

0161 71 3P

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 9, No. 50

NEW YORK, JUNE 14, 1910

5 CENTS A COPY

AERO DEVELOPMENT

GREAT NEWSPAPERS TAKING CHARGE OF THE MOVEMENT IN AMERICA.

New York, Chicago and Philadelphia Newspapers Lead with Prizes—Aviator Hamilton Declares That the Intercity Flights Planned by Newspapers Will Solve the Chief Problems of Aeronautics.

The people of the United States are just now digesting the startling fact that the newspapers, as going business concerns as well as publicity mediums, have practically taken charge of the movement to develop and test flying machines in America.

On the same day last week two great prizes for aviators were announced in print by four big newspapers.

The New York World and the St. Louis Post-Dispatch offered, on behalf of the two organizations, owned by Joseph Pulitzer, a prize of \$30,000 for a flight between New York and St. Louis.

The New York Times and the Chicago Evening Post offered a prize of \$25,000 to the aviator who will first make the aero trip between the localities in which these two papers are published.

Last Sunday the Times, in conjunction with the Philadelphia Public Ledger, sprang a surprise in the announcement that Charles K. Hamilton, the noted aviator, would fly from New York to Philadelphia and return on Saturday, June 11. The adventure was planned and superintended under the auspices of the Times and the Public Ledger.

Mr. Hamilton was quoted as follows in the Times of last Monday:

"It is through the medium of such intercity flights as this one arranged by the New York Times and the Public Ledger that the great problems in aerodynamics, which still remain to perplex us, may be solved. But more than the intricacies of those problems will be made an open book sooner or later by these cross-country tests.

"Just as the great automobile road races developed gasoline engines of greater power and less weight than would have been possible had not these contests taught the manufacturers many lessons, so the race between Chicago and New York for \$25,000 given by the New York Times and the Chicago Evening Post will help us to perfect an aeroplane engine. Even as the great ocean-going motor boat races have helped to produce a finely balanced marine gasoline engine, so will the New York-Philadelphia-New York trip of next Saturday teach us valuable lessons with regard to light engines that shall be absolutely dependable for heavier-than-air machine work."

Dr. Thomas E. Eldridge, president of the Philadelphia Aeronautical Recreation Society, in a letter to the

(Continued on page 4.)



REV. DR. CHRISTIAN F. REISNER,

PASTOR OF GRACE METHODIST EPISCOPAL CHURCH OF NEW YORK, WHO BELIEVES IN APPLYING ADVERTISING METHODS TO RELIGION.

CHURCH PUBLICITY

NEW YORK DIVINE APPLIES ADVERTISING METHODS TO RELIGION.

Dr. Reisner Believes That the Non-Church-Goer Can Be Effectively Reached by Advertising—Uses All Forms of Publicity, Including Newspapers—Has Achieved Big Results—Was Formerly Newspaper Man.

"The Church must be talked about the same as Ivory Soap," declares the Rev. Dr. Christian F. Reisner, pastor of Grace Methodist Episcopal Church of New York. Dr. Reisner believes in applying advertising methods to religion. That his belief is justified is shown in the results achieved.

Dr. Reisner used to be a newspaper man and graduated from the city desk of the Atchison (Kan.) Champion into the ministry. He removed to New York early in May this year from Denver, where for a number of years he was pastor of Grace Methodist Church and where by his advertising methods he succeeded in building up the church membership from 225 to more than 1,000. Dr. Reisner believes in all forms of publicity. He now has in course of construction a large electric sign to be placed upon the front the church. He also plans to use the newspapers.

On Friday and Saturday of last week Dr. Reisner placed the following advertisement in the "Blue List" of the New York Evening Mail:

400 MEN WANTED AT GRACE METHODIST

A Home-like Church, 104th street, west of Columbus, to hear "Are New York Men Religious?" by Dr. Reisner at the Happy Sunday evening, June 5. Center of church reserved for men. Cheering singing. "Wear a button."

In spite of the night, one of the stormiest New York has experienced for some time, more than two hundred men responded. As a rule, more men than women always attend Dr. Reisner's Sunday evening service. He attributes this largely to advertising.

"A minister," said Dr. Reisner to a representative of THE EDITOR AND PUBLISHER, "has no more right to preach to empty seats, if capital has been invested, than has a grocery store with well stocked shelves to make no effort to secure business.

"Men are generally religious. They have a religious spark that only needs kindling. Every man will respond to the right appeal. I believe they can be reached effectively by advertising.

"Even political campaigns that are run on righteous lines must have publicity in order to be successful. But the Church, like other organizations and concerns that advertise, must be prepared to deliver the goods.

"Few churches know how to advertise. Most church money is wasted."

Dr. Reisner has long made a study of advertising and advertising methods and has a complete working library on the subject. He is the

HARRY N. RICKEY

Scheduled for Election as President of Newspaper Enterprise Association.

It is stated that the following board of trustees will be elected at the annual meeting of the Newspaper Enterprise Association, which will be held in Cleveland, O., next Tuesday, June 14:

H. N. Rickey, editor-in-chief of the Scripps-McRae League, Cleveland; J. C. Harper, Cincinnati; L. V. Ashbaugh, the Clover Leaf paper; Roy W. Howard, United Press Associations; B. H. Canfield, editor-in-chief of the Scripps-Northwest League; John P. Scripps, San Diego, and W. H. Porterfield, president of the Scripps California papers.

It is also stated that Harry N. Rickey will be elected president and W. B. Colver general manager of the association.

NEW FINANCIAL JOURNAL.

A. M. Lawrence Launches Chicago Commercial Journal and Examiner.

The Chicago Commercial Journal and Examiner made its appearance this week. It is backed by A. M. Lawrence, publisher of the Chicago Examiner.

The new paper receives the full news service of the New York Journal of Commerce. This service will be wired to the Chicago paper daily, enabling Western readers to receive reports of the markets twenty-four hours earlier than heretofore.

Norfolk (Va.) Landmark Sold.

The Norfolk (Va.) Landmark has been purchased by Charles S. Abell of Baltimore, who assumed control last week. S. S. Nottingham, who has conducted the Landmark successfully for many years, will remain

author of a number of books, one of which, "Workable Plans for Wide Awake Churches," is largely devoted to church advertising.

POWER OF PRESS MODIFIED.

Newspapers Taken More for News Than Advice, Says Taft.

"The increase in the intelligence and discrimination of the people has in one way largely modified the power of the press," declared President Taft in the course of an address at Ada, O., last week. He said in part:

"The newspapers are taken more for the news they contain than for advice as to the lessons which should be drawn from it.

"The reputation of a paper for accuracy and veracity is generally as well known as the reputation of a member of the community. There are some newspapers that seek to effect their purposes and control opinion by an attempted misrepresentation or suppression of the facts in respect to matters attracting public attention. But in the end they do not prevail.

"Journalism is a profession in which men of discriminating intelligence, of high courage, of accurate judgment, of a love of truth under real patriotism, can find a sphere of usefulness unexcelled in any other, and such men are needed.

"For if the standards set by some of the most successful of the newspapers in lack of truth, in coarseness and unfairness of criticism shall not improve in the next generation it will vindicate the pessimists of to-day.

"I refer to a class of newspapers and of magazines that are properly criticised as 'muckrakers,' that rely for their circulation on the vicious and unfounded attacks upon the honesty and upright character and patriotic motives of men in public life, and upon those conspicuous and prominent in society. This muckraking is an outgrowth and probably the unavoidable aftermath of a laudable and necessary attack upon abuses which had shown themselves in a form of corporate greed and control of politics."

Wisconsin Daily Reorganized.

There has been a reorganization of the Beloit (Wis.) Free Press Publishing Company. D. H. Foster secures a controlling interest in the company, and M. C. Hanna, who has been editor for the past three years, severs his connection with the paper. The officers of the company under the reorganization are: D. H. Foster, president; A. P. Ayer, vice-president, and J. S. Hubbard, secretary and treasurer. The editorial and business management will be under the supervision and control of Mr. Foster.

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

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

PRINT PAPER SUPPLY LOW.

Stocks Have Been Steadily Decreasing, Says Commissioner Smith.

The supply of print paper is very low, according to a statement made public Thursday by Commissioner of Corporations Herbert Knox Smith. The nominal consumption, it is said, is about 4,000 tons a day, and the production capacity about 4,125.

"Statistics of news print paper for April, 1910," the Commissioner says, "as compiled by the American Paper and Pulp Association and filed with the Commissioner of Corporations, show a sharp decline in production and a further drain upon stocks. The total supply on hand on April 30, 1910, was only 18,000 tons, a reduction of 1,847 tons since April 1. On April 30, 1909, the stocks were 36,133 tons. Stocks have been steadily decreasing ever since the end of last August, when they exceeded 53,000 tons. As late as January 1, 1910, they were in excess of 26,600 tons. This continued decrease has, as is well known, been accompanied by a considerable increase in price.

"This reduction in stocks is chiefly due to the reduction in output, which fell from 84,219 tons in March, 1910, to 80,489 tons in April, a net decline of 3,730 tons. In April, 1909, the production was 89,478 tons.

"In this general connection it is really remarkable to note upon how narrow a margin of supply this industry operates. The average stocks held by manufacturers in the past one and one-half years would not exceed at best three weeks' consumption, while the manufacturers' stocks on April 30, 1910, would not give more than a week's supply. This situation necessarily tends toward excessive fluctuation in price."

TAFT TO OPEN TOURNEY

Of American Golf Association of Advertising Interests.

President Taft has been invited to open the golf tournament of the American Golf Association of Advertising Interests, to be held at Bretton Woods, N. J., during the week beginning July 11.

The committee which extended the invitation to the President consisted of Frank Presbrey, of New York, chairman; D. P. Kingsley, president of the New York Life Insurance Company; T. C. Platt, vice-president of Tiffany's studios, and E. J. Ridgway, publisher of Everybody's Magazine.

Chicago Scribe Appointed to Office.

Oscar F. Hewitt, a member of the Chicago Record Herald staff, has been appointed by Mayor Bussee as deputy to Commissioner of Public Works Mullaney. The position carries with it a salary of \$5,000 a year. Mr. Hewitt has been "covering" the City Hall for the Record Herald for the past five years. It was on account of his familiarity with the intricate details of practically every office in the City Hall that he was chosen for the position.

Will Install New Press.

The Huntsville (Ala.) Mercury-Banner announces that it expects to celebrate its twenty-fifth anniversary as a daily newspaper with the installation of a modern Hoe press having a capacity of 10,000 to 20,000 papers per hour.

DUTY ON PULP.

Wood Cut on Crown Lands Prior to May 1 Subject to Extra Tax.

According to a decision made by the Treasury Department Thursday pulp and printing paper manufactured from wood cut on Crown lands in the Province of Quebec prior to May 1 last is subject to the countervailing duty of 25 cents per cord, or its equivalent of 35 cents a ton in the manufactured state as print paper, as provided by the new tariff law. Like products manufactured from wood cut on Crown lands in Quebec after May 1 are not subject to the countervailing duty.

The tariff law provides that if any country imposes an export duty of any kind whatsoever on wood in the manufacture of wood pulp, such export duty shall be added by the United States on importations. Quebec recently issued regulations requiring that wood cut after May 1 shall be manufactured in that province. This, in effect, was regarded as a prohibition of exportation of wood cut after that date. There are large blocks of wood on hand in Quebec (one estimate is that there are 1,200,000 cords) cut prior to May 1, which can be exported, and as to such the duty would attach.

AMERICAN CORRESPONDENTS

Tendered Dinner by British Institute of Journalists.

More than three hundred of the prominent literary men of England, including most of the editors of the London newspapers, were present at a dinner tendered by the Institute of Journalists last Monday night to the American correspondents accompanying ex-President Roosevelt.

Harry Lawson Webster Lawson of the Daily Telegraph presided at the dinner, which was held in the historic Stationers' Hall.

Mr. Roosevelt took for his subject the "Big Stick." He said that he was impressed with the need of the newspapers speaking softly regarding the affairs of other nations.

Edward T. Cook, formerly of the Westminster Gazette and recently editor of the Daily News, gave a toast to the Americans. Gilson Gardner responded on behalf of the correspondents.

Boise Press Club Organizes.

The Boise (Idaho) Press Club perfected a permanent organization last week and adopted a constitution and by-laws. The following officers were elected: Frank J. Tierney, president; C. O. Broxton, vice-president; R. A. Read, secretary, and J. N. Floyd, treasurer. The club will meet monthly.

