

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 8, No. 27

NEW YORK, JANUARY 2, 1909

5 CENTS A COPY

COVERING THE QUAKE

HOW NEWS OF THE DISASTER IN SOUTHERN ITALY WAS HANDLED.

American News Associations Send Prompt, Full and Graphic Reports from the Desolated Districts—Correspondents Early at Messina and Reggio—Getting News at Points Far from Stricken Provinces.

Even a greater strain than the San Francisco earthquake of April 18, 1906, imposed was put upon the news-gathering machinery of the civilized world by the disaster in Italy. That the machinery stood the test well is a fact the public in general is likely to lose sight of. But newspaper men who read the stories that are spread before the world daily realize to what courage, generalship, resourcefulness and energy the reports from the toe of the big Italian boot bear witness.

If each newspaper had to depend upon itself alone for earthquake stories, the public appetite for hourly details would go unsatisfied. Only by co-operative effort represented by the great news associations, is it possible to cover such a tremendous piece of news as the Italian earthquake.

When the first report of the calamity reached Rome, Salvatore Cortesi, manager of the Associated Press there, was convalescent from scarlet fever, and still in bed. Regardless of the danger he incurred, he insisted on returning to duty. He cabled for reinforcements, and without a minute's delay began work with the men at command.

The Associated Press correspondents in Italy report to Mr. Cortesi. He sent orders to those in towns in the southern part of the kingdom. Some of them replied. Others in Sicily and Calabria have not been heard of, and their silence has occasioned the darkest fears.

Kellogg Durland, Mr. Cortesi's principal assistant, was sent to Messina. Howard N. Thompson, of the Paris bureau of the Associated Press, hurried to Reggio. Mr. Denney, of the London office, placed himself at Mr. Cortesi's disposal.

The bulk of the matter was sent from Rome overland to Brest, and transmitted by the French cable to this country. The first day, Sunday, 2,200 words were cabled, on Monday, 6,700 words, and on Tuesday, 5,240 words. Besides the news direct from Rome, there were dispatches from London, Paris and other cities, telling of relief measures, action by governments, chambers of commerce, benevolent societies, official expressions of sympathy, etc.

The correspondents in various European capitals watched the local papers for news in specials from the scene of the disaster, and sent to the Associated Press whatever was thought to be of interest. A consequence of this vigilance was some duplication of the news, but it was con-

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WALTER WILLIAMS.

(See Page 5.)

DEAN OF THE DEPARTMENT OF JOURNALISM OF THE UNIVERSITY OF MISSOURI, AT COLUMBIA, MO.

PRINTERS ORGANIZE.

New York Employers Getting Together to Fix Prices.

A mass meeting of employing printers to consider means of improving the trade was held Monday night at the Broadway Central Hotel, New York. Invitations had been sent to 500 firms employing more than six men each, and about 200 concerns were represented.

J. J. Little presided. Among others who took an active part in the discussion were William Green, Charles Francis, Robert Schalkenbach, James L. Smith, secretary of the committee, who started the movement.

Several speakers addressed the meeting and stated that during the last ten years the price of labor had advanced, while hours were shortened. It was voted unanimously that an organization be formed to fix prices for the protection of the printing trade in New York, and \$150 was collected to defray the preliminary expenses.

The committee of six was empowered to bring the number up to fifteen

and settle the policy of the organization, which they were to report upon at another meeting to be held in the next few days.

Would Advertise Trenton.

The trustees of the Trenton Chamber of Commerce have voted authority to Secretary Woodworth Clum to appear before the next Legislature and ask for the passage of a bill empowering Trenton to appropriate money to be used for advertising. If such a bill is passed, the Chamber of Commerce will ask the Common Council for \$10,000.

The World At Home.

From ten o'clock until six on New Year's Day the New York World was at home to all friends, and its establishment was thrown open for their inspection. A musical programme was provided, and the World force toiled with entire success, apparently, to make everybody feel comfortable. The visitors seemed especially interested in the great presses in which the World is printed.

MILLS NEED WATER

PAPER FAMINE LIKELY UNLESS, THERE IS A HEAVY FALL OF RAIN SOON.

International Company's Plants That Have Been Running on Part Time May Have to Close Altogether—No Reserve of Finished Paper on Hand—Frozen Streams Add to Trouble.

The long-continued dry spell in the paper making regions is likely to result in a famine in news print paper unless there is a heavy fall of rain before long. Dispatches from Glens Falls, N. Y., quote officials of the International Paper Company as taking a most cheerless view of the situation.

According to these reports, many mills which have been compelled to run on short time, owing to a scarcity of water, will have to shut down altogether unless rain falls within four weeks.

As the International Paper Company has no reserve supply of finished paper, such a shut-down would, it is said, cut off shipments to a number of big dailies. Low water is reported in all the paper mill towns of the company.

From Ticonderoga comes the news that the water supply is less now than it was in midsummer. The level of Lake Champlain is three inches below the lowest previous record. With the thermometer at 18 and 20 degrees below zero, the streams are frozen nearly solid.

Owing to the low water in the lake, pipes through which water is pumped for the use of farmers living along the shore are exposed to the air and their contents frozen solid.

There is so little water in the Ticonderoga and Boquet rivers that the pulp mill refuse in these streams is more noticeable than ever, but this pollution may soon be temporarily suspended, as the mill owners are planning a shut-down until more water is obtainable.

The Ausable River shows a smaller degree of pollution, due to the fact that the Rogers mill has adopted a method by which the offensive character of the refuse is considerably diminished—an improvement which has followed the filing of numerous protests with the Governor against the polluting of the stream.

The paper manufacturers in the Miami Valley, Ohio, say that business is getting better, but that they fear they cannot fill orders if the drought continues. Unless relief comes soon the paper industry in the valley may be paralyzed.

A more cheering condition exists in New England. The mills of the International Paper Company, in Livermore Falls and Rumford, Me., will not be affected by the unusual low water conditions, it was stated by an official of the company. The mills of S. D. Warren & Co. at Westbrook and of the Great Northern Paper Company at Millinocket and East

Millinocket, it is said, are in no danger of shutting down.

All the five mills in Berlin, N. H., are running to full capacity, but the water supply is low and production must be curtailed unless rain comes soon.

A policy of managing its timber lands so as to insure a permanent growth of spruce timber has been adopted by the directors of the International Paper Company. The department in charge of the forests owned by the company has been instructed to put into effect a plan of practical forestry, to use the most conservative and economical methods and to conduct its operations so as to minimize the danger of fire.

WHO ARE THE OWNERS?

Bill in Congress to Compel Publicity of Editors and Proprietors.

Representative Cooper of Wisconsin last week introduced in Congress a bill to exclude newspapers and magazines from the mails unless the names of owner and editor, or officers, directors and stockholders, be printed on the first page. Mr. Cooper explained his motive:

"There is no agency in the government so powerful as newspapers to affect the politics and policies of the government and the morals of the people. This being true, the people have a right to know who their teachers are and what influences may operate upon them. If the people knew the owners of the papers and the influences and motives that may prompt the editorials and writings therein they would better be able to give proper value and weight to the published articles."

American Bandman's Only Woman.

Mrs. J. Christopher Marks, of New York, is the only woman connected with The American Bandman, a periodical devoted to the work and play of bands, mostly brass and reed. She is an associate editor with other famous editors—John Philip Sousa, John S. Duss, Paul de Longpre, Ellis Brooks, Samuel F. Treloar, Martin Klingler and John C. Weber. Mrs. Marks is a clever writer. She is also the founder of the International Arts Society which aims to better the material condition of artists. Mr. Marks, her husband, is organist of the Church of the Heavenly Rest, New York, and a well-known teacher and composer.

Colby Has No Organ.

State Senator Everett Colby, of New Jersey, denies that he has bought an interest in the Elizabeth (N. J.) Times. The statement was printed that he planned to buy a paper to have a personal organ.

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

NET AVERAGE FOR NOVEMBER

238,665

COPIES A DAY.

The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.

WILLIAM L. McLEAN, Pub.

WATERTOWN, N. Y.

Industrial Center of Northern New York and Fine Newspaper Field.

(Special to The Editor and Publisher.)
WATERTOWN, N. Y., Dec. 23.—Newspaper men throughout the East, who study the map, have been struck by the geographical situation of this city. It would be difficult to name any city of 30,000 east of the Mississippi River that is so completely a center for a large territory and so far removed from the influence of so-called metropolitan newspapers.

The nearest large center to Watertown is Syracuse, seventy-two miles south. To the northeast at the north boundary of New York State, is Ogdensburg, a city of 20,000 people. In the territory centering at Watertown is the bulk of the great papermaking industry of New York State, and the water power drives many great factories of other communities. Thus it is nearly an ideal newspaper center for a city of 30,000 population.

During the past year the Watertown Daily Standard has attracted much attention. The average Watertown business man says, with pride: "Oh, yes; The Standard is making money." That is the test of success here.

William Hannibal Smith is editor-in-chief. He rose from the ranks. His father wrote the editorial in the first number of the paper fifteen years ago. Mr. Smith is thirty-two years old, full of the spirit that willingly fights for live, quick moving news. W. A. Hendricks is business manager, and A. C. Gibson is city editor.

The Standard claims a circulation of 8,000. The building is a three-story brick. The plant includes a Straight Line Goss press, with 25,000 an hour capacity; four linotypes and a complete stereotyping outfit.

Victoria (B. C.) Colonist Jubilee.

The Jubilee Edition of the Victoria (B. C.) Colonist, issued on Sunday, December 13, to celebrate the fiftieth anniversary of the paper, is a strikingly modern production, the equal of any metropolitan paper, even though it is all done in black and white. The number has six sections and 136 pages. Wilfrid E. Playfair, of the staff, was in charge of the production. The controlling interest in the Colonist is owned by J. S. H. Matson. The editor-in-chief is Charles Henry Lugrin, who retired from the profession of law and was formerly editor of the Seattle (Wash.) Telegraph, and later of the Seattle Press-Times.

Lowney Trade Mark Infringed?

The Walter M. Lowney Company of Boston, whose candy advertisements are familiar to magazine readers, has asked the Canadian courts to protect it against an alleged infringement of its trade mark by P. G. Demetri & Brothers, of Montreal. It is said that the defendants have unlawfully appropriated the picture of the woman taking chocolates from a box with a pair of tongs.

C. F. King Found Guilty.

The trial of Cardenio F. King, of Boston, where he published a short-lived daily named the Tribune, has ended in conviction on twenty-seven counts. It lasted two weeks. King is a promoter of various financial enterprises, and is accused of taking \$25,000 belonging to customers, who sent him the money to buy stocks.

