was made State fire marshal, with a good salary attached.

Louis M. Duvall, until recently business manager of The News, is mentioned as a candidate for City Register. Something of a stir was caused in



J. J. RICHARDSON,

PUBLISHER OF THE DAVENPORT (IA.) DEMOCRAT, WHO CELEBRATED, ON APRIL 7, THE FIFTIETH ANNIVERSARY OF HIS BEGINNING WITH THE PAPER.

newspaper circles here yesterday morning by the announcement in The Sun that Mr. W. W. Abell, for some years the head of the paper, would relinquish for a time the management and would shortly take an extended trip. The announcement further stated that Mr. Abell's absence from the active direction of the Sun would in no way affect its conduct.

Coincidentally with the statement the report gained currency that Mr. Charles S. Abell would take general charge. The change is believed to have gone into effect immediately. Mr. Charles S. Abell is a cousin of Mr. W. W. Abell, a graduate of Harvard and has done much work on the Sun, familiarizing himself with the labors of the various departments. For a time he followed closely the conduct of the sporting columns, and of late he has been giving careful attention to the circulation. His experience has been varied and valuable, and he commands the confidence of the directors.

To Mr. W. W. Abell belongs the credit of having carried The Sun through some of its most notable achievements. He is commonly credited with leading the fight against Senator Gorman in 1895, which resulted in that astute politician's temporary retirement. Gorman went back to the Senate afterward, to be sure, but The Sun had abandoned its opposition.

Mainly through the efforts of The

Sun Isidor Rayner was elected to the United States Senate, and, more recently the credit for the victory of Governor Crothers is given chiefly to the same potent force. Upon Mr. Abell's shoulders fell the responsibility of seeing the paper through the trying period after the great fire, and the planning of the details of the magnificent new building at Baltimore and Charles streets was largely his work. So arduously did he apply himself to the responsible duties in connection with the management that the rest which he now hopes to enjoy will be generally regarded as well deserved.

Amateur Press Association.

The tenth annual reunion dinner of the Philadelphia branch of the National Amateur Press Association was held on last Saturday evening at Kugler's. A dedication of a bronze tablet commemorating the founding of the association preceded the dinner. The tablet was placed in the City Institute at Eighteenth and Chestnut streets.

Bitter Against Editor.

Libel suits aggregating \$210,000 have been filed in the courts against the Aurora (Ill.) Daily News by five different parties. The suits are the outcome of alleged libelous articles published during a political campaign.

BERMUDA HOSPITALITY.

Governor-General will Entertain Delegate to Press League Convention.

Secretary Lewis G. Early, of the International League of Press Clubs, reiterates his statement that the rule first come, first served will apply to applications for staterooms on the S. S. *Bermudian*, which will sail from New York on Thursday, May 20, carrying the delegates to the eighteenth annual convention of the League, which will be held in Bermuda, May 22-27. This means that the choicest staterooms will be given to the earliest applicants. Mr. Early's address is 121 South Ninth street, Reading, Pa.

The Royal Gazette, of Bermuda, in its issue of April 17, printed the programme of the convention and said editorially:

"It is a high honor for Bermuda to be selected as the place of the eighteenth annual convention of the Press Clubs, and an honor to which the colony should respond.

"It has not seldom been remarked that Bermuda is not so widely known abroad as it should be. When a Press League convention has been held hitherto, the matter descriptive has usually run into something like 1,200 columns in the leading American papers, a fact which could scarcely fail to produce a profound effect."

The Gazette states that there will be a special review of troops in honor of the delegates on Victoria Day, May 24. Lieutenant-General F. W. Kitchener, C. B., brother of Lord Kitchener, of Khartoum, and at present governor of Bermuda, will give a garden party at Government House in honor of the visitors.

GOVERNOR NAMES SCRIBES.

To Represent West Virginia at Peace Conference in Chicago.

Governor Glasscock, of West Virginia, has named twelve newspaper men as delegates to represent that State in the second national Peace Congress, to be held in Chicago May 3-5. They are equally divided politically. Those named are: H. C. Ogden and James B. Taney, of Wheeling; John Marshall and R. E. Horner, of Parkersburg; F. A. McDonald and J. H. Long, of Huntington; E. E. Hood and William E. Chilton, of Charleston; Henry S. Green, of Morgantown; John J. Cornwell, of Romney; Wilbur C. Morrison, of Clarksburg, and Harry L. Snyder, of Shepherdstown.

Editor Shot by Professor Dies.

W. A. Thompson, associate editor of the Warrenton (Va.) Virginian, who was shot while walking on the main street of Warrenton last Saturday evening by Professor J. D. Harris, principle of the high school of that city, died Sunday in a Washington hospital. The shooting was the result of a long standing feud.

IF YOU MAINTAIN



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

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

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

An Important Factor

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

Examined by the Association of American Advertisers.

FRITZ MORRIS DEAD

For Years the Most Welcome Visitor to the Editorial Offices of New York, with His Portfolio of Pictures of Europeans in the Public Eye.

Fritz Morris died in his home, at 142 West 79th street, New York, last Monday, from blood poisoning, resulting from an operation performed a week before. In the last week's issue of THE EDITOR AND PUBLISHER it was announced that he had planned to sail in May and spend the summer in the Balkans. He leaves a widow and one son, Fred Morris.

President John A. Hennessy, of the New York Press Club, named the following committee of the club to attend the funeral on Wednesday:

Arthur Benington, J. R. Abarbanell, William H. Clarke, Edward H. Warkner, George H. McAdam, E. Floyd Ingraham, F. Elbert Davis, Lee J. Vance, J. R. Youatt, Charles M. Beattie, Samuel B. Thomas, Henry F. Gillig, C. Fred Crosby and John F. Hobbs.

For ten years past no man in New York was so generally welcomed to all the editorial offices as Fritz Morris. Carrying his leather portfolio filled with photographs of Europeans in the public eye, he smilingly passed all guards, entered all doors, and was greeted warmly in every inner sanctum. He had been coming and going through these offices for fifteen years, selling his pictures, or proudly showing them and telling rare things about rare people, always in the sunshine way; and thus his name got to be a sesame.

He was born in New York fifty-six years ago, yet his personality was so full of European atmosphere that comparatively few knew he was a New Yorker.

His father was the founder of the Morris American-European Express, the pioneer transatlantic express company. When a boy, Fritz was sent to England to school. Later he went to Germany. He was a schoolboy in Hanover when the Franco-Prussian War began, and when the German troops marched through Hanover on the road to France, he ran away and became a little trooper with the army. But his father disapproved, and wired the English Ambassador at Berlin. Fritz was discharged. His invasion of France lasted three days.

He returned to America and graduated from the University of Michigan. Then he went to California and became a reporter on Alta-California. Later he was a staff man on several of the San Francisco papers and then he became manager of one of Charles Frohman's theatrical companies.

Fifteen years ago he began to col-

lect pictures of Europeans. His knowledge of German, French and Italian languages was of great value in this field. Also he became the American correspondent for several European papers. At the time of his death he was the American representative of Die Woche of Berlin, L'Illustrazione of Milan, Italy, and others, including a Vienna paper.

NEW YORK CITY.

David A. Curtis, "Old Greenhut," whose poker stories in the New York Sun and in his books have been accepted as classics of the American, is lying in St. Luke's Hospital, where he underwent an operation last Sunday.

Dr. William Bayard Hale, recently editor of the New York Times Saturday Review of Books, has been assigned to the charge of the Paris office of the Times. He has been succeeded, as literary editor, by John Dater, formerly financial editor of the Herald.

Randolph Marshall, telegraph editor of the Herald, was this week made night city editor of the Herald, succeeding Frank Pierson, who becomes the head of the new suburban department of the paper.

Louis Klopsch, proprietor of the Christian Herald, arrived at Hamburg last week, after crossing the ocean in the *Amerika*. He will make a tour of Europe, and visit the scenes of the recent earthquake in Italy and Sicily.

Ernest J. Brown, night city editor of the American, sailed last Saturday to Bermuda, where he will rest for several weeks. Robert McCabe is in charge of the desk during his absence.

Carl Van Vechten, who was assigned to the charge of the Paris bureau of the Times a year ago, and who later went to the London bureau, returned this week to the home office in Times square, New York.

William C. Reick, general manager of the Times, sailed last week for an extended trip abroad. He will examine the foreign service of the paper.

President McGowan, of the Board of Aldermen, and Comptroller Herman A. Metz have invited the City Hall Reporters' Association to be their guests at dinner on May 8.

Correspondent Carson, who represented Lord Northcliffe's Amalgamated Press in New York city up to about one year ago, when he went to Mexico and thence to London, is back in New York on a special mission for Lord Northcliffe.

Harold MacD. Anderson, of the Sun, and president of the Amen Corner, was the central figure in the overture of the fifth annual minstrel show of the Montclair (N. J.) Commonwealth Club last week. The programme gave him the title of "interlocutor."

George Henry Payne, formerly dramatic critic of the Evening Telegram and now publisher of the Bronx Republican and champion of Governor Hughes, is said to be "doing some excellent advance work for Billee Burke," the actress.

Brisbane Dines Croker.

Arthur Brisbane, editor of the New York Evening Journal, tendered Richard Croker an informal dinner at Delmonico's last week. Sixteen were present.