Advertising Reduces Damage Suits.

The Omaha and Council Bluffs Railway Company states that its damage suits have been reduced 20 per cent as a result of the advertising campaign carried on by the company within the past year. "Ads" showing how to alight from cars and prevent accidents have been running regularly in the newspapers of the two cities.

South Dakota Daily Changes Hands.

The Pierre (S. D.) Daily Dakotan has changed hands, becoming the property of John Langstaff, of Huron, and T. B. Roberts, of Aberdeen.

C. F. Kelly & Co.

Offer Exceptional Opportunities to

NEWSPAPERS

Seeking Representation in the FOREIGN FIELD

Representing

**BUFFALO (N. Y.) NEWS
TRENTON (N. J.) TIMES**

MR. KELLY, for the past two and one-half years treasurer of Hand, Knox & Co., and previously for two years with Smith & Thompson, has associated with himself:

MR. W. H. SMITH, for many years senior partner of Smith & Thompson, and

MR. H. F. HOSLEY, recently advertising manager of the Boston Sunday Post.

OFFICES:

NEW YORK CHICAGO
Metropolitan Bldg. People's Gas Bldg.

TYPOGRAPHICAL UNION.

James M. Lynch Re-elected President by Large Majority.

The complete tabulation of the votes of the International Typographical Union shows that James M. Lynch was re-elected international president by a majority of 6,167, George A. Tracy first vice-president by a majority of 4,072, and J. W. Hays secretary-treasurer by a majority of 9,554.

Lynch received 22,000 votes, while his opponent, William M. Reilly of Dallas, received 15,833 votes. For first vice-president George A. Tracy of San Francisco received 20,424 votes, while his opponent, Charles H. Govan of New York, received 16,352. For secretary-treasurer J. W. Hays received 23,163 votes, while his opponent, Robert C. Albrook of Denver, received 13,609 votes.

Frank Morrison of Chicago Typographical Union No. 16, Max S. Hayes of Cleveland, Hugh Stevenson of Toronto and T. W. McCullough of Omaha, receiving the highest number of votes, were elected to the American Federation of Labor.

Indiana Dailies Merged.

J. W. Gibson, owner of the Seymour (Ind.) Democratic Sun, has taken over the Seymour Democrat, published the past seven years by Charles M. Burkart, Thomas M. Honan and Judge Joseph H. Shea. The two papers will be merged. The Democrat is the oldest paper in the city, having been established in 1870.

Nearly Quarter Million Lines Gained

The first five months of 1910 show an increase of 228,752 lines of advertising published in the New York Times.

January 1st to May 31st, 1909—2,985,318 Agate Lines
January 1st to May 31st, 1910—3,214,070 " "

The New York Times publishes more high-class advertising than any other metropolitan newspaper, the productive nature of its circulation being realized by the leading merchants of New York.

THE NEW YORK TIMES

"All the News That's Fit to Print"

CIRCULATION MANAGERS.

Program for Annual Meeting at Montreal Wide in Scope.

The program for the annual meeting of the National Association Managers of Newspaper Circulation, which meets at Montreal, Can., June 15 to 17 inclusive, is unusually broad in its scope. The subjects cover almost every branch of the circulation department of the value of the numerous features in use by large dailies will be carefully discussed.

A new plan has been adopted this year. Instead of members being requested to write long papers on the subjects assigned, they are asked to give a 5-minute talk, following which the president will invite a general discussion. In this manner it is expected that more members will be benefited and that they will have an opportunity to gain certain points which have been perplexing them.

The convention will be addressed by one of the most prominent publishers of the Dominion, as well as the advertising manager of one of the largest stores in Montreal.

The program is in part as follows:

Best method whereby permanent representation and street sales may be developed and improved. Assigned to Mr. Thos. Downey, The Globe, Boston; Mr. J. M. Schmidt, The News, Indianapolis.

What feature outside the news service of a daily paper are the best circulation winners? Assigned to F. E. Murphy, The Tribune, Minneapolis, Minn.; J. F. Broadfoot, The Post, Washington.

The Comic Supplement—Is it worth the expense as a circulation winner? Assigned to Mr. F. S. Brant, The North American, Philadelphia, Pa.; Mr. B. P. Gorham, The Chronicle, Houston, Texas.

How to secure the best help—securing college students—promotion of assistants—employing men from other newspaper offices. Assigned to Mr. O. D. Wolf, The Journal, Topeka, Kansas; Mr. P. E. Seibel, Daily Georgian, Atlanta, Ga.

Circulation value of the Woman's Page. Assigned to Mrs. T. C. Wilson, The Capital, Topeka, Kansas.

Circulation value of Serial Stories. Assigned to Mr. E. B. Reynolds, The Free Press, Winnipeg, Man.

Best method of working R. F. D. Routes and Country Postmasters. Assigned to Mr. S. D. Long, The Eagle, Wichita, Kansas; Mr. R. R. Bartram, The Journal, Columbus, O.

Is it to the advantage or disadvantage of newspaper offices to make up small separations of newspaper mail in accordance with the wishes of the P. O. Department? Assigned to Mr. J. M. East, The Union, Manchester, N. H.

Salaried newsboys and imported newsboys. Do they pay? Assigned to Mr. C. H. Motz, Times-Star, Cincinnati, O.; J. L. Foley, Sentinel, Milwaukee, Wis.

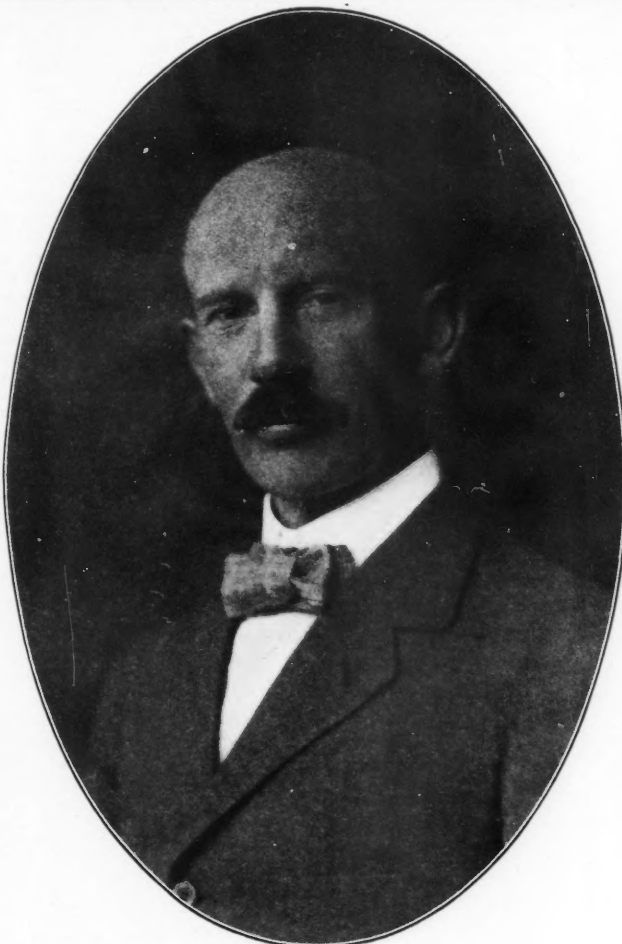
Premiums. Their advantages and disadvantages. Assigned to Mr. W. J. Darby, The Mail, Toronto, Ont.

Guessing contests, popularity contests. Are they conducive to permanent circulation? Assigned to Mr. A. E. McKinnon, The Press, Philadelphia, Pa.; Mr. D. B. Rose, Evening Post, Louisville, Ky.

Are sporting and other extra editions conducive to permanent circulation gains? Assigned to Mr. J. J. Lynch, The Press, Cleveland, Ohio; Mr. W. J. Argue, The Star, Toronto, Ont.

"Want Ads."—Their value to the Circulation Department. Assigned to Mr. W. Elder, Telegram, Toronto, Can.; J. B. Cox, The News, Calgary, Alberta.

Unaccounted for Papers. What is a reasonable percentage of unaccounted out of



ROBERT L. McLEAN.

CIRCULATION MANAGER OF THE PHILADELPHIA BULLETIN AND PRESIDENT OF THE NATIONAL ASSOCIATION OF NEWSPAPER CIRCULATIONS WHICH MEETS AT MONTREAL NEXT WEEK.

total printed and how to reduce it. Assigned to Mr. W. T. Adair, The Tribune, Chicago, Ill.

Should the Circulation Department of a newspaper show a surplus on the year's business? Assigned to Mr. F. A. Rodman, The Blade, Toledo, Ohio; H. E. First, The Enquirer, Cincinnati, Ohio.

The return privilege, its uses and abuses. Assigned to Mr. E. M. McSweeney, The Traveller, Boston.

Circulation from the standpoint of the man who buys it. Address by W. H. Goodwin, manager of The John Murphy Co., Limited, Montreal.

From a circulation standpoint is the editor justified in giving up as much space as is usually done to theaters? Assigned to Mr. Geo. M. Rogers, The Plaindealer, Cleveland, Ohio; Mr. Victor Ryberg, The Morning Telegraph, New York, N. Y.

The big Sunday issues. How to make the best use of them to secure week-day circulation. Assigned to Mr. D. M. Beardsley, Inter Ocean, Chicago; Mr. J. L. Russell, The Leader, Cleveland, Ohio.

Funeral of O. Henry.

The funeral of Sydney Porter, well known as O. Henry, a writer of short stories, was held at the Church of the Transfiguration Tuesday. The services were conducted by the Rev. Dr. Houghton, the rector, assisted by the Rev. L. E. Lewis. Many personal friends of the author were present. The honorary pallbearers included John H. Finley, president of the College of the City of New York; Walter H. Page, editor of the World's Work; Don C. Seitz, New York World; Richard Harding Davis, Will Irwin, the authors, and John O'Hara Cosgrove, editor of Everybody's Magazine. Others were Gilman Hall, William Griffith, Morgan Robertson, Bliss Carman, Robert McCullough, Seth Moyne and Roy Brown.

PAY TRIBUTE TO DEPARTED.

Milwaukee Press Club Honors Memory of Deceased Members.

Members of the Milwaukee Press Club met last week to pay tribute to departed brothers and to unveil a tablet to one of them, the late General Louis Auer. Former Governor George W. Peck delivered an eulogy on General Auer, full of reminiscences of by-gone days.

The life and work of Andrew J. Aikens was reviewed by John G. Gregory. H. P. Myrick spoke of William A. Rublee, and Henry F. Tyrell eulogized Mather Dean Kimball, whose death was but recent. Robert F. Howard and William S. Dunlop, both veterans of active newspaper work, who died in the harness, were paid tributes by Oscar H. Morris and Charles D. Boyd, respectively. Resolutions on the death of Robert F. Howard, Mather Dean Kimball and General Louis Auer were adopted.

CORRESPONDENTS DINE.

Johnstown Association Holds Annual Dinner.

The Johnstown's (Pa.) Correspondents' Association held its twenty-first annual dinner at the University Club in Pittsburg last week. Dr. T. L. Hazzard, president of the organization, presided as toastmaster, and addresses were delivered by Charles Edward Russell, of New York, V. Hazzard, of Monongahela City; Erasmus Wilson, J. S. Ritenour, J. B. Johnson, A. S. McSwigan, L. L. Carson and Dr. E. Seip.

Officers elected were: J. B. Johnson, president; L. L. Carson, vice-president; E. H. Heinrichs, secretary. The executive committee elected consists of C. L. Howell, E. Wilson, J. S. Ritenour, C. E. Russell and A. S. McSwigan.

ELECT U. P. DIRECTORS.

Stockholders Held Annual Meeting in New York This Week.

The stockholders of the United Press Associations held their annual meeting last Tuesday in New York. The following directors were elected: H. B. Clark, C. D. Lee, R. W. Howard, B. H. Canfield, H. N. Richey, W. B. Colver and John P. Scripps.

Will Teach Journalism.

The Ohio State University announces that it will inaugurate a course in journalism next year as a special feature of the literary department. A competent newspaper man will be in charge of the department, which will include class work from text books, assignment work outside of classes and a series of lectures.

CASH IN ADVANCE.

Hannibal Courier-Post Places Mail Circulation on New Basis.