COVERING THE QUAKE

(Continued from page 1.)

sidered better to risk that than to take chances of missing something important.

UNITED PRESS SERVICE.

The forces of the United Press Associations were commanded by Enrico Tedeschi, Rome correspondent. Promptly upon receiving the first intimation of the calamity, he sent men to Palermo and Messina. A picturesque incident at the service was the transmission of wireless U. P. dispatches to Rome from the Italian cruiser *Coatit*, which was at Reggio.

One of the correspondents on his way south from Rome stopped at Nicotera, on the west coast of Calabria, and thence sent some early dispatches giving an idea of the extent of the destruction.

Mr. Tedeschi made an arrangement with a news association in Rome whereby the U. P. service was greatly strengthened. Charles P. Stewart, the London manager, handled the earthquake news that came to the British capital from various continental sources. The reports of the Central News and the Exchange Telegraph were incorporated in those of the United Press Association. At the Berlin office the association had the benefit of the news gleaned by the Tageblatt, one of the most enterprising dailies published at the German metropolis.

Warrington Dawson, the Paris correspondent, sent copious reports from French newspapers, and from other sources, official and unofficial. The bulk of the news from Rome was sent by the Western Union cable, under the personal direction of J. F. Nathan, manager of the cable department.

HEARST NEWS SERVICE.

A large corps of correspondents under direct orders of the Rome bureau covered the story for the Hearst News Service, and the cable reports were full and detailed. On Wednesday the service received by Government of Rome and Western Union cables a review of the situation up to that time from Lloyd C. Griseom, American ambassador to Italy. He said he had received many inquiries from Americans concerning relatives, but that no information was yet available.

The management of the Hearst service claims to have sent the first news sent from Messina. It announced fresh earthquake shocks and the re-establishment of telegraphic communication. The Marquis di Ruvolito went to Messina for the Hearst News Service, and described the situation in cablegrams from Catania. Lieutenant Wolfsohn sent stories of refugees' hairbreadth escapes and suffering from the steamer *Therapia*, off Naples.

BUSY TIMES AT HOME.

For the information of its Italian readers, the New York Herald published full earthquake reports in their own language.

HOME STAFFS KEPT BUSY.

A tremendous piece of news thousands of miles off made plenty of work for the men in the newspaper offices in this country. Geographical and historical articles had to be written. The "morgues" worked overtime to supply clippings and photographs of scenes in the devastated provinces were at a premium.

Wherever there are Italian colonies meetings were reported, leading citizens interviewed and relief measures described. The reporter who spoke or even read Italian fairly was more in demand than almost any other man in the office.

Of the 600,000 Italians in New York, about one-third come from the devastated parts of their native land. From the time when the first dispatches announcing the disaster came, half-frenzied crowds gathered at the Italian newspaper offices reading the bulletins with strained, eager eyes, and appealing piteously for tidings of individual friends at home; a kind of news it was impossible to get.

Il Progresso Italo-Americano opened a subscription list, to which Enrico Caruso, the tenor, contributed \$2,500, his earnings for one night. Frank Frugone, publisher of the Bolletino della Sera, was active in aiding his unfortunate compatriots, and in a short time collected \$700.

The London dailies published editorial appeals to British generosity. All the special dispatches confirmed the appalling nature and vast extent of the calamity, but as it was out of the question to obtain names of victims and precise details of their fate, newspaper enterprise could do little to relieve the heartbreaking suspense of Italians the world over.

Newspapers in History.

At the last session of the American Historical Association, in Washington, on Tuesday, Talcott Williams, of the Philadelphia Press, discussed "The Use for Historical Purposes of the Newspapers of the Last Thirty Years."

William Nelson, Corresponding Secretary of the New Jersey Historical Society, told of "American Newspapers of the Eighteenth Century as Sources of History."

James Ford Rhodes spoke on "The Use of Newspapers for the History of the Period from 1850 to 1877."

The Times Lights Up.

The New York Times welcomed the New Year by lighting its building from the ground to the tower. The structure was crowned by a searchlight of enormous candle power. A ball of 350 electric lights blazed from the top of the flagstaff.

England Doesn't Want "Frazzle."

Now it is the American adaptation of the word "frazzle," the origin of which is being discussed. But we sincerely trust that it will not creep into British newspapers.—London (Eng.) Newspaper Owner.

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

CIRCULATION WORK

To Build Up Large Body of Readers Is a Task for Editors, Says Circulation Manager of Southern Daily—The Premium Question.

By JOSEPH H. LACKEY, Circulation Manager of the NASHVILLE BANNER.

(Written for THE EDITOR AND PUBLISHER.)

After several years study of newspaper circulation, I have come to the conclusion that, in the final analysis, the editors are the real circulation managers and the so-called circulation managers are mere figureheads, so far as the permanent development of circulation is concerned. A circulation manager can but keep his department in the channel, avoiding the rocks and shoals, but the power of propulsion comes from the engine, which, in the case of a newspaper, is the editorial staff and news service. This acknowledgment may be considered a heresy by those orthodox members of the profession who have coddled themselves into the belief that they are "the big it" in the matter of getting and holding circulation, and have not pursued the subject to its logical conclusion, but nevertheless it is a fact.

There are more things that enter into the regulation and control of circulation than the fertile brain and physical activity of the circulation manager. He is so circumscribed and hemmed in that he may be said to be a mere creature of circumstance. A fountain cannot rise higher than its source, nor can the circulation of a paper be advanced permanently beyond that point where its merit and intrinsic worth will sustain it, but when a circulation manager does this, he has abundantly earned his salary.

It is true that a creditable circulation may, through painstaking efforts and by a liberal use of tin pans, dishes, cuckoo clocks, etc., be built up, but after this is done, where is the circulation manager who can hold a single dissatisfied reader without the use of handcuffs or a rope?

COSTLY POLITICAL POLICY.

An unpopular political policy can play havoc with the careful work of a circulation plodder quicker than almost anything else. This was forcibly illustrated in the campaign of 1896. A certain powerful paper (no names will be called) had a weekly edition with a large, widely distributed and profitable circulation. Most of the readers were dyed-in-the-wool Democrats of the Bryan type, and when the paper strayed off to worship the golden calf, as typified by the Palmer and Buckner ticket, the "dis" orders that came pouring in reduced its erstwhile flourishing circulation to a mere remnant. The circula-



JOSEPH H. LACKEY.

CIRCULATION MANAGER OF THE NASHVILLE BANNER.

tion manager was not to blame for this disastrous falling away, nor was he entitled to full credit for the former prosperity.

Another thing that may knock the largest and most costly circulation into a cocked hat in short order is "the chemical combination of a fool with a lead pencil" and the authority to print the product. An editor with a morbid liver and iconoclastic tendencies may drive away more readers in a day than the most patient circulation manager can coax back in a month. Further to illustrate the influence of the editorial staff, and even of an individual writer, over circulation, attention is directed to the assertion that much of the circulation of Mr. Hearst's New York Journal is attributable to the short, crisp, incisive editorials of Arthur Brisbane. It might be difficult to determine the exact number of papers that Mr. Brisbane's editorials sell, but certain it is that they vitally affect circulation.

"HAVE SOMETHING TO CIRCULATE."

The first requisite in circulation building is to have something to circulate. A good news service is a better "puller" than all the junk that was ever gotten out by premium houses. A paper that is seeking a large circulation must ascertain the tastes of its readers and then use diligence in supplying their wants. A satisfied reader means a permanent reader.

My advice to a circulation manager would always be to make the merit of his paper the chief argument in every effort to increase circulation, as this is the only substantial basis upon which to build. If his paper has little or no

merit, or is unpopular with its constituency, then his wisest and most diplomatic efforts should be directed to the remedying of these defects or shortcomings. Some people might say that the editorial quality and mechanical make-up of the paper do not come within the sphere of the circulation manager; perhaps, but he ought not to be ignored altogether in this regard. Who is better qualified to judge of what the newspaper reader wants than the man who comes into direct and intimate contact with him? When an editor or publisher considers himself omniscient and far-seeing so as to disdain suggestions for improving the paper and increasing its popularity, he is certainly walking in darkness and is due to receive a severe jolt some day.

It is just as essential for a circulation manager to know the faults and limitations of his paper as to know its strong qualities. A rampant radical or "demagogic" sheet, as its rival would term it, does not appeal to a certain class of readers any more than the ultra-conservative or "reactionary" portion of the press appeals to another class. The circulation manager must know to which class his paper appeals.

No paper can be accepted as a criterion to be blindly followed by another, because the conditions surrounding each are different. While there are certain fundamental principles of newspaper circulation which apply to all alike, yet different methods must be adopted to suit different conditions. Because a certain proposition proves a great success on one paper, it does not necessarily follow that it would prove a success on another.

The Banner's circulation has been obtained by systematic legitimate and consistent work—straight, hard, persistent "line bucking." Our main reliance has been placed on personal solicitation, circularizing and sampling, local subscription agents and clubbing with country exchanges, using the merit of the paper as the lever in every instance. It is true we have dabbled in premiums to a small extent in times past, and conducted one successful popularity contest, sending about fifty young ladies to the Jamestown Exposition, but most of our circulation has come through the use of old-time, reliable methods.

THE PREMIUM QUESTION.

Personally, I do not believe in the use of premiums, except in unusual cases. In my humble opinion, \$500 spent in improving the editorial quality and mechanical make-up of a paper will produce greater permanent results than \$1,000 spent for premium gimcracks and gewgaws. I realize, however, that it would be unwise for a circulation manager to eschew the use of premiums under all circumstances. In the case of a new paper which has its spurs to win in a field already well-filled, or in case of sharp competition with another paper using premiums, they are almost a necessity. But as a rule, unless there is something radically and fundamentally wrong, an established paper can always maintain its full share of circulation if it will give its readers what they want in the way of news and editorials and its circulation manager lives up to his possibilities.

A SOUTHERN CIRCULATOR.

Mr. Lackey's Work in Pushing the Nashville Banner.

Joseph H. Lackey, circulation manager of the Nashville Banner, was born in Kentucky in 1875. He went to Nashville, Tenn., in 1896, and after completing a course in Fall's Business College, became secretary to the agent of the Southern and Adams Express Companies, D. C. Pierce. In 1902 he resigned and went to the Banner.

The circulation of the Banner, when Mr. Lackey took charge, was a little over 16,000 and it is now 40,000, which Mr. Lackey claims is the largest daily circulation of any paper in the State and the second largest in the South.

Since Mr. Lackey's connection with the Banner it has adopted the cash-in-advance basis for all mail subscriptions, which seems to be satisfactory.