NEWSDEALERS AROUSED.

New York Officials Would Evict them from Under Elevated Stairways.

A thousand New York newsdealers are up in arms over the threatened taking away of their livelihood by the Board of Estimate, which seeks to eject them from spaces under the elevated stairways.

The New York Centadrink Company has secured from the Board the privilege to install automatic drinking water fountains under the stairways of the elevated roads in Manhattan, Brooklyn and the Bronx.

The matter has aroused such a protest that it is believed that the Board will revoke the permit.

BUTLER AS PRESS AGENT.

Author of "Pigs Is Pigs" Booms Carnival with Hot Stuff.

Ellis Parker Butler, known the country over as the author of "Pigs is Pigs," is the press agent for a carnival and circus, which will be given on June 17, 18 and 19 in Flushing, Brooklyn, for the benefit of the Flushing Hospital.

The first matter handed out for publication, appearing over his signature, is characteristically humorous. It follows, in part.

"Superhuman efforts are also being made to have toy balloons filled with gas this year, instead of plain Queens Borough ozone. Two of the gasiest members of the entertainment committee have already volunteered to talk into the toy balloons, filling them with lighter than air conversation, so that when little Johnny lets go of the string his wail will follow the balloon heavenward."

Norman E. Mack Dines Croker.

Norman E. Mack, publisher and editor of the Buffalo Times and chairman of the Democratic National Committee, gave a dinner at the Hoffman House, in New York last week, in honor of Richard Croker. Among those present were: Former United States Senator Patterson of Colorado, editor of the Denver News; Clark Howell, editor of the Atlanta Constitution; Rufus C. Rhodes, editor of the Birmingham News; Thomas G. Rapier, editor of the New Orleans Picayune; Robert Ewing, National Committeeman from Louisiana; R. M. Johnston, editor of the Houston Post; Urey Woodson, secretary of the Democratic National Committee; Bruce Haldeman, publisher of the Louisville Courier-Journal; Major J. C. Hemphill, editor of the Charleston News and Courier; Josephus Daniels, National Committeeman from North Carolina; John Fox, president of the National Democratic club of this city, and Richard Croker, Jr.

Harrison's Estate \$250,000.

The estate of the late Michael Harrison, who recently committed suicide in New York city as the result of a nervous breakdown, will foot up, it is said, over \$250,000. All of this amount, it is said, was made in the field of special advertising and in the publication of books containing flattering biographies of wealthy men, for which the persons described paid so much a page.

New York City publishes the one-hundredth part of the entire output of the newspapers and periodicals of the world.

CHESTER S. LORD HONORED.

Made Regent of University of the State of New York.

Chester S. Lord, managing editor of the New York Sun, has been elected a regent of the University of the State of New York by the legislature.

In placing his name in nomination before the Republican caucus Senator Eugene M. Travis, of Brooklyn, said in part:

"The gentleman whose name I shall place in nomination resides in the district which I have the honor to represent in the Senate of the State of New York. This gentleman is well qualified to fill this important office; indeed, it is fitting that he should be nominated and elected. There could be no better illustration of the possibilities and ultimate realization of success of any American boy and man than are wrapped around the life and work of this man. Born in the northern part of this State, and educated in one of those institutions of learning that have helped to make the Empire State famous—Hamilton College—he settled in the city of New York for his life work. Entering the newspaper profession, he has followed journalism, and has for many years been managing editor of one of the greatest metropolitan dailies.

"No man in my city is better known than this editor for ability. He has been honored by the degree of Master of Arts and Doctor of Civil Laws. For many years he was a member of the Board of Regents of the State. When in 1904 it was deemed wise to reorganize the board and reduce the membership to one half, this gentleman gracefully retired. It is therefore eminently fitting that when Brooklyn is to be recognized in the selection of the candidate to fill this vacancy, that this great newspaper and scholarly man should be named. I take great pleasure in placing in nomination the name of Hon. Chester S. Lord, of Brooklyn."

CROKER DINES REPORTERS.

Farewell Feast to Nine Men who Covered His Visit to America.

Richard Croker, former leader of Tammany Hall, last Monday night gave a farewell dinner at the Democratic Club, 617 Fifth avenue, to the New York reporters who had the assignment to cover his visit to the United States. He had met them almost daily for two months.

The following sat at table with Mr. Croker: Charles T. White, Tribune; Robert Adamson, World; Leo B. Szymanski, Staats Zeitung; John E. Weir, American; W. H. Boffey, Sun; E. L. Harvey, Times; T. O. Piper, Evening World; Jeffreys Parsons, Evening Sun, and Mr. Dunbarton.

H. C. Craig, publisher of the Boscobel (Wis.) Sentinel, has sold out to Emil Sanger.

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.

For the first three months of 1909 the largest volume of financial advertising among New York City newspapers was 204,955 agate lines. That was printed by The New York Times. The New York Times excludes all fraudulent and objectionable advertisements.

PACIFIC COAST NEWS

Interesting Bunch of Gossip from the Far West, Boiled Down to Short Paragraphs for the Readers of the "Editor and Publisher."

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., April 28.—P. M. Glasoe, president of Spokane College, announces that a course in practical journalism will begin September 13. The newspapers in Spokane will co-operate with the college in the work. The lecturers will be men in and out of the profession who have had years of training and experience. Students will be instructed in the various styles of writing for the press, and will be given practical training in the various branches, including the make-up of a newspaper and the work in the composing room, methods of conducting the circulation and advertising departments, and of soliciting, collecting and general management.

Allan Haynes, editor of Opportunity, a monthly publication in Spokane, has taken over The Orator-Outburst, a Saturday journal, and has incorporated the Allan Haynes Publishing Company.

A. E. Evans, an experienced newspaper man and brother of Gilbert Evans, managing editor of The Brooklyn Eagle, has joined the Henry Literary Colony near North Yakima, Wash., west of here, where he has 26 acres of fruit land. The colony will be one of the greatest novelties in the West. Many writers in the East are planning to spend a part of the year on their fruit ranches. A large hotel, to be known as the Sagebrush Inn, will be built for their accommodation.

Grant county, in central Washington, has an editorial association with these officers: Daniel J. Jones, Grant County Journal, Ephrata, president; E. M. Totten, Krupp Signal, vice-president; W. Stanley, Wilson Creek World, secretary; B. N. Kennedy, Coulee City News, treasurer. The officers, with W. A. Lee of The Hartline Standard, comprise the executive committee. The association will meet semi-annually, in October and April. A uniform schedule of prices on advertising and job printing was arranged.

Bridgeport, Wash., on the Columbia River, northwest of Spokane, is to be the home of several men of national prominence the coming summer. Opie Read, humorist; F. Outcault, cartoonist, and Charles N. Crewdson, writer, will take up summer residences there, and a clubhouse will be constructed and a club formed, composed of several prominent men of Chicago.

DeWitt C. Britt, editor of The Leader at Chelan, Wash., is dead after a long sickness. Mr. Britt was a resident of Chelan county 20 years, and was a factor in the upbuilding of central north Washington.

Frank H. McCune, expert for the Spokane Chamber of Commerce in the famous Spokane rate case decided in favor of the city by the Interstate Commerce Commission, has joined the editorial staff of The Denver Post. Mr. McCune will handle railroad matters for that paper, and his latitude will include Canada and Mexico.

W. F. Conyard, owner and editor of The Clipper, at La Crosse, Wash., was in Spokane a few days ago arranging for the publication of an illustrated pamphlet to exploit La Crosse and the surrounding country at the Alaska-Yukon-Pacific exposition.

Captain Rishard Roediger, one of the oldest and best known newspaper publishers of the Northwest, who was

owner of The Tacoma News years ago and who has been publishing a paper for a long time in Dawson, has purchased a half interest in The Fairbanks Tribune. He will install new equipment and make it the largest paper in the Northland.

H. Roe, owner of The Franklin County Herald, published at Pasco, Wash., has sold his interests to W. A. Elloton, manager of the job department of the Walla Walla Printing and Bookbinding Company. The new establishment, which is now the Herald Publishing Company, will add considerable equipment and will publish a daily paper. Seth Maxwell, former managing editor of The Walla Walla Statesman, is manager.

C. H. Talmadge has been elected president and manager of the Pacific Farmers' Union Publishing Company at Pullman, Wash., vice J. M. Reid, resigned. The company publishes The Pacific Farmers' Union, official organ of the Farmers' Educational and Co-operative Union, The Pullman Herald, and patents for 12 newspapers in Whitman county, south of Spokane. Thomas Savage is secretary.

J. C. Harrigan, formerly of The Spokane Chronicle, who has been manager and editor of The Examiner at Colville, Wash., two years, has become sole owner of the plant. The Reveille, in the same town, has been sold by B. R. Coffman to J. P. Taylor, formerly editor of The Gazette at Reardan, Wash., and owner of The Register at Rockford, Wash.

John J. Schick, formerly of Moscow, has bought The Advance at Post Falls, Idaho, from T. F. Sheppard, who will go into other business.

E. L. Roney, formerly a newspaper man in Spokane and St. Paul, has bought Fancy Fruit, a monthly publication devoted to horticulture, with a plant at North Yakima, Wash., and will enlarge the journal. Dr. Granville Lowther, former owner and fruit expert, will continue as editor.

