

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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## NATIONAL PRESS CLUB

WASHINGTON ORGANIZATION HAS BEAUTIFUL HOME AND BRIGHT FUTURE.

Claims the Handsomest Assembly Room, of its Size, in the Country—The Club "a Winner" and Will Weed Out Dead Timber, Even if He Be a U. S. Senator—List of Men Who Shaped the Plans.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 3.—We think, here in the capital, that the new quarters of the National Press Club are legitimate cause for the pride we feel. We occupy the two upper floors of the building at Fifteenth and F streets.

### THE HANDSOMEST ASSEMBLY ROOM.

The interior decorations of the club are based on a simple but comprehensive and highly effective color scheme. The keynote of this scheme is a soft forest green, which affords a charming contrast with both the weathered oak woodwork of the big assembly room and the white enamel trim of the other rooms.

The assembly room is regarded as one of the handsomest clubrooms of its size in the country and is in every way worthy of a far older organization than the National Press Club. It is forty-two feet in length by twenty-one feet in width and is finished with a low-beamed ceiling divided by three major members and twelve minor members into twenty-four panels faced with a soft cream ingrain paper.

The side walls display a unique decoration most appropriate to a press club. A five-foot dado occupies the lower part of the wall and is divided into two rows of panels, in each of which is mounted the matrix of the first page type form of one of the leading newspapers of the country, more than a hundred of which are represented in the collection.

The ground of the dado is an embossed Japanese paper, the pattern of which closely resembles a solid body of type, and upon this the matrices are mounted and surrounded by a half-inch wooden beading. After the matrices were in place the whole dado was painted a deep cream, over which a thin aniline green was laid.

### CHIAROSCURI AND SPANISH LEATHER.

The "stile," as the ground between the matrices is called, and the solid type forms of the matrices themselves appear in this deep green, but the headings and the most prominent illustrations were treated by the decorators as high lights and were artistically brought up into prominence by wiping away a portion of the final green coat. The dado is divided from the upper part of the wall by a three-inch weathered oak rail matching the beamed ceiling and general woodwork of the room.

The dado thus produced is most effective, for while to visitors unacquainted with modern methods of

(Continued on page 6.)



GEORGE ETHRIDGE.

TREASURER OF THE ETHRIDGE COMPANY OF NEW YORK, WHICH ILLUSTRATES ADVERTISEMENTS FOR MANY GREAT CONCERNS. See page 5.

## EDITORS ARRAIGNED.

Proprietors of Indianapolis News Held in \$5,000 Bail.

On last Saturday Delevan Smith and Charles R. Williams, proprietors of the Indianapolis News, charged with criminal libel in the Panama Canal matter, were formally arraigned before Judge Anderson in the United States District Court, in Indianapolis. They were released on \$5,000 bail, each acting as surety for the other.

They will resist removal to the District of Columbia for trial. The question of removal will probably be heard during the first week of June.

## Sale of Dispatch-News Confirmed.

The sale of the Dispatch-News of Parkersburg, W. Va., to United States District Attorney Reese Blizard, has been confirmed by a meeting of the creditors. It was expected that H. G. Ogden of the Wheeling Intelligencer would submit an upset bid, but none was offered. It is reported that Mr. Ogden and ex-Governor A. B. White will start a new paper in Parkersburg.

## CHANGES NAME.

Pilgrim Publicity Association Succeeds Boston Ad. Men's Club.

The Ad Men's Club of Boston has changed its name. Henceforth it will be known as the Pilgrim Publicity Association. The old organization name was interred at the annual meeting last week with fitting honors. The new association plans to include all New England in a strong organization.

The officers of the new association are: President, George W. Coleman, publisher of Christian Endeavor World; first vice-president, George B. Gallup, New England representative of the Cosmopolitan; second vice-president, P. W. Fairbanks, advertising manager of the J. C. Ayer Company; secretary, Carrol J. Swan; treasurer, M. Douglas Graves; executive committee, Henry B. Humphrey, Arthur B. Harlow, Walter Weedon and four others to be appointed by the board of directors later.

The Boston Herald announced in the issue of May 1 that it has suspended publication of the evening edition of the paper. The morning edition will be continued.

## UNITED CIGAR STORES

INVADES THE NEWSDEALER FIELD AND GIVES "COUPONS" WITH MAGAZINES.

Newsdealers of New York City Facing a Crisis—Tobacco Trust Wants to Drive Out Stationery Shops that Handle Cigars—Plan Opening 200 Stores—American News Company Will Fight the Invaders.

The American Tobacco Company has gone into the business of news-dealing in New York City and the small dealers who have spent years building up their small trades are intensely aroused. They say they are face to face with destruction, for they cannot alone combat the millions of capital in the Tobacco Trust.

The United Cigar Stores Company, which is a subsidiary concern of the American Tobacco Company, has commenced the invasion of the newsdealers' field by opening five stores in the Riverside and Harlem sections of Manhattan.

It is said they purpose to open 200 stores in New York where magazines and periodicals will be sold together with cigars and tobacco.

With each purchase of a periodical, "certificates" or "coupons" are given the purchaser exactly as in the purchase of cigars, cigarettes and tobacco.

The same coupons are used for cigars and magazines.

The great majority of the small cigar stores have managed to keep alive against the competition of the Trust by selling periodicals and stationery. It is not concealed that the purpose of the United Cigar Stores Company in going into the news business is to kill all competition in the cigar business.

The newsdealers held a meeting and asked the American News Company to state its attitude toward the newcomers. The company declared itself strongly opposed to the Tobacco Trust entering the news field.

General Traffic Manager Dean, of the American News Company, said to THE EDITOR AND PUBLISHER:

"The United Cigar Stores Company is operating its newsdealing stores under the firm name of Davis & Cline. When this was called to our attention by the publishers, we immediately stopped supplying them with periodicals. The publishers do not want the retail price to be cut. The United Cigar Stores Company, by giving free 'coupons,' is actually cutting the price.

"They show that they do not care about the profits on the sales of periodicals. They only care about the cigars.

"The newsdealers say that the Tobacco Trust, by this move, is attempting to cut the heart out of their business and drive them out entirely.

"I do not know where the United Cigar Stores Company is getting its supplies of periodicals. We have tried to trace the source of the supply, but cannot find out. At present, with

but a few stores, the supply is considerable."

"If the charter of the United Cigar Stores Company limits its business to the selling of tobacco, will there be litigation over the practice of selling periodicals in those stores?"

"I imagine there will be."

#### BALTIMORE NEWS.

##### Former American Reporter Now Lieutenant in Philippines—Other Gossip.

(Special to THE EDITOR AND PUBLISHER.)

BALTIMORE, May 3.—Second Lieutenant Henry Morris Johnston, of the Philippine Scouts, now stationed at Zamboango, who was at one time a member of the American local staff here, has written to friends that he passed an examination for first lieutenant, but that the promotion will not be made for several months. He expects to be a captain in five years, by which time he can retire, if he so desires. He writes that he has found his experience as a reporter to be of much value in scouting.

"I would not take a good deal for the experience I got while working the old West and Northwest police stations," he writes. "We have to do a lot of detective work over here, hunting for bad men with guns and big knives. I always take up the task just as I would if I was working a special news story in Baltimore. My old newspaper days have just fitted me for this work."

As further evidence of the esteem and affection in which he is held, Frank P. Kent, political reporter on The Sun, who was recently appointed secretary and treasurer of the Maryland Agricultural College, was invited to be the special guest at a dinner given in his honor at the Hotel Joyce on Saturday evening, April 24. Delicately suggestive of Mr. Kent's future duties, the decorations were farmlike. Hay, straw and vegetables were strewn about the room or adorned the table, and the Bentztown Bard, who perpetrates a yard or so of verse in The Sun every morning, felt moved to compose two feet of dithyrambs for the occasion. Nearly all the members of The Sun staff were there, only a corporal's guard remaining at the office for night owl duty. Mr. Kent's determination to retire to the quiet of rural life was made the subject of numerous jests and oratory flowed as freely as some other things.

J. Walter Brewington, junior member of the firm of Brewington Bros., publishers of the Wicomico News, of Salisbury, Md., was married on April 22 at Philadelphia to Miss Fannie Sudler, of Princess Anne, Md., the ceremony taking place at the home of the bride's sister.

The Register & Leader Company, of Des Moines, Ia., have increased their capital to \$400,000, with provisions for increase to \$500,000.

#### PHILADELPHIA BULLETIN

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

Net average for March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.

#### EDITORS OF NORTHWEST.

##### Will Meet and Form Inland Empire Press Association.

(Special to THE EDITOR AND PUBLISHER.)