The Hannibal (Mo.) Courier-Post has changed its mail circulation to a strictly cash in advance basis, it being the first newspaper in the State of Missouri, it is said, to make the step. It is stated that, rather contrary to expectations, subscribers are pleased with the new proposition and almost invariably say that it is simply good business.

The circulation of the Courier-Post is strictly paid in advance, no orders taken unless cash is paid when the order is taken and the paper is stopped on the day of expiration unless another payment is received. Considerable interest is centered throughout the entire State of Missouri in this undertaking.

Westfield (N. J.) Leader Incorporates.

The Westfield (N. J.) Leader Printing and Publishing Company has filed articles of incorporation. Walter J. Lee is president and treasurer. The corporation has a paid-up capital stock of \$15,000. The incorporators are W. J. Lee, P. Q. Oliver, Dr. T. R. Harvey of Westfield, and Frank D. K. Huyler and David Huyler of New York.

The Milwaukee (Wis.) Kuryer Polski has been elected to membership in the American Newspaper Publishers' Association.

NOT all publishers believe that good Rollers have anything to do with the attractive appearance of a sheet

Many Do

That is the reason why some are better printed than others. Running a Roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks, nobody else does.

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

Allied with
BINGHAM & RUNGE, CLEVELAND

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

AERO DEVELOPMENT.

(Continued from page 1.)

Public Ledger, commended the enterprise. His letter read:

The Philadelphia Aeronautical Recreation Society wishes to congratulate The Public Ledger and the New York Times and to thank these papers most heartily for their wonderful work in aviation now contemplated to advance the science and art of aviation.

The proposed flight from New York to Philadelphia and back, taking place as it will in the two greatest cities in the East, will immediately give to aviation the proper recognition to which it is entitled among all thinking people. The Public Ledger and the New York Times have always stood for conservative progression which means solidity of purpose and integrity of character, and for this reason it is the wish not only of the Philadelphia Aeronautical Recreation Society, but of the thousands of New Yorkers and Philadelphians interested in aviation, that your efforts be crowned with success. Our members would like the privilege of being on hand to greet with honor the man who makes this flight.

The Public Ledger and the New York Times are making a master stroke, and I predict with no uncertainty that within three years from the date of this flight we shall witness ocean to ocean flights and within five years we shall fly across the Atlantic.

John C. Shafer, proprietor of the Chicago Evening Post, who has donated one-half of the \$25,000 prize money for the New York-Chicago race, was in New York three days this week conferring with the officers of the New York Times in preparation of the plans for the race. The announcement of these plans will be made by the Times and the Evening Post as soon as possible after they will have been completed.

SIX POINT LEAGUE.

T. E. Conklin Elected President at Annual Meeting.

The annual election of the Six Point League, the New York special agents' organization, was held at the office of Verree & Conklin, Brunswick Building, Friday, June 3. There was a very large attendance and unusual interest manifested in the selection of officers for the coming year.

The elections was as follows: T. E. Conklin, president; J. P. McKinney, vice-president; Dan A. Carroll, secretary; I. J. Benjamin, treasurer.

The following were elected as members of the executive committee for the term of one year: F. St. John Richards, S. C. Williams, A. M. Knox, H. E. Crall, M. D. Hunton, R. J. Shannon, Paul Block.

The Six Point League is just closing its third year of existence and is recognized as a factor in the general advertising field. Much has been accomplished during the past year and a vote of thanks was tendered the outgoing administration for the work accomplished.

NEW YORK PRESS CLUB

Tenders Banquet to Glenn H. Curtis, Noted Aviator.

Glenn H. Curtis, the aviator, who made the flight from Albany to New York, winning the \$10,000 prize offered by the New York World, was the guest of honor at a dinner given by the New York Press Club last Tuesday evening. Other guests of honor included Clifford B. Harmon, Lee S. Burridge, Charles M. Manley, Lieut. Humphries and Augustus Post, all well known in the field of aeronautics.

John A. Hennessy, president of the club, presided at the dinner, which was held in the assembly room. Two new prizes for aeronautics were announced.

W. S. Johnston, one of the editors of the World, announced that the Evening World offered a silver trophy as a perpetual challenge cup, to be held for one year by the amateur aviator who makes the longest continuous flight of the year.

Dr. J. B. Walker, editor of the Scientific American, announced a prize of \$15,000 offered by Edwin Gould, for the most successful aeroplane equipped with two motors or two propellers.

The speakers included President John A. Hennessy, Dr. J. B. Walker, W. A. Johnston, Fire Commissioner Rhineland Waldo, Charles M. Manley, Lieut. Humphries, Clifford B. Harmon, Glenn Curtis, Lee S. Burridge, ex-president of the Aeronautical Society, and others.

More than seventy-five members attended the dinner given on Thursday evening by the Round Table of the club in honor of Arthur Bennington, of the New York Sunday World staff, who was recently decorated by the King of Italy.

George H. McAdams, chief moderator of the Round Table, presided at the dinner, which proved to be one of the most delightful affairs ever held at the club.

Members of the Round Table, as well as others who have long been associates of Mr. Bennington, vied with each other in testifying to the love and esteem in which he is held by his fellow-craftsmen.

The speakers included George H. McAdam, George F. Lyon, Alexander Black, editor of the Sunday World; Arthur Bennington, J. P. Hewitt, Associated Press; Brian G. Hughes, Mr. Freschi, Ira Lavean, Rabbi Goldstein, Magistrate Fred House, Alfred E. Piersall, Frank L. Frugone, W. G. McLaughlin, William Clarke and others.

Grub Street's Pawnshop.

If the Avant is not the oldest and best known pawnshop in the world it deserves to be. It has been in existence ever since the days of Shakespeare and Ben Jonson. It is in Fleet street—Grub street—and has been the poor writer's uncle for all these centuries and years. It has an old legend something like this: "Old Literary Friends Never Forgotten." There are many souvenirs, sayings and traditions of the greatest men on earth who, going broke, had to patronize it. Outside of its own name it is well known as the Grub street pawnshop.—London Daily Mail.

George F. Robb has sold the Redfield (1a.) Review.

PRAISES PRESS.

New York Divine Says Newspapers Are Powerful Influence for Good.

The Rev. Dr. D. G. Wylie, pastor of the Scotch Presbyterian Church, Ninety-sixth street and Central Park West, New York, in the course of a sermon last Sunday said concerning the newspapers:

"There has been a wonderful development of the press in recent times. We realize that there is a bad press and a good press; but the press of the present hour is a mighty influence for good. It distributes intelligence, carries the words of teachers, lecturers, preachers into thousands of homes and brings the ends of the earth together.

"It is a fact that there is much printed that should be suppressed, but in spite of this the press of New York is on the side of justice, honesty, righteousness, truth, temperance and religion.

"As Christians we may well be proud of the newspapers of this city. Many able editors are preaching powerful sermons. The press is a great detective agency, a terror to evildoers, and makes culprits, big and little, tremble. The press is a powerful ally of Christianity, and is assisting the Church in building up the kingdom of God in New York."

ORCHARD AND FARM SOLD.

Newspaper Men Take Over Well-Known Agricultural Monthly.

Orchard and Farm, for more than twenty-five years one of the foremost agricultural monthlies on the Pacific Coast, has been purchased by a new publishing company, headed by Osborne E. Chaney and J. H. Crothers.

O. E. Chaney, who is the editor and publisher of Irrigation, a magazine devoted to the subject of irrigation and its many applications, is a successful Eastern newspaper man.

J. H. Crothers, long identified with the San Francisco Bulletin as business manager, has resigned his position with that paper to become interested in the new company.

The company will merge the two publications, combining all of the attractive features of both.

MAY MAKE PAPER.

House Votes \$30,000 for Government Tests.

The House last week adopted an amendment offered by Representative Mann of Illinois to the Sundry Civil bill, to enable the Secretary of Agriculture to conduct experiments in paper making. The amendment carries an appropriation of \$30,000.

Under the provision the Secretary is to "test such plants and woods as may require tests to ascertain if they will be suitable for making paper." The appropriation is made immediately available.

Harry L. Beach Tendered Dinner.

Harry L. Beach, superintendent of the central division of the Associated Press, was the guest of honor at a dinner given by the Washington staff of that organization at the National Press Club last week. Mr. Beach has charge of the entire news territory from Pittsburg to Denver.

A TWAIN ANECDOTE.

Why Noted Humorist Left Field of Journalism.

Like a great many other literary men of abundant achievement, Mark Twain was a failure as a newspaper man. He was on the Call in the early sixties and had the reputation of being a shirker. One night the city editor found him asleep on the stairs leading up to the local room. "I don't think you'll ever make a newspaper man," said the city editor. "I don't think so, either," was the rejoinder, "and I think I'll quit trying right now." And Mark Twain threw up his job on the spot.

As a matter of fact Twain's sense of humor had sadly interfered with his reportorial work. One morning he was assigned to the task of writing up the mysterious murder of a fallen woman in the Latin quarter. He wrote a tale that was thrillingly yellow. He stated that he had been the first to view the corpse and told of a theory that the murderer is sometimes reflected in the eyes of the victim for a brief period and gradually fades away. He solemnly declared that he had examined the eyes of the dead woman and saw reflected therein the image of a reporter on a morning contemporary.—San Francisco Town Talk.

OPENS WASHINGTON OFFICE.

Chicago Commercial Times Will Have Bureau at Capital.

The Commercial Times, the new Chicago daily published by Victor H. Polachek, has opened an office in Washington, D. C. It will be in charge of Winfield Jones, who has been assistant manager of the Washington bureau of the National News Association.

Mr. Jones is a well-known newspaper man at the Capital. He has been connected for the past three years with the Hearst News Service and the National News Association as assistant manager of the Washington bureau. He was formerly exchange editor of the Washington Times.

The Conquest Magazine.

The Conquest Magazine, published at Troy, N. Y., by Charles W. Hill, and edited by Harriet Bishop Waters, combines with the May issue the Federal Bulletin, heretofore the official organ of the General Federation of Women's Clubs.

To Keep in Touch with
BRITISH TRADE
 Subscribe to and Advertise in
The Stationer
 FIFTIETH YEAR OF ISSUE
 Published Monthly \$1.80 Per Annum Post Free
 Advertisement Rates and Specimen Copy Sent on Application
 160a FLEET ST., LONDON, ENGLAND

IN KANSAS
 There is more money per capita to-day than ever before in the state's history, and Kansas people are "good spenders." The
Topeka Daily Capital
 guarantees a circulation in excess of 33,500. It reaches every post-office in Kansas, and is the only Kansas daily with state-wide circulation; the only Topeka daily which gives definite circulation statement.
 Arthur Capper
 Publisher
 J. C. FEELEY, Flatiron Bldg., New York City
 JUSTIN E. BROWN, Hartford Bldg., Chicago, Ill.

THE TRADE PAPER.

**Greatest Force in Commercial World
To-day—The Medium That In-
troduces New Things to the
Retailer—Subscribers Pay
Real Money for It
and Generally
Read It.**

Speaking before the Cincinnati Advertising Club recently, Welsey A. Stanger, vice-president of the Class Periodical Company of Chicago and editor of the Office Outfitter, said concerning trade papers:

"To-day, in the realms of magazine publishing, the modern trade paper is in first place. There was a time when the magazine of general circulation was a more potent factor in the upbuilding of business and influencing thought. True enough, the modern newspaper sways the opinions of the masses, but magazines have always had their field and have probably affected the thinking public more than all other combined influences.

HAS FIELD OF ITS OWN.

"The trade paper has a field of its own. It is the medium between the manufacturer and jobber and the retailer. It is the powerful force that creates the demand with the retailer. It is kept out of the hands of the consumers and has a restricted circulation all of its own and it gets closer to the people who read it than any other class publication.

"The trade paper is the paper that the retailer reads as the devotee reads his Bible. To the retailer it is the only means he has of getting an unbiased view of what is going on in his field. Thousands of circulars and elegantly printed advertising matter, circulated by a house among its dealers has a certain effect, but the mere fact that it proceeds from the jobber or manufacturer has a tendency to belittle its influence and importance. The retailer looks to his trade paper to learn the facts and secure the real reliable information with reference to lines of merchandise, market conditions and all other divisions of his business.

"The trade paper editor has a heavy burden on his shoulders and a responsibility that means much. He must be fair, just, reasonable, broad-minded and strictly honest with his readers. He is interested in the man who subscribes to his paper and when he gains his confidence he has an asset that is worth many dollars to him and to his advertisers.