George Munro, formerly of Denver and Portland, has become advertising manager of the Berry Clothing Company in Spokane, which is using half and full pages in dailies with good results.

The Times and The Gazette at Waitsburg, Wash., have been consolidated under the former name. A. J. Enochs, formerly of the Gazette, has moved to Walla Walla.

Attorney Assaults Editor.

Angered by an article which appeared in the Tulsa (Okla.) Democrat, C. S. Walker, city attorney of Tulsa, assaulted William Stryker, editor and owner of that paper, in front of the city hall of that city last week. The city attorney struck Mr. Stryker a blow in the eye and Stryker promptly retaliated by throwing his opponent to the sidewalk. The editor was pummeling the city attorney when a deputy sheriff interfered and separated the two men.

Knoxville Advertising in Big Dailies.

A full page advertisement telling why Knoxville, Tenn., is the best city in the country in which to live is being placed in a number of the leading papers of the country. The commercial club of Knoxville is behind the campaign, and in all \$10,000 will be spent.

The following papers have been elected to membership in the American Newspaper Publishers' Association: Montreal (Can.) La Patrie, Rutland (Vt.) Herald, Mobile (Ala.) Register, Williamsport (Pa.) Grit, Youngstown (O.) Telegram.

SAN ANTONIO LIGHT.

Absorbs Gazette and Is Now Sole Occupant of Evening Field.

The San Antonio (Tex.) Light has absorbed the Gazette of that city and the latter will be discontinued May 1.

G. D. Robbins, owner of the Light, purchased all the stock of the Gazette, and the sole occupant of the evening field in San Antonio will hereafter be known as the Light and Gazette. It will start, it is said, with a net paid sworn circulation of 15,000 and a vigorous campaign for country circulation is expected to put it in the 20,000 class in the present year. The Light was established more than 28 years ago and has enjoyed a most prosperous career. The Gazette was established in 1904. A. G. Munro is business manager of the double publication.

Franklin P. Alcorn, newspaper representative, with offices in the Flatiron building, New York, has been appointed eastern representative of the Reno (Nev.) State Journal.

AUTO HIGHWAY CONTEST.

Will be Conducted by New York Herald and Atlanta Journal.

The New York Herald and the Atlanta (Ga.) Journal have planned a novel contest, with the object of establishing a national automobile highway from New York to Atlanta. The distance is 1,000 miles and cash prizes will be offered to counties furnishing the best stretches of road on the route. Prizes will also be offered to automobiles making the best score in a reliability contest to be held over the route some time next November, as now planned.

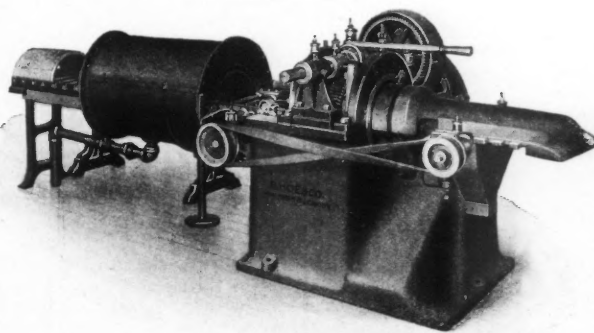
Worlds Fair for Boston.

The Boston Herald of April 19 contains what it claims to be the exclusive announcement of the inception of a movement to commemorate the three hundredth anniversary of the Landing of the Pilgrims and the Founding of New England by a World's Tercentennial Exposition in Boston in 1920.

R. HOE & CO.'S NEW AUTOMATIC STEREOTYPE PLATE FINISHING MACHINE

PATENTED

**Trims, Shaves, Cools and Accurately Finishes the Plates.
Unequaled for Accuracy, Speed and Economy.
Simple in Operation and Devoid of Complicated Mechanisms.**



**No Worry. No Breakdowns.
No Vexatious Delays. No Sprung or Damaged Plates.
No Poorly Fitting Plates to Injure the Press.**

This machine and our Equipose Curved Casting Moulds and Improved Metal Furnaces and Pumps constitute the most efficient, convenient and reliable outfit for making perfect stereotype plates rapidly and economically.

**PLATES FINISHED ON THIS MACHINE FIT THE
PRESS WITH ABSOLUTE ACCURACY**

504-520 Grand St.

NEW YORK

ALSO AT

7 Water St.
BOSTON, MASS

143 Dearborn St.
CHICAGO, ILL

160 St. James St.
MONTREAL, QUE.

109 to 112, Borough Road
LONDON, S. E., ENGLAND

8, Rue de Chateaudun
PARIS, FRANCE

AT LAST.

Courageous Men Started and Developed Successful Daily in City Where Thirty-Two Previous Ventures Had Failed.

(Written for THE EDITOR AND PUBLISHER by Frank L. Blanchard.)

Sr. Louis, April 12.—It takes courage, and a lot of it, to go into a newspaper graveyard and start a daily. And yet some splendid properties have been established in this way.

Four years ago three brothers named Naeter, printers by trade, went to Cape Girardeau, Mo., a town of about 10,000 population, with a view of establishing a daily newspaper. They had been told that the Capé would not support another paper; that during the last twenty-five years thirty-two different attempts had been made by ambitious editors to permanently establish newspaper ventures and that all had been failures; and that the town, because of this fact, had become such a by-word among newspaper men that the mention of its name at the sessions of the Missouri Press Association was always greeted with shouts of laughter.

None of these things, however, discouraged the Naeter brothers. On their arrival they located an abandoned newspaper plant that had been sold out three times by the sheriff. On the door of the office was posted a notice announcing still another sale.

The Naeters had no money, but they had something better than money—experience and perseverance. They made an arrangement for the purchase of the plant on an installment basis and forthwith started the Daily Republican, with Fred Naeter as business manager, George Naeter as foreman and Harry Naeter as editor.

For a while it was up-hill work. The local merchants were disinclined to give the new paper their advertising on the ground that it would double their expenditure without bringing them a corresponding return. But at length they became impressed with the fact that the Republic was taking the lead in presenting the local news and was being read and talked about. Then they were willing to advertise occasionally.

Four years have passed since the Naeter brothers went to Cape Girardeau. To-day the Republican occupies a new \$17,500 building, just completed. The best newspaper building in southeastern Missouri; it has installed a new Duplex press, and has a daily circulation of 2,100 copies. The Weekly Republican has a circulation of 2,300. It has a well equipped job office that handles \$1,000 worth of job work every month. The entire plant represents a cash expenditure of \$43,500.

The unusual success of the Naeter brothers is due to hard work and enterprise. The Republican has correspondents in thirty towns, twenty-three of whom send in news letters every week. Once or twice a year the correspondents are brought to Cape Girardeau and en-

R. M. McClintock, business manager of the Daily News, Grand Junction, Colo., writes, under date of April 21, 1909:

"I have found your service of great benefit, especially in building up our want ad business."

Grand Junction is in the 5,000-population class of cities.

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



FIREPROOF BUILDING OF THE BINGHAMTON (N. Y.) PRESS, WHICH COST \$850,000.

tertained at the theatre or circus, and at dinner at the paper's expense.

A few months ago a popular voting contest was held, the winner of which received \$100 in gold. The highest number of ballots cast was 200,000. Many new subscribers were added to the list as the result of this contest.

BINGHAMTON PRESS.

Claims the Finest Building in New York State Outside of Metropolis.

The proprietors of the Binghamton (N. Y.) Press confidently assert that the home of the Press is the best constructed building in New York State outside of New York City. The total cost was \$850,000.

Excavating, preparatory to the erection of the building, was begun March 24, 1904. The building was completed about April 1, 1905. It is 50 by 152 feet in size, twelve stories high, besides a basement and sub-cellar. It is built with a steel frame, has hollow tile floors and the exterior is of brick and stone. Competent judges say that it is fireproof, or as near so as it is possible to construct any building. There is also an annex to the main building, size 48 by 48 ft., six stories high.

The Press building undoubtedly is one of the most complete and best equipped newspaper homes in the country, and far superior to many of the offices occupied by the best papers in the largest cities.

Fire Destroys Indiana Paper.

Fire destroyed the building occupied by the Pendleton (Ind.) Republican last week. The entire printing equipment of the paper was damaged beyond repair. The loss is partly covered by insurance.

OPPOSE "FUNNY PAGES."

Chicago Women Declare Comic Supplements' Influence Bad.

Declaring that comic supplements have a bad influence on children, the Nineteenth Century Club of Oak Park, Chicago, have begun a campaign to eliminate that supplement from the Sunday newspapers. It is asserted by many members that the pranks depicted in the funny pages have a bad influence on children inclined to be imitative.

One woman related that on returning home late one evening she discovered their dog running about the house with her husband's dress shirt, collar and cravat dangling from its back.

"DIXIE" CHANGES OWNERSHIP.

H. E. Harman, of Atlanta, Now Owns Three Trade Publications.

One of the most active trade paper publishers of the South during the past dozen years is H. E. Harman, of Atlanta, who has served as president of the Southern Trade Press Association for two full terms. He lately made two notable purchases of trade paper property.