SPOKANE, Wash., May 5.—Editors and publishers of 370 daily, weekly and class publications in eastern Washington and Oregon, northern and central Idaho, western Montana, southeastern British Columbia and points in Alberta have been invited by the Spokane Press Committee to meet in this city on May 8 to discuss plans for the formation of the Inland Empire Press Association.

The purpose of the organization is to unite the press of the country to work for more substantial and greater development of all parts of the Inland Empire and to encourage the emigration of desirable settlers and influx of capital to assist in building up the country and develop its agricultural, industrial and commercial resources.

The Spokane Press Committee, composed of a representative of every journal published in Spokane, headed by N. W. Durham, editor of The Spokesman-Review, will entertain the visitors. The organization meeting will be followed by a seeing-Spokane tour, and in the evening, beginning at 7 o'clock, there is to be a complimentary banquet in the Hall of the Doges.

"This organization will in no way interfere with the work of the State editorial associations," said Arthur Hooker, secretary of the Spokane Press Committee, "but is designed to be of more direct benefit to the various communities and the district as a whole than any other similar association possibly could be."

##### Editor Assaulted.

William Bowers, editor of the New Haven (Ind.) Herald, was assaulted on the streets of that city last week by Eben Bell. Trouble had been brewing between the two for some time, owing to an item which had appeared in the Herald. Bell struck Bowers over the head with a cane and the latter retaliated by knocking Bell down. Bell, it is said, was getting much the worst of it when his brother, the marshal of New Haven, interfered.

##### Il Commendatore Ettore Ximenes.

The famous sculptor, il Commendatore Ettore Ximenes, who is making statues of President Taft and Cardinal Gibbons, and who is commissioned by the Italian Government to study art education and all things of applied art, visited the art department of the New York World on Wednesday of this week. He was escorted by Arthur Benington, of the Sunday World staff, who is the linguist of the World.

##### Beckham Now an Editor.

Ex-Governor J. C. M. Beckham, of Kentucky, has become editor of the Kentucky State Journal, published for many years at Frankfort by W. P. Walton. Walton some time ago disposed of his interest to James L. Newman, who appointed Mr. Beckham editor.

##### Merger of Trade Papers.

Beginning June 1, "Profitable Advertising" will be merged with the "Selling Magazine" of New York. The editorial and business staffs will be enlarged and strengthened, and the former will be headed by George French, for several years editor of Profitable.

Smuggling anarchist journals into Russia has become a remunerative business.

#### WIRELESS TO CHICAGO.

##### New York Times Sends First Press Message to Chicago Tribune.

The New York Times on last Monday transmitted the first wireless press message ever sent between New York and Chicago. The message was sent to the Chicago Tribune from the United Wireless station in the tower of the Waldorf-Astoria Hotel, and was received by the company's station in the tower of the Auditorium Annex, in Chicago. The message read:

NEW YORK, May 3.

TRIBUNE, CHICAGO:

The New York Times sends you herewith the first wireless press message ever transmitted between New York and Chicago, marking, it is to be hoped, the acquisition by the newspapers of the two cities of a new and valuable means of communication.

NEW YORK TIMES.

Chicago made the first attempt to communicate, but the sending apparatus was not strong enough to reach New York. New York was then called on to send to Chicago and a few minutes later the operator in the Auditorium caught the signals and the message from the Times was received.

Owing to the inferior power of the Chicago plant the following message was not received in New York until some hours later:

CHICAGO, May 3.

TIMES, NEW YORK:

The Chicago Tribune News Bureau is sending you herewith the first wireless press message ever transmitted from Chicago to New York. It may inaugurate a news gathering and distributing system that will laugh at wind and sleet storms. The Tribune will be glad to see the acknowledgment of this message.

TRIBUNE NEWS BUREAU.

##### Issued on Twenty-Seven Ships.

The Atlantic Daily News is the name of a new paper that now appears on twenty-seven boats of the Hamburg-American, French and the Holland-American Lines. It is edited and conducted by the Allied Marconi companies. The publication is in magazine form and is partly printed on shore. Each of the twenty-seven boats is completely equipped with a newspaper plant in miniature. The news received by wireless and the principal happenings on board the ship itself are printed and bound in with the section printed ashore.

##### Kills Printer for a Burglar.

Elizabeth A. Forsythe, wife of William Forsyth, a newspaper correspondent of Cincinnati, O., shot and instantly killed L. D. Plowman, a printer of Canton, O., on last Saturday morning. Mrs. Forsythe heard a sound at a window on the first floor of her home. Being alone at the time she secured a revolver and went to the side door, which she opened just in time to see a man running by. She fired and the man, who proved to be Plowman, fell with two bullets in his body.

W. T. Ireland has engaged in the publishing business in Onarga, Ill. He will edit the Tribune.

#### CHANGES IN INTEREST.

The Curwensville (Pa.) County Review has been leased by J. C. Heffrich, of Rossiter, Pa., who will continue the publication and also issue a Rossiter edition.

The Daily Industrial News of Greensboro, N. C., which suspended publication last January, has been purchased by E. C. Duncan, Republican national committeeman from North Carolina. Publication will be resumed under the name Greensboro Daily News.

The Columbus Junction (Ia.) Gazette, a weekly paper, has been purchased by B. H. Schearer.

Fred M. Crosby has disposed of the Morrisville (Vt.) Messenger to local parties who have engaged A. D. Bradford as publisher. Mr. Crosby will become managing editor of the Middlebury (Vt.) Register.

B. P. Renfro has sold his interest in the Magazine (Ark.) Gazette to G. W. Dewees.

George Perry and O. N. Custer have purchased the controlling interest in the Galesburg (Ill.) Republican-Register.

The Indianola Publishing Co., of Indianola, Miss., organized by J. Holmes Baker, D. M. Quinn, J. L. Davis and others, have taken over the plant of the Indianola Enterprise.

##### Wilmington Star Changes Hands.

A stock company will take over the Wilmington (N. C.) Morning Star. The Star is the oldest paper in the State and was established forty-three years ago by Maj. William H. Bernard. A charter has been secured with an authorized capital stock of \$100,000. The incorporators are Mayor William E. Springer, J. E. Thompson, James Sprunt, W. H. Sprunt, J. A. Springer, H. C. McQueen, C. W. Yates, D. C. Love, Walker Taylor, W. H. Bernard, W. S. Bernard, James H. Chadbourne, J. O. Carr and Capt. John W. Harper. The paper will in the future be under the management of Joseph H. Thompson, the present city editor.

##### Republican Paper for Clarksburg.

The Morning Herald Company has been incorporated for the purpose of publishing a Republican daily newspaper in Clarksburg, W. Va. It will be published in conjunction with the Harrison County Herald, an established weekly paper. John B. Smith heads the new company.

##### Editor Will Establish Camp.

A committee, representing the Missouri Press Association, is looking over Southern Missouri for a suitable site for a camp which it is proposed to establish. The association, at its last annual meeting, decided to get a site and establish a camp in the Ozark Mountains, where the members could go a part of each year and enjoy an outing.

Boost Publishing Co., San Francisco, Cal. Incorporated, capital \$10,000.

## The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department



## NOVEL MARATHON RACE.

Planned by the Washington Times and Baltimore News.

The Washington (D. C.) Times and the Baltimore (Md.) News have planned a novel Marathon race. It will be known as the Times-News Inter-City Marathon, and will pit the athletes of Washington against the athletes of Baltimore in a contest of very nearly the Marathon distance.

The plans for the race include the starting at the same moment of a group of runners representing Washington in front of the Times office and another group representing Baltimore in front of the News office. The runners will finish at a line located midway between the two cities. The winner will be presented with a handsome trophy.

## Hoyle Becomes Business Manager.

Norman R. Hoyle, for the past five years connected with the business and advertising department of the Richmond Evening Journal, has severed his connection with that paper to become business manager of the Bluefield (W. Va.) Daily Leader. Mr. Hoyle has been prominently identified with the press of Richmond for the past eight years, becoming associated with the Times-Dispatch in 1901. He left that paper in 1905 to join the staff of the Evening Journal.

## Chosen To Write Play.

Miss Marietta Conway, society editor of the Peoria (Ill.) Herald-Transcript, has been chosen as one of the forty-two to write plays for the Chicago Tribune's play contest. Miss Conway's scenario was one of over 1,100 which were sent to the Tribune to be judged by three well-known American actors and critics. From the accepted scenario's plays will be written, the first three of which will be given productions and the authors awarded prizes.