GREATEST COMMERCIAL FORCE KNOWN.

"The trade paper is the medium that introduces the new things to the retailer who serves the interests of the consumer and in this way is the great-

est commercial force known. An order from one retailer is worth many orders from individual consumers. The dealer buys in quantities and sells single pieces, thus advertising through a trade paper, while it does not produce numerically as many returns as general advertising, each individual order represents a quantity and steady buying, whereas the average consumer ordering goods through a magazine advertisement, orders once and never again.

"Every retailer represents on an average 300 consumers, so it is easily seen that business secured through a trade paper is the most profitable, most extensive and most to be desired of any.

"Many men in many businesses subscribe to many trade publications. It is a matter of thankful comment that most of them pay real money for what they get, and, better than this, they invariably read what their trade papers have to say. This is more than can be claimed and proven for any other class of publication.

"When you get your trade paper, do not throw it aside. It is worthy of better treatment. Treat it with consideration and as though it were worthy of your respect, whether it has it or not. Remember that no matter what line you are in, you owe a great deal to your trade paper, more than you will ever repay—and treat it accordingly. The trade paper of to-day is the greatest friend the modern business man has, be he manufacturer, jobber or retailer.

TRADE PAPER A BOOSTER.

"There is one more thing to this trade paper business. The trade paper is the best 'booster' that the salesman of to-day possesses. No matter whether a man is on the street, on the road or behind the counter, the trade paper is working for him day and night. It is inspirational and is a medium of expression for his views and for the interchange of ideas. It helps the road man because it introduces his goods to the prospective buyer before the salesman gets to him.

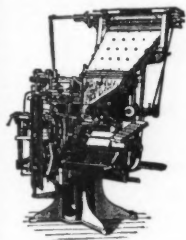
"In this way it lessens his task and prepares the way. It keeps the retailer posted and abreast of the times so that the salesman has less trouble finding the middle ground on which to meet him. It 'boosts' the men who do things and helps them both with their employers and their customers. It is the great force that puts the new ideas, the new things, the new thoughts before the retailer, jobber and manufacturer in condensed and crystallized form and which has built up this great fraternity of men engaged in manufacturing, jobbing and retailing. It is the cement that holds the business structure together and every man in business should be a 'booster' for the trade papers in his line.

"A salesman cannot go into a retailer's place of business anywhere without finding some trade paper, every jobber, manufacturer and salesman should take advantage of this great asset and use it for all it is worth. I believe that the trade paper to-day is the greatest force in the entire commercial world."

C. I. Putnam Adds Another.

After July 1 C. I. Putnam, special representative, with offices at 30 West Thirty-third street, New York, will act as Eastern representative for the Davenport (Ia.) Democrat and Leader.

Increasing Interest



on his investment. That is what **MR. HALDEMAN**

of the **LOUISVILLE COURIER JOURNAL**

is doing.

Growing persistently, the Journal and the Times (evening edition) have already raised the roof and are bulging out the sides of the building.

Carefully studying the situation, Mr. Haldeman recently installed another Linotype, thus increasing his battery to

21 MACHINES

He has equipped five with our ad figure attachment, also a Model 2 with our Heads in 24 and 36 point, and instructs his foreman to make

The Linotype Way the Only Way

as far as possible in his composing room, thus increasing the interest bearing possibilities of his Linotype investment.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

SWISS NEWSPAPERS

Freely Criticise Politicians and Political Methods.

Concerning the comparatively large number of Swiss publications and the assigned cause thereof, Consul General Robert E. Mansfield of Zurich says:

"In Switzerland education is free and compulsory. Ample facilities are provided for the education of all classes, and illiteracy is practically unknown in the confederation, except among immigrants who come to the country after they have passed the prescribed school age.

"This universal interest in local and government affairs has created an unusual demand for newspapers and periodicals of all classes, which has resulted in the establishment of news and trade papers in practically every village and community in each of the twenty-two cantons of the federation, while the larger cities and the commercial centers are supplied with numerous publications, many of which are devoted to special branches of commerce, industry, art, science and literature.

"A peculiar condition relative to the press obtains in Switzerland that is to be found in no other country in Europe, and perhaps in no other in the world, and that is the fact that papers and periodicals are printed in four languages—German, French, Italian and Romansch.

The Mellow Newspaper Man.

A newspaper man is getting on in years when, in writing an obituary of a man of sixty or more, he refers to him as having been in the prime of life.—New York Evening Mail.

THE PRISON POET.

Wrote Sonnet Which Has Attracted the Attention of Litterateurs.

By request, the following poem is reprinted to show favorably the work of the young man who was paroled and released from the Minnesota penitentiary because of his poetic temperament and literary ability. The piece appeared in the Cosmopolitan Magazine for June:

A PRISON SONNET

By JOHN CARTER.

I dreamed the woman who is all my care
Had stretched her arms to me; a weaking's
tear
Dropped to my cheek unbidden; near, so near,
She seemed, I strove to touch in my despair
The empress coronal of night-bred hair.
But anguish graven on her face I read,
And in a sudden agony of dread
I forced my lips to unaccustomed prayer:
"If Thou art God, despite my unbelief
Guard her who hath not sinned against Thy
word,
Who hath not mocked Thee in her deepest
grief;
So shall my mouth revile no more, O Lord!"
Sleep veiled from me the splendor of her eyes.
Who knows if it be thus that He replies?

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.

The Evening Wisconsin.

Milwaukee's Leading Home Paper.

SOME OF THE REASONS why you should include this paper in your advertising appropriations for 1910:

Its average daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—5020 Metropolitan Bldg.
CHICAGO—150 Michigan Ave.

THE INTERVIEW

Is the Cornerstone of Newspaper Writing—Has a Bad as Well as Good Side—There Are Two Types of Interview and in Each Four Elements That Affect Final Results.

Writing in the Editorial Review on "The Newspaper Interview," John Hubert Gruesal says, among other things:

"Interviewing is vastly more than asking questions and jotting down answers. One day I overheard an art manager criticize a young artist. He said to him: 'What you need to do is to cultivate more freedom, less tightness of line. See how the successful artist (mentioning a name) plays with his lines. Do you catch the idea?' It at once struck me that the phrase 'plays with his lines' is expressive of the interview of to-day.

THE INTERVIEW METHOD.

"The interview method has a bad as well as a good side, and I shall endeavor to analyze both sides and make suggestions for betterment. A lady went to a doctor to consult him regarding the state of her health. He said, 'You are a little run down. You need baths, fresh air and cool, comfortable clothes.' The report of this advice made to her husband in answer to his inquiry as to what the doctor had recommended was, 'He said I was to go to the seashore, do plenty of automobiling and get some lovely new summer gowns!' This story is a classic illustration of one phase of the interview art as the raw side of the 'game' is played. For example, the late Clyde Fitch, the playwright, once told me of an experience with an unprincipled interviewer. The conversation was upon the relative merits of Mr. White and Mr. Black. Mr. Fitch had said, 'Really, now, I prefer White to Black.' As published in the interview his remark was changed into 'Black is a scoundrel.'

"In studying the 'interview' an excellent clue for unraveling its complications will be to go straight to an examination of the various ways in which it may be put together. Something has happened; and a reporter is soon on the spot, asking questions. What is eventually printed as the result of his investigations represents condensed journalistic methods. The interview method is so typical that to see it clearly will define accurately the limits of truth telling in journalism. It is not too much to say, in passing, that the 'interview' is the very cornerstone of newspaper writing, for this reason: Everything that appears in the paper is, in one way or another, if traced to its source, the result of information solicited by word of mouth. A reporter talks to somebody about

something and the talk is afterward used as raw or finished material, as the case may be.

"Like any other way of trying to get at the truth, the 'interview' has its rough, raw, side as well as its smooth side. The Cossacks of the press often ride a man down mercilessly, and it is also a fact that if you scratch an interview you will find sometimes a gentleman, sometimes a scholar, and sometimes an excellent judge of whiskey!

TWO TYPES OF INTERVIEW.

"Broadly speaking, there are two types of newspaper interview, the news-interview and the character-sketch of portrait-interview. In each there are four elements that affect the final result.

"First, what kind of a man is the writer who seeks the interview, what are his prejudices, education, his conception of right and wrong and his special fitness for the special case in hand?

"Secondly, what sort of a person is the one to be interviewed? What are his motives, his open-mindedness, his capacity to receive facts and ability to tell them?

"Thirdly, what is the type of newspaper, the school of journalism, for which the interview is to be prepared? As in the pottery trade there are makers of earthenware and of porcelain, so in journalism there are 'interviews' designedly prepared for the man with the seat out of his trousers and others for the college professor or the public man.

"Finally, what of the readers, the particular jury who will peruse and pass judgment on the interview when published? What this jury will think of the information as presented, no human being can declare in advance.

"Take up any day half a dozen newspaper reports touching the same incident. How they differ! Perplexity would be still further increased if one could go behind the scenes for a peep and hear each editor solemnly enjoining the interviewer before starting on his mission, in these words: 'I want you to see things exactly as they are. Get the facts and get them straight!' There is the crux of the matter. No two men 'see' the same thing in the same way, and it is just as well that this is so, for the effort to see from a given point is pure professionalism. There can be no great objection to individual shading; variations add piquancy. And after all, what is 'the truth'? The editor of a 'yellow' journal, knowing that a working basis of truth is largely a matter of opinion, prints what he thinks will make 'a good story,' while the conservative editor is still seriously asking himself, 'Now, what are the facts in this case?'

"In newspaper interview-art therefore we must reckon with the personal element. The great difficulty lies in recognizing restraints of accuracy and conscience. The press has much to answer for in its treatment of the public, and it often takes far longer to allay a man's apprehension and to assure him of fair play than it does to get the actual interview. I have myself often spent three-quarters of an hour in overcoming objections which were reasonable enough because based upon raw treatment of his friends who had had interview experiences; whereas, once his mind has been eased, the interview took perhaps only five minutes.

ATTITUDE OF EDITORIAL MIND.

"When a reporter requests an inter-

view and uses the misleading phrase, 'We represent the public,' does he actually do so or rather does he not 'represent' the particular editor who desires the interview, and how far does that editor 'represent' the public? One of the cardinal evils of the raw side of the newspaper interview is the peculiar professional attitude of the editorial mind in which it is premised that the interviewer 'cannot fail' to bring in the desired information!

"It is an absurd position for the director of a great journal to assume; yet through pure professionalism he does it and in doing so unconsciously lays snares for his own feet, as will be already apparent; and he becomes the victim of his own intolerable egotism. His harshness, effrontery and despotism finally react upon his own head. I am not referring to third-rate editors, but to men of great mentality and experience. All seem to be tarred with the same brush so far as pure professionalism is concerned.

"Their conception of the reporter's importance is largely based on this error: 'He can get whatever he goes after; he never fails; he stays out till he gets it.' The editor says to a reporter, 'I am having So and So's picture made for the first page for tomorrow morning. I want you to interview him on this and that and be sure to have the interview here by eleven o'clock to-night at the very latest. Yes, he never gives interviews, I know all about that; he is a hard nut to crack; but do not come back without it. I see that he has been interviewed in other cities, and there is no reason why we cannot get what others have had, is there? Hurry back, please.'

"And this is the typical fundamental discipline of Saint Journalism—never to fail! Compared with it, the iron laws of the Medes and Persians or the Draconian Code were merely scribbled in water. The time is short; the man must be seen; and the sooner the better. The 'how' matters not—the interview must not fail. An editor of excellent standing once said to me: 'I really wish—no joke—that my men could work their typewriters at the rate of two hundred words a minute! I believe in "rush" work. What is lost in comprehensiveness is made up in spontaneity!'

Ad Men Plan Novel Entertainment.

The Ad Men's Club of Des Moines, Ia., plans a novel vaudeville entertainment for the evening of June 21. The bill includes ten acts, and these acts will be presented by as many business houses of the city. It is to be an advertising vaudeville show, and O. R. McDonald, president of the club, states that it will be different from anything ever attempted before in the entertainment world.

Burglars Visit Editor's Home.

Burglars visited the home of Matthew H. Hoover, managing editor of the Lockport Union-Sun, last week. A valuable turquoise stone was among the booty secured.

Mob Wrecks Plant.