Mr. Lackey is a member of the National Association of Managers of Newspaper Circulation, being on the membership committee. He addressed the convention at the Bellevue-Stratford in Philadelphia last June.

The United States and Canada, with a total of 22,898 publications, issue one-third of all the newspapers and periodicals in the world.

SATISFY YOURSELF



which make of press will suit your purse and needs when ordering your new equipment, then order your roller cores sent to either New York, Philadelphia or Cleveland, the only Cities where the real Bingham Roller is made. They are guaranteed.

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

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

The WANTS ADS Tell the Story in Philadelphia

The *Morgen Gazette*, the great German daily of the city, is a leader in this class of advertising. Together with the *Evening Democrat*, recently purchased, the *Gazette* offers an exceptional opportunity to advertisers. Send for rates and further information.

Examined by the Association of American Advertisers.

SOUTHERN BOYCOTT NEW ORLEANS PAPERS ARE ATTACKED BY GAMBLING INTERESTS.

Threatened With Loss of Advertising Unless They Let Up On Liquor Dealers and Race Track Crowd—Times-Democrat Appeals to Federal Court, and Indictments May Follow.

To force the New Orleans Item and the Times-Democrat to stop fighting them, the liquor and racing interests in the city are reported to have conspired for the purpose of ruining the business of these papers. The Times-Democrat advocates a stringent regulation of racing and of the liquor traffic. By way of retaliation, the sports and the saloon-keepers are said to have asked advertisers not to give orders to the Times-Democrat unless it changes its policy.

When Page M. Baker, publisher of the paper, was informed that a boycott was proposed, he appealed to Judge Eugene D. Saunders of the Federal Court, who directed the United States Grand Jury to make an investigation.

STERN WORDS FROM THE BENCH.

In his charge to the Grand Jury Judge Saunders said:

Information has been given me that a conspiracy has been formed and is in active operation in this city for the purpose of breaking up and destroying the business of one of the principal newspapers, the Times-Democrat. If such a conspiracy exists, and I am told that it does, and is attempting to destroy the business of this paper, then the conspirators are violating the laws of the United States in attempting to break up a business.

The Times-Democrat is engaged in a legitimate business and in selling its goods, not only in New Orleans, but has a large circulation in the Southern States. The case would fall directly under the decision of the United States Supreme Court in the case of *Lowe vs. Lawler*, more generally known as the Danbury Hatters' case, and reported in 200 U. S. Reports.

I cannot imagine a greater crime than this, as the criminals are trying to destroy the free discussion of questions of interest to the welfare of the city. We cannot permit a quasi-criminal element to dictate what the papers of the city shall say, and if there is such a conspiracy I hope you will investigate so that if the guilty parties are found we can enforce the severest penalty that the law may provide for the guilty.

It is believed in New Orleans that several liquor men and racetrack leaders will be indicted.

ITEM HEEDLESS OF THREATS.

The Item says it has been given to understand from time to time that it

would be boycotted like its neighbor unless it reversed its policy toward the foreign racetrack gamblers who have infested the city. These threats, the Item explains, always came from irresponsible, not to say, disreputable, sources, and therefore the paper did not feel justified in taking the matter into court. Respectable business men who were reported as supporting the boycott, deny having anything to do with it.

Despite threats, the New Orleans papers are getting some direct benefit out of the situation. The new liquor law, which is bitterly opposed by the saloon interests in New Orleans, requires that applicants for licenses shall advertise that they have filed the necessary petition. The authorities have ruled that the law applies to saloon-keepers seeking renewals of licenses as well as to those about to embark in the business.

A recent issue of the Item contained more than four columns of saloon-keepers' notices.



POOR POET.

First Poet—"Was your last book of poems a success?"
Second Poet—"Fine! Just when we ran out of coal the publisher sent nearly the whole edition up to my house."

CIRCULATORS' FEAST.

Beefsteak, Speeches and Vaudeville on the Programme.

The fourth annual beefsteak dinner of the Circulators' Club of New York will take place at Reisenweber's on the evening of February 3. A programme of vaudeville "stunts" has been arranged.

Officers and committees of the club are as follows:

President, E. F. Cunningham, Tribune; vice-president, Charles Shevlin, Journal; treasurer, A. E. Thompson, Sun.

Entertainment Committee—George Henry, Journal; A. B. Montgomery, Short Stories; Edmund Cox, American; John Ring, Tribune.

Refreshment Committee—David Hero Finn, Journal; Dr. John McCaffrey, American; Robert Newman, Tribune.

Musical Director—Edward Dorf, World.

Doortenders—F. D. Miller, Short Stories; A. E. Thompson, Sun.

Reception Committee—E. J. Barry, Herald; William Weber, World; Thomas McCue, Sun; George Price, World; John Congdon, World; J. T. Quinn, Herald; William Henry, American; F. P. O'Raw, Telegraph; V. Marrello, World; J. F. Kelly, Kelly Publishing Company; Chris. Faulhaber, Herald; Fred Nixon, Judge Publishing Company.

Master of Ceremonies—J. A. J. Fenton, Press.

EDITORS' PASSES.

Their Legality Soon To Come Before Supreme Court.

Whether newspaper and magazine publishers may legally accept transportation over the railroads in return for advertising in their columns probably will soon be decided by the Supreme Court of the United States. The Chicago, Indianapolis and Louisville Railway Company, generally known as the Monon route, has brought to that court a case involving this question, and it is probable that the court will find in it a subject of such general importance as to justify it in advancing the hearing.

The suit originally was instituted by the government in the United States Circuit Court for the Northern District of Illinois. That court held that such a transaction would in all probability result in discrimination, and therefore decided against the company.

In delivering the opinion of the court, Judge Kohlsaat said: "It is essential to the spirit of the statute (the Hepburn law) that the value of transportation be fixed and certain.

"In no other way can it be held to be exactly the same to all. If one person may purchase it with advertising, and another with labor, and another with produce, the value which is a matter of agreement between the parties, how can it be said schedule rate is always maintained? Would not the rate rest in the whim of the carrier? Such is not the intent of the law."

If the case should be advanced it will be possible to hear and decide it before the final adjournment in May of the present term of the court.

OPPOSES SUFFRAGETTES.

Woman Editor Says Her Sex Does Not Need the Ballot.

Miss Katherine Conway, editor of the Boston Pilot, is opposed to woman's suffrage. In an article on the subject she says:

Women don't need the vote to get better salaries or better laws. Men will look out for women if women will give them a chance. Other things being equal, men prefer the women with whom they are associated to be attractive in appearance, but not even snub noses, freckles and shapeless figures are sufficient to keep the girl of ability from occupying the place and receiving the salary which she is worth.

When women are more broadly educated in national, State and municipal affairs, I believe they will be more patriotic and more conscious of the fact that they will be of greater service to their country in the homes, cultivating the home spirit and helping to mold the thoughts of those about them.

THE PRESS AND HISTORY.

At the meeting of the American Historical Association at Washington this week one of the interesting papers read was that by William Nelson on "American Newspapers of the Eighteenth Century as Sources of History." Mr. Nelson took issue with Bancroft's remark that "you cannot write history from newspapers."

That might be true for the period of American history with which Bancroft was most interested, as the colonial press was hampered by official censure, but in the evolution of the press since independence, a historian, as Mr. Nelson remarked, who ignores that field will miss "a great and valu-

able mass of material." Even in a study of the Revolutionary era the newspapers, brief as they were, throw much light on the life of the people, and without that our conception of events would be fragmentary and the meaning incomplete. In the absence of the telegraph, telephone and news organizations, and with editorial comment usually covered by a paragraph or two, it is readily understood why Bancroft gained little material from the newspapers in writing his earlier volumes.

Letters, journals, diaries and public documents then, as now, were invaluable, but in recent times their relative value as compared with that of the newspapers as chroniclers of the events of the time has greatly decreased. As James Ford Rhodes, the historian, in speaking before the association on the use of newspapers for history in the period from 1850 to 1877, remarked, they are indispensable "to get at all facts, to go to the bottom of things." Mr. Rhodes also acknowledged the aid he derived in the period mentioned from the editorial comment of such great journalists as Greeley, Bigelow, Raymond, Webb, Bowles, Thurlow Weed, Schouler and Medill.

No historian of any period since the modern development of the newspaper would dream of writing history without consulting the newspapers of the day as, to use Mr. Rhodes's language, "an ample and contemporary record of the past."—*New York World*.

Fiscal Review of a Year.

Immediately after the closing of the New York Stock Exchange Thursday the Evening Post issued its special financial supplement for 1908 and forecast of 1909. Statistical tables, interviews with well-known financiers, a chronological record and dispatches on financial subjects were among the contents.

Incorporations.

Gervaise Press, New York; magazines, periodicals and newspaper publishers; capital, \$15,000. Incorporators: Corlies Adams, W. H. Koons, E. D. Rogge, No. 154 Nassau street, New York.

Libel Damages, One Dollar.

The jury which heard Borough President Haffen's libel case against the New York Evening World did not accept the plaintiff's estimate of the damage he sustained. Mr. Haffen wanted \$50,000 because of an alleged libel in headlines. The jury took off \$49,999, and awarded Mr. Haffen the other dollar. As the judgment does not carry costs, Mr. Haffen's suit does not seem to have been a profitable investment.

Has a Business PULL

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

The Pittsburgh Dispatch

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

SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, HORACE M. FORD,
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Butte Evening News

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

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WORLD BUILDING, N. Y. CITY

JOURNALISM SCHOOLS

It is Asserted that the Newspaper Man Who Has Taken a College Course in Journalism is Best Fitted for Success in the Profession.

By WALTER WILLIAMS, Dean of the Department of Journalism of the University of Missouri.

(Written for the EDITOR AND PUBLISHER.)

Journalists may be trained for their vocation. This training may come slowly and with difficulty in a newspaper office. It may come, in part at least, in well-equipped and properly conducted schools of journalism. Certainly there should be adequate training for the most influential profession. Such training means the dignifying of journalism, the strengthening of the arms of those in the profession who would strike at iniquity entrenched, the furnishing of young journalists with equipment for the largest service of the State.

Within recent years lectures upon the history and principles of journalism have been given in some Western universities, notably Wisconsin, Kansas, Illinois and Indiana. Shortly afterward these lectures were supplemented by class-room instruction in the writing of editorials and in news-gathering. More recently another step has been taken, and the new school of journalism combines lectures, class-room instruction and the practical experience of the newspaper office. This new school marks a distinct advance in vocational education. It seeks to do for journalism what schools of law, medicine, agriculture, and normal schools have done for these vocations. Law schools have been practically created within the last half century. Modern medical schools were not in existence thirty years ago. Schools of engineering and of agriculture and schools and colleges for the training of teachers are of even later development.