For many years he had wanted to own the oldest trade paper in the South—"Dixie." Years ago he offered \$10,000 cash for the paper, but it could not be bought for that price. Mr. Harman bided his time. Last fall the publishers of Dixie, now known as The Dixie Woodworker, became involved in financial troubles and the paper came on the market. Mr. Harman recently closed a deal with the receiver by which he becomes the sole owner of the oldest and one of the best known trade publications in the South. He says that he will enlarge and improve "Dixie" and make of it a power in the industrial development of the South.

Mr. Harman completed the transaction for the purchase of Cotton Oil about a month ago. For years he has published the Cottonseed Oil Magazine in opposition to which Cotton Oil was started a year or two ago. It is stated, as a matter of interest, that he purchased Cotton Oil from the firm to whom he sold the well known paper "Cotton" two years ago for \$40,000.

Mr. Harman is also the sole owner of The Southern Architect. Atlanta is the home office of all three of his publications.

Newspaper Wins Libel Suit.

The suit of Murray Ellis for \$10,000 damages against the Star Publishing Company, publishers of the Evening Star, of Meridan, Miss., has been decided in favor of the defendants. Attorney Etheridge, representing the Star, proved to the satisfaction of the court that the article in question did not show libel on the face of it. The court gave peremptory instructions to find for the defendant.

Editor Collins Resigns Office.

William B. Collins, publisher of the Gloversville (N. Y.) Daily Leader, has resigned his position as cashier in the office of the State Treasurer at Albany. Mr. Collins will devote all of his time to his newspaper property.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

Newspaper. Date. Article.
ENGLISH MERCURIS. July 23, 1588. Defeat of the Spanish Armada.
WEEKLEY NEWES. January 31, 1606. Execution of Guy Fawkes and Followers.

INTELLIGENCER. January 29, 1648. Execution of Charles and Speech on Scaffold.

THE GAZETTE. Sept. 9, 1658. Death of Oliver Cromwell.

THE NEWES. July 6, 1665. The Great Plague.

THE LONDON GAZETTE. Sept. 10, 1666. The Great London Fire.

July 4, 1770. Transfer of the 13 States.

THE TIMES. January 26, 1793. Execution of Louis XVI. and Will.

July 3, 1797. Execution of Richard Parker for Mutiny.

Oct. 3, 1798. Nelson's Victory over French Fleet near Rosetta.

Sept. 28, 1798. Rebellion in Ireland.

Nov. 7, 1805. Account of the Battle of Trafalgar.

January 10, 1806. Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.

June 22, 1815. Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

Price, \$30,000. Address, Valuable, c/o THE EDITOR AND PUBLISHER CO.

NEWSPAPERS AND PRICES.

Interesting Compilation made by Publishers' Association.

The Committee on Paper of the American Newspaper Publishers Association has issued to the members an interesting pamphlet showing the price of each of 862 daily papers, with other statistics. The matter is summarized as follows:

Members will be interested in the following compilation which has been made of the retail local prices of week-day newspapers in various sections of the country. The totals are a surprise. They show that the two-cent papers are more numerous than the one-cent papers and that the five-cent papers have not been effaced. The totals follow:

One-cent papers	235
Two-cent papers	343
Three-cent papers	73
Five-cent papers	211—862

In many cities, the retail price for single copies of week-day newspapers is misleading, as there are comparatively few street sales—especially of morning issues. A rate by the week or month might make a better classification, but details such as the inclusion of Sunday issues would complicate the table and materially affect its value. A number of the papers in the three-cent and five-cent columns have a nominal price of three or five cents, but the bulk of their local sales to subscribers is on a two-cent basis.

The following table of newspaper prices by States shows that of the 862 papers reporting, there are only eight (8) one-cent papers south of Maryland, and eight (8) west of the Rockies, as follows:

SOUTH OF MARYLAND.

Mississippi	1
Tennessee	3
Virginia	3
Texas	1—8

WEST OF ROCKIES.

California	3
Oregon	1
Washington	4
Total	8

From the list of 862 newspapers, it appears there are no one-cent papers in 20 States, no two-cent papers in 9 States, no three-cent papers in 30 States, no five-cent papers in 18 States.

The Bangs Enterprise, a weekly newspaper published at Bangs, Tex., has suspended publication.

Are You Going to "Lock the Stable Door After the Horse is Stole"

Why put it off? Only 48 cents a week will guarantee you a weekly income of \$25 to \$50 for disability due to injury, and \$5,000 to \$10,000 in event of death, loss of sight, etc., by accident. Read this recent acknowledgment:

"Dear Mr. Koller:—
"I take advantage of this opportunity to thank you for the check for \$20 from the Travelers' Insurance Co., in payment for the injury to my thumb. I am more than pleased with the businesslike way this was handled—having been paid the same day claim was presented."

(Name on application)

Send for me to-day—before you are injured.

CHAS. W. KOLLER
32 UNION SQUARE

BIG AUTOPLATE BUSINESS.

President Wood Predicts Early Return of Prosperity.

As an indication of the revival of general business conditions, Henry A. Wise Wood, president of the Campbell Company, of New York, reports that the Autoplate business is extraordinarily active, and that he will doubtless have one of the best years since the Autoplate has been put upon the market.

Autoplate machines are now being built for the following papers: Seattle (Wash.) Evening Times, Newark (N. J.) Evening News, and The Evening Mail of New York City, which has also ordered an Autosaver.

Four Autoplates and two Autosavers are being built for the Chicago American, and one Autoplate and one Autosaver for the Toronto World. Two Autoplates and one Autosaver for the Boston American, and two Autoplates and one Autosaver for the San Francisco Examiner. Also one Autoplate and one Autosaver for the Boston Globe.

Mr. Wood also states that he has just completed and put upon the market a machine for finishing the plates made by hand boxes, to be used by offices which are not large enough to afford a Junior Autoplate machine. This consists of the Autosaver with a tail cutting attachment, and can finish hand box plates at the rate of five plates a minute. It is so arranged that when an office using it grows and installs a Junior Autoplate it can be instantly converted into an Autosaver to finish Junior plates, and back again for hand plates whenever needed.

BUSINESS OFFICE NOTES.

The publishers of the Kansas City (Mo.) Weekly Journal claim a quarter of a million circulation for the spring number issued April 29.

The Washing (D. C.) Post, aided by the merchants of that city, will inaugurate a series of shopping excursions, to be run from Baltimore beginning May 3. On the morning of that date fifty thousand copies of the Post, it is said, will be placed in the homes of Baltimoreans.

The Ithaca (N. Y.) News has placed an order for ninety tons of blank paper to be used within a year. The paper will fill five cars. The circulation of the News has steadily grown since the purchase of that paper by the Forest City Printing Company.

The sworn net average daily circulation of the Winnipeg (Manitoba) Free Press for March, 1909, after deducting all unsold, spoiled, left over, file, sample and returned copies was 39,901, an advance of 4,528 over March, 1908. Display advertising for March, 1909, showed a gain over March, 1908, of 282¾ columns, while the classified showed a gain of 125½ columns, a total increase of 408¼ columns.

Death of Wm. S. Quigley.

William S. Quigley, veteran ship news reporter and a member of the New York Evening Mail staff, dropped dead of apoplexy on the Staten Island ferryboat Richmond last week. He was forty-six years old. As a ship news reporter he had interviewed every man of consequence who had crossed the Atlantic in the last twenty years. He also reported all the international yacht races, beginning with 1885.

INLAND DAILIES ORGANIZE.

Publishers in Nebraska Third Class Cities To Improve News Service.

The leading publishers in the third class cities of Nebraska met at Grand Island last week and perfected an organization of the so-called country or inland dailies.

The purpose of the organization is for the improvement of the news service of each by more concerted and united action. The purchase of news print under one contract will also be taken up.

The papers represented were: Beatrice Express, by F. O. Edgecombe and H. W. Munson; Nebraska City Press, by J. B. Bonwell; Fremont Tribune, by Ross Hammond; Norfolk News, by W. H. Huse; Grand Island Independent, by A. F. Buechler; Kearney Hub, by M. A. Brown; Hastings Republican, by Adam Breede.

A. F. Edgecombe was elected chairman and A. F. Buechler secretary. Several committees were appointed.

An adjourned meeting will be held at Fremont in May, at the call of Chairman Edgecombe. Only such matters will be taken up as are common exclusively to the inland dailies and the organization will be auxiliary to, rather than separate from, the Nebraska Press Association.

SCOTT DECLINES POST.

Reported as Saying Usefulness of Paper Would be Impaired.

It is reported in Washington that Harvey W. Scott, editor of the Portland Oregonian, has declined the offer of the Ambassadorship to Mexico, on the ground that his acceptance would tend to impair the usefulness of his newspaper.

Mr. Scott is reported to have declared that if he should become so intimately connected with the Taft administration his paper could not be well in a position to criticize freely the acts of President Taft or any of his subordinates.

Big Mining Publication.

Editor T. A. Rickard and Business Manager Edgar Rickard, of the Mining and Scientific Press, of San Francisco, who are the proprietors of the publication, announce that they will begin The Mining Magazine, a monthly, in London next September. They say "this is not American invasion; it is an English annexation." Both men have an intimate acquaintance with mining and mining capitalists and experts in America and Australia. The London publication is designed to cover the whole geographical world of mining.