A mob broke into the office of the Lead (S. D.) Black Hills Daily Register last week and destroyed three presses and a linotype. Labor troubles are believed to be responsible.

The Woshannon (Pa.) Times is a new weekly recently established.

INCORPORATIONS.

General Publishing Co.; printing, publishing and advertising business, capital, \$25,000. Incorporators: W. R. Potter, George H. Davis, Jr., Frank H. T. Potter.

The Times Publishing Company, of Council Bluffs; capital, \$10,000. Incorporators: George Sanelta, U. G. Cox, W. F. Fryer and W. H. Killpack.

McElroy Publishing Co., Chicago; printing and publishing; capital, \$10,000. Incorporators: Chas. F. McElroy, John F. Hayes, Nelson E. Ives and John P. McDonald.

Star-Herald Publishing Co., Presque Isle; printing and publishing; capital, \$10,000. Incorporators: G. H. Collins, F. L. Hamilton and P. E. Brown, all of Presque Isle.

GETS BETTER EVERY YEAR.

Atlanta, Ga., June 3, 1910.

MY DEAR SHALE:

Enclosed is check to cover yours of June 1, 1910. The paper gets better every year. Don't want to miss an issue. It is indispensable in my office.

With all good wishes, I am,

Yours sincerely,

H. E. HARMAN,
Publisher The Cottonseed Oil Magazine.

The Advertising Men's League of St. Louis has voted to support New Orleans in the race for the Panama fair.

We Thought We Didn't Need To Advertise

Everybody knows JELLITAC, we reasoned—simply because our customers among manufacturers number thousands. But the young man from the Editor and Publisher showed us that newspapermen didn't know it. "If they did," he said, "flour paste wouldn't be tolerated. Because your JELLITAC has all of flour paste's merits—with more of its own—and none of its demerits." He was right. JELLITAC is the cheapest, most efficient paste on earth. Fine, smooth, clean, in adhesive strength between flour paste and glue, and always the same. We ship 50-lb. boxes or half-barrels "on suspicion"—on the satisfaction-before-payment plan.

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

Headquarters for

TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

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

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

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

★ Use Adams "Star" Features ★

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

EXPERT OPERATORS

Of trip and prize contests to increase newspaper circulation on the paid-in-advance basis.

☛ No money required to start our contests.

They finance themselves.

PUBLISHERS CIRCULATION SERVICE CO.
Herald Square, N. Y.



"SUBSIDIZED PRESS."

Charles Edward Russell Tells the Story of F. J. Heney, of San Francisco, and Reiterates His Charges Against the Newspapers.

Charles Edward Russell, in the second article of his series in La Follette's Weekly Magazine on "Newspapers and the Interests," discusses the case of Francis J. Heney, of San Francisco, who prosecuted the grafters of that city. Mr. Heney's photograph is reproduced with the following caption under his name: "Against whom the news columns of the subsidized newspapers were directed and a systematic campaign of misrepresentation waged."

Mr. Russell recites his story of how Prosecutor Heney was persecuted and then goes on to say:

"And that is the point that I most desire to emphasize, the enormous power wielded by the controlled news columns. Let a newspaper attack you in its editorials and you go unscathed. Nobody reads the editorials. But let its news columns give an account of something you are alleged to have said or done and your dearest friends on earth will not escape the infection. Always, thereafter, that thing will stick in their minds. They read it in the news columns, there must be something in it, they believe it in spite of themselves, in spite of loyalty, in spite of everything in the world.

"The news columns of a newspaper can ridicule a man out of the affections of his own family, out of the esteem of his friends, out of the support of his party and his colleagues. They can make the men fighting with him for the same cause distrust and dislike him. Even when the ridicule or the lie appears in a newspaper that they know perfectly well hates the man and wants to destroy him, they will make no allowance for that fact. They will believe what they read in the news columns and disregard everything else.

"I have seen this happen a thousand times. Every observer, particularly if he has been a newspaper man, must be familiar with it. Years ago there was a man in the United States Senate that certain newspapers did not like because he had attacked the Interests that owned these newspapers. The newspapers covered that man with ridicule by misrepresenting everything he did or said. They convinced a large part of the country that he was a wild, erratic,

absurd visionary when, as a matter of fact, he had one of the coolest, clearest and steadiest minds I have known in a long acquaintance with public men and affairs. Yet the news columns drove him out of public life to the great injury of the public interests. I have no objection to mentioning his name. It was R. F. Pettigrew.

"The same thing worked the same way with Mr. Heney. I have heard men in San Francisco that supported Heney and voted for him say: 'I was with the prosecution, but of course it is true that Heney did so and so.' When, as a matter of fact, he had done nothing of the kind, but that particular thing was one of the things faked or distorted by the hostile newspaper. Again and again I ran across this. Now, if such was the case with men whose sense of duty compelled them to support the prosecution, how do you think it was with the men that had been made to believe the prosecution was injuring San Francisco and injuring business and was unnecessary, unfounded and instituted for personal spite?

"Of course they beat Mr. Heney at the polls. The wonder is that he got any votes. The bulk of his support must have represented the readers of the few newspapers that resisted their advertisers and supported the prosecution or refrained from misrepresenting it.

"Back of it all there was another fact that ought now to be thoughtfully contemplated. If Mr. Heney had been elected district attorney he would have been the next Governor of California. If he were to be Governor he would end the supremacy of the corporations that for more than a generation have dominated the State. These corporations are a part of the great Central Interests that control the banks, which control the advertisers which control the newspapers, which are compelled to distort the news in order to hold their advertising and meet their bills.

"Therefore to these Interests the elimination of Heney was absolutely necessary and they proceeded to eliminate him in the way I have described. "And that is the true nature of the free press that we have now in America.

"It might as well be edited openly from No. 26 Broadway, for that is where all the strings come home.

"Think about these facts some time when you are assured that everything is lovely with us and you need not worry about conditions, for this is a little description of things as they actually are.

"So then, as before, question: "If we have no longer a free press in America what security have we in any others of our rights?"

"Let us hear about that first. The 'glorious spirit of optimism' can wait awhile until we get these matters settled."

New Haven Union Destroyed by Fire.

The plant of the New Haven (Conn.) Union, one of the best-known papers in the State, was destroyed by fire early Tuesday morning. The loss to the building will exceed \$25,000.

Date of Freeman Dinner Changed.

The dinner to William C. Freeman, advertising manager of the New York Evening Mail, which was first announced for July 9, has been brought forward to June 21. The dinner will be held at the Waldorf-Astoria.

CITY VERSUS COUNTRY.

Nebraska Editor Draws Comparison in Favor of Country Sheet.

Discussing "City versus Country Newspapers" at the recent meeting of the Nebraska Editorial Association, P. J. Barron said, among other things:

"When your little country sheet comes off the press it is the personal reflection and image of you. You have read every word of it and written nearly every word yourself. When it lies, you are the liar. When it hollers, you are the one who is hurt. When it crows, you are the one who is exultant. When it is prosperous, you are the one who wears good clothes and whose belly is full. And when somebody is about to be licked for something it has said, you are the one who takes to the tall grass. The union between you and your little two-by-four tribune of the people is closer than that between the Kaiser and God. And you look more like each other.

"The city paper is a reflection of one reporter's personality in one story, another reporter's in another story, the sentiment of one editorial writer in one column and of another in the next column. The men whose joint labors go to make up the paper are human and individual characters, with loves and hates and virtues and frailties, and the world doesn't hold any brighter, keener or better bunch of good Indians anywhere under the skies than the crew of a city paper of to-day. But their output is a composite; none of them appears individually; they are off somewhere blushing unseen in the beer garden or the Sunday school, and their product is put before the public with reporter and editor and blue pencil and compositor's blunders and transposed headlines—all in one great composite, and you can't see the trees for the forest."

BRIEFS.

The Nunda (N. Y.) News will be enlarged to an eight-page weekly.

Fuller and Seaton have purchased the Cato (N. Y.) Citizen from L. D. Stafford.

The subscription list and business of the Cloudersport (Pa.) Enterprise has been purchased by M. T. Stokes.

James A. Stiles has become the editor and proprietor of the Glen Cove (N. Y.) Examiner.

Arkansas Consolidation.

The Smith Printing Company, publishers of the Warren (Ark.) Leader, has sold the plant to J. A. Watkins, publisher of the Warren Democrat-News. The Leader will be discontinued.

Governor Publishes French Paper.

Governor Pothier of Rhode Island is the owner and publisher of the Woonsocket (R. I.) La Tribune. The paper is printed in French, which is the native tongue of the Governor, who was born and educated in Paris.

Will Edit New Maryland Daily.

Paul Winchester will be the editor in chief of the Frederick (Md.) Evening Press, a new daily which will be launched about July 1. Mr. Winchester was formerly a member of the Maryland Legislature and is one of the best known newspaper men in the State.

NEWS IN THE MAKING.

What Happened to Skeletonized Cable at Hands of Oriental Editors.

The telegraph editor who toils in the Orient must needs be good at unravelling mysteries, says the New York Sun.

The messages sent by cable in skeletonized form often reach the newspaper offices of the Far East in fearful and wonderful condition, for there are many native operators. Here is an example of history in the making in the Orient.

There came to Shanghai a telegram which read:

Stockholm crownprincess daughter villagers Ockerito Hungary dancing coachhouse upfitted ballroom fire outbreak rushed exit many clothes burning duntrodden blazing roof collapsed burying scores 250 perished.

The name of a town at the beginning of a telegram usually indicates the source of information. The message thus contained two distinct items of news, to be read as follows:

It is announced from Stockholm that the Crown Princess of Sweden has given birth to a daughter.

The villagers of Ockerito in Hungary were holding a dance in a coach house that had been fitted up as a ballroom when a fire broke out. The dancers rushed to the exit, many with their clothes burning. Some fell and were trodden underfoot. The blazing roof collapsed, burying scores. In all 250 persons perished.

One Far Eastern telegraph editor did not see the message that way. The journal said:

It is telegraphed from Stockholm that while the Crown Princess of Sweden (Princess Margaret of Conaught) and her daughter were watching the villagers of Ockerito in Hungary dancing in a coach house which had been fitted up as a ballroom fire broke out. The dancers rushed to the exit, and many with their clothes burning were trodden down in the panic, while the blazing roof collapsed, burying scores. Two hundred and fifty persons perished.

The thing was worse when it reached Manila. From a newspaper published in Manila the following is taken:

Shanghai, March 29.—The Crown Prince of Sweden set fire in a town in Austria to a dancing hall, about 250 persons dying in the flames.

Thus history is made for the reader of newspapers in the Orient.

Noted British Publisher Dead.

Sir George Newnes, founder of the Westminster Gazette, Tit-Bits and the Strand Magazine, died in London on Thursday. He was born in 1851 and was a member of Parliament.

Managing Editors

Make your paper bright and snappy with catchy illustrations.

All successful metropolitan papers use original work, such as we can furnish on short notice.

No stock cuts.

The Ethridge Company

Madison Square Building

25 East 26th Street NEW YORK

DAY AND NIGHT STAFFS

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

WHEN YOU WANT
 NEWSPAPER
 CLIPPINGS
 communicate with
BURRELLE
 45 Lafayette Street
 New York
 Phone, Franklin 4735
 Established a Quarter Century
 SPECIAL SERVICE TO ADVERTISING
 AGENTS AND THEIR CUSTOMERS

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt.

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line.
Classified, 1 cent per word.

Reading Notices, 25 cents per agate line.
Liberal discount for time contracts.

NEW YORK, SATURDAY, JUNE 11, 1910.

SKEPTICS CRITICISE WEATHER REPORTS PRINTED IN NEWSPAPERS.

A newspaper humorist lately defined a "skeptic" as one who reads in his morning paper the weather prediction "FAIR" and then goes and gets his umbrella and takes it with him when he starts out for the day.

The skeptics have had a considerable inning lately. The weather has exasperated the whole country, and the skeptics have loudly scorned the United States Weather Bureau and its publicity medium, the newspaper press. They have triumphantly pointed out to their less suspicious brethren that newspaper forecasts of the weather are no good, and the more hardened pyrrhonists argue that the "false" weather predictions in newspapers are only one kind of habitual falseness in print. If the weather prediction is wrong, the whole newspaper is wrong, say the misbeliever.

The editor usually smiles at the skeptic, or dismisses him impatiently. We think the newspapers should treat the skeptic more seriously.