THE PRACTICAL LABORATORY METHOD.

The professional or vocational school attained its highest development by the application of the laboratory or clinic to its instruction. The lecture method has not been abandoned, but it has been supplemented by actual, practical work. The distinctive feature of the new school of journalism, aside from its recognition of journalism as a profession, is the employment of the laboratory method. In this way actual, practical training in newspaper making is given. If the instruction is faithful and efficient, the students taking this work will certainly be better equipped for success in journalism than those who have not had such training.

In the laboratory work newspaper assignments are given, the general news field covered, editorials written, telegraphic news edited, exchanges read, books and magazines reviewed, and every department conducted as in the office of the large daily journal. In this way, practical laboratory work will be applied to journalism, as it has been, with such large success, to the teaching of medicine and law and education. In addition, courses are given in English history, economics, sociology, psychology, philosophy, government, logic, finance, in the history and principles and ethics of journalism, in newspaper management and publishing, fitting the prospective journalist for the high success in his profession. Courses are given in illustrative art, including cartooning, newspaper and magazine illustration.

Courses are given in the libel law, discussing the freedom of the press, privileged publications and all features of the law relating to newspapers. This

is the course given in the Department of Journalism at the University of Missouri. The course covers four years, leading to the degree of Bachelor of Science in Journalism. A student may take a combined course, covering five years, in which he may complete both the course in the College of Arts and Science—usually known as the academic course—and the professional course in journalism.

COMPARED WITH NEWSPAPER OFFICE TRAINING.

It is believed that none of the objections urged against schools of journalism can be successfully maintained against such training for journalism. It is absurd to suppose that an untrained uneducated, unequipped man can be successful in journalism as one whose training is broad, whose knowledge is large, whose clearness of vision has been increased, and whose equipment in general has been increased by training in a school. It is not expected that journalists will be made. It is expected that training will be given for journalism.

The same training which a student receives in a country newspaper office, the best of all practical newspaper training, will be given. He will have in addition the care and thoughtful direction of instructors whose instruction is not interfered with by constant interruption and who have for their only aim the training of students under their charge to the largest usefulness. It is expected to help toward alertness, swiftness and proper self-restraint and effectiveness in the employment of all resources thus placed at the journalist's command. It is a real school for real newspaper men. In this sense there can be training for journalism, and in this sense journalism may be a college course.

STUDENTS' PRESS CLUBS.

Three of Them at the University of Wisconsin.

The students preparing for newspaper work at the University of Wisconsin, at Madison, maintain three press clubs. The University Press Club, organized in 1892, consists of the men interested in newspaper work. This year a Woman's Press Club has been organized, with forty members. Twenty-five students of the college of agriculture, under the direction of J. C. Marquis, editor of the agricultural publications, have organized an Agricultural Press Club, with the following officers: President, Louis Nelson, '09; vice-president, '10, secretary-treasurer, Arthur C. Baer, '09; librarian, William C. Lassetter, '09.

At a recent dinner given by the University Press Club, the members of the Madison Press Club were guests. Plates were laid for twenty-five at the Wayside Inn. Among the speakers were A. O. Barton, managing editor of the Wisconsin State Journal; H. E. Legler, formerly of the Milwaukee Sentinel; W. G. Bleyer, in charge of the courses in journalism in the university; J. C. Marquis, W. J. Goldschmidt, managing editor of the Daily Cardinal.

Elliott Flower addressed the Woman's Press Club a few evenings ago. R. R. Hestand, city editor of the Wisconsin State Journal, gave an informal talk on "The Christmas Feature Story."

Norman Hapgood, editor of Collier's Weekly, lately addressed the students on "The Principles of Present Day Journalism."

A new sixteen-page Potter press has been installed by the Macon (Ga.) Telegraph.

BARGAINS IN MATRICES

25% Discount

ON BRAND NEW

Standard Linotype Matrices

While they last the following sets of

ONE-LETTER MATRICES

will be sold for

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| 7-pt. Gothic No. 2. | 10-pt. Elzevir Gothic. |
| 7-pt. Gothic No. 4. | 10-pt. Law Italic. |
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| 8-pt. DeVenne Condensed. | 12-pt. Law Italic. |
| 8-pt. Celtic No. 1. | 12-pt. Stenograph Typewriter. |
| 8-pt. Elzevir. | 12-pt. Gothic No. 1. |
| 8-pt. Elzevir Gothic. | 12-pt. Clarendon No. 1. |
| 8-pt. Gothic No. 3. | 12-pt. Condensed Antique. |
| 8-pt. Antique No. 1. | 12-pt. Condensed Title No. 1. |
| 9-pt. Old Style No. 1. | 12-pt. Remington Typewriter. |
| 9-pt. No. 13. | 12-pt. Condensed Title No. 2. |
| 9-pt. Old Style Ronaldson. | 12-pt. DeVenne Condensed. |

(See Specimen Book.)

We have 45,000,000 matrices in stock and must reduce this stock to make room for new faces we are constantly completing.

Many of these one-letter faces will work together well in Double Magazine Machine combinations.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

STARTING A DAILY

Some Have Begun With Only A Thousand Dollars but a Good Daily in a Town of 15,000 People Ought to Have At Least \$25,000 Capital at the Start.

Charles H. Cochrane, writing the leading article in *The American Printer*, discusses the opportunities for journalistic publishers in new fields. He says in part:

WHERE TO START A DAILY.

From an experience of thirty-five years in journalism I draw these conclusions as to what should be looked for to make a good daily newspaper opportunity.

1. A city of at least twenty-five thousand inhabitants.
2. A county seat where legal advertising is given out.
3. A community where the merchants are good advertisers, and patronize well the papers that exist.
4. A city in which there is lacking either a good Republican or a good Democratic, or a good local newspaper.

If you can find a city where all these conditions exist, you will have an opportunity for another daily newspaper. To take advantage of that opportunity you require a thorough knowledge of the business, and some money; the knowledge is the more important of the two, for money may be borrowed—brains and knowledge never. It is surprising how little money was possessed at the start by some of the men who have made conspicuous newspaper successes. Theoretically, to start a good daily paper in a city of twenty-five thousand today would involve about twenty-five to fifty thousand dollars capital; in practice, men have done such things with a few hundred dollars.

But to succeed with small capital a man must have complete knowledge of the business, a good reputation for character and ability, so that men may give him credit, and he must have that quality of magnetism which enables him to enlist the sympathy and assistance of others in winning success.

STARTING A DAILY WITH SMALL CAPITAL.

To start a daily newspaper with only one thousand dollars would be taking great chances, yet I have no doubt that many young men of genius are doing this in various cities today, and that some of them will succeed, because they are the right men grasping the right opportunities. The great cities, of course, offer the best newspaper opportunities, but these require money.

There are in the United States a hundred cities of fifty thousand or more population. Probably in five years two-thirds of them will have the number of their successful dailies in-

creased; here there are many opportunities. There are another one hundred and twenty-five cities, of between twenty-five and fifty thousand, which will present opportunities quite as numerous for journalists with three thousand to twenty-five thousand dollars of capital. There are eight hundred other cities of five thousand to twenty-five thousand, and a vast number of smaller size.

Finally there are several thousand small towns where no newspapers exist. Among these are very many opportunities for those of small capital and limited experience. After "making good" in a small town, the journalist of ability often can sell out, cashing in on his business, and thus be in a position to embark in a larger field on a more extensive scale.

ANONYMOUS MONEY.

Houston (Tex.) Chronicle Lays Down Startling Law for Spending It.

The Houston Chronicle received an anonymous letter suggesting that a block be purchased for the coming exposition near the race track, so that the population could have a carnival rice exposition and race meeting all thrown together. The writer inclosed a \$5 bill to aid the project. The next day the Chronicle advertised that it had \$5 to be returned to the unknown. On the following day the Chronicle editor printed the following, which illuminates common law procedure for publishers:

"It is not the policy of The Chronicle to publish anonymous communications, nor to make a charge for contributed articles on current topics. Hence the advertisement of yesterday.

"On the other hand, the \$5 is in hand, and it can't be returned, as the author of the communication gave neither name nor address. Under ordinary rules the money could not be retained. Under the extraordinary circumstances, it cannot be returned. The dilemma is one which is difficult to solve. The centrifugal force of editorial policy is counteracted by the centrifugal force of business office profit.

"A solution is only possible by the application of legal principles as laid down by Roy Bean, once known as the 'law west of the Pecos.'

"Once in the jurisdiction of Bean the body of a man was found. In the pockets of the corpse there was a six shooter and \$60. The court confiscated the six shooter and fined the corpse \$60 for carrying concealed weapons.

"The editorial department has decided to run the communication free, and the business office has decided to charge the anonymous writer \$5 for the advertising space used in an endeavor to locate him."

OBITUARY.

Lucius E. Ladd died in the Swedish Hospital, Brooklyn, Tuesday. His first newspaper work was on the Union in Springfield, Mass., where he was born. Later he worked on the Boston Journal and was manager of the Boston bureau of the Publishers' Press. After editorial service in the New York office of that organization Mr. Ladd went to the Associated Press and was manager of its Atlanta bureau. Mrs. Ladd survives him.

Colonel Samuel J. Menard, at one time political editor of the Boston Journal, died December 28 in Roxbury, Mass., aged 56 years.

Willard Stearns is dead in Adrian, Mich., where for several years he edited the Press. He was 73 years old.

Charles M. Van Patten, former labor reporter of the Chicago Tribune and well known in Chicago newspaper circles, died recently at Colorado Springs, Col., of tuberculosis. His illness had extended over more than a year while he had been traveling in the West in a vain search for health. He was a graduate of the University of Chicago and a member of the Phi Gamma Delta Fraternity. At one time he was captain of the university baseball team. He was a member of the Press Club.

Thomas McKillip, founder of the Muncie (Ind.) Herald in 1885, and associated in its publication until 1904, died in his home a few days ago. He had suffered a stroke of paralysis two years ago. Since then he had not been able to walk nor to speak.

General Robert Reed Hemphill, editor of the Abbeville (S. C.) Medium, died December 28, aged 63 years.

Robert Fisk, who edited the Helena (Mont.) Herald for thirty-five years, died Monday at his home in Berkeley, Cal., aged 71 years. He was a major in the United States Army in the civil war, and served as postmaster of Helena under President Harrison.

Mrs. Evelyn Greenleaf Sutherland, well known as a writer for newspapers and magazines, died in Boston December 24. She had been dramatic editor and editorial writer on the Boston Commonwealth, and had written on theatrical subjects for the Transcript and the Journal. She had collaborated in the writing of several plays. Mrs. Sutherland was a member of the New England Women's Press Association, the Boston Authors' Club and the New York Professional Woman's League.