N. W. AYER & SON.

Celebrate Fortieth Anniversary with Big Dinner at Bellevue-Stratford.

N. W. Ayer & Son, of Philadelphia, one of the largest and best-known advertising agencies in the country, celebrated the fortieth anniversary of the founding of the firm, with a dinner at the Bellevue-Stratford in that city on last Saturday evening. More than 500 persons were present. Included in this number were 290 employees, the four members of the firm and many invited guests.

During the course of the dinner many speeches were made praising the energy of the four men at the head of the firm, and the importance of the advertising agency in the development of the business of the country.

The members of N. W. Ayer & Son are F. Wayland Ayer, Henry N. McKinney, Albert G. Bradford and Jarvis A. Wood.

A feature of the dinner was the distribution of bronze and silver medals suitably inscribed, to the guests and members of the firm and the presentation to E. C. Wayland of a silver loving cup by James H. Buchanan on behalf of the employees.

The firm of N. W. Ayer & Son was founded on April 1, 1869. George O. Wallace was its first employee. N. W. Ayer died in 1873, leaving his son in charge of the business, but Wallace soon was made a member and continued until his death in 1887. McKinney, Bradford and Wood became members before 1896.

The firm was started with an investment of \$250. In forty years it has paid to publications more than \$50,000,000.

BUSINESS STAFF NEWS.

Charles R. Woodward, of the advertising staff of the Woman's Home Companion, left this week for Chicago, where he will look after the interests of that publication for the next several weeks.

A. W. Schwartz has resigned as advertising manager of the Elizabeth (N. J.) Times, to accept a place with the Enterprise Coal & Supply Co. Mr. Schwartz is a member of City Council and State Legislature at Trenton and was lately elected to one of the chief offices of the fraternal order of Elks.

Plant of Marion (O.) Mirror Sold.

Receiver J. W. Jacoby has sold the plant of the Mirror Publishing Co. to H. R. Snyder, proprietor of the Pique (O.) Call and the Urbana (O.) Citizen. Snyder's bid was \$16,000, the only one received. The paper will continue as a Democratic daily and semi-weekly.

Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS

Results Count—Get the Best

OURS IS THE SYSTEM THAT GETS THE RESULTS AND LEAVES NO DISAGREEABLE AFTERMATH



WRITE FOR LIST OF OVER 100 CONTESTS WHICH WE HAVE CONDUCTED AND SOME NOW RUNNING

PUBLISHERS' CIRCULATION SERVICE CO.
122 East 25th Street, New York City

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

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

Entered at Second Class Mail Matter in the New York Post Office.

NEW YORK, SATURDAY, MAY 1, 1909.

AMAZING SUGGESTION THAT PAPER MAKERS BOYCOTT FRIENDS OF NORRIS.

The leading article in the last issue of The Paper Mill, organ of the paper makers, is signed by "Derb."

"Derb" may be an authority among the paper makers. We do not know. The pseudonym is an anagram, and ordinarily one dismisses anonymous writing, except it be shouldered by a responsible party other than the writer.

The Paper Mill knows who "Derb" is and assumes responsibility for his output. Presumably, influential paper makers, possibly the majority of the American Paper and Pulp Association, are in sympathy with "Derb." Otherwise, it is not likely that the manufacturers' organ would display his article on the front page under these headlines: "Derb' Makes a Suggestion to Paper Manufacturers—Will They Act on It?"

And "Derb" suggests that the paper makers boycott the publishers who last week voted for a resolution thanking John Norris for what he had done in behalf of the publishers, and coincidentally against certain paper makers!

The inanity of the mass of criticism directed by the paper makers against Mr. Norris is so striking that it makes of itself a sort of news feature. Like some literary and some dramatic productions, it is so bad that it arouses amazement and then it becomes "good," in the sense of entertainment.

So we reprint some of the Paper Mill's leading article, voicing the antipathy to John Norris, who is employed by the publishers to do just what he is doing:

"Now the serious question arises, What are the paper manufacturers of America going to do? Will they stand idle and allow this man to attack their moral character, as well as their pocket-books? Are they going to stand by and allow these millionaire publishers to ruin the industry of paper making which these manufacturers have spent their lives in trying to build up? There certainly should be some redress, and it is a poor rule that don't work both ways. Certainly the paper manufacturers are not a lot of slaves, who will stand idle and allow these publishers to attack them in the manner they have through this one-man power—not only attack their moral character, but take the bread and butter out of their mouths.

"The manufacturers of paper and pulp are honest men, doing an honest and legitimate business, and they are free and independent, and more so than the publishers of these daily papers, and why should they allow a continuance of these attacks upon them? Why not call a halt now? This is the time. Why not pass a resolution similar to the one that was

passed this week by these publishers at their meeting in the Waldorf. The following is one of the many resolutions they passed:

"The American Newspaper Publishers' Association will decline to hold any relations with the American Paper and Pulp Association, as an organization, until the resolutions adopted by that body on February 3, 1909, shall have been expunged from its records."

"After such a resolution as this, are the paper manufacturers of the United States going to continue to ship their product into the pressrooms of these publishers at a loss, as they are doing to-day? Are the manufacturers going to run their plants at a loss, wear out their machinery, which, it is fairly estimated now, that the wear and tear of a paper manufacturing plant is fully 15 per cent. to 20 per cent. a year? Are they going to wear out their machinery and consume their wood, which is increasing in value every day it stands in the forest, simply to furnish these millionaire publishers with their product cheaper than the cost of manufacturing, let alone a profit? Why don't they come out like men and pass a resolution that:

"We, the paper manufacturers of the United States, absolutely refuse to furnish a pound of white news paper to any publisher who is a member of that association," and then let them get paper wherever they can.

"As I said before, now is the time to strike, and strike hard and fast. If you don't, the public will believe what this man says about you.

"John Norris, backed by the publishers of large daily newspapers, is pursuing every course in his endeavors to prejudice the Representatives and Senators at Washington against the paper manufacturers simply to get the duty off paper, so the publishers can get cheap white paper into their pressrooms from Canada, where they manufacture, at the most, about 400 tons of news daily, and after they have supplied their own consumption in the Dominion, how much paper is left for these millionaire publishers in the States?"

"Now is the time for the paper manufacturers to stand up and take notice. Notify the publishers who voted on that resolution thanking Norris for assailing the character and integrity of the paper manufacturers to apologize individually or buy their paper elsewhere.

"Yours truly, DERB."

A CORRECT DECISION.

The decision upon the part of the management of the World-Herald, Omaha, Nebraska, that the rate charged for space in the World-Herald must be the same per inch to all advertisers, and that no inside rate will be made to large advertisers, is correct, and not only in keeping with good business principles, but the best welfare of the paper, even though a few of the larger patrons suspend their advertisements for a time.

We are decidedly of the opinion

that the business of a newspaper is on a more substantial basis when its columns are filled with the advertisements of many small advertisers instead of a few larger ones.

WESTERN N. Y. PUBLISHERS.

Hold Annual Meeting in Rochester and Elect Officers.

The Western New York Newspaper Publishers' Association met in Rochester last week.

Among the topics discussed were: "Advance Subscriptions," "Running Our Own Business," "Modern Business Methods," "Job Printing Prices," etc. New officers were elected: President, Will O. Greene, Monroe County Mail, Fairport; secretary and treasurer, Floyd B. Miner, Herald, Fairport.

Will Start Paper at Gary, Ind.

Thomas E. Knotts, president of the Gary, Ind., town board, has announced that within a short time he will begin the publication of a Democratic paper to be the official organ of the party in the northern end of Indiana and probably of himself in his campaign next fall for Mayor of Gary. The election will make Gary a city, and Mr. Knotts wants to be its first Mayor.

Promotion of W. H. Wilson.

William H. Wilson has been appointed Western advertising representative for the New York American, San Francisco Examiner and Los Angeles Examiner with offices at 1409 Security Building, Chicago. The office will represent these papers in the Western field. Mr. Wilson succeeds Russell R. Whitman, who has been appointed publisher of the Boston American.

Delegates Bound for London.

The steamer Marama of the Canadian Australian line, due at Victoria, B. C., May 4 from Australia, has on board nearly thirty Australian and New Zealand newspaper editors and proprietors, who are delegates to the Imperial Press Conference, which meets June 5 in London.

Michigan Editor Assaulted.

O. C. Schmidt, editor of the South Haven (Mich.) Citizens Advocate, and E. S. Rauworth, a local merchant, came to blows as the result of an editorial appearing in the Advocate. The encounter, which took place in a cigar store, resulted in a black eye and a dislocated nose for Editor Schmidt.

Editor Harden Fined \$150.

Maximilian Harden of "Round Table" fame and editor of the Berlin Die Zukunft has been fined \$150 on the charge of having libeled General Count Kuno Von Moltke in connection with the Prince Zu Eulenberg affair in 1907.

New Daily in Pennsylvania.

Announcement has been made that the Butler (Pa.) Morning Citizen will be launched from the Weekly Citizen office May 1st. A number of business men are behind the project.

Placed in Receiver's Hands.

The Westmoreland Printing & Publishing Company, a corporation of Greensburg, Pa., publishing the Greensburg Star and the Weekly Clipper, has been placed in the hands of a receiver.