It has come about that a large majority of the people of the nation depend upon the newspapers for their premonition of weather. It would be a great evil, little short of disastrous, if the faith of the people in weather predictions by government officials were shaken, even temporarily.

It is good business policy for every newspaper which prints government weather reports to strengthen the faith of readers in such reports.

Last month the New York Sunday World printed a page interview with James Henry Scarr, the new head of the weather bureau at New York. Mr. Scarr was asked what percentage of weather bureau predictions are proved correct by ensuing weather. A bit of the dialogue follows:

"Eighty per cent.," said Mr. Scarr proudly. "Do you really mean that 80 per cent. of the predictions are correct?" I said in amazement. "Why, only yesterday."
"That's just it! You remember only isolated cases when our forecasters have slipped up. You don't stop to think of the hundreds of times that they are correct. If the weather's good the Weather Bureau gets no credit for its predictions; but let us prophesy 'bright

and fair' for a day that turns out rainy, and—well, the weather man's reputation dies an awful death!"

"But," said I, "granting that the predictions are so nearly correct, why isn't it possible—and won't it be possible some day soon—to give us tips on the weather a month or two in advance?"

"Hardly. Great progress is being made in that direction, but it will be some time before calculations can be made with any degree of certainty much further ahead than they are made now."

"The almanacs make them further ahead, don't they?"

"Yes, and so could you—by the same method—dreaming!"

If it is true that the United States Weather Bureau predicts correctly eight times out of ten, all the readers of newspapers should be informed of the fact. The statement should be repeated in print often enough to keep the faith of readers steadfast.

We suggest that an editorial attacking this phase of skepticism, or a news story going to show the ignorance of those who loudly disbelieve the weather reports printed in newspapers, makes interesting reading.

THE WORD "JACKIE" APPLIED TO MEN OF THE NAVY.

Theodore Roosevelt, in last week's issue of the Outlook, indorses the new word "Amerindians" used by Sir Harry Johnston in a late book to indicate nearly and perhaps exactly what Americans have meant by the two words "American Indians."

Newspaper writers are not always so happy in coining vital words as their less impulsive brethren who produce the MSS. of books.

We have in mind the word "jackie," used by newspaper reporters as a generic name for bipeds who wear the famous old "blue jacket" uniform of the United States Navy. While "jackie" has been in use as standard journalese about ten years, it has not yet got into the dictionaries. If the dictionary publishers ask the advice of all the men and officers of the Navy, the word will probably never become good English.

In the old days, even when Cook and Frobisher and Morgan sailed, sailors would capture monkeys in tropical parts and bring them aboard ship. These monkeys were called "jockos" and, later, "jackies."

A landsman wit long ago saw the analogy between sailors and monkeys, when he watched seamen laying aloft and out upon the yard arms. Of course, seamen resented the word "jackie" applied to them.

With the disappearance of masts and rigging in the Navy, the word "jackie" as a derisive term became obsolete. While it is now used in a kindly sort of way by newspapers, it is something of a puzzle to find out why it is used at all.

For seventy years the men of the navy were colloquially called "blue jackets." The writer of this believes that any officer, twenty-five years ago, who used the word "jackie" in public to indicate a man-o'-warsman, would have been reprimanded by his superiors.

The word "jackie" will always be detested by the men of the navy. Why not write "blue jackets," "men-o'-warsmen," "seamen," "erew" or other approximately definite synonyms?

It would be a fine thing if Theodore Roosevelt would indorse some substitute word for "jackie."

FOUR HUNDRED MEN WANTED AT GRACE METHODIST.

Reverend Dr. Reisenor last month went from Denver to New York and assumed pastoral charge of Grace M. E. Church, one of the institutions of the metropolis.

Like most strong men of the West who are called to teach and to lead in the big city, he carried a supply of new ideas. Already he is being much talked about. Some call him a "progressive," others say he is an "insurgent," and some class him a "sensationalist." These diverse designations or their equivalents have always been applied to men with new ideas, whether in the field of religion, politics, journalism or science.

In short, Dr. Reisenor wanted men to come and hear him preach, so he advertised in the special want columns of an afternoon paper, stating that he wanted 400 men to come to the Sunday evening service. The ad was worded like the conventional want ad. It was designed to attract the attention of men who were out of work. Incidentally, it caught the eyes of employers.

Two hundred men came in answer to the ad, and the night was stormy.

Dr. Reisenor says that it pays to advertise religion, as it pays to advertise soap, but he stipulates that the churches must "deliver the goods" the same as any merchant must deliver the goods he advertises.

Pronunciation.

In Chicago, where the wheat pours in,
The people ask: "Where have you bin?"
In Franklin's city, Phila., Pen.,
They ask of you: "Where have you ben?"
While here, for reasons plainly seen,
We say it thus: "Where have you bean?"
—Boston Transcript.

A CARELESS PROOFREADER.

Threw Away Manuscript of Lincoln's Memorable Cooper Union Address.

E. J. Edwards in the New York Evening Mail.

The historic fact that Abraham Lincoln revised, at midnight, in the office of the New York Tribune, the proof sheets of his memorable Cooper Union address, delivered on Washington's Birthday, 1860, is recorded in history. So, also, I believe, it is recorded that the proofreader who sat by Lincoln's side while he did this was Amos J. Cummings, who afterward gained fame as an editor and a member of Congress. But, so far as I know, the incident has never before been reported in Mr. Cummings' own words.

"I had been told by Mr. Greeley," said Mr. Cummings, "that Mr. Lincoln would call at the Tribune office late in the evening, as he was very anxious to go over the proof slips of his Cooper Union speech; and Mr. Greeley asked me especially to take charge of the proofreading. I should say it was about midnight—perhaps a little earlier—when Mr. Lincoln came into the proofreaders' room. If I could have looked ahead only as far as three months, I am afraid that my interest in the personality of the tall, gaunt man before me would have seriously interfered with a careful reading of the proofs. But I looked upon him as nothing more than one of the best stump speakers of the West.

"He brought a chair to my side and I passed the manuscript of the address to him. 'Here,' I said, 'are the galley proofs, with my corrections. Maybe you would like to follow the manuscript yourself and look over the proofs at the same time, to see if I have made the proper corrections.'

"Well, I reckon that would be the best way," Lincoln replied. Then, as he adjusted his spectacles, he looked curiously about the room and added: 'This is the first time I have ever been at midnight in the office of a great daily newspaper. You turn day inside out here, making night day, and day night. Well, let's begin.'

"We went over the proof slips very carefully, and made a few changes. Then he took the proof slips and read all of the corrections again very slowly.

"By this time it was getting close to 1 o'clock. 'Mr. Lincoln,' I said, 'I shall have to hurry the corrected proofs out to the composing room because it is getting late. Do you want to wait and see a revise?'

"No," he said, 'I reckon we have done all the revising that is necessary.'

"A few minutes after he had gone," continued Mr. Cummings, "the revised proofs of the speech were handed to me. I glanced them over, saw that they were O. K., and threw the manuscript of the speech into the waste basket. I was throwing away a treasure, and did not know it.

"At one time," concluded Mr. Cummings, "I used to wonder how Lincoln came to leave the manuscript behind. I once brought this point up with one of his close friends, who told me that Lincoln was curiously careless about his manuscripts, being utterly indifferent to their fate after he had read from them or after they had been printed."

E. A. Koen has purchased the *Evening* (Minn.) News from D. A. Larin.

PERSONAL.

Paul Junkin, editor of the Creston (Ia.) Advertiser-Gazette, who in company with his wife has been making a tour of the world, is expected to arrive home July 1. Mr. Junkin writes to friends that he will return on the same steamer that brings home the Roosevelt party.

Suffering from a fever contracted while touring South America, James M. Pierce, publisher Iowa Homestead, Des Moines, Ia., has been seriously ill at his home ever since he returned recently.

The engagement of Vernon Hazard, editor and proprietor of the Monongahela (Pa.) Republican, to Miss Sarah Lignore of Pittsburg, has been announced.

Edwin L. Sabin, a well-known newspaper man and magazine writer of Des Moines, Ia., was operated on recently at Denver, Col., for appendicitis.

John H. Harrison, editor of the Danville (Ill.) Commercial-News, and mother have just returned home from a four months' trip abroad, including Europe, Egypt and Palestine.

David E. Lavigne, editor of the Woonsocket (R. I.) La Tribune, has been elected secretary of the State Armory Commission.

George H. Donovan, formerly connected with the staff of the Newark (N. J.) Daily Advertiser, will be ordained as a minister on June 15.

Harry G. Stutz, for the past three years city editor of the Ithaca (N. Y.) News, has resigned his position to enter the law firm of Tompkins, Cobb & Cobb of Ithaca.

Michael J. Mullen, dean of the reportorial staff of the Newark (N. J.) Star, celebrated last week his fortieth year as a newspaper writer.

John Thuman, formerly of the Verree & Conklin New York office, is now connected with the advertising department of the Gentlewoman, New York.

Fred L. Colver, general manager of the Newspaper Enterprise Association, Cleveland, O., was in New York this week attending the annual meeting of the stockholders of the United Press Associations. Mr. Colver was elected a director of the associations.

W. H. Porterfield, president and editor of the Los Angeles Record, San Diego Sun, Sacramento Star, the Berkeley Independent and Fresno Tribune, was in New York this week on business connected with his papers. Mr. Porterfield is well known among the advertisers and agents in the East, where he represented the Pacific Penny Papers in the foreign field about five years ago.

Ward Adds Three to His List.

W. D. Ward, special agent, Tribune Building, New York, has been appointed foreign advertising representative of the Tulsa (Okla.) Democrat, the only evening paper in that town. It has a claimed circulation of 4,500. William Stryker is the publisher. Mr. Ward has also been appointed the advertising representative of the Lawton (Okla.) News-Republican and Sturm's Oklahoma Magazine, which has a claimed circulation of 34,000.

OBITUARY.

Edward J. Swartz, for many years editor of the Philadelphia Evening Telegraph and widely known as a dramatic critic, died last Saturday at his home of rheumatic gout. In addition to his newspaper work, which extended over a period of forty-four years, Mr. Swartz devoted his talents to play-writing and had a wide acquaintance with the dramatic profession. Mr. Swartz was born in Buffalo sixty-two years ago.

Amos D. Green, prominent for twenty years in newspaper circles in Grand Rapids, Mich., died last week at the home of his son, Alfred D. Green, in Peoria. He was fifty-nine years old and had been ill for many months.

Judge Floroardo D. Morse, editor and proprietor of the Santa Rosa (N. M.) Sun, died last week of tuberculosis. He was a native of New Jersey and went to New Mexico fifteen years ago in search of health.

Charles Bell Moscup, for several years a member of the staff of the Rochester (N. Y.) Democrat and Chronicle, died at the Homeopathic Hospital in that city last week of blood poisoning. He was thirty-two years of age.

Mr. James R. Paterson, for many years advertising manager of Railway and Locomotive Engineering, died at Cranford, N. J., last week. He was born in London and was distinguished in his youth as an all-round athlete and participated in several of the international football matches. He was forty-five years old.

Ex-Congressman Freeman Knowles, for more than twenty years connected in an editorial capacity with Deadwood (S. D.) newspapers, died last week of pneumonia. He was sixty-four years old.

Stephen Van Rensselaer Ford, a Methodist author, editor, composer and critic, died last Sunday at his home in New York. He was seventy-four years old and had been in ill health for five years. Mr. Ford was born in Greenville, N. Y. He was for many years connected with the Methodist Book Concern, at No. 150 Fifth avenue, and was editor of "The Methodist Year Book," "The General Minutes," "International Services Pronouncing Bibles," and assistant editor of "The Methodist Review." Among his compositions were "Melodies for Little People," "Imperial Songs" and "Junior League Songster."

William E. Taylor, editor of the Harrison (O.) Journal, died recently after an illness of three months of pneumonia and tuberculosis. He was thirty-eight years old.

CLUBS AND ASSOCIATIONS.

A free river trip from St. Louis to Cape Girardeau is one of the attractions offered to members of the Missouri Press Association at the annual meeting to be held at the latter city June 16.