James H. Leake, secretary and treasurer of the Albany Times-Union, died suddenly at his home December 24.

Samuel Pruyn, paper manufacturer, died in Glens Falls, N. Y., December 24, aged 88 years. He was one of the organizers of the Finch-Pruyn Company.

Seldon C. Waldo, legislative reporter of the Bridgeport (Conn.) Standard, and son of George C. Waldo, its editor, died December 21, aged 33 years. He was formerly city editor of the Standard and court reporter of the Bridgeport Farmer.

Ephraim D. Westcott, connected with newspapers for nineteen years, died in his home in Reading, Pa. For several years he conducted a general advertising bureau in Reading. He

was formerly advertising manager of the Reading Telegram. He was a member of the Reading Press Club and prominent in Masonic circles.

Benjamin F. Eherts, a native of Chatham, Ontario, died suddenly in New York December 21. He was connected with the New York Sun at the time of his death. Formerly he was a member of the staff of the New York Morning Telegraph.

James Odgers, editor and publisher of the Tribune of Davenport, Wash., is dead. He was born at Cornwall, England, January 14, 1849, and came to America in 1867, settling in New Jersey and later in Nebraska. He went to Ellensburg, Wash., in 1888, engaging in the real estate business. Later he went to Coulee City, where he entered the newspaper business. He went to Davenport in 1900, and has been editor of the Tribune since.

Mrs. Bolles, wife of S. W. Bolles, the vice-president and general manager of the Humphrey Advertising Company of Chicago and St. Louis, died recently. The marriage was in 1892, when Mr. Bolles was managing editor of the Toledo Blade. The interment was at Toledo.

John Henry Kerrison died in Boston December 21, aged 70. He was a son of John S. Kerrison, publisher of the Journal of Ashton-under-Lyne, England. He worked on the Liverpool Mercury and published the Ashton Star, a daily. The failure of a bank ruined Mr. Kerrison financially in 1879 and he emigrated to Canada. After a year on the Montreal Star he came to Boston and worked on the Boston Star under Joseph Bradford. From the Star he went to The Boston Herald, where he performed six years of brilliant service. Later he went to the Boston News as a special writer of law reports.

Historians have heretofore written that stereotypy was invented in France in 1829, and the inventor was said to be Claude Genoux of Lyons. A claim is now being set up for Jean Baptiste Genoux of Gap, based on documents which show that he used the process in 1808.

The printers connected with the Kankakee, Ill., daily papers and of the newspapers of the county, have formed a Benjamin Franklin club.

The Merrill Agency, 1123 Broadway, New York, sends out exchange advertising, payable in transportation in the State of Louisiana, for the Texas and Pacific Railroad Company. From the same agency come orders for Randall & Robinson, razor insurance, New York.

The Merrill Agency, 1123 Broadway, New York, sends out exchange advertising, payable in transportation in the State of Louisiana, for the Texas and Pacific Railroad Company. From the same agency come orders for Randall & Robinson, razor insurance, New York.

FOR SALE

Owing to our enormously increased circulation we have been compelled to install a larger press and offer a

DUPLEX PRESS

in fine condition at a very moderate price.

THE ITALIAN EVENING BULLETIN
178 Park Row, NEW YORK CITY

Let Me Persuade You that Your Paper is a Good Advertising Medium—For You!

Your advertising space—classified and display—being a commodity, if you can't sell it by advertising it in your own columns, then your paper is a poor advertising medium, and the merchant or other advertiser who buys your space is "stuck."

The Showalter Service, however, furnishes you promotion copy which will sell your space—more of it than you've got to sell, and at increasing rates. It will prove that your paper is a good advertising medium—FOR YOU.

W. D. SHOWALTER,
150 Nassau Street New York

AERIAL PHOTOS.

Discoveries in Instantaneous Telephotography May Revolutionize Work of War Correspondents and Arctic Explorers.

A writer in the Photo-Era calls attention to the invention by George K. Hollister, of the Miograph Telephoto, a camera which photographs at long distances and may change the order of things for the war correspondent. A remarkable picture of Fort Wadsworth, at the entrance of New York harbor, taken from a kite, is shown.

KITES HITHERTO NOT SUCCESSFUL.

For several years our own and foreign governments have been experimenting in aerial photography. Of course it is possible to secure a good photograph from a balloon, but the many instances when it would be impossible to send up a balloon within range of an enemy's guns made it necessary to use some other device to reveal the secrets on and beyond the firing-line of the enemy. Therefore the information had to be sought for in what is known as kite-photography. The nearest approach to success had been obtained by making the exposure by means of an electric current being sent to the camera over wires from the ground; but the weight of the main line, wires and camera made it necessary to use from four to six kites, at least seven feet in height, to lift the weight of this photographic outfit. Shells and rockets fired in the direction of the camera have in most cases, by their concussion, enough force to operate any electric camera and so spoil the sensitive film, and this defect had to be overcome.

George K. Hollister has invented a new apparatus for aerial photography whereby the above-mentioned defects have been eliminated. This new camera is suspended on the main kite line with provision made for photographing in any direction. The electrical device for operating it is a part of the camera itself, with battery complete, thus dispensing with the main-line contact wires, which have been the cause of failure in aerial photography. Being without wires, and with nothing but the main line between the camera and the ground, there is no possibility of electrical contact with the earth, and concussion has no effect on the mechanism of the camera. Special provision has been made to make the operation of the shutter of the camera impossible by external force. Thus have been overcome the most vital defects that others have been unable to remedy.

BATTLEFIELDS FROM A DISTANCE.

Instantaneous telephotography of high magnification was pronounced to be impossible of realization by lens makers of this country and Europe. After three years of experimental work Mr. Hollister has invented what he has termed the Miograph Telephoto, which, used in



NEW HOME OF THE SYRACUSE POST-STANDARD.

a hand camera of 14-inch focus, produces an image equal in all respects to a 52-inch lens, with a possibility of a 60-inch focus value. A photographic lens of even 50-inch focus would have to be specially constructed, its weight would be considerable and its price prohibitive. The results obtained with the Miograph Telephoto are marvelous beyond conception. With this new lens the amateur and professional photographer will be able to secure results that, otherwise, would be impossible. It is, therefore, apparent that the Miograph Telephoto, which has been carefully worked out by its inventor, leaves little more to be desired in producing instantaneous telephotographs, as the results which Mr. Hollister has obtained are of such high quality and clearness that one is led to believe that they were made by extremely long-focus lenses. The use of this lens in war will change the order of things for the correspondent. The danger of being near the firing line will be eliminated, and, at the same time, a more extended view of the field of battle may be secured.

Syracuse Paper's New Home.

THE EDITOR AND PUBLISHER presents on this page a picture of the Syracuse (N. Y.) Post-Standard's new building, which was described in these columns two weeks ago.

Showalter to Invade England.

M. David, who recently established a branch office of the Showalter Advertising Service in Berlin, is in New York on a flying visit to Mr. Showalter. Mr. David is so pleased with

his success in introducing this American advertising service in Germany, Austria and Switzerland that he is now negotiating with Mr. Showalter, and with the latter's Paris representatives, for the privilege of taking up the English field and inaugurating an active campaign for business there.

OUR CHRISTMAS NUMBER.

Chicago, Ill., Dec. 22, 1908.

George P. Lefler,
Business Manager,
THE EDITOR AND PUBLISHER.

My Dear Mr. Lefler: I congratulate you on your very handsome Christmas number. I trust that everything is going well with THE EDITOR AND PUBLISHER, and with best wishes, I remain,

Yours sincerely,
ROBERT J. VIRTUE.

A.A.A. Certificate No. 563

ASBURY PARK PRESS

Evening and Sunday Editions

LEADING NEWSPAPER OF THE NEW JERSEY COAST

It's a home circulation and it's the home circulation that sells the goods

Eastern Representative
JAMES O'FLAHERTY, Jr.
22 N. William St., New York

Western Representative
ROBERT MACQUOID
Boyce Building, Chicago, Illinois

New York, Dec. 28, 1908.
J. B. Shale, President,
EDITOR AND PUBLISHER Co.,
New York.

Dear Mr. Shale: The good trade journal should be partly a newspaper and partly a viewpaper. In its every issue THE EDITOR AND PUBLISHER answers to this requirement—but in your excellent Christmas number the balance between news and views is admirably preserved.

I am one of those to whom THE EDITOR AND PUBLISHER is a valuable business help, a "tool of the trade"; and I want to be one of those who do not forget to tell you how well you and your co-workers have wrought in this Christmas number.

Very sincerely yours,
W. D. SHOWALTER.

CHANGES IN INTEREST.

The San Marcos (Tex.) Leader has bought the subscription list and good will of the Martindale Sentinel.

J. L. Waite has sold an interest in the Burlington (Ia.) Hawkeye to his son, C. M. Waite, and his son-in-law, W. H. Davidson, respectively business manager and managing editor of the paper.

D. T. Praigg, of Indianapolis, has bought the Portland (Ind.) Commercial Review, a morning and evening paper.

Ralph H. Booth of the Jackson (Mich.) Citizen Press, has bought a controlling interest in the Muskegon News and the Chronicle.

WHAT IS NEWS?

New York, December 29, 1908.

EDITOR AND PUBLISHER.

Gentlemen: In a morning paper of this date—a paper with a well-earned reputation for enterprise and for sane, sensible treatment of news—I find eleven lines devoted to a matter that concerns every citizen of Greater New York except paupers, lunatics, idiots, criminals and Indians not taxed.

According to this paragraph Comptroller Metz has issued a pamphlet on the budget for the coming year showing the elements that enter into the expenses of municipal administration and giving an idea of the measures already undertaken to establish better control of the city's finances.

Here surely is something that every working man in town should know about, whether he pay taxes directly or in the form of rent. Yet in the editorial judgment eleven lines suffice.

On another page the same newspaper gives three-fourths of a column to the coming out of Miss Ethel Carow Roosevelt, the President's younger daughter—an event of minor public importance, so far as I can see.

What is news, anyway?
SEVEN POINT.

NATIONAL SURETY COMPANY

115 Broadway,
New York, Nov. 24, 1908.

THE NEW YORK TIMES:

We recently published an advertisement in several New York papers, among others The Times, calling attention to the large number of burglaries and thefts committed in this city last year, and to the further fact that protection from loss of this character could be secured under the burglary, theft and larceny policy issued by the National Surety Company.

I think it will be of interest to you to know that the inquiries received from the advertisement in The Times exceed those from its publication in any other paper.

DAVID W. ARMSTRONG, Jr.,
Secretary.