OBITUARY.

John Edward Quinn, employed for many years by New York newspapers, died at Saranac Lake, N. Y., of tuberculosis. He was twenty-nine years old.

I. H. Cook, editor of the Putnam (Ill.) Record, is dead of pneumonia. He was seventy-three years old.

Julien Shoemaker, a director of the J. B. Lippincott Company, publishers, died at his home in Philadelphia last week.

John W. Hamilton, brother of "Tody" Hamilton, and at one time assistant editor on the New York Herald and founder of the San Francisco Herald, died in Stamford, Conn. He was born in New York in 1850.

C. W. Stoddard, newspaper man, actor, professor and author of many books, died at Monterey, Cal. He was sixty-five years old. For many years he was a member of the staff of the San Francisco Chronicle and toured the world for that publication. His stories of travel were widely read.

John H. McCone, the veteran blind newspaper man of Maine, died at the home of his cousin, Mrs. M. L. Mosher, in Waterville, after a long illness resulting from kidney trouble. He was born in Portland in 1860. Although blind for twelve years he was one of Maine's brightest newspaper men. Of late years he was correspondent for the Associated Press, the Boston Daily Globe and the Bangor Daily News, writing occasional stories for other papers.

Col. Bartlett, for twenty-eight years the counsel of The Sun Printing and Publishing Association and for many years its secretary, died last week at his home, No. 26 West Twentieth street, New York. He was sixty-one years old.

Ambrose L. Jackson, magazine writer and illustrator, died last week at his home in this city. Death resulted from tuberculosis from which he had long been a sufferer. He was sixty-nine years old.

Henry D. Macdona, newspaper correspondent and lawyer, died at his home in Scarsdale, N. Y., of pneumonia. He was fifty-five years old.

Harry Ferguson, editor of the West Lafayette (O.) Indicator, whose quaint sayings have been widely copied, died at his home last week from hemorrhage of the brain.

Twentieth Anniversary Edition.

The Oklahoma City Daily Oklahoman issued on April 22 a Twentieth Anniversary Edition celebrating the opening to settlement of Oklahoma Territory in April 1889. The issue consisted of 108 pages profusely illustrated with half tone engravings and contained a total of 477½ columns of advertising. Forty-three columns, it is said, were refused on the last day on account of lack of space. The publishers say that more than 50,000 copies were printed and that the entire edition was exhausted by noon the following day and orders for hundreds of additional copies have since been refused. There were nine solid pages of classified advertising.

Woman Edits Democratic Paper.

The local Democratic paper of Columbus Junction, La., is edited and managed by a woman. She does it with great success, and her name is Mrs. O. S. Jameson.

PERSONAL.

Claude N. Bennett, the well known Washington newspaper man, delivered an interesting talk on the Panama Canal, at the Columbia Theater in that city last week.

John H. McGarry, of Alexander, N. D., and editor of the McKenzie County Chronicle, has been married to Miss Ada K. McMenamy, of Thompson, N. D.

R. E. Forbes, editor of the New Rochelle (N. Y.) Paragraph, was one of a box party at Daly's Theatre in this city last week.

Chas. H. Keeler, the founder and for many years the publisher of the Tioga County (N. Y.) Record, was married in Chicago to Miss Mary L. Brink.

John O. K. Robarts, editor of The Phoenixville (Pa.) Messenger, who has been seriously ill for some time, is making rapid improvement.

Francis Trevelyan Miller, of Hartford, Conn., editor of the Connecticut Magazine and founder and editor of the Journal of American History, has been appointed to the chair of historical literature on the faculty of the Oriental University.

Lewis B. Parker, former Roanoke, Va., newspaper man, is rapidly attaining fame in the federal secret service.

A. I. Harlow, city editor of the News Herald, of Joplin, Mo., has resigned his position on account of ill health, and in company with his wife will spend the summer camping in the Ozarks.

Hugh Augustus Merrill, of the Kennebec (Me.) Journal staff, has been married to Miss Nellie Mae Balano, of Tenants Harbor, Me.

Gen. J. B. Stanley, editor of the Greenville (Ala.) Advocate, was in Bessemer, Ala., last week attending a meeting of officials of the Knights and Ladies of Honor.

Editor John Fields, of the Oklahoma Farm Journal, has contributed to the Historical Society in Oklahoma City a valuable collection of works on agriculture.

M. J. Lynch, editor of the Midland (Tex.) Examiner, was in Dallas last week purchasing machinery and supplies to re-equip his plant, which was destroyed by fire on April 8.

Colonel Blethen in New York.

Colonel A. J. Blethen, of Seattle, Wash., with his wife and three daughters, spent several days at the St. Regis Hotel, New York, last week, while the A. N. P. A. convention was in session. Colonel Blethen is the owner of the Seattle Times, one of the most prosperous publications in the United States. He left for his home in Seattle last Monday.

Editor Now a Benedict.

Samuel D. Palmer, editor of the Ogdensburg (N. Y.) Journal, and Miss Winnifred Brown of that city were married last week at the home of the bride's parents. More than forty guests were present at the ceremony, which was performed by the Rev. W. C. MacIntyre.

E. E. Neal, publisher of the Westfield (Ind.) News, has sold out to Daniel Freeman.

CLUBS AND ASSOCIATIONS.

Charles Lowry was the unanimous choice for president of the Elgin (Ill.) Press Club, at its annual business meeting and election of officers. The organization is planning to expand, and various methods of how to broaden the membership clause of the constitution were discussed. The matter will be acted upon at the next regular meeting, May 8. The other members of the organization honored with office are: Vice president, Colvin W. Brown; secretary and treasurer, Miss Lillian I. Johnson. Board of directors—B. A. Pratt, chairman; Dr. R. C. Brophy, Lee B. Judson, Bertram Yarwood and Franklin Sorn.

Members of the Alabama Press Association have received the program for the annual meeting, which will be held in Dothan on June 16 and 17. A particular feature of the session will be an address by C. P. T. Mooney, of Memphis, managing editor of the Memphis Commercial Appeal.

Secretary Hodges, of the Arkansas Press Association, has issued a circular letter to the members, requesting all who desire to attend the thirty-seventh annual meeting of the association at Fort Smith, May 11, to notify him at once that transportation may be arranged. Mr. Hodges expects the attendance will be at least seventy-five.

An unusually strong program has been prepared for the annual meeting of the Mississippi Press Association which will be held in Vicksburg commencing May 18.

Douglas will be the place of meeting of the Georgia Weekly Press Association. The meeting is scheduled for July 13 and 14. Douglas is already preparing for the visitors, and a number of social features have been planned, among them a \$5,000 chaletauqua. After the meeting, the delegates will have an outing. This year a trip will probably be made to Cuba.

Twelve former presidents of the Press Club attended the "President" social gathering Saturday evening. A cable was read from Consul W. A. Rublee, stationed at Vienna, and a letter from Consul F. B. Keene, of Geneva, both former executives of the club. James Langland, the first president, came from Chicago and he related the club's inception in 1885. O. E. Remy, the present head of the club, presided.

The Southern California Press Association has decided to hold its annual meeting at Tahoe early in June, and preparations are now under way for the entertainment of the guests.

Secretary Paul Edwards, of the Dallas Press Club, has issued notices of the May meeting of the club, to be held Monday, May 3, in the assembly room at the Southland Hotel. There is to be a business meeting preceding the dinner and gridiron session. The entertainment committee announces that it has prepared a program of "distinct, scintillant and effervescent novelty."

Editor Williams Appointed Appraiser.

Edward T. Williams, formerly editor of the Niagara Falls Cataract-Journal, has been appointed appraiser on the New York City Catskill Mountain water supply system.

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

OVER TWENTY YEARS

On one paper, city, 125,000; editorial writer; paragrapher; satirical verses (magazine references); city and telegraph desks; condensing specialty; headlining; literary reviews; practical musical critic; expert proofreader, technical or law terms; up on sports; university graduate; read French; typist, references; samples if desired. Address ALL-ROUND, care EDITOR AND PUBLISHER.

CAPABLE BUSINESS

and advertising manager wants to get back into smaller field. Now on metropolitan Eastern paper. A record on both circulation and advertising, with executive ability and thorough knowledge of the newspaper business. I can increase your business. Address B. and A., care EDITOR AND PUBLISHER.

HELP WANTED.

AN ENGLISH MANUFACTURING

Firm of Leather Cloth, a superior substitute for Bookbinders' Cloth, at similar price, is prepared to appoint American Agents, established connection essential. Address Manufacturer, c/o 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.

THE BUFFALO EVENING NEWS

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

WISCONSIN

The Evening Wisconsin.

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

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

Brings best results for the money expended of any other paper on the Pacific Coast.

Issued Daily and Sunday. Classified ads. 10 cents daily, 15 cents Sunday a line each insertion. Minimum 25c.

MISCELLANEOUS.

FRANK S. ADAMS CONTEST CO.

MANAGERS OF PRIZE AND TRIP VOTING

CONTEST FOR INCREASING

NEWSPAPER

CIRCULATION.

Successful record east, west and south.

Best of References. Write or Wire,

Permanent Address,

72 WASHINGTON ST., ATLANTA, GA.

NOTICE TO STOCKHOLDERS.