## Georgia Papers Combine.

The Daily Journal and Daily Herald of Waycross, Ga., have entered into an agreement, effective on May 1, whereby the Herald will discontinue its weekly paper and the Journal its daily. This will leave the Journal, which was established in 1895, the only weekly in Ware County, and will add to its present subscription list the entire list of the Weekly Herald.

F. L. Senn has taken over the Terry (S. D.) News-Record. It will be continued under the management of G. H. Byrne, the former proprietor.

Fred Bailey, publisher of the Osna-brook (N. D.) Independent, has disposed of his interests to O. T. Rishoff.

## IF YOU MAINTAIN



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

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

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



WILLIAM L. BETTS.

TREASURER AND MANAGER OF THE CONTRACT DEPARTMENT OF THE PUBLISHERS' CIRCULATION SERVICE COMPANY.

## "MAKES GOOD."

## Treasurer Betts Carries the Unique Trade Mark of His Concern.

William L. Betts, treasurer and contract manager of the Publishers' Circulation Service Company, with headquarters in New York, has left his impress on many newspaper offices of the country. First of all, his vivid energy is not likely to be forgotten by anybody who meets him, and besides this his business of persuading owners to conduct a popularity contest and thus increase circulation is always attractive—even fascinating—to publishers.

Mr. Betts is a native born New Yorker. His father and ancestors were identified largely with commercial interests in Manhattan and Brooklyn.

He says he was early stung by a newspaper "bug" and took up circulation work. He handled successfully the position of circulation manager of the Milwaukee Sentinel, Minneapolis News, New Haven Journal-Courier, and on Hartford, Conn., and Springfield, Mass., newspapers.

He received his newspaper business training under John L. Foley, business manager of the Milwaukee Sentinel.

Last August he accepted his present office, and has been strongly instrumental in the growth of the company, which has conducted approximately eighty circulation contests.

Mr. Betts carries in his personality the

trade mark, "Makes Good." He is unqualifiedly popular in all the States he has personally covered.

## CORRESPONDENTS.

## Cannot be Held as Agents, Says Federal Judge in Libel Suit.

Correspondents of newspapers and publications cannot be held as agents for such concerns, according to a decision handed down by Judge Waller Evans in the Federal Court at Louisville, Ky., last week.

The decision was given in the suit of W. B. Miller against the Southern Furniture Journal, charging that journal with an alleged erroneous and libelous statement concerning him. The records of the case showed that the Louisville correspondent of the Journal got the names mixed in an article about a local furniture company and named the wrong company.

Judge Evans held that the correspondent sold his wares to the publication like any other customer and could not be included in the suit.

## Beginning the New Curtis Building.

The contract for the \$2,500,000 structure which the Curtis Publishing Company will build fronting Independence Square, Philadelphia, has been let to the Philadelphia firm of Doyle & Doak. The work of clearing the ground for the new building began last week.

## SOUTH BEND.

## Scribes of Indiana City Dined by County Attorney—Other Items.

(Special to THE EDITOR AND PUBLISHER.)

SOUTH BEND, Ind., May 4.—County Attorney Frederick Woodward, of South Bend, Ind., gave a dinner the night of April 30 to South Bend newspaper men. Covers were laid for 12. Mr. Woodward's guests were F. A. Miller, editor; W. K. Lamport, associate editor, and J. F. Baldwin, city editor of the Tribune; C. M. Fassett, editor, and E. F. Lucas, business manager, of the News; J. B. Stoll, editor, E. A. Stoll, Elmer Stoll and J. F. DeHaven, of the Times; A. G. Graham, chairman of the Thirteenth District Republican Committee, and F. H. Wurzer, county attorney for the poor.

F. A. Miller, editor of the South Bend Tribune, has been elected the first president of the South Bend Chamber of Commerce, which he helped organize, and is also on the directorate for a term of two years. H. D. C. Van Assmus, formerly secretary of the Grand Rapids, Mich., Board of Trade, has been elected secretary.

Charles E. Crockett, secretary and treasurer of the South Bend Tribune, recently took high Masonic work in Indianapolis, Ind. The work was witnessed by his father, Elmer Crockett, president of the Tribune company.

## NEW PUBLICATIONS.

The first number of the "Gilbert (Minn.) Booster," a weekly published by P. E. Dowling, has made its appearance. J. A. Leary is the editor.

The Southern Republican Company has been incorporated to publish a Republican newspaper in Charlotte, N. C. The paper will be a weekly at the start. The name of the paper will be the Southern Republican, with J. A. Smith as editor.

The first issue of Eidswold, a monthly magazine, will appear in Grand Forks, N. D., May 10. The publication will be in the Norwegian language. A. P. Odlaug will be the business manager, and K. Knudson the editor.

## San Francisco Call's Flyer.

The San Francisco Call has established a special newspaper flyer on the Southern Pacific Railroad to serve forty cities and towns in the interior of the State. The train pulls out of Oakland at 2:40 a. m. Sacramento is reached at 7:15 a. m., four hours ahead of the old schedule.

## Weekly May Change Hands Again.

Outside parties, it is said, are negotiating for the purchase of the New Martinsville, (W. Va.) Weekly Dispatch. There have been several changes in the management of the paper in the past few months, and it is reported that the owners desire to dispose of the plant.

## Here is a definite field, to be covered in a definite manner.

It is the German-speaking population of Philadelphia, consisting of 350,000 persons. The papers are the following, all published by the German Gazette Publishing Company:

**MORGEN GAZETTE**  
**EVENING DEMOKRAT**  
**SONNTAGS GAZETTE**  
**STAATS GAZETTE (weekly)**  
Examined by the Association of American Advertisers.

## NEW YORK CITY.

David A. Curtis, special writer for the Sun, who underwent an operation at St. Luke's Hospital last week, is lying very weak at the hospital. He says it will give him great pleasure to see his friends and short visits will hasten his recovery.

Nicholas Biddle, star man on the Herald staff for twenty-five years, is lying dangerously ill in his home, 148 West Ninety-fifth street, with cirrhosis of the liver. His friends call the trouble "South American fever." For years he has covered Herald assignments to South American revolutions, and his frequent changes of climate from New York to the tropics and back resulted in the disease. His last trip was to the revolution in San Domingo last fall. He has been ill ever since, but recently the disease has been fast coming to a crisis.

The City Hall Reporters' Association will be the dinner guests of President McGowan of the Board of Aldermen and Comptroller Metz, on Saturday evening, May 8, at Healey's restaurant, Columbus avenue and Sixty-sixth street.

It is stated that the number of men who last month applied for reinstatement in the New York Press Club broke all records.

The directors of the Amen Corner will give a complimentary dinner at the Hoffman House on Saturday evening, May 8, to the Misses Caddagan, sisters of the late John Caddagan, proprietor of the Hoffman House; Tom Wise, the actor in "A Gentleman from Mississippi"; Mr. Hatch, of the Wm. A. Brady organization, and Manager Clancy of the Hoffman House. The dinner is in recognition of the courtesies extended by the Hoffman House to the directors of the Amen Corner.

James M. Wood, of the Brooklyn Eagle staff, the best known police reporter in Brooklyn, was struck by a trolley car in front of the Long Island Railroad Terminal on Friday of last week and severely, though not seriously, hurt. His right leg was bruised and he received a heavy blow on the back of his neck. He was able to go to his home, at 162 Cleveland street.

## Columbia Alumni Weekly.

The Columbia University Alumni Weekly will make its appearance next fall at the opening of the academic term. There will be a board of five editors; three alumni and two students.

## How Old Was the Joke?

"I understand that you said some of my jokes were as old as the hills?" interrogated the struggling humorist in crestfallen tones. "My dear sir, you have been misinformed," laughed the busy editor. "What I said was that some of the hills were as old as your jokes."—Chicago Daily News.

## Has a Business PULL

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

## The Pittsburg Dispatch

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

## SPECIAL REPRESENTATIVES:

WALLACE G. BROOKE, 227 Fifth Ave., New York.  
HOBACE M. FORD, Marquette Bldg., Chicago.

## POLICE REPORTERS.

## Two Men Have Served Twenty-six Years at Headquarters.

The following men are regularly assigned to police headquarters, 300 Mulberry street:

Evening Sun—John Pemberton, Randolph Peyton and Frederick H. Hawley; Evening World—Frank Roth and Max Fischel; Journal—John M. Rainey, Harrison F. Grey, Frank Gorman and Louis Arion; Globe—Robert Emmet Moran; Telegram—F. G. O'Connor and Robert Baxter; New York City News Association—William Wallace, Harry Hatfield and Paul Sweinhart.

Morning World—Frank J. Neimeyer; Sun—Robert Pattison and Robert Wheelless; Herald—Harry O'Donnell; American—Mr. Laubenstein; Times—John Gordon.