A program of unusual interest has been prepared for the annual meeting of the Kentucky Press Association, which will be held at Middlesboro the week of June 20. The numbers in the program include: "What the Legislators Owe the Press," L. C. Littrell,

Owenton; "Machine vs. Hand Composition," S. M. Saufley, Stanford; "Making Statesmen and the Reward," John D. Wakefield, Louisville; "Writing Editorials," Desha Breckenridge, Lexington; "Advertising, Home and Foreign; What to Print and What Not to Print," Ed D. Shinnick, Shelbyville; "The Editor in Politics," Tim Needham, Winchester; "How to Make a Newspaper Popular," W. J. Denhart, Bowling Green; "The Business Office," M. F. Conley, Louisa; "Expressions and Suggestions in Getting Subscribers," J. R. Lemon, Mayfield.

\$5,000.00 CASH

available for first payment on a western or southwestern daily newspaper property. The inquirer might purchase a controlling interest and take the business management of a promising property. Proposition No. 7.

C. M. PALMER

Newspaper Broker

277 BROADWAY - NEW YORK

"GOTHAM GOSSIP"

is the newest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service. Address: Herald Square, New York City. Canadian Branch: Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

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

HAND, KNOX & CO.
PUBLISHERS' REPRESENTATIVES

Brunswick Building, New York City.
WESTERN: Boyce Building, Chicago.
OFFICES: Victoria Building, St. Louis.
Journal Building, Kansas City.

WILBERDING

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable news paper.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

EDITORIALS

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

NEWSPAPER PRESSMAN.

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

FIRST RATE

Editorial Writer, original and vigorous but scholarly and refined, wants engagement. Salary or space work. Conservative paper preferred. Address M. M., care THE EDITOR AND PUBLISHER.

HELP WANTED

WANTED—MANAGING EDITOR

for morning newspaper in city of 70,000 in the west. Western or Southern man preferred. Moderate salary to start with and more if he suits. Address "O. K.," care EDITOR AND PUBLISHER.

FOR SALE

FOR SALE

Daily and Weekly paper in one of the most prosperous and rapidly growing cities in Southern California. Climatic and business conditions perfect. Center of one of the greatest agricultural industries in the country. Property modern and paying dividends. Owner wishes to retire. Address, ALBERT SEARL, 332 Security Bldg., Los Angeles, Cal.

FOR SALE.

Democratic Daily and Weekly with job office in two-paper city of 22,000 in north central State. County seat, and only Democrat paper in county. Circulation: daily, 3,400; weekly, 1,000. Both circulation and advertising can be greatly increased. Fullest investigation will be given. Price, \$40,000 with terms, or will sell half interest to right man. Address E. E., c/o EDITOR AND PUBLISHER.

MISCELLANEOUS

EXCLUSIVE WASHINGTON SPECIALS

Short, snappy telegraph news "scoops" on national and other subjects. Valuable addition to regular press reports. Cost reasonable. Big dailies in 38 States take them. #2 Newspapers without Washington representation write for our inexpensive and attractive correspondence proposition. PRESS NEWS ASSOCIATION, Metropolitan Bank Building, Washington, D. C.

RESULTS GUARANTEED

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

DAILY NEWS

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

Addresses

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

BUS. OPPORTUNITIES

STATE CAPITAL PAPER FOR SALE

Only evening paper in Eastern State Capital with double the circulation of any other paper in the field. Gross receipts in 1909 over \$37,000; netted approximately \$5,000. Accurate financial exhibit furnished responsible buyers. City and paper growing rapidly. Long established and safe. Price, \$27,500; \$15,000 cash required. Proposition No. 537x. H. F. HENRICHIS, Newspaper Broker, Litchfield, Ill.

BAIN NEWS SERVICE

sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.
GEORGE GRANTHAM BAIN
32 UNION SQUARE EAST, NEW YORK

THE ADVERTISING WORLD

TIPS FOR BUSINESS MANAGERS

Coupe & Wilcox, 261 Broadway, New York, are placing one inch generally for F. Weyman, 225 Fifth avenue, New York.

Lord & Thomas, New York, are placing a line of copy for the Tol-Kalon Mfg. Co., Syracuse, N. Y.

J. W. Morton, Fourth avenue and Twelfth street, New York, is placing a special line of advertising in the larger city dailies for Kops Bros., Nemo corsets, same address.

Stoddard, Bricka & Colman, New York, are placing the advertising of the C. A. Edgarton Manufacturing Company, President suspenders, Shirley, Mass., on an exchange basis.

The C. E. Sherin Agency, 452 Fifth avenue, New York, is adding new papers to the list and new territory for the advertising of Dr. Pratt, 1122 Broadway, New York.

The Howard Advertising Agency, Chicago, is placing 140 lines five times and five lines twenty-three times in Southern papers for the Pere Marquette Railroad.

Lord & Thomas, Chicago, is placing 5,000-line contracts in Pacific Coast papers for the Union Pacific Railway, Omaha, Neb.

The Morse Agency, Detroit, Mich., is placing 14,000-line contracts in Southern papers for the Herpicide Co., same city.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing 10,000-line contracts in Western papers for the Dr. Howard Co., palm vine, Dr. Howard's specific, same city.

The Massengale Advertising Agency, Atlanta, Ga., is placing three inches double column twenty-six times in Southern papers for the Connolly Mineral Springs Hotel.

The Johnson-Dallas Agency, Atlanta, Ga., is placing twenty-four inches t.f. in Southern papers for the Empire Life Insurance Company, same city.

The Frank Presbrey Agency, 7 W. Twenty-ninth street, New York, is placing twenty lines ten times in Pacific Coast papers for the Plaza Hotel, New York. This agency is also placing forty-five lines ten times in a selected list of papers for the D. & H. R. R., Albany, N. Y.; also twenty-six lines four times for the Hotel Wentworth, New Castle, N. H.

The R. A. Foley Agency, New

York, is placing 2,000 lines in Southern papers for the De Miracle Chemical Co., DeMiracle hair grower, 1907 Park avenue, New York.

The Cliquot Club Co., New York, is placing 216 inches in Pacific Coast papers through the George Batten Agency, Fourth Avenue Building, New York.

F. C. Vose, 38 Park Row, New York, is placing one inch fifty-two times in Southern papers for the advertising of C. C. for black capsules.

The W. S. Hill Co., 323 Fourth avenue, Pittsburg, is placing 10,000-line contracts for the Christian Moerlin Brewing Company, Cincinnati.

The Richmond Advertising Agency, Richmond, Va., is placing twelve lines eighteen times in Southern papers for the Chesapeake and Ohio Railway Company, same city.

The W. F. Simpson Agency, 38 Park Row, New York, is placing twenty-eight lines eight times in Eastern papers for the advertising of Robinson's patent barley.

The Brookover's Advertising Agency, Nashville, Tenn., is placing orders in Southern papers for the U. S. military tournament, Nashville.

The Constantine Advertising Agency, Seattle, Wash., is placing orders in Montana papers for the Crescent Manufacturing Company, Mapleine, Seattle.

Charles H. Fuller Agency, Chicago, is placing sixteen lines ten times in Southern papers for Winnett & Thompson, Queen's Royal Hotel, Niagara on Lake, N. Y.

Hatcher Bros. Corporation, Grand Forks, N. D., is placing orders in Eastern papers for the advertising of Grand Forks debentures.

Hicks' Newspaper Advertising Agency, 132 Nassau street, New York, is placing orders for fourteen lines twenty-six times in New York, Western and Southern papers for the advertising of the Thousand Island House, Alexandria Bay, N. Y.

Hill & Stocking, May Building, Pittsburg, is placing 10,000-line contracts in Sunday papers for the advertising of the Vanadium Hotel Co., Cambridge Springs, Pa.

H. W. Kastor & Sons, Laclede Building, St. Louis, is making 10,000 line contracts with Southern papers for the advertising of the Coleman Realty Company, 117 Main street, Oklahoma City, Okla. This agency is also placing sixty-five lines 6-time orders in the larger Eastern papers for the advertising of the Fort Stockton Irrigated Land Company, 512 Fidelity Trust Building, Kansas City, Mo.

Frank Kiernan & Co., 156 Broadway, New York, is placing orders for forty-two lines nine times in Southern papers for the advertising of E. & J. Bass, Empire Art Silver Company, 610 Broadway, New York.

Frank W. Lenhoff, 52 Dearborn street, Chicago, is placing orders for forty lines five times in Southwestern Sunday papers for the advertising of the Pardon Hook Co., Owensboro, Ky.

ROLL OF HONOR

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

ALABAMA.		NORTH CAROLINA.	
ITEM	Mobile	NEWS (Av. cir. mo. of Aug., 7,609).....	Charlotte
ARIZONA.		NORTH DAKOTA.	
GAZETTE	Phoenix	NEWS	Fargo
ARKANSAS.		OHIO.	
SOUTHWEST AMERICAN.....	Fort Smith	PLAIN DEALER	Cleveland
CALIFORNIA.		(May D. 85,901—S. 112,707.)	
INDEPENDENT.....	Santa Barbara	VINDICATOR	Youngstown
BULLETIN	San Francisco	OKLAHOMA.	
CALL	San Francisco	OKLAHOMAN	Oklahoma City
EXAMINER	San Francisco	PENNSYLVANIA.	
FLORIDA.		TIMES	Chester
METROPOLIS	Jacksonville	DAILY DEMOCRAT.....	Johnstown
GEORGIA.		JOURNAL	Johnstown
THE ATLANTA JOURNAL (Cir. 53,163).....	Atlanta	BULLETIN	Philadelphia
CHRONICLE	Augusta	DISPATCH	Pittsburg
HERALD	Augusta	GERMAN GAZETTE.....	Philadelphia
ENQUIRER-SUN	Columbus	PRESS	Pittsburg
LEDGER	Columbus	TIMES-LEADER	Wilkes-Barre
ILLINOIS.		DISPATCH AND DAILY.....	York
POLISH DAILY ZGODA.....	Chicago	SOUTH CAROLINA.	
SKANDINAVEN	Chicago	DAILY MAIL.....	Anderson
HERALD	Joliet	DAILY RECORD.....	Columbia
HERALD-TRANSCRIPT	Peoria	DAILY PIEDMONT.....	Greenville
JOURNAL	Peoria	TENNESSEE.	
INDIANA.		NEWS-SCIMITAR.....	Memphis
JOURNAL-GAZETTE	Ft. Wayne	BANNER	Nashville
NEWS-TRIBUNE	Marion	TEXAS.	
TRIBUNE	Terre Haute	RECORD	Fort Worth
THE AVE MARIA	Notre Dame	CHRONICLE	Houston
IOWA.		SEMI-WEEKLY TRIBUNE.....	Waco
EVENING GAZETTE.....	Burlington	TIMES-HERALD	Waco
CAPITAL	Des Moines	WASHINGTON.	
REGISTER AND LEADER.....	Des Moines	MORNING TRIBUNE.....	Everett
THE TIMES-JOURNAL	Dubuque	WISCONSIN.	
KANSAS.		EVENING WISCONSIN.....	Milwaukee
GLOBE	Atchison	CANADA.	
GAZETTE	Hutchinson	ALBERTA.	
CAPITAL	Topeka	HERALD	Calgary
KENTUCKY.		BRITISH COLUMBIA.	
COURIER-JOURNAL	Louisville	WORLD	Vancouver
TIMES	Louisville	TIMES	Victoria
LOUISIANA.		ONTARIO.	
ITEM	New Orleans	EXAMINER	Peterborough
STATES	New Orleans	FREE PRESS.....	London
TIMES DEMOCRAT.....	New Orleans	QUEBEC.	
MAINE.		LA PATRIE.....	Montreal
JOURNAL	Lewiston	LA PRESSE.....	Montreal
MICHIGAN.		JORNAL DO COMMERCIO	
PATRIOT—(May, D. 10,982—S. 11978)—	Jackson	OF RIO DE JANEIRO, BRAZIL	
MINNESOTA.		A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
TRIBUNE (Merning and Evening).....	Minneapolis	VASCO ABREU, Representative	
MISSOURI.		Tribune Building - New York	
DAILY AND SUNDAY GLOBE.....	Joplin	NEW BEDFORD TIMES	
MONTANA.		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
MINER	Butte	Average to May 1, 1910	
NEBRASKA.		Evening, 7,803 Sunday, 13,990	
FREE PRESSE (aver. circ. 142,440).....	Lincoln	ALFRED B. LUKENS Tribune Bldg.	
NEW JERSEY.		New York Representative New York	
PRESS	Asbury Park	FRANK W. HENKELL Tribune Bldg.	
JOURNAL	Elizabeth	Western Representative Chicago	
TIMES	Elizabeth	ANDERSON (S.C.) MAIL	
COURIER-NEWS	Plainfield	You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.	
NEW MEXICO.		MacQuoid-Alcorn Special Agency	
MORNING JOURNAL	Albuquerque	Tribune Building, N. Y.	
NEW YORK.		Boise Building, Chicago	
BUFFALO EVENING NEWS.....	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000).....	New York		
MESSANGER OF THE SACRED HEART	New York		
RECORD	Troy		

THE New Orleans Item

Largest Total Circulation by Thousands

Greater CITY Circulation Than Any Two COMBINED

SMITH & BUDD

Foreign Advertising Representatives

Brunswick Bldg New York 3d Nat. Bank Bldg St. Louis Tribune Bldg Chicago

JORNAL DO COMMERCIO

OF RIO DE JANEIRO, BRAZIL

A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.