Only three New York morning newspapers sell over 100,000 copies every day in the week. The New York Times is one of them.

This IS the Paper that made San Antonio
A One Paper Town

Sworn Circulation 8,500 and The Biggest in Town At That

Always on the Job for the Advertiser

BECHWITZ
CHICAGO
Tribune Building
NEW YORK
Tribune Building

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

DISPLAY, 15 CENTS PER AGATE LINE. READING NOTICES, 25 CENTS PER AGATE LINE.
Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, JANUARY 2, 1909.

To the newspaper brotherhood THE EDITOR AND PUBLISHER gives a hearty New Year greeting. May 1909 bring to all members of the craft material prosperity, peace of mind, and the deep feeling of satisfaction that springs from a sense of useful service well performed.

WHO ARE THE REAL CIRCULATION MANAGERS?

It is not often that the head of an important department of a newspaper takes so modest a view of his office as Joseph H. Lackey, circulation manager of the Nashville Banner, does. In an article in this issue of THE EDITOR AND PUBLISHER he says that the titular circulation managers are mere figureheads, and that the real circulation builders are the editors. Mr. Lackey develops this idea in a suggestive and interesting manner.

He may not find many circulation managers to agree with him, possibly because it is not easy for a man to take a detached and wholly judicial view of his own work. The men at the upstairs end will naturally endorse Mr. Lackey's view.

For ourselves, we believe that the credit for a large circulation should be divided. The circulation manager is the salesman who finds and cultivates a market for the product of editorial brain and energy. The salesman must have something to sell which is worth buying, it is true, but it is also true that good salesmanship is needed even in disposing of a good article.

We respectfully dissent from Mr. Lackey's proposition that circulation managers as a class are only figureheads. Some of them are, no doubt, but there are many who are not, and in that class we would unhesitatingly place Mr. Lackey himself.

NEWSPAPER LEGISLATION.

In the winter crop of legislative measures affecting newspapers are two that call for special notice. The Cooper bill, before Congress, providing that newspapers shall publish the names of their owners, is similar to the New York law that has been in effect about two years, with practically no opposition.

The public that supports a newspaper has a right to know who is legally and morally responsible for its acts, and no reputable publisher objects to giving this information. Newspapers demand without ceasing the fullest publicity in relation to courts, corporations and political par-

ties. Surely it's a poor rule that won't work both ways. Inasmuch as newspapers inform and guide the public, readers are entitled to know from what spring the stream of enlightenment flows.

A bill before the Legislature of Vermont would punish with a fine of not less than \$5 nor more than \$20 any person giving false information to a newspaper. So far as this measure might tend to suppress the humorist who turns in false reports of marriage engagements, weddings, funerals, and other events, it would be a good thing. But beyond that the bill would probably do more harm than good.

Newspapers depend upon the public in general for information. If an inadvertently misleading statement, made in the best of faith, were to cost from \$5 to \$20, many people would be close-mouthed as clams, and the task of news-gathering would be even harder than it is now.

THE DOCTORED CONTRACT BOBS UP AGAIN.

A fellow arrested in Newark, N. J., is charged with working the good old gray-whiskered, lichen-covered directory game. The adept in this scheme wheedles the victim into signing what appears to be an innocent request for a complimentary copy ("free, my good man; not a cent to pay") of the directory. The next time the shrewd business man sees that document it has been transformed by a little dextrous pen-work into an advertising contract, on the strength of which the bold operator demands cash, and generally gets it.

Why should rascaldom cudgel its wits for new tricks when there is plenty of cash in old ones? One more question, When will some merchants learn that the man to talk advertising with is the publisher of the local newspaper, who has every incentive to be straight, and not the promoter of fly-by-night games, who makes money by being crooked?

It is to be deplored that the Des Moines papers got into a wrangle over a mailing list said to have been wrongfully taken from one office to another. The incident is now happily closed. Let us hope that nothing like it will occur in future.

The value of co-operative effort in news gathering is shown by the disaster in Italy. The newspapers that could handle such a story alone might be counted on one's fingers. In other

cases the expense of gathering and transmitting the news would be prohibitory. Well-equipped and well-managed news associations enable even the small dailies to give full, prompt word and accurate reports of the earthquake.

AFTER THE HOLIDAYS.

A source of abundant profit to the newspapers was the advertisement without a line of business in it; the sentimental advertisement at which even the most "practical" advertisers no longer stick up their noses, since they have come to realize the commercial value of courtesy. With various degrees of liberality in the use of space, in simple or florid language, in few or many words, in plain or ornate typography, the advertisers wished their customers a Merry Christmas and a Happy New Year. That was all. Not a price quoted, not a bargain described. Just a message of good will. But is there any Gradgrind, any "man of facts and realities," who will deny that this advertising pays?

Such an advertisement was written by the crack solicitor of a New York evening paper—a man with a very genius for landing orders. He had the ad. set in good style and then submitted it to a customer with the suggestion that he run it two days before Christmas.

"We hadn't intended to use your paper that day," said the advertiser, "but that is a rather good-looking piece of copy. How much does it measure? H'm! Well, let her go for 150 lines across two. But you would have got no order to-day if you hadn't brought me an idea."

Is it needful to point the moral?

For several years, when Christmas time came around, New York papers more or less gracefully "stood for" free reading notices of a few favored advertisers. This year there was a stiff kick by the publishers of the big papers. Politely but positively they refused to run reading notices. Even the poor but respectable papers made faces over advertisers' requests and granted them grudgingly, if at all. The German papers were more complaisant and printed free write-ups without objection.

"I don't know that it's a bad thing to cut out readers," said an advertiser, "as long as the papers treat us all alike. I think if advertising is kept on a square business basis, without asking or granting favors, it is best for everybody concerned. I could never trace a dollar's worth of trade to a puff."

In a busy retail shop in New York a man was hired for the holiday season to write ads., read proof, jolly unwelcome solicitors and do other odd jobs in the advertising department. One day the chief of that department rang up the sauciest and most independent medium on the list and said: "Please send around half a dozen proofs of our four-column ad. Address them to Mr. Oddjobber and you will get a release early."

The proofs came in due season but were addressed simply "Blank & Co. Adv. Dept." Scarcely had Oddjobber begun to read when the telephone rang.

"Well?"

"Mr. Oddjobber?"

"Yes."

"This is Mr. Turnrule of the Hot-

stuff. I'm sorry I was careless enough to leave your name off that batch of proofs. You got them all right?"

"I did."

"Well, please pardon the oversight this time. It won't happen again."

This apology was made in the middle of a day jammed with work to a man who had no influence over the advertising policy of the firm he worked for, so far as Turnrule knew. But Fortune's wheel makes queer turns, and some day Mr. Turnrule may know that his courtesy was not wasted.

NOTICES AND IMPRESSIONS.

In connection with its real estate section, the New York American has begun to publish, in its Sunday issue, a series of articles on building and loan associations, by Martin S. Cohen. The author is a New York lawyer, and for several years has been regarded as an authority in the organization and management of co-operative enterprises by home builders.

The Memphis Commercial-Appeal publishes verbatim reports of proceedings in the case of the Coopers and Sharp, who are charged with murdering ex-Senator Carmack. In its issue of December 24 the Commercial-Appeal devoted almost three pages to a hearing on a motion to admit the defendants to bail. The paper says that December 23 it printed more special telegraph news than ever before appeared in one number of a southern newspaper.

The Richmond (Va.) Journal published as a first page special December 24 the account of Mr. Wardle's Christmas Eve and the kissing of Mr. Winkle, from "Pickwick." The Journal was not published Christmas Day.

The Providence Bulletin announces an average daily circulation of 45,529 for November, which, it says, is a gain of nearly 9,000 over November, 1907.

The Harrisburg Telegraph supplied its carriers for distribution among their customers with a handsome calendar measuring 12 by 20 inches.

Some good stuff appears on the first page of the Peoria Herald-Transcript under the heading "Straight Talk." The city needs \$85,000 more than is in sight to meet expenses in 1909, and the Herald-Transcript urges citizens to make a resolution not to undervalue their property when the assessor calls.

A voting contest organized by the Raleigh Times, has ended in favor of Miss Ruth Featherston of Roxboro, who received 449,451 votes, declaring her the prettiest girl in North Carolina. She received a diamond ring. Her nearest two competitors received 163,332 and 161,766 votes, respectively.

From December 21 to the end of the year was a bargain period with the Knoxville Sentinel. The paper was offered by mail for \$2.68 a year. Hereafter the price will be \$4 a year.

To help its real estate advertisers along the Newark Star prints under the heading "What Do You Want?" forms that readers desiring to rent, buy or sell property are asked to fill out and send to the publisher.

PERSONAL.

Colonel O. S. Hershman, proprietor of the Pittsburg Press, accompanied by Mrs. Hershman, spent New Year's in New York.

George T. Wight, well known as legislative correspondent of the Buffalo Express, and the New York Herald, was married December 28 to Miss Harriet M. Shulz of Albany.

G. W. Waterbury, editor of the Corona (Cal.) Independent, says he has been elected a director of a local water company, but his associates on the board refuse to recognize him because he does not hold as much stock as a director ought to. He has taken the matter into court.

Robert D. Hoffecker, editor of the Smyrna (Del.) Times, has been married to Miss Edna Dick.

The fiftieth anniversary of Henry Stowell's editorship of the Seneca Falls (N. Y.) Reveille was celebrated December 22, with a dinner at the Hoag House. About seventy-five newspaper men attended.

The withdrawal of Representative Dalzell from the race makes it highly probable that George T. Oliver, publisher of the Pittsburg Gazette-Times and the Chronicle-Telegraph, will succeed Philander C. Knox as United States Senator from Pennsylvania.

B. Bradford, associate editor and half owner Crown Point (Ind.) Register, has been appointed assistant in the treasurer's office at Crown Point, but will continue his newspaper work. He used to edit the Hammond Tribune.

Clarence A. Poe, editor of the Progressive Farmer, of Raleigh, N. C., was a speaker at the recent Southern Commercial Congress in Washington.

Colonel George Harvey, editor of Harper's Weekly and the North American Review, has given a library to Peacham, Vt., his native town.

It is reported that Charles P. Taft, editor of the Cincinnati Times-Star, and brother of the President-elect, will pull out of the Senatorship contest in favor of Theodore E. Burton.

STAFF NEWS AND CHANGES.

Lucien Lamar Knight, for some time an editorial writer on the Atlanta Constitution, has gone to the Georgian as associate editor.

John T. McGowan, lately of the Elizabeth (N. J.) Journal, has bought an interest in the Elizabeth Times, and is now its editor.