Frank J. Neimeyer is the dean of the corps, reckoning by data of continuous service on the assignment, but Max Fischel first appointment antedates him. Fischel was made messenger boy for a club of papers including the Times, Staats-Zeitung, Truth, Star and World in March, 1883. Neimeyer became a messenger boy of the corps in June of the same year. Fischel went to other assignments for a short time, but Neimeyer has been steadily at Mulberry street for twenty-six years. Fischel covered police for the Evening Sun from 1891 to 1905.

## FOREIGN NEWSPAPERMEN

## Come from England and Scotland to Scan Newspaper Field.

George Law, son of the proprietor of the Edinburgh (Scotland) Scotsman, was in New York last week to look over the field of new machinery.

Also visiting New York to scan the field were C. D. Leng, of Sir W. C. Leng & Company, Ltd., which concern publishes the Sheffield (England) Daily Telegraph and other papers; and Norman A. Pattullo, managing director of John Leng & Co., of Dundee, Scotland, which publishes the Dundee Advertiser. They examined the plants of New York newspapers.

## Re-elected Editor.

Mrs. Elroy M. Avery, of Cleveland, O., has been re-elected editor of the American Monthly Magazine, the official organ of the Daughters of the American Revolution, for the ninth consecutive term.

## POPULAR ERRORS.

## British Writers Make Them About the Same as American Scribes.

A British literary authority, writing in T. P.'s Weekly, of London, corrects a few "popular errors in writing." He mentions only the incorrect phrases found in British newspapers, but most of them have been seen in American papers:

## THE WRONG WAY.

A stone laid there.  
The child was overlaid.  
He felt aggravated.  
Suppositious.  
A media; a phenomena.  
Differ with.  
Different to.  
Equal with.  
Compared to.  
Nothing else but.  
Try and go.  
Two first (or last).  
Those sort of things.  
Each of them have their work.  
Either of the three.  
Neither the one or the other.  
The man of all others.  
Between you and I.  
I should liked to have gone.

## JEROME ON NEWSPAPERS.

## Says Fear of Them Keeps Young Men Out of Public Life.

At a dinner given in his honor in the Hotel Astor last week by the panel of the grand jury, William Travers Jerome attacked what he called the "Rule of Newspapers" in New York. He said in part:

"I believe today that those of wide experience will bear me out, when, if a young man consults them, if they think that he is bright and capable, they say, 'Keep out of public life; there is no future.' There is no future because we are governed and ruled here by demagogic opinion.

"We are only permitted to do certain things; not to demonstrate what there is in the position, because we allow people who live in the top stories of these high buildings to write on subjects of which they are entirely ignorant and attempt to tell the public about something, talking on a subject which they know nothing of, and are therefore unable to give out a fair and just criticism.

"No honest man objects to criticism, but we have come, gentlemen, to be run in a measure by the newspapers, for the newspapers, and there will be another greater peril than this unless it is checked."

## ROCKEFELLER LIBEL SUIT.

## Star Company Fined \$500 in New York Court.

The Star Company, publishers of the New York American, was found guilty last Saturday before Judge Malone in the Court of General Sessions, of the charge of criminal libel brought by John D. Rockefeller, Jr. The jury was out an hour and a half, and after hearing their verdict, Judge Malone sentenced the defendant corporation to pay a fine of \$500. A maximum fine of \$5,000 could have been imposed.

The time consumed by the trial was a day and a half, and the prosecution was conducted by District Attorney Jerome in person. The action was based upon an alleged libelous article which appeared in the American of December 17, 1908. It was a news item from Chicago to the effect that Mr. Rockefeller was conducting a peonage system at the plant of the Corn Products Company at Summit, Ill. The American disavowed the article the following day, but Mr. Rockefeller had filed suit during the interval.

None of the defendant company were in court, and the only witness at the trial was Mr. Rockefeller. Clarence E. Shearn, who represented the defendant, placed in evidence a copy of the newspaper containing the disavowal of the original publication. Mr. Shearn announced that an appeal would be taken.

Herald-Tribune Publishing Co., Akeley, Minn. Incorporated; capital \$10,000.

## THE RIGHT WAY.

A stone lay there.  
The child was overlain.  
He felt exasperated.  
Suppositious or suppositious.  
A medium; a phenomenon.  
Differ from.  
Different from.  
Equal to.  
Compared with.  
Nothing else than.  
Try to go.  
First two (or last two).  
Those sorts of things.  
Each of them has his work.  
One of the three.  
Neither the one nor the other.  
The man above all others.  
Between you and me.  
I should have liked to go.

## JAMES GORDON BENNETT.

## An Unusual Personality, Says Writer in Outing Magazine.

George Jean Nathan, writing in the Outing Magazine, tells of the unusual personality of James Gordon Bennett, proprietor of the New York Herald. He says in part:

"James Gordon Bennett was born in New York. He is now 67 years old. In appearance he is tall and slender and gives the impression of a vast amount of nervous energy. He carries himself with military erectness and his steel-gray hair and moustache add to his general soldierly look. For many years he has made his home in Paris, and visits this country only about once in every two years. He literally edits the New York Herald by cable. And the story of the way he does this is almost as unbelievable as it is curious.

"It is the general public opinion that Mr. Bennett lets the Herald run itself, and that, particularly of late years, he has not kept in close touch with its affairs and progress. Nothing could be further from the truth. In fact, it may be stated that he is devoting more time to the interests of his paper at present than ever before.

"Every day there is sent to Mr. Bennett a copy of the Herald, every article in which is marked with the name of the man who wrote it. By this means he keeps in touch with the daily work and progress of every man on his staff. The slightest error will be quickly ferreted by his eagle eye and a warning bulletin is speedily posted by him following his detection in a "story" of, for instance, the word "gentleman" instead of "man," the use of some such phrase as "J. Pierpont Morgan, the financier," instead of "J. Pierpont Morgan, a financier."

"Two of Mr. Bennett's idiosyncrasies are his lack of belief in the value of a college education and his aversion toward smoking the last half of his cigars. In relation to the first, it is not uninteresting to note that most of the men who have been given high positions by him have been non-university men. Mr. Bennett himself is not a college graduate, and he holds that a collegiate training is not necessary in the making of newspaper men. Those few college men who have won the higher positions in his employ have not held them long.

As to cigars, he is an inveterate smoker. The Herald proprietor never consumes more than half of one of the heavy Havanas he has manufactured especially for his use. When he has smoked half a cigar, he throws it away and lights a fresh one."

The Spirit Publishing Company, of Punxsutawney, Pa., will erect a modern three-story brick building with all the modern conveniences for housing a newspaper.

S. C. Cox & Son have purchased the Pontiac (Ill.) Sentinel.

The steady increase of advertising in The New York Times is not astonishing to those who have knowledge of the circulation of The New York Times, which is in excess of 175,000 daily.



**COMMERCIAL ART**

**George Ethridge Studied in the Latin Quarter of Paris, but Decided the Slogan "Art for Art's Sake" Needed Revising.**

Once upon a time the artist was not a serious factor in business. His output might be of great commercial importance, but the artist himself was treated only tolerantly by the business world. The literary man also, once upon a time, was given scant consideration by the business world. Times have changed.

One of the remarkable developments of late years is the systematic business organizations of art for commercial purposes, and in the newspaper and magazine field, the Ethridge Company, of New York, has compelled an entirely new viewpoint for business men who need the artist to advertise them and their wares.

About a dozen years ago a man walked into the offices of a New York advertising agency who sorely puzzled the astute and experienced office boy. The portfolio under his arm proclaimed the artist, but the vigorous alertness and confident poise were characteristic of the man of affairs who might well represent a fat and desirable contract. Had he been of a certainty an artist, the office boy would have known precisely what to do with him, but that worldly wise individual had an uncomfortable feeling that to refuse the caller direct access to the chief might later result in the loss of his job.

The joke was really on the office boy—for the man with the portfolio was an artist. His name was George Ethridge. He gained immediate admittance to the head of the agency, and said: "In three years' time I could build up for you one of the largest and most successful art departments in America."

It so happened that the agency man combined the characteristics of the Missourian with a deeply-rooted disinclination to lose any tricks, and he suggested that a man who could do a thing like that had better go ahead and do it instead of merely conversing about it.

And so Mr. Ethridge went ahead and did it, and a few years later did it all over again, only more so, for the prominent and successful advertising concern that bears his name.

George Ethridge was born in Rome, N. Y., something over a few years ago. It is natural that he should be a good business man, for he comes of a family of good business men. Also he was a born artist.