The Annual Meeting of the stockholders of THE EDITOR AND PUBLISHER Co. will be held at the office of the Company, 13-21 Park Row, New York City, on Wednesday, May

12, 1909, at 11 o'clock for the election of one director to serve for three years, and two inspectors of election to serve for one year, and such other business as may properly come before the meeting.

J. B. Shale, President,
George P. Leffler, Secretary.

WANTED—FIRST-CLASS

Comic Stuff; short—not over 250 to 300 words—shorter preferred. Will pay good price for acceptances. Address A. H. Pleasants, 215 W. Lexington St., Baltimore, Md.

LEAGUE BALL RESULTS FOR

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

Rapidly Growing

Pennsylvania daily without competition in excellent small field. Volume of business now over \$9,500.00. Will probably reach \$15,000.00 within a relatively short time. Can now be bought for \$8,000.00; \$5,000.00 cash; balance deferred in such manner as will allow it to be paid out of the income from the property. An opportunity to double value of a property in a few years. Proposition No. 475.

C. M. PALMER

Newspaper Broker
277 Broadway NEW YORK

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

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

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.
NEW YORK

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 F circulars, illustrated, about How to Print our Multi-color Plates. The selection of proper screens for Half-tones.

Daily News Service Illustrated

News by Mail—600 Words Daily—

With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clin't Times Star. Detroit Free Press, etc. TRIAL FREE.

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

THE INTERNATIONAL SYNDICATE

Established 1899.

Nine Dailey Services

BALTIMORE, MD.

THE LOVEJOY CO., Established 1853.

ELECTROTYPERS

and Manufacturers of Electrotype Machinery.
444-446 Pearl Street NEW YORK

WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

LET ME REPRESENT YOU

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

George F. Baright, of the Prudential Insurance Co., Newark, N. J., is placing large space in the smaller city dailies in the West.

Walter L. Houghton, advertising agent, Newark, N. J., will shortly place orders in newspapers for the Van Orden Corset Company in cities where they have goods on sale.

The A. W. Erickson Agency, Duane street, New York, is sending out orders generally for the advertising of William Peterman, Peterman's Roach Food.

Otto J. Koch, Milwaukee, is placing 10,000 lines in Pacific Coast papers for the advertising of the F. F. Adams Tobacco Co., Peerless Tobacco, St. Paul.

Herbert Kaufman & Handy, Chicago, are placing 5,000 lines in Western papers for the advertising of I. Lewis.

H. W. Kastor & Sons, St. Louis, are making new contracts in Southern papers for 3,000 lines for the advertising of the Restoral Chemical Co.

The Wyckoff Agency, Buffalo, is placing 10,000 lines in the South and West for the advertising of Menter & Rosenbloom, clothing, Rochester, N. Y.

The D'Arcy Agency, St. Louis, is placing 5,000 lines in Southern papers for the advertising of A. H. Lewis.

The H. E. Lesan Agency, Fifth avenue, New York, is placing new contracts for 5,000 lines for the advertising of the New York Central Lines in Western papers.

Will H. Dilg, advertising agent, Chicago, is placing 10,000 lines in the Southwest for the advertising of the Sunny Brook Distillery Company, Louisville, Ky.

The Wyckoff Agency, Buffalo, is placing 300 inches in the Southwest for the advertising of the Dr. Leonhardt Company, Niagara Falls.

The Golden Gate Advertising Agency, San Francisco, is making 10,000 line contracts in Western papers for the advertising of the California Fig Syrup Company.

The Morse Agency, Detroit, is adding new papers to the list and making 1,000 inch contracts in the Southwest for the advertising of the Herpicide Company.

The Jacques Manufacturing Company, K. C. Baking Powder, Kansas City, is making 1,000 inch contracts in Western papers direct.

Prescription Products Company, Dayton, O., is placing 5,000 lines in Southern and Western papers through the Robert Blackburn Agency, same city.

J. Kayser, Kayser's Glove, New York, is adding new papers to the list and placing 1,000 lines in Western papers through Lord & Thomas, New York.

Biggs, Young, Shone & Co., 7 West Twenty-second street, New York, are placing new contracts for the Pepsi-Cola Company, Pepsi-Cola, New Bern, N. C.

Erlanger Bros., Worth and Church streets, New York, are placing 5,000 lines in Pacific Coast papers for the advertising of B. V. D. Underwear, through Sherman & Bryan, New York.

The Jaros Company, 132 Nassau street, New York, is placing 3,000 lines in New England papers for the advertising of the Charles Brown Paint Company.

Frank Kiernan, 156 Broadway, New York, is placing the advertising of George Callahan & Co., Olive Oil, New York.

M. P. Gould, 31 East Twenty-second street, New York, is placing orders for the advertising of the By-lo Company, Talcum Powder.

M. B. Wilson, 2222 Broadway, New York, is making new contracts for 10,000 lines for the advertising of Madam Yale.

Andr ws & Coupe, 135 William street, New York, is using the larger city dailies for the advertising of L. & C. Hardtmuth, Kohinor pencils, 34 West Twenty-third street, New York.

Nelson, Chesman & Co., Chattanooga office, is placing five inches, two times a week for sixteen times for Charles Arey, Old Arey Corn Whiskey, Chattanooga.

Whit K. Cochrane Advertising Agency, Chicago, is placing 1,000 inches in Pacific Coast papers for the advertising of Alfred Decker & Cohn, Society Brand Clothes, Chicago.

The Hicks Newspaper Advertising Agency, 132 Nassau street, New York, is using Southern papers for the advertising of Waldeyer & Betz, Swedish Hair Powder, 170 Fifth avenue, N. Y.

H. W. Kastor & Sons, St. Louis, is placing 400 inches in the larger cities for the advertising of Freedman-Shelby Shoe Company, All Leather Shoe, St. Louis.

Lord & Thomas, Chicago, are placing nine lines twenty-six times in Sunday papers in the central West for the advertising of the J. P. Allen Medicine Company, Niagara Falls, N. Y.

Frank Seaman, 41 West Thirty-third street, New York, is making contracts generally for Curtis Bros. Company, Blue Label Tomato Cat-sup, Rochester, N. Y.

The J. Walter Thompson Company, East Twenty-third street, New York, is placing 1,000 inches in Southern papers for the advertising of the Globe Soap Company, Cincinnati.

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.		WEST VIRGINIA.	
ADVERTISER	Montgomery	GAZETTE	Charleston
ITEM	Mobite	WISCONSIN.	
CALIFORNIA.		EVENING WISCONSIN	
BULLETIN	San Francisco	Milwaukee	
EXAMINER	San Francisco	Becomes Manager of Contest Co.	
FLORIDA.		Frank Hicks, who has been in charge of the circulation department of the Binghamton (N. Y.) Republican for some time, has been made manager of the United Contest Company, a syndicate promoting newspaper circulation by means of voting contests. Mr. Hicks is now conducting a contest for the Springfield (O.) Morning Times.	
METROPOLIS	Jacksonville	Signs Advertising Bill.	
GEORGIA.		Governor Fort, of New Jersey, has signed the Olwell bill increasing the rate to be paid newspapers for legal advertising. The rate is 10 cents a line for the first insertion and eight cents a line for each subsequent insertion in cities and counties of the first and second class. In other cities and counties the rate is made five cents a line.	
CHRONICLE	Augusta	The Grand Cane (La.) Item building will be torn down and a new one erected.	
LEDGER	Columbus		
ILLINOIS.			
HERALD	Joliet		
JOURNAL	Peoria		
IOWA.			
CAPITAL	Des Moines		
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) ..	New York		
RECORD	Troy		
NORTH CAROLINA.			
NEWS	Charlotte		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
OHIO.			
REGISTER	Sandusky		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	New Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		
TEXAS.			
CHRONICLE	Houston		
RECORD	Fert Worth		
LIGHT	San Antonio		
WASHINGTON.			
TIMES	Seattle		

The Topeka Daily Capital

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

30,000

reaching every postoffice in the State, every day in the year. The Capital is absolutely supreme in its home city and in its state.

ARTHUR CAPPER
PUBLISHER
Topeka, Kansas

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453
Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine
Circulation 100,000 COPIES - Guaranteed Every Month. Flat rate 40 cents a line.
HENRY RIDDER, Publisher,
5 Barclay Street, New York.

The New Orleans Item
Largest Total Circulation by Thousands
Greater City Circulation Than Any Two Combined
SMITH & BUDD
FOREIGN ADVERTISING REPRESENTATIVES
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

THE DAILY NEWSPAPER CLUB.

Succeeds the Daily Club at Reorganization of Latter Effected Last Week.

At the annual meeting of The Daily Club at the Waldorf Astoria last Friday a complete reorganization was effected under the name of The Daily Newspaper Club, and the following named officers were elected: President, Louis Wiley; vice-president, C. C. Rosewater; treasurer, Bernard Ridder.

The following were elected members of the Executive Committee to act with the three officers in that capacity: H. M. Parker, George F. Oliver, O. R. Johnson, J. Whit Heron.

A guarantee fund was raised, and the organization will undertake an effective and comprehensive plan in the interest of an increase of newspaper advertising. Experienced men will be engaged in this work of education, which will extend throughout the country. The plan is a very ambitious one, and will have a marked effect on advertising generally.