F. K. Anderson has quit the city editorship of the Elizabeth (N. J.) Times and now edits the Wall Paper News and Interior Decorator of New York.

J. T. Bingham has resigned the editorship of the Chester (S. C.) Lantern.

John Russell Young, who has been covering the District Building, Washington, for the Star of that city, now has charge of the Philadelphia Star's bureau at the nation's capital.

C. H. Hoover has resigned as city editor of the Hartford City (Ind.) Evening News, owing to bad health. Ralph Monfort succeeds him.

John Corrigan has taken charge of the Atlanta Constitution's Washington bureau.

George C. Hall, for three years connected with the business end of the Raleigh (N. C.) Times, has assumed the business management of the Winston-Salem Journal.

George M. Kohn, for seven years connected with the business office of the Columbia (S. C.) State, has been appointed business manager of the Richmond News-Leader. He joined the State staff soon after he was graduated at the South Carolina University.

W. E. Pabor, journalist and poet, has given up the agricultural department of the Jacksonville (Fla.) Semi-Weekly Times-Union, and gone back to Pabor Lake, where he will develop colony lands.

John Wedda, former city editor of the Milwaukee Kuryer Polski, has become general manager of the Dziennik Narodowy, a Chicago Polish daily.

CLUBS AND ASSOCIATIONS.

The Kansas State Editorial Association will meet in Topeka February 8 and 9. The executive committee of the National Editorial Association will meet in Kansas City at the same time, and will visit the State Association.

The Detroit Adcraft Club has 150 members and a home of its own in the new Smith building, 92 Fort street.

NEW PUBLICATIONS.

Louis Glenn, a missionary, has started a monthly in English and Arabic at Fayoum, Egypt. It is largely devoted to religious subjects. Mr. Glenn used to live in Hazleton, Pa.

The National Democrat, a weekly, edited by L. G. Warfield, secretary of the National Democratic League, is scheduled to appear in Washington today. Publication offices are at 511 Fourteenth street, northwest. Mr. Warfield says the new paper will not be a rival to Mr. Bryan's Commoner.

Mark's Toy Elephant.

Possibly Mark Twain's story of the stolen white elephant was in Robert J. Collier's mind when he conceived the idea of giving the humorist an elephant as a birthday gift on Monday. Mr. Collier notified Mark Twain's secretary of his intention, and sent a quantity of fodder for the beast to Mr. Clemens' home in Redding, Conn. When the elephant arrived it turned out to be a toy about the size of a calf.

Quality Counts.

The fact that the quality of a newspaper counts in favor of its advertisers is not to be discounted. Quality in newspapers consists of three factors—character, substance, and form. A paper is read by the kind of people to whom it appeals. If its editorial policy be truthful, fair, frank, clean and independent, the people who like this sort of policy will read it.—*New Orleans Item.*

Would Cut Out X.

The Washington Herald would take X out of the alphabet to stop what it considers the infamy of such a word as "Xmas." Some editors might agree to making "Xmas" a felony, but would retain its X on ten-dollar bills.

COLLEGE MEN'S PAPERS.

"The college man, who gets his college daily paper hot from the press these days, and big metropolitan dailies on the day of issue, will wonder some at the words of Daniel Webster in a discussion on the influence of the press in 1840:

"Every parent whose son is away from home at school should supply him with a newspaper. I well remember what a marked difference there was between those of my schoolmates who had and those who had not access to newspapers. The first were always superior to the last in debate, composition and general intelligence."

Not a News Item.

Angry Caller—"Look here, I understand you called me a liar in this morning's paper. Am I right?"

Able Editor—"Nope. We only print News."—*Cleveland Leader.*

UNITED PRESS BULLETINS

The United Press scored a clean initial beat of nearly two hours on the Italian earthquake, according to the editors of papers which also have the service of other press associations. Many United Press clients were on the street with extras carrying a comprehensive story and telling of great loss of life long before they received even a bulletin from the opposition service.

That afternoon papers of December 15 were enabled to release the President's Panama message in time to catch their main editions, was due to Mr. Henry Eland, of the United Press Washington staff. When Senator Carter's speech threatened to delay the reading of the message, Eland slipped up to Vice-President Fairbanks, explained the situation, and the presiding officer requested Senator Carter to suspend long enough to permit the reading of the message.

Mr. Howard Acton, of the Cincinnati office, is covering the night-rider trials in Tennessee for the United Press.

M. R. Fletcher, of the New York bureau, has gone to Albany to take charge of the bureau during the sessions of the Legislature.

New Clients: Troy (N. Y.) Standard, St. Cloud (Minn.) Journal-Press, Alliance (Ohio) Leader, Geneva (N. Y.) Times, Frankfort (Ind.) Crescent.

Operator J. H. Moran has been assigned to the Troy (N. Y.) Standard.*

Modern Methods First

The Burrough's Adding Machine Company recently put through a big advertising campaign and employed a large force of clerks to tabulate the returns.

The compilation of returns from the so-called business magazines shows MODERN METHODS first both as to number of replies and percentage from rated concerns, System and Bookkeeper about even.

Daily News Service Illustrated

News by Mail—600 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Cincinnati Times Star, Detroit Free Press, etc. TRIAL FREE.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

COMPETENT EDITOR.

good writer and desk man, trustworthy and widely informed, is open to engagement. Paper in or near New York preferred. Would consider trade paper proposition. "LEON," care of THE EDITOR AND PUBLISHER.

SUCCESSFUL WRITER

of advertisements, booklets, follow-ups, etc. Could take good care of one or two more clients. Would like to hear from a live agency. "LONG PRIMER," care of THE EDITOR AND PUBLISHER.

MAN WHO KNOWS

the country well, and can handle men, seeks engagement with circulation department of large daily. Can prove ability. "C. L. J.," care of THE EDITOR AND PUBLISHER.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN.

THE EVENING WISCONSIN, Milwaukee.

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

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

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

MISCELLANEOUS.

NEWS—FIFTY WORDS GENERAL news wired evening papers daily, \$4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington street, Chicago.

COMICS, NEWS FEATURES, FICTION

Why Not Build Up Your Saturday Afternoon Circulation?

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

WRITE US

FEATURES PUBLISHING CO.

140 WEST 42nd ST.

NEW YORK

WASHINGTON AND LINCOLN PORTRAITS

Reproduced by the wonderful photogravure process for newspaper distribution. No such work ever offered before for so low a price. Samples and particulars.

STEWART PUBLISHING CO., 5 Beekman St., New York.

THE LOVEJOY CO., Established 1853. ELECTROTYPERS

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Stearn's Electric Paste Company, Buffalo, is placing 5,000 line orders through Wylie B. Jones, formerly of the Wyckoff Agency, Buffalo, who has established an agency for himself at Binghamton, N. Y.

E. M. Hoopes, Wilmington, Del., is sending out one inch 104 times in daily papers for Madam LeFevre, Philadelphia.

H. W. Kastor & Sons, St. Louis, give orders for 5,000 lines in daily papers for Berriman Bros.

Nelson Chesman & Co., St. Louis, are sending out 5,000 line contracts for the advertising of the American Brewing Company, same city.

N. W. Ayer & Son, Philadelphia, are sending out 5,000 lines for the advertising of the Curtis Publishing Company, same city.

Lord & Thomas, Chicago, place 5,000 lines for the Chicago, Milwaukee & St. Paul Railway.

W. C. Johnson, Elkhart, Ind., is renewing 14,000 line contracts for the Dr. Miles Medicine Company, of that city.

Lord & Thomas, Chicago, are placing 5,000 lines in daily papers for the Union Pacific Railway.

From the Charles H. Fuller Agency, Chicago, come 5,000 line contracts for the Knowlton Danderine Company, Chicago.

The Massengale Agency, Atlanta, gives out 300 line orders for advertising the Battery Park Hotel.

Nelson Chesman & Co., Chicago, order 208 inches, to be used within one year, for T. F. Lynott. This agency is also sending out orders for 227 inches for Dr. J. W. Kidd, Fort Wayne, Ind.

Lord & Thomas, New York, are making new contracts for 5,000 lines for E. V. Neal, Rochester.

H. W. Kastor & Sons, St. Louis, give out 1,000-line contracts for the Roberts, Johnson & Rand Shoe Company, same city.

Quaker Oats orders come from Lord & Thomas, Chicago.

The Globe Pharmaceutical Company, Columbus, O., is sending out 5,000 lines through the Mumm-Romer Agency, that city.

Pape, Thompson & Pape, Cincinnati, will use 5,000 lines. Contracts

come through the Blaine-Thompson Company, same city.

W. W. Sharpe & Co., 99 Nassau street, New York, place 35 lines fifty-two times for E. Fougere & Co., druggists, 90 Beekman street, same city.

From the H. I. Ireland Agency, Philadelphia, publishers receive additional copy for S. B. & B. W. Fleisher, Fleisher's Knitting Worsted, Philadelphia.

The William H. Dilg Agency, Chicago, is placing 15,000 lines for the Anheuser-Busch Brewing Association, St. Louis.

J. W. Morton, Jr., Fourth avenue and Twelfth street, New York, is putting out new copy for the advertising of the Nemo Corset.

N. W. Ayer & Son, Philadelphia, are placing fifteen inches forty-eight times in Western papers for the advertising of the Simmons Hardware Company, St. Louis.

Nelson Chesman & Co., St. Louis, use Southern papers for the advertising of the R. M. Rose Company, distillers of Forefathers' Corn Whiskey, Chattanooga, Tenn. The orders are for 700 inches.

Dauchy & Co., Murray street, New York, are making renewals of the advertising of O. F. Woodward, Lane's Family Medicine, LeRoy, N. Y.

The Wylie B. Jones Agency, Binghamton, N. Y., is making 1,000-line contracts for the Dr. Kelly Medical Company, Buffalo. This agency is also placing orders for the advertising of the Dr. Howard Company, Binghamton.

Among new orders sent out by the Humphrey Advertising Company, of Chicago and St. Louis, are those of the Moon Motor Car Company, Central Mantel Company, Victor Automobile Company, St. Louis; Purity Distilling Company, and the first mail order beer advertisement ever sent out through the Clarke Mercantile Company of St. Louis and Kansas City. The page copy in leading magazines advertising the new Thurman Portable Electric Ma-

chine was prepared and sent out by the Humphrey Advertising Company from the St. Louis office.

ADVERTISING NOTES.

William W. Thompson, of the Kalamazoo Stove Company, was the principal speaker at the last dinner of the Buffalo Ad. Club.

B. D. Butler, manager of the Minneapolis News, is in New York on a ten days' trip looking after the interests of the clover leaf papers.