The business streak in his nature made it imperative, from his point of view, that he should be a successful artist, and he went abroad in his early youth to see what could be done about it. He studied for three years in the Julian Studio in Paris under such famous masters as Bougereau, Flameng and Ferrier and spent two years in London at the Westminster School of Art.

The business strain in his make-up made "Art for Art's sake" pale and uninviting to Mr. Ethridge, but it made art for commercial purposes rather alluring. At a very early stage of the game he decided that drawing a picture for fame and small money was no more commendable and not nearly so satisfactory as drawing a picture which would sell goods and make money for all concerned.

The success which the Ethridge Company has achieved is a personal success. The Ethridge establishment is known throughout the country for its work in commercial illustrating. From Europe and Australia come orders accom-

panied only by a few meagre words of explanation as to what is needed.

Mr. Ethridge is a familiar figure in New York wherever business and advertising men foregather to talk shop or to relax from their labors. He is a member of the Manhattan Club, the Strollers' Club, the Ardsley Club and the Aldine Association—to say nothing of his own little Optimist's Club, which he takes with him wherever he goes.

**INCORPORATIONS.**

South Side Observer Co., Rockville Center, N. Y.; newspaper, printing and stationery; capital, \$10,000. Incorporators: Sidney S. Smith, Rockville Center, N. Y.; Archer E. Wallace and Harriet R. Wallace, both of Freeport, N. Y.

Blake Publishing Company, Camden, N. J.; capital, \$10,000. Incorporators: John M. Hathaway, George Shepherd and A. M. Garrison. The company is to print, publish, engrave, etc.

Southern Republican Company, Charlotte, N. C.; publishing; with \$50,000 capital stock, by W. S. Pearson, J. S. Smith and others.

New Orleans Publishing Company, New Orleans, La., publishing; incorporated, with \$50,000 capital stock by Robert Ewing, Arthur W. Brown and James R. Fisher, to take over and operate plant of Daily News.

Courier Publishing Company, Lockhart, Tex., publishing; recently reported incorporated, will make improvements to plant.

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

Evans Press, Richmond, Va., printing; incorporated with \$25,000 capital stock; E. S. Evans, president; B. A. Ruffin, vice-president; E. N. Newman, secretary and treasurer.

Bristol Publishing Co., Bristol, Va.-Tenn., publishing; incorporated by H. G. Peters, A. Parlett, A. P. Peppers and others.

Imperial Press, Chattanooga, Tenn., printing; T. D. Barr, president, 809 Georgia avenue, will increase capital stock from \$10,000 to \$25,000; has purchased and will install new machinery.

Weatherford Printing Co., Tuscaloosa, Ala., printing; incorporated with \$10,000 capital stock; C. W. Weatherford, president; J. Marvin Weatherford, secretary and treasurer.

Suffolk Printing & Supp Co., Suffolk, Va., printing; organized with Lem P. Jordan, president; Joseph E. McGuire, vice-president; Lewis G. Brothers, secretary; John B. Pinner, treasurer; acquired McLeod Press Building, and will enlarge.

**Combines Paper With Picture Show.**

Arthur Francis, proprietor of a morning picture show in Portland, Mich., will issue during the summer a daily paper. Local merchants will encourage the proposition with liberal advertising. The paper will contain local items of news interest and the daily attractions of the show.

The Pendleton (Ore.) Morning Tribune has suspended publication as a daily and will hereafter appear semi-weekly.

**R. HOE & CO.'S**  
**Improved Metal Furnace and Pumps**  
 USED IN CONNECTION WITH "EQUIPOISE" CURVED CASTING MOULDS FOR MAKING STEREOTYPE PLATES



**GRAND PRIZE**  
**ST. LOUIS**  
 1904

**MADE WITH ONE, TWO OR THREE PUMPS**  
 THE QUICKEST, MOST CONVENIENT AND MOST ECONOMICAL METHOD OF PRODUCING PERFECT STEREOTYPE PLATES.  
 A Valuable Time and Labor Saving Apparatus, Which Soon Repays the Cost of Installation.  
 These Pumps can also be added to Old Furnaces. Over 100 in use.

**504-520 GRAND STREET, NEW YORK**  
 7 Water St., BOSTON, MASS. 143 Dearborn St., CHICAGO, ILL.  
 160 St. James St., MONTREAL, QUE. 109-112, Borough Road, LONDON S. E., ENG.  
 8 Rue de Chateaudun, PARIS, FRANCE.

**Scribe Writes About Juries.**  
 James McLeod, a Boston newspaper man, has written a book entitled "Impressions of a Juror." The purpose of the book is to reveal the conduct of the jury after the case has been submitted for deliberation and the workings of the individual juror's mind during the progress of the case.

Jacob Vogel, Park Row Building, New York, will place the advertising of W. J. Davies, Dewar's Scotch Whisky, 59 Bank street, New York.

**Y. M. C. A. Advertising Class Dines.**  
 The final dinner of the Advertising Class of the Twenty-third street branch of the New York Y. M. C. A. was held at the Hotel Chelsea Wednesday evening. Addresses were made by George H. Perry, William C. Freeman, of the Evening Mail, and E. A. MacManus, of the National Features Bureau.

L. H. Cook, publisher of the Unity (Wis.) Register, has disposed of the property to J. H. White & Son.

**GOING SOME!**

**102 QUICK CHANGE LINOTYPES**      **33 JUNIOR LINOTYPES**

ORDERS ENTERED DURING MARCH, 1909.

"The Linotype Way Is the Only Way."

**\$3,150 — EASY TERMS — \$1,500**

There is no other piece of machinery in a printing plant to which can be so clearly traced the dividend it pays.

**ONE MAN RUNS IT**

**MERGENTHALER LINOTYPE CO.**  
 Tribune Building, New York



## NATIONAL PRESS CLUB

(Continued from page 1.)

producing newspapers it is a novel and interesting object lesson, to the casual observer it has the appearance of a richly wrought wainscoat of old Spanish leather.

The upper wall of the assembly room is a soft English ingrain with a green tint ground carrying narrow stripes of sage, which makes a pleasing background for the handsome collection of pictures displayed thereon, including large original water colors by Koehler, Messer, Atwater and Gill, etchings by Dendy, Sadler, Moran and others, and exquisite carbon reproductions of one of Corot's masterpieces.

### SUPERB FIREPLACE AND CHIMNEY.

Perhaps the most striking feature of the assembly room is the superb fireplace and chimney piece so effectively shown in the accompanying illustration. The chimney piece is faced with rich old faience tiles six inches square, dull red in color, but merging into moss green at the edges. The hearth is laid in a similar tile of solid red, and the facing and fireplace opening are trimmed out with a heavy angle iron finished in gray with beaten surface studded with copper bolts.

The jamb hooks and brackets for the mantel shelf correspond with the metal trimming, as do also the heavy antique and irons and fire set. A rich tone is imparted to the design by a beaten copper hood of generous proportions, while above the mantel is a weathered oak slab bearing the



ASSEMBLY ROOM OF THE NATIONAL PRESS CLUB.

Photo by Washington Herald.

ornament of this room is a superb marine by Truesdell, a Parisian salon medalist, several of whose pictures are included in the Corcoran collection.

### THE CLUB IS A WINNER.

We feel that we have a winner in the club, and it has already reached that point where "associate members" are taken from a large waiting list—where they must seek admission instead of being sought, and where the board of governors have been given the power to drop an associate mem-

J. Lynn Yeagle, Thomas Pence, Walter E. Harris, J. Russell Young, Wilbur Miller and Arthur C. Johnson, secretary.

House Committee—A. J. Dodge, chairman; W. L. Crouse, E. E. Paine, Jacob Waldeck and James Hay, Jr.

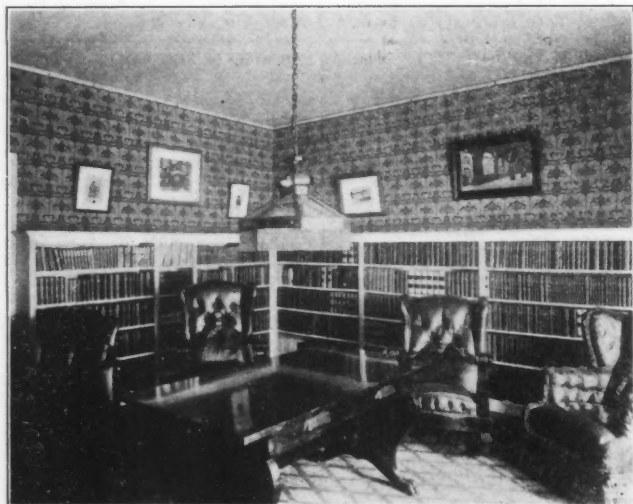
### CLUBS AND ASSOCIATIONS.