The membership of the club includes the following named newspapers:

Albany Journal, Atlanta Journal, Boston Globe, Brooklyn Eagle, Brooklyn Times, Chicago Daily News, Chicago Record-Herald, Chicago Tribune, Cleveland Leader, Cleveland News, Cleveland Plain Dealer, Des Moines Capital, Des Moines Register and Leader, Houston Post, Indianapolis News, Jersey City Journal, Kansas City Star, Louisville Herald, Lowell Courier-Citizen, Minneapolis Tribune, Montgomery Advertiser, New Bedford Standard, New York Evening Post, New York Journal of Commerce, New York Staats-Zeitung, New York Times, Oakland Enquirer, Oil City Derrick, Omaha Bee, Ottawa (Can.) Evening Citizen, Pittsburg Gazette-Times, Pittsburg Chronicle Telegraph, Portland (Ore.) Journal, Reading, (Pa.) Eagle, Richmond Times-Dispatch, San Francisco Call, St. Joseph News-Press, St. Paul Dispatch, St. Paul Pioneer Press, Seattle Post-Intelligencer, Springfield Republican, Springfield Union, Springfield (Ill.) Register, Spokane Spokesman Review, Terre Haute Tribune, Toronto Globe, Troy Record, Washington Star, Trenton Times.

The following were appointed members of a permanent financial and membership committee: Lafayette Young, Jr., O. R. Johnson, F. P. Glass, George F. Oliver, J. Whit Heron. Among those in attendance were:

C. D. Atkinson, Atlanta Journal; Walter M. Dear, Jersey City Journal; Tams Bixby, St. Paul Pioneer Press; John H. Fahey, Chicago Tribune; O. R. Johnson, Indianapolis News; Frank B. Noyes, Chicago Record-Herald; J. Whit Herron, Washington, (D. C.) Star; E. G. Martin, Brooklyn Eagle; Geo. F. Oliver, Pittsburg Gazette-Times; H. M. Parker, Chicago Tribune; David B. Plum, Troy (N. Y.) Record; W. J. Pattison, New York Evening Post; John D. Plummer, Springfield Union, Springfield, Mass.; C. C. Rosewater, Omaha Bee; Lafayette Young, Jr., Des Moines Capital; James A. Sperry, Brooklyn Times; Louis Wiley, The New York Times; F. P. Sawyer, Seattle Post-Intelligencer; H. L. Rodgers, Chicago Daily News; F. P. Glass, Montgomery (Ala.) Advertiser.

Abdul Hamid blames newspapers.

APRIL MEETING OF T. P. A.

Devoted to Discussion of Trade Paper Copy and Election of Officers.

The April meeting of the Technical Publicity Association, which was held April 8th, at headquarters, 14 Gramercy Park, New York, marked the fourth year of its existence.

This being the annual meeting of the association, reports were read by the officers and chairmen of the various committees.

The reports of the secretary and treasurer indicated that the association is in a most healthful condition, both physically and financially. Not only is the membership larger than ever before, but it is constantly increasing. The association now numbers among its members, the advertising men connected with the largest concerns in the United States manufacturing machinery and allied products.

The election of officers for the ensuing year resulted in but few changes. The following members were elected:

President, C. S. Redfield; 1st vice president, C. N. Manfred; 2nd vice president, O. C. Harn; secretary, H. H. Kress; treasurer, H. N. Davis. Two additional members of Executive Committee and directors, Rodman Gilder, C. W. Beaver.

The subject of the meeting was "Trade Paper Copy," and a number of advertisements of the various members clipped from trade papers, were projected on a screen by means of a stereopticon, and were then criticized by the various speakers. Walter B. Snow, Publicity Engineer, Boston, on "The Text Matter"; Fred L. Dion, of the Willett's Press, New York, on "Typography"; George Leland Hunter, New York, on "Balance and Proportion in Display." Prizes of beautifully gold mounted fountain pens were presented for the advertisements considered best as to text, typography and illustrations.

Among others who contributed to the interesting topic of the evening were George French, editor of Profitable Advertising, and St. Elmo Lewis, Advertising Manager Burroughs Adding Machine Co., Detroit, Mich.

Notice of Dissolution Filed.

Notice of the dissolution of the Vorwaerts Publishing Company of Milwaukee has been filed in Madison. Hitherto the two papers, the Social Democratic Herald and Vorwaerts, have been published by the Social Democratic Publishing Company. This practically has been one company with two names and has caused extra trouble and expense in the bookkeeping department. To do away with this, the name Vorwaerts Publishing Company has been changed to Social Democratic Publishing Company.

Denies Contemplated Sale.

C. H. May, proprietor of the Peoria (Ill.) Herald Transcript, denies that he contemplated disposing of the property, as has been rumored from time to time. Mr. May has been ill for some time, and that, it is thought, gave rise to the report.

Indiana Paper Suspends.

The Journal, an afternoon daily which began publication in Mishawaka, Ind., Nov. 16, 1908, has suspended. This is the second daily venture in that city which has proven a failure.

NEW PUBLICATIONS.

The first edition of the Aberdeen (S. D.) Democrat has made its appearance. Granville Jones is the editor and J. T. Kelly, business manager.

Industrial Engineering is the title of a new publication, the editorial and business office of which are in Pittsburg, Pa. Robert T. Hurston Kent is managing editor.

A new weekly paper has been established at Berry, Ky. It is called the Berry Citizen and Ezra D. Sargent is editor and proprietor.

The Montague (Cal.) Messenger, edited and published by Judge Chambers, has made its initial appearance.

The first issue of the Hamburg (Ark.) Courier made its appearance a week ago. M. Phillips is the publisher.

Nacogdoches, Tex., will have a new daily in the near future. It will be printed in the office of the Redland Herald.

The Dilley (Tex.) Atmosphere will make its appearance May 1. Mrs. Lankford is the publisher.

A new daily will be launched in Pasco, Wash., about May 1. It will be published by the Herald Publishing Company. Seth Maxwell, former managing editor of the Walla Walla (Wash.) Statesman, has been engaged as manager.

\$200⁰⁰

To Be Given Away

to some printer for a diagram showing the best possible arrangement of a printing plant. A large firm of printers is erecting a new building for its own use and desiring to arrange its equipment to the best advantage, offers a prize of \$200 for the best suggestion. The plant is to occupy but one floor. The contest opens April 1 and closes April 30. To get full information send 20c for the April number of THE AMERICAN PRINTER. None free. Particulars of the contest will appear in May and announcement of the award will be made in June number. The three will be sent for 50c. THE AMERICAN PRINTER is a beautifully illustrated monthly magazine for all those engaged in the printing and allied trades. None should be without it.

OSWALD PUBLISHING COMPANY

25 City Hall Place New York

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 St. N.Y. Tel. 4200-4 Bookman

INCORPORATIONS.

Emerson Home Co., New York; printing and publishing; capital, \$150,000. Incorporators: Delmer E. Craft and Henry H. Damon, Roxbury, Mass.; Frank C. Damon, No. 18a East 34th street, New York.

The South Jersey Publishing Co.; objects, to publish a newspaper known as the Camden County News and to carry on a general printing business, capital, \$50,000. Incorporators, J. J. Harper, E. J. Forhan, H. M. Browne.

Hurd Publishing Co., Buffalo; printing and publishing; capital, \$20,000. Incorporators: Charles W. Goodyear, Walter P. Cooke, Buffalo; D. Hamilton Hurd, New York.

Elmhurst Press, Elmhurst, Ill.; printing and publishing, capital, \$2,500. Incorporators: F. W. M. Hammerschmidt, Herbert Johnson, Alben F. Bates.

The Snitzler Advertising Co., Chicago, is making 350-inch contracts in Eastern papers for the advertising of the H. S. Peterson Co., Chicago.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News. Annual Subscription (52 issues), post free, \$3.00. The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shuldenewnd & Co., Chicago.
"Very popular publication."—Challenge Machinery Company, Chicago.
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linness, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.
Rates on application to ALBERT O'DONOGHUE, 317 W. 124th St., New York.
Send for sample copy.

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

Send To-day for the List of Users of "THE KOHLER SYSTEM"
We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.
Kohler Brothers, 277 Dearborn St., CHICAGO
LONDON: 58 Ludgate Hill, E. C.
NEW YORK: No. 1 Madison Ave.

GETTING BETTER ALL THE TIME

That is the judgment of publishers who watch the onward and upward progress of

THE HEARST NEWS SERVICE

We turn our searchlight on every possible source of news. Our reports are **FIRST IN PROMPTNESS, FIRST IN ACCURACY, FIRST IN INTEREST AND READABILITY.** And they are rigidly impartial.

ALL THE NEWS WITHOUT FEAR OR FAVOR

is the daily and nightly rule of this **TWENTY-FOUR HOUR SERVICE.**

The sun never sets on the activity and vigilance of our correspondents.

If you want a full leased wire or pony report, or special reports for both morning and evening papers, let us know. To keep up your end in the everlasting struggle for circulation, reputation and influence, you cannot afford to do without our aid.

For details, rates, etc., address

THE HEARST NEWS SERVICE

THE TWENTY-FOUR HOUR SERVICE

200 William Street, New York