VASCO ABREU, Representative

Tribune Building - New York

NEW BEDFORD TIMES

The paper that has made New Bedford, Mass., the fastest growing city in the world.

Average to May 1, 1910

Evening, 7,803 Sunday, 13,990

ALFRED B. LUKENS Tribune Bldg. New York Representative New York

FRANK W. HENKELL Tribune Bldg. Western Representative Chicago

Anderson (S.C.) Mail

You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

MacQuoid-Alcorn Special Agency

Tribune Building, N. Y.

Boise Building, Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
5 Beekman St., New York
Tel. Cortlandt 3133

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

BALLARD & ALVORD
1328 Broadway, New York
Tel. 38th 2246

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

CONE, ANDREW
Tribune Building, New York
Tel. Beekman 2792

DEBEVOISE, FOSTER CO.
45 West 34th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
231 West 39th St., New York
Tel. Bryant 4770

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745

GUENTHER, RUDOLPH
115 Broadway, New York
Tel. Broad 1420

HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4398

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FRWERT, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

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

NO ADVERTISER can overlook the clientele of
"THE PANHELLENIC"
New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address
"THE PANHELLENIC"
50 Church Street, New York, N. Y.
Phone 7623 Cortlandt

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

AUGUSTA HERALD
Augusta, Ga.
Proven circulation is what you get in the Herald. Circulation books audited by Association American Advertisers.
Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

KELLY, C. F. & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

KRUGLER, FRED'K M.
150 Nassau St., New York
Tel. Beekman 4746

FRANK R. NORTHROP
225 Fifth Ave., New York
Tel. Madison Sq. 2042

PAYNE & YOUNG
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
30 W. 33d St., New York
Tel. Madison Sq. 3613

SMITH & BUDD
Brunswick Bldg., New York
Tel. Madison Sq. 6187

THE FISHER AGENCY
118 East 28th St., New York
Tel. Madison Sq. 5556

VERRFE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL AD TIPS.

The Morse International Agency, Dood-Mead Building, New York, is placing seven inches fifty-two times in Western papers for the advertising of the Rumford Chemical Works, Rumford Baking Powder, Providence, R. I.

Paris, Allen & Co., 45 Broadway, New York, is asking for rates generally on 3 1/2 inches and 4 1/2 inches two times a week, to be used within one year.

The Pfeifer's Advertising Agency, 905 Majestic Building, Detroit, Mich., is placing orders in Pennsylvania papers for the advertising of the J. H. Remie Music Company, 131 West Forty-first street, New York, and 68 Farrar street, Detroit, Mich.

The Rubinsam Advertising Agency, Drexel Building, Philadelphia, is placing orders in New York State papers for the advertising of the Cores-Martinez Company, V. P. Chico cigar, 1012 Passyunk avenue, Philadelphia.

The Siegfried Company, 50 Church street, New York, is placing orders in New York City, Boston, Philadelphia, St. Louis and Kansas City papers for the advertising of George H. Burr & Co., the McCrum-Howell Company, stock, 37 Wall street, New York. This agency is also placing orders for forty-two lines two times in Southern Sunday papers for the advertising of the Hotel Lorraine, Edgmere, L. I.

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

The Snitzler Advertising Company, Hunter Building, Chicago, Ill., is placing orders for twenty lines two times a week for one year in Southern papers for the advertising of the Beggs' Manufacturing Company, Chicago.

J. P. Storm, Marbridge Building, New York, is asking for rates on seventy-five inches to be used in weekly editions of newspapers during June, July and August.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, is placing 2,000-line orders in large cities for the advertising of the United Shirt and Collar Company, Troy, N. Y.

Trades Advertising Agency, 13 Astor place, New York, is placing orders in Pennsylvania papers for 1,176 lines to be used in twenty-seven insertions for the advertising of G. Reis & Bros., embroidery specialties, 640 Broadway, New York.

George W. Tyler, 53 State street, Boston, Mass., is placing orders in Eastern papers for a mining proposition, Room 328, 60 State street, Boston, Mass.

Charles J. Billson Stricken. A letter from Honolulu, Hawaii, received this week, states that Charles J. Billson was recently stricken with paralysis, the third stroke since he retired from New York two years ago. Mr. Billson was one of the leading special agents of the United States when he gave up his New York office. He began with the Scripps-McRae League twenty-five years ago.

The Three Rivers (Mich.) Press has increased its capital stock from \$5,000 to \$10,000.

Botfield Engraving Co.
29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

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

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

THE PUBLISHERS METAL CO.
134 Metropolitan Ave., Brooklyn

Adopt our system and save 20% on your metal bill
We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
All we ask is a trial.

FACTORY, 134 METROPOLITAN AVE., BROOKLYN
Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

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 Shulden weid & 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."—Chaudler-Price Company, Cleveland, O.
"We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
American firms contemplating opening up foreign trade should place their announcements in this paper.
Rates on application to **ALBERT O-DONOGHUE, 534 W. 125th St., New York.**
Send for sample copy.

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

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



The Garwood Electric System
Allows the press to be slowed down smoothly from highest speed down to slowest speed without breaking the web, saving both power and time.
Garwood Electric Company
Philadelphia. Chicago. St. Louis. Pittsburg. Boston



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 BROS., 277 Dearborn Street, CHICAGO
LONDON: NEW YORK:
56 Ludgate Hill, E.C. No. 1 Madison Avenue

UNITED PRESS BULLETINS

W. W. Hawkins, manager of the Washington Bureau, was in New York Thursday on business.

S. I. Freed, of the New York Bureau, relieves H. J. Thomas next week as manager of the New Haven Bureau, the latter going to the San Francisco division.

E. R. Sartwell, of the Washington Bureau, has been detached for vacation relief service in the Middle Western Bureau. For the next two weeks he will be in charge of the Pittsburg Bureau during the absence of Manager W. E. Hall.

K. C. Adams and Sydney H. MacKean have joined the staff of the New York Bureau.

R. W. Howard, general news manager of the United Press, left to-day for an inspection of the Central and Pacific Coast Bureaus. He expects to be away from New York until the middle of July.

The United Press has recently added the following papers to its list of clients: Kansas City (Mo.) Star, Racine (Wis.) Times, Janesville (Wis.) Gazette, Sheboygan (Wis.) Journal, Monroe (Wis.) Times, Greenbay (Wis.) Gazette, Dubuque (Ia.) Times-Journal, Lawton (Okla.) Constitution-Democrat, Ashland (Ky.) Independent, Dixon (Ill.) News, Rapid City (S. D.) Guide, Madera (Cal.) Tribune, Coeur d'Alene (Idaho) Journal, Devil's Lake (N. D.) Journal, Minot (N. D.) Reporter, Joplin (Mo.) Times.

OPERATORS' ASSIGNMENTS.

H. A. Yoell, Utica (N. Y.) Dispatch.
O. L. Stuck, Taunton (Mass.) Gazette.

J. H. Mason, Stamford (Conn.) Advocate.

C. R. Hubbard, Minneapolis (Minn.) News.

W. McInerney, San Francisco (Cal.) Bureau.

NEWSPAPERS BEST MEDIUMS.

Results However, Are in Proportion to Merit of Subject Advertised.

Speaking before the Sioux City (Ia.) Ad Club last week on the "Value of Good and Bad Advertising," G. M. Everson said concerning the newspapers:

"Vehicles for advertising come and go—when first brought out advertisers rush to them, but it's only for a short time, and then they are abandoned and the merchant returns to his first love, the newspaper. There never has been and never will be any means for advertising devised superior to the newspaper. One writer recently likened newspaper advertising to business, what the hands are to a clock; a direct means of letting the public know what you are doing. It would be as reasonable to expect results from a clock without hands as to expect a business to be a success without advertising.

"The results are in proportion to the merits of the subject advertised and the ability displayed in producing copy.

"There is not an article offered for sale in the markets of the world that cannot be helped by good newspaper advertising.

"The newspaper is like a show window, but there is this difference: It is delivered directly into your home

each morning and evening, and instead of depending upon display of merchandise for its pulling power, it depends upon display of description. Be fair with your newspaper, then, and see to it that your description is true of the article advertised.

"I passed a show window the other day and saw a lady's outer garment thrown carelessly (?) across the back of a chair. It fairly spoke its richness as it lay there, yet I venture to predict that not a man in this room, unless he is engaged in that business, could have entered that window, picked up the garment, replaced it and made it look worth one-half the money, yet the values were there the same as before.

"It's just so with newspaper space. Everybody who uses its columns has the same material, but it's the way it is used, and the matter that is put in it that determines results.

"There is a difference, however, in the value of space in different newspapers. The one having a circulation among prosperous people is worth more as an advertising medium than the one that circulates among the poorer classes. It may not have quantity of circulation, but it does have the quality, and quality counts here as everywhere else.

"Men condemn newspaper advertising every day who have thought it was a crucible into which they could pour incompetency and out of which they could draw success. Pour into it competency, brains, ambition and stick-to-it-iveness, and it will turn them into gold dollars.

"It is the newspapers that create centers of trade because they are the force that control public opinion.

"It is to business what water is to arid land. It can make any location produce by irrigation, by drawing people from other sections. Successful merchants keep that stream coming their way.

"The merchant who kicks about his location is not hurt by that location, but he is hurting the neighborhood. He can bring a stream of buyers by reaching out for them through the dailies and attracting them from other localities.

"When you buy advertising space you buy circulation, and circulation can be measured just as potatoes can.

"But, as I said before, it's the quality of circulation that counts, not the quantity. It therefore follows that a newspaper that has a circulation of 10,000 delivered to the homes of people is more valuable as an advertising medium than the papers having a circulation of 20,000, the larger part of which papers are sold on the street, because people who buy papers on the street rarely, if ever, read the advertisements.

"See the list of subscribers of a newspaper and you can then judge its pulling strength.

"You want to know where your story is being read. It does you no good to advertise in a paper that circulates largely among the poorer classes of a city, because no matter how alluring your statements, the readers have no money with which to buy your goods. It's the amount of circulation that reaches buyers that concerns you."

Will Be Guests of Chicagoans.

The Chicago German Press Club has invited the members of the Milwaukee German Press Club and their families to be their guests Sunday, June 12.

Another Great Month

for the

New York World

And with one exception (last October)
the Greatest Advertising Month
in its History!

Look at the Figures for May!

(Compiled by the Statistical Bureau of the New York Evening Post)

	WORLD ADVERTISING	NEXT HIGHEST (THE HERALD)
May, 1910,	1,135,257 lines	1,018,156 lines
May, 1909,	1,064,495 lines	1,012,601 lines
	GAIN 70,762 lines	5,555 lines

WORLD'S LEAD over its nearest competitor, **117,101** lines
WORLD'S INCREASED LEAD in one year, **65,207** lines

The New York World not only prints every week, every month, every year, more advertisements than any other newspaper anywhere, but steadily increases the distance between itself and its competitors

CHANGES IN INTEREST.

Harry Kussenberger has purchased the plant of the Frederickburg (Tex.) Standard and assumed control. O. E. Faubion was the former editor and proprietor.

J. L. Yillion has sold the Towner

(N. D.) News and Stockman to Fred B. Haines.

The partnership heretofore existing between William Durkee and E. T. Nellar in the publication of the Kadoka (S. D.) Press, has been dissolved, Mr. Nellar having purchased the interest of his partner.

☞ A rooster thinks his crow makes the sun rise.
☞ Business managers of successful newspapers say our "4c guaranteed news" makes their profits rise—ask us the why

AMERICAN INK CO. - 12 DUANE STREET