The North Carolina Press Association will have an informal gathering in Charlotte on May 20, previous to the annual meeting which is to be held in Hendersonville on June 23 and 24. John B. Sherrill, the secretary, is busy with the preliminary arrangements.

The Texas Inter-Collegiate Press Association was organized at Waco last week. Nine schools were represented and application will be made for membership in the Texas Press Association. The following officers were elected: J. C. McElhannan, Waco, president; Ernest Sansom, Georgetown, vice-president; Miss Christine I. Woldert, Denton, recording secretary; Clois L. Green, Waco, corresponding secretary; D. H. Templeton, Waxahachie, treasurer.

### Will Advertise Washington.

The Chamber of Commerce of Washington, D. C., will run a series of test advertisements in Baltimore papers setting forth the advantages of Washington. The copy will be prepared by Col. Arthur E. Randle.



LIBRARY OF THE NATIONAL PRESS CLUB.

Photo by Washington Herald.

club monogram, N. P. C., flanked by two antique ink pots with quills.

The furnishings of the assembly room are in keeping with the luxurious character of its decorations. Capacious and thoroughly comfortable Morris chairs, rockers and settees in mission style are conveniently disposed, and the handsome fireplace is flanked by three unique Dutch settees wrought by hand and comfortably cushioned. A rich rug of Royal Wilton, fifteen by thirty-three feet, of forest green picked out with oak, deadens every footfall in the spacious room and with the harmonizing draperies and artistic electroliers lends a final touch of luxury.

Opening from the assembly room is a small writing room hung with an Indian red stenciled paper. The chief

member whenever five of their number feel that the associate has ceased to classify under the specific requirements. This speaks for itself, when you remember that the associates are made up of high officials. The club doesn't want a man's money. It makes that a secondary essential. A high standard has been established for admission, for the purpose of having members, and the club will weed out dead timber in the person of a Senator as promptly as one of lesser importance.

Here are the names of those who shaped the plans for this new home and who worked them to a successful completion:

Board of Governors—Ernest G. Walker, chairman; Wm. P. Spurgeon, Arthur J. Dodge, Elmer E. Paine, Thomas C. Noyes, Frederick Haskins,

## "MOTHERS' DAY," MAY 9.

### Sunday School Times Leads Movement for its Observance.

The Sunday School Times, of Philadelphia, is leading the movement for the setting aside of the second Sunday in May annually "to the glory of God and in honor of our mothers." This year the date is set for May 9. The Times makes the following suggestion:

"Wear a white flower—the emblem of purity and fidelity. If possible send one to others as a message of sympathy or brotherhood. Remember the sick or unfortunate in hospitals, homes, or prisons, and those who labor on this May Sabbath for your comfort."

Keep down overhead expense.

## Lofts and Offices for Rent

Suitable for Advertising  
or Publishers' business,  
size 63 x 85 feet, located  
above Branch post office  
at

110, 112, 114 W. 32d St.

with steam heat, freight  
and passenger elevators

For Particulars

... Apply to ...

Thomas & Eckerson

35 West 30th St., New York City

## FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

Newspaper.	Date.	Article.
ENGLISH MERCURIS.	July 23, 1588.	Defeat of the Spanish Armada.
WEEKLEY NEWES.	January 31, 1606.	Execution of Guy Fawkes and Followers.
INTELLIGENCER.	January 29, 1648.	Execution of Charles and Speech on Scaffold.
THE GAZETTE.	Sept. 9, 1658.	Death of Oliver Cromwell.
THE NEWES.	July 6, 1665.	The Great Plague.
THE LONDON GAZETTE.	Sept. 10, 1666.	The Great London Fire.
"	July 4, 1770.	Transfer of the 13 States.
THE TIMES.	January 26, 1793.	Execution of Louis XVI. and Will.
"	July 3, 1797.	Execution of Richard Parker for Mutiny.
"	Oct. 3, 1798.	Nelson's Victory over French Fleet near Rosetta.
"	Sept. 28, 1798.	Rebellion in Ireland.
"	Nov. 7, 1805.	Account of the Battle of Trafalgar.
"	January 10, 1806.	Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.
"	June 22, 1815.	Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

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



**LIGHT ON DARK**

**Albert J. Marshal Further Argues Against the Present Method of Black Ink on White Paper, and Reasons Scientifically in Favor of Amber Ink on Dark Green Background.**

Albert J. Marshal, chief engineer of the Bureau of Illuminating Engineering, New York, has written for the April issue of Illuminating Engineering an article further exploiting his theory of light-tinted printing on a dark background. Mr. Marshal is the leader of the movement for this radical change in printing methods. His letters to THE EDITOR AND PUBLISHER several months ago will be recalled by all readers who are interested in the subject. The following article, submitted to THE EDITOR AND PUBLISHER in manuscript, is entitled "Light Tinted Symbols on Dark Backgrounds in Printing." The author writes as follows:

**HOW BLACK ON WHITE BEGAN.**

"The use of black lettering on white surfaces has been handed down to us from time beyond recall, until we have begun to look upon it as something that is correct and therefore as come to stay; and we accept such usage simply because our forefathers and their forefathers used such a method. The use of this method was, in all probability, brought about by the fact that it was an easier matter in the olden days to make a marking fluid which was of a black or dark nature than it was to procure a similar light fluid. With the advent of the printing press and therefore the use of type, further use of dark fluids was made, this time by what we know as ink, which we usually consider as being dark or black, hence the expression, "as black as ink." So far as the writer has been able to ascertain, there appears to be no scientific, physiological or hygienic reasons why the present-day method should ever have been put into use, other than that above stated, or why it should remain.

"The question, in all probability, will here be asked, what method or system do you advocate in preference to the present-day one and why? To this I reply that I am thoroughly convinced, through experimental work, that I have conducted for the past several years, and with a knowledge of the simple theory of vision, that the method of using light-tinted symbols on dark backgrounds in printing is far more preferable in many ways than the present method of black on white.

**EXPERIMENTING WITH CONTRASTS.**

"I here call attention to the fact that I recommend light-tinted symbols on dark backgrounds, and not white symbols on black backgrounds, inasmuch as in the early stages of my experimental work I convinced myself that white on black was not only unnecessary, but that same was rather injurious to the eye, because the contrast was (and is) too great. This statement, however, does not hold for display work when oftentimes severe contrasts are desirable. I have experimented with a large number of combinations of tints, shades or colors in the use of the light-tinted symbols on dark background theory, and at this writing find that the most generally satisfactory combination that I have thus far been able to obtain is amber or yellow tinted symbols against a dark shade of green background. Yellow is perhaps one of the most acceptable colors to the eye, coming as it does in the middle of the spectrum, while green, as we feel, was created and is used so gen-

erally in nature for the eye to feast and rest upon. I am, however, not prepared to state that the aforesaid combination is the best possible one, inasmuch as I have not as yet concluded my investigations and experiments in this direction.

"In advancing and advocating this theory, I have fully appreciated the fact that to put same into general use on the spur of the moment would be absolutely wrong, inasmuch as the eye, having become (forcibly) accustomed to the present method, would not be able to adjust itself rapidly enough to the proposed system, and thereby appreciate its merits, but with slow process of evolution, which I am firmly convinced will be brought about, the eye will naturally adjust itself to the changes and benefit accordingly. This will explain to a large degree why even a good example of the proposed theory appears, at first glance, somewhat confusing. Usage will obviate this confusion. The theory underlying the proposed method is summed up in the following simple manner:

**HOW DO WE "SEE" AN OBJECT.**

"It is common knowledge that in order to "see" an object, light rays must be reflected from said object to the retina of the eye. Therefore, when we look at a page of printed matter done in the present method of black on white, what we actually "see" is the white or light background and (indirectly) the letters purely and solely by contrast, inasmuch as the white or light background reflects the greatest percentage (percentage reflected depending upon the reflecting or absorbing properties of the surface in question) of the light rays to the retina of the eye, while the printing, done in black, may be considered as absorbing all light rays falling upon it.

"It therefore will be understood that in order to "see" our present common style of printing, the eye must receive light rays from the page, as a whole, minus that taken up by the type, the size or area of which is usually many times greater than the combined area of the type—that which we really desire to "see," but which, with the black on white method, we do not "see," thereby stimulating the eye far beyond what is necessary or right. With the proposed method, the eye "sees" exactly that which it looks at—not the background—for the light-tinted symbols themselves reflect the light rays to the retina of the eye, while the dark background absorbs the greatest percentage of the light rays falling upon it, thereby serving the purpose for which it was devised.