W. O. Millinger, manager of the foreign advertising of the Scripps-McRae League and Scripps' Western papers, has just returned from a trip to the Pacific Coast in the interest of those papers. Mr. Millinger extended his trip to the East and New England States and will return to the home office at Cleveland next week.

BUSINESS OFFICE NOTES.

The Muscatine (Ia.) Journal of December 17 consisted of 44 pages, with illustrations, mostly devoted to the growth of the town. Not bad for a place with a population of less than 20,000.

For once, the Montreal Star cut out a great deal of reading matter to make room for holiday advertising. The Star thought its readers would care more to know where to buy Christmas presents than to have more than a condensed version of current news.

The Akron (O.) Beacon-Journal gave a theatre party to 200 newsboys a few days ago.

Whoever imagines that Asbury Park is a dead place in winter should see the Christmas number of the Shore Press, published December 20. Forty-eight pages, cover in colors, news, pictures, special matter, poetry and live ads made an attractive combination.

Spanish Weekly's Plant Wrecked.

The plant of El Defensor del Pueblo, a Spanish weekly in Tucson, N. M., was wrecked a few days ago. Manuel Sarabia, the publisher, is a member of the Mexican Liberal party. He says he believes the wreck was the work of agents of President Diaz.

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 Shnledenwood & Co., Chicago.

"Very popular publication."—Challenge Machinery Company, Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

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

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

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

Rates on application to ALBERT O'DONOGHUE, 317 W. 124th St., New York. Send for sample copy.

The Topeka Daily Capital

The purchasing power of a people

Plus

The pulling power of a paper

Produces

Profits for the advertiser.

The Topeka Daily Capital is published in the center of the greatest wealth producing agricultural district in the world.

Its people have money—purchasing power—more this year than ever before, and with them the Capital has a pulling power equalled by few papers in the United States.

The Capital is the only seven-day paper in Topeka, the only daily in Kansas printed every day in the year, the only Sunday paper in Kansas.

The Capital has a daily circulation of more than 27,000 and it reaches every city, town and village in Kansas.

The Capital is the only daily in Kansas that makes public each day the number of copies it sells.

It is absolutely supreme in its field—has a larger circulation, carries more advertising and produces greater returns for the advertiser at a smaller cost than any other daily in the State.

You can't afford to overlook Kansas, and you can't get its best trade without the Capital.

ARTHUR CAPPER, Publisher.

Marco Morrow, Director of Advertising.

Topeka.

J. C. Feeley, 1306 Flatiron Bldg., New York.

J. E. Brown, 409 U. S. Express Bldg., Chicago.

S. N. Spotts, 401 Century Bldg., Kansas City.

W. T. Laing, N. Y. Life Bldg., Omaha.

ROLL OF HONOR

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

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

NEWSPAPER PLANT FOR SALE CHEAP

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

TO PROTECT THE FORESTS.

Adirondack Camp Owners and Pulp Interests Confer.

If the plans adopted December 29 by Adirondack camp owners, lumber and pulp interests and the Forest, Fish and Game Commissioner in Albany for safeguarding the forests against fires, such as ravaged the Adirondacks last fall, meet with the favor of the Legislature, and the Governor, laws will be enacted—

That will give the Governor the right to suspend the hunting and fishing season in cases of emergency.

That will provide more stringent punishment of persons starting fires, either through carelessness or negligence.

That will authorize the State Forest, Fish and Game Commissioner to establish a more complete and systematic fire patrol, including the building of signal towers on mountain tops, connected by telephone.

That will require the railroads through forest lands to use oil instead of coal for fuel on locomotives.

That will force the railroad companies to pay the whole cost of patrolling their tracks, under State supervision, instead of one-half, as at present.

TROUBLE AT TUM TUM.

Newspaper Delivery Is Delayed and the People Are Mad.

DEER PARK, Wash., Dec. 23.—Patrons of the Tum Tum postoffice, thirteen miles west of Deer Park, Wash., on the Spokane River, are complaining bitterly of the present star route service between that place and Springdale, the distributing office. The Spokane and other papers lie over at least one night at Springdale, and while Spokane and Deer Park are their natural trading points, it takes practically a week to send a letter to either place and get an answer in return.

They also allege that not a single Spokesman-Review was received at Tum Tum last week. In view of this a petition has been circulated and signed asking the postoffice department to establish a daily except Sunday service with Spokane, arriving here at 11 a. m. and leaving immediately after the morning train's mail has been distributed, thus getting the Spokane dailies into Tum Tum by 4 p. m.

WEST VIRGINIA PAPERS.

State Organization Started at Parkersburg.

A meeting of publishers of daily newspapers in West Virginia was held in Parkersburg, December 28. A temporary organization was effected, which may be made permanent at another meeting to be held at Charleston on January 18. This organization is to promote the welfare and general business interests of the publishers of the daily papers in West Virginia.

It will be known as the West Virginia Daily Newspaper Association, and the temporary officers elected are: Virgil L. Highland, of Clarksburg, president; George W. Summers, of Wheeling, secretary. M. L. Davis and C. H. Riggle, of Fairmont, were appointed a committee to draft by-laws to be submitted at the January meeting.

The publishers present at the meeting were: M. L. Davis, Fairmont West Virginian; C. H. Riggle, Fairmont Times; Virgil L. Highland, Clarksburg Telegram; George W. Summers, Wheeling Telegraph; Lynn Kirtland, Sisters-

ville Oil Review; S. C. Shaw, Moundsville Echo; W. H. Hoffheims, Martinsburg World; George Marchand, Manning Record; R. E. Horner, Parkersburg Sentinel; C. B. Kefauver, Parkersburg Dispatch News; Ben Morris, Parkersburg State Journal.

EDITORS MOURN.

Loss of Patronage Makes Their New Year's Sad.

The designating of the official papers for the year 1909 by the Nassau County supervisors has disappointed several newspaper owners in the county. The Democratic plum goes again to John C. Kennahan, and this is a distinct blow to the Democratic editors who did not believe that Kennahan could once more secure the appointment.

But little comment is made on the appointment of the Nassau County Review by the Republican supervisors, although several North Side editors hoped against hope that they would get it. Some of the papers which think they are entitled to recognition are the Oyster Bay Guardian, Oyster Bay Advocate, Glen Cove Echo, Glen Cove Examiner, Sea Cliff News, Port Washington News and the North Side Tribune.—*Brooklyn Eagle.*

Paper From Cornstalks.

A government experimenter has learned that a fairly good quality of paper can be made out of cornstalks. While on the face of it this may not seem an important fact, yet in reality it is an interesting and perhaps a valuable discovery.

Everyone has heard of the rapid diminution of the forest areas of this country and of Canada, due to the heavy inroads made upon them by the newspaper, book and magazine publishers. Hundreds of thousands of acres of spruce timber are cut down every year to be made into paper. And the problem is recognized everywhere as being a serious one.

Many investigations have been going forward with a view to securing a substitute for wood. And now it appears that cornstalks can be utilized. If this product can be made commercially valuable for this purpose it will be of tremendous importance, not only to publishers but to the reading public, which must be supplied with all sorts of literature.—*Buffalo Times.*

Kalamazoo Press Incorporates.

The Evening Press Company at Kalamazoo has filed articles of association with Secretary of State Prescott at Lansing. The authorized capital of the concern is given as \$50,000, of which \$25,000 has been subscribed and \$6,250 been paid in.

The stock is subscribed for as follows: E. N. Dingley, 141 shares; Harry B. Parker, 10 shares; Frank E. Starkweather, 99 shares. The shares have a par value of \$25 each.

Officers were elected as follows: E. N. Dingley, president; Harry B. Parker, vice-president; Frank E. Starkweather, secretary and treasurer. It is understood the company plans to publish a newspaper soon.

The Old Dominion Sun of Staunton, Va., a Republican weekly, has been sold by Lewis & Voorhees to a Republican corporation. S. Brown Allen will be editor and R. A. Fulwiler business manager.

The Uniontown (Wash.) Press has been sold by J. C. Round to J. L. Coughlin and W. H. Oylor.

NEWS JOTTINGS.

The St. Louis Post-Dispatch of last Sunday was a fifty-page paper, and included two news sections of twelve pages each, a want directory of twelve pages, a magazine of ten, and a comic section of four pages.

The Chicago Journal has ordered from the Goss Printing Press Company three octuple high-speed presses.

A remarkable piece of enterprise in a small town was the holiday supplement to the Orange (Tex.) Leader. It consisted of twenty large pages on coated paper, illustrated with holly borders in colors.

In Australia they are trying to make paper out of the prickly pear. There is an unlimited supply of the plant.

An editor in Guatemala City was sent to the penitentiary for printing President Cabrera's message on the last page of his paper instead of the first page.

The news of the election of Mr. Taft was known all over the world much sooner than the election of Mr. Roosevelt, because of faster work by the press associations.

The Oklahoma City Oklahoman reports that on December 20 it published a total of 238 1/4 columns of paid advertising, including 7,958 lines of wants.

The Cairo (Egypt) Punch appears weekly in Arabic. It has a cartoon in colors like its London namesake.

Newspaper men in Hudson county, N. J., are planning a press club in



HOLIDAY VARIETY. First Writer—"How do you like this tobacco?" Second Writer—"Awful. Smells like you're smoking transfers."

Jersey City. At a preliminary meeting a committee on organization, composed of John McCormick, Lewis Garrison and Walter Miller, was appointed, and they will get matters in shape for the next meeting, when a permanent organization will be perfected. George B. Cottrell, James Norton and William Heyliger were appointed a committee to select club rooms. They also will report at the next meeting which will be held in the City Hall January 4.

The New Lisbon (Wis.) Times and the Juneau County Argus have been consolidated, and will be conducted by Donald M. Leicht.

John J. Barrett, until recently financial editor of the New York Herald, has bought a seat in the New York Stock Exchange.

The Passaic County (N. J.) Publishers' Association, whose membership is chiefly in the cities of Paterson and Passaic, has filed incorporation papers. The trustees are Henry L. Berdan, John Toole, Edward B. Haines, Harry B. Haines, George Wurts, Robert C. Bremme and J. H. Barker.

The Lakewood (N. J.) Times-Journal, edited and published by Leslie R. Fort, son of the Governor, is now a semi-weekly and appears in a new dress.

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Our "dailies" include Comics, Cartoons, both one and two-column Puzzles, Line and Half-tone Fashions, Portraits, Patterns and Weather Reports.
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First

Publish all the local news that is worth printing.

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Publish such telegraph and cable news as will interest your readers.

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Publish the news **WITHOUT FEAR OR FAVOR** and ahead of your rivals. All this may be easily accomplished by employing a good local staff and securing the

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