"This fact, perhaps, can be likened unto a jeweler's window, where the bottom, we will say, is covered with black velvet, which absorbs, when clean, approximately 99 per cent. of all light rays striking its surface, and on which is displayed jewelry and precious stones, et cetera. When you look into such a window you are, in all probability, not greatly interested in the black velvet (background), but what you are chiefly interested in is the goods, which for our purpose may be considered as printing, which are thereon displayed. Take as another simple illustration, the method of writing with white chalk on blackboards, as is customary in public schools, a method which you, perhaps, are familiar with. You will recall that it was a comparatively easy matter to "see" writing done in such a manner. Such illustrations are numerous.

**NEW SYSTEM WILL SAVE FORESTS.**

"In my experimental work I have attacked this theory primarily from the

physiological standpoint. My knowledge of the purely practical and economical sides, as to printing and manufacture of paper, are rather meagre. The details of these important considerations I have left to be worked out by people who are more thoroughly conversant with them than am I. It will, perhaps, be of interest to note that this theory, however, seems to offer a solution as to saving of forests from an early total destruction, the trees in which are being cut down by the thousands and thousands each year to manufacture paper that is chiefly used for the printing of newspapers.

"Newspaper once used, as at present, is of little or no value for printing again, inasmuch as the ink used thereon is composed of oils and gum and resists all bleaching process. With the use of the proposed method, namely, light-tinted symbols on dark backgrounds, newspapers could be used over again, perhaps many times, inasmuch as same would not have to be bleached, owing to the fact that we would want it in dark shades or colors. It appears that it has been a somewhat difficult matter to obtain highly satisfactory light or white inks, but I feel that this difficulty could and would be overcome if the demand was sufficiently great. It has been claimed that our printing of the future will be done by electricity, thus doing away with ink.

"A study of statistics, with reference to the alarming increase of defective eyesight, will also be an incentive, I think, for reasonable thought being given to the proposed theory. For instance, in Vermont, of the school children's eyes that were examined, 34 per cent. were found to be defective, while in New York city out of 58,948 children examined 17,938, or about 30 per cent., had defective vision. Dr. Hermann Chon of Berslan, states that defective vision is becoming more prevalent with the increasing tax on the eye by more study. Among pupils who had remained at school the full fourteen years, 63 per cent. had defective eyesight. A report of Dr. Macmilian Bondi supplies similar high figures.

**PRESENT PRINTING RUINS EYESIGHT.**

"While, of course, defective vision is largely due to the wrong use of natural and artificial light, both in schools and

at home, et cetera, yet I am thoroughly convinced that a goodly share of such defective vision could be materially eliminated by the use of what seems to be reasonable methods of printing. This, perhaps, can be appreciated when one considers the amount of study that the ordinary school pupil is supposed to undergo, where the eye is generally compelled to look, for a long period of time, at comparatively large white surfaces in order to "see"? common print. Until such time when the theory of light-tinted symbols on dark backgrounds can be put into use, it seems that we can, at least in school books and others of similar type, get away from the use of white paper, which ordinarily reflects more light to the eye than is usually necessary, and use in its place a mat surfaced paper of an amber, yellow or green tint, or some other acceptable shade. This, I think, is the better of the two evils, inasmuch as we must use, temporarily, black or dark symbols on white or light backgrounds. The solution of the difficulty, however, I think lies in the use of the theory herein discussed.

"While the general subject of printing is up, I would like to call attention to the very valuable research work that Professor Robert M. Yerkes, of Harvard University, has conducted with reference to ascertaining the proper character and size of type that should be used in printing. Professor Yerkes, as I understand, is of the opinion that with a little experimentation with the designs and use of type, radical changes would be the outcome. This, however, is a subject in itself, but it all tends to show that it is unwise to take too much for granted. Therefore, in justice to your eyes and to those yet to come, give some thought to the theory herewith set forth."

**BRIEFS.**

Pateros, Wash., a town of 250 inhabitants, will be a newspaper. A. R. Dodd, of Donaldson, Minn., will be the publisher.

East Cleveland, O., will have a new weekly newspaper to be known as the East Cleveland. Harry S. Taylor will be in charge and the paper will be published Fridays by the East Cleveland Publishing Co.

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

**Results Count—Get the Best**

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



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

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

**QUALITY**

This has been our strong point from the outset, whether viewed from literary, artistic or mechanical standpoints.

It is borne out by the fact that the very best publications of the country are International subscribers.

We supply matrices, stereos, electros or photographs, with copy, as desired—also page matrices. Let us send current mats for trial if interested.

**THE INTERNATIONAL SYNDICATE** FEATURES FOR NEWSPAPERS Baltimore, Md.

# THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, MAY 8, 1909.

## ON THE RELATIONS BETWEEN THE EDITORIAL AND THE BUSINESS DEPARTMENTS.

From a city in Pennsylvania comes the following letter, the writer of which asks that his name be not printed:

THE EDITOR AND PUBLISHER, New York, Gentlemen: Permit me to suggest to you that a comprehensive article on the duties of a managing editor would prove to be a most interesting thing for hundreds of your interested readers on the smaller daily papers of the country. There seems to be a decided difference of opinion as to where the lines should be drawn between the managing editor and the business manager, as well as between the managing editor and the circulation department, on the average paper in cities of less than 100,000 population.

I am writing this letter as the result of a conversation, or, rather, argument, between a bunch of newspaper men who recently foregathered in this city. They all agreed to have the dispute referred to THE EDITOR AND PUBLISHER.

Had we been given the Yellow Jacket and empowered to speak with that "authoritative voice" which latter-day newspaperdom lacks, according to magazine writers, we might undertake a "comprehensive article" on this subject. It would need high authority, indeed, to speak the final word of decision. We can readily admit that any decision, in detail, which we or any other newspaper voice might utter, will be controverted.

In this spirit we hazard the expression of our opinion upon the salient points.

The writer of the letter wants to know where the authority of the editorial department ends, and where the authority of the business department begins. And this is our answer:

At the point where news ceases and advertising begins. When there is doubt, the benefit goes to the business department, though the business department must not be the final judge of what it advocates.

Strictly, the managing editor's authority ceases at the printing of news. News should be published as news. It must not be paid for.

A newspaper has no moral right to sell its news columns nor its editorial opinion. It may well be doubted whether it has a legal right to sell such news space or editorial opinion.

A business manager has no moral right to demand from the editorial department free reading notices, nor any editorial expression or so-called write-up which is not bona-fide news, but is only intended to bring a revenue through

subsequent advertising secured directly by such illegitimate use of news space.

It is flagrantly wrong to go to a man and say: "We will give you a nice write-up and run your picture if you will sign an advertising contract with us." The managing editor should always have the authority to repudiate any such agreement between any agent of the business department and any prospective advertiser.

On the other hand, think about this: A newspaper is not a materialistic machine. It can never be soulless, however inexactly the word "soulless" may be flung at certain newspapers. The newspaper is human. It will err. It will have affections and antipathies. It will have virtues and vices.

It is fundamentally human to reciprocate affection. It is human and good for a newspaper to take care of its friends. No code of ethics will ever compel a newspaper to speak with full kindness of friends and enemies alike.

But there is no title of justification in modern rationalism for any newspaper that lies for its friends or lies against its enemies.

The editorial department must be the final judge of the question—"Is it true?"

Every well-regulated newspaper will have established complete harmony between its editorial and business departments. The editor should never hesitate to publish news complimentary to advertisers. Only, he must always be alert to see that it is news. And it is the duty of the business department to be alert for such legitimate news as will be of interest and material help to the advertisers.

Too often there is a childish, unreasoning spirit of hostility between the "upstairs" and the "downstairs" offices. In days gone by, it was rather the rule for editors and reporters to regard the business staff as of a lower estate. It was but natural that the business staff should resent, even bitterly, the superciliousness of the literary branch.

Great changes have come about in the relative status of the departments. In all the big cities today, there are brilliant men on the business staffs, men with splendid executive ability and also well to go upstairs any day and write as well or better than the majority of the regular editorial staff men.

Editors, too, have changed. Many of them do not write at all, but are sound business men. They do realize that the successful advertising man or circulation man must be a man of brains, pos-

sessing an expert knowledge of human nature and of sound economics which even the editor may lack.

So the modern editor and the modern business manager have grown together into a kinship.

To be sure, they will clash at times, for they must be individuals. They must be creative. They must strenuously advocate what each thinks is right, and in spite of all provisions for harmony, they will have different viewpoints.

Yet, beneath all differences is the subliminal consciousness of common ground and a common motive—the ultimate good of the paper they serve.

The editor must decide what is news, and the capable business manager will accept as a lawyer accepts an adverse decision from the bench.

In all this it is understood that the business manager has supervision of the circulation and advertising departments, and the same ethical rules should govern both departments.

## JEROME AGAINST THE NEWS-PAPERS.

Elsewhere in the columns of THE EDITOR AND PUBLISHER there is an account of an address by District Attorney Jerome of New York, bitterly attacking what he calls the "Rule of Newspapers." Among other things he asserts that "we allow people who live on the top stories of high buildings to write on subjects of which they are entirely ignorant and attempt to tell the public about something which they know nothing of, and are therefore unable to give out a fair criticism."

Partisanship is becoming largely a thing of the past except in obedience to the shifting of public sentiment and editorial comments as a rule are duly weighed and without bias. Those who live and write in the top stories of high buildings have a better perspective of men and events than the man on the street, and they count no time or energy lost that is spent in securing accurate information and knowledge of whereof they write. That accurate accounts of human deeds may be placed before their readers with honest and just criticism of the faults which mark them is ever the aim of the much-maligned editor.

A lawyer must know his Blackstone, the doctor his anatomy, and the merchant his wares, but it is required of the editor that he have knowledge of all these things.

The purpose of the newspaper is not only to furnish accurate news of the day but to comment and furnish suggestions on public affairs. Public interest is invariably placed above private interest and this gives a confidence in newspaper statements which otherwise might not exist.

As a matter of fact, it is not the editorial opinions of newspapers that politicians have most cause to fear. It is well known that certain newspapers which give little space to editorials, are read with intense interest by politicians. It is the news that makes a bad public man quake. On the other hand, why should a politician with good motives and good record fear the printed news about his character and record?

The great mass of the public says

to the newspapers: "Give us the news about those men who say they want to serve us!"

And the newspapers will probably continue to give the public the news about them, including all the legitimate news about William Travers Jerome.

## HE USED TO BE A JOURNALIST HIMSELF.

There's a Pythian sort of friendship that exists between the men  
Who earn their bread by writing for the press;

'Tis a hyper-magic feeling that defies the common pen—

Akin to Ancient Masonry, I guess!  
In the greenroom of the Temple of the Brotherhood Who Write—

In paths that lead to lasting fame and self—  
You may often hear the password as it rings upon the night:

"I used to be a journalist myself!"  
'Tis a key that opens prisons, and the dungeons of the soul,

Those simple words that make the two akin,  
And the writer greets the stranger and he leads him to the goal

Where fellowship abounds and bids him in;  
Then across the shining table they recount the tales that stir—

Unsparringly the host deals out his pelf,  
For he knows the guest is thirsty when those golden words recur:

"I used to be a journalist myself!"

Ah, the test of life is friendship! I have found it ever so;

I've heard the mystic password in the strife—  
I have taken in the stranger and I've seen the stranger go—

The very saddest moments of my life!  
And my sorrow only freshens, if indeed my sorrow can,

As misty-eyed, I see upon the shelf  
All the "I. O. U.'s" they left me—each the relic of a man

Who "used to be a journalist himself!"  
—John D. Wells in Buffalo Evening News.

## OBITUARY.

William G. Taylor, for the past five years night editor of the Los Angeles (Cal.) Examiner, died last week as the result of a stroke of apoplexy. Mr. Taylor was stricken while at his desk.

A. M. Skinner, editor of the Hitchcock (N. D.) News, died at his home last week.

Robert H. Weamer, long identified with northern Indiana papers, died at his home in Auburn. He was seventy-seven years old.

William A. Shewman, editor of the Randolph (N. Y.) Enterprise, died last week at his home of pneumonia. He was sixty-six years old.

Leon P. Malotte, a well-known Nevada newspaper man, died at the home of his sister in Reno last week.

H. A. Murrell, for twenty years connected with the circulation department of the St. Paul (Minn.) Globe, died of Bright's disease at his home in St. Paul. A wife and two children survive him.

Joseph A. Homan, of Augusta, Me., and at one time publisher of the Maine Farmer, died at his home last week. He was ninety-three years old.

## Will Start Temperance Daily.

The temperance women of Mt. Vernon, Ind., will start a daily paper to aid in carrying the county for prohibition in the local option election which will be held May 6. The price of the paper will be ten cents a week and it may be continued permanently after the election.



**PERSONAL.**

Hugh M. Tilton, editor of the Anadarko (Okla.) Tribune, and Miss Nellie Irene Wolverton, of Lauton, Okla., were married last week at the home of the bride's parents.

Dr. Lyman Abbott, editor of the Outlook, was a visitor to Washington last week.

Col. Isaac Foster Mack, publisher and editor of the Sandusky (O.) Register, and former president of the Ohio State Editorial Society, was a delegate to the twentieth annual congress of the National Society of the Sons of the American Revolution, which met in Washington last week.

Manly M. Gillam, advertising counsel of the New York Herald, delivered an address on "Advertising as a Force and Factor in Successful Business" before the Poor Richard Club of Philadelphia last week.

A. F. Schader, editor of the Germania Herald of Elgin, Ill., was severely injured while attempting to board a Milwaukee train in the Union Depot of Chicago last week.

Charles Steward, the well-known colored newspaper correspondent, will address the student body of the State University at Louisville, Ky.

Francis E. Regal, music editor and associate literary editor of the Springfield (Mass.) Republican, sailed last week on the *Utonia* for Naples. Mr. Regal expects to be absent a couple of months.

The Rev. Father Louis A. Lambert, of Scottsville, N. Y., editor of the New York Freeman's Journal, celebrated the fiftieth anniversary of his ordination to the Roman Catholic priesthood last week.

Edward F. McSweeney, editor of the Boston Traveler, addressed a mass meeting of Boston citizens in Faneuil Hall last week on "Boston—1915 and Public Health."

Harold J. Howlan, of the editorial staff of the Outlook, N. Y., was a guest at the Republican League banquet held in Utica, N. Y., last week.

Miss Margaret Garriott, society editor of the Danville (Ill.) Press-Democrat, is enjoying a two weeks' visit in Louisville, Ky.

**Publisher Dined by Associates.**

William H. Oat, publisher of the Norwich (Conn.) Bulletin, was tendered a banquet at the Hotel Wauregan in that city last week by his business associates and employes. Mr. Oat has been at the head of the Bulletin for twenty-five years. Charles D. Noyes, president of the Bulletin Company, presided as toastmaster and Floyd H. Davis, a stockholder of the company, presented Mr. Oat with a gold watch and charm on behalf of the company and its employes.

**College Editors Dine.**

Editors and writers, to the number of twenty-eight, connected with the publication of the University of Pennsylvania held a banquet at the Hotel Majestic in Philadelphia, last week. The guests included the editors of the Pennsylvanian, the student newspaper; Punch Bowl, the comic monthly, and Red and Blue, the literary magazine.

**NOVEL USE FOR NEWSPAPERS.**

**German Women Would Convert Them Into Railroad Tickets.**

Fraülein Carolina Stoete, called by Kaiser Wilhelm the cleverest young business woman in Germany, will ask E. H. Harriman and Jim Hill for permission to collect the newspapers left in American railroad passenger coaches.

The papers will be converted into pasteboard, on which tickets can be printed and in exchange for the privilege she will furnish the railroads with all the tickets they may need.

Fraülein Stoete already heads a company engaged in this unique business in Belgium, which is earning fifteen per cent. per annum.

**WOMEN'S PRESS CLUBS.**

The Woman's National Press Association of Washington met last week at the residence of Mrs. Lydia Williams with the president, Mrs. R. M. Griswold Pealer, in the chair. The principal business was the election of delegates to the annual convention of the District of Columbia Federation of Women's Clubs, which was held in Washington this week. The delegates elected were Mrs. Belta A. Lockwood, Mrs. Corra Bacon Foster and Miss Grace M. Pierce; alternates, Miss Minnie Mickley, Mrs. Annie E. Wood and Miss Ellen B. Foster. A paper entitled "Queenly American Women," by Mrs. Livia Simpson Poffenberger, editor of the State Gazette, Point Pleasant, W. Va., was presented to the association, as was also an entertaining sketch by Mrs. Abby E. B. Martin, of Newark, N. J., who is vice-president for that State. Mrs. Rich gave further information concerning the annual trip of the International League of Press Clubs to Bermuda.

At the literary meeting of the New England Women's Press Association held at the Hotel Vendome in Boston last week H. T. Parker spoke on "The Drama and the Public." Miss Lucille McConville, the young 'cellist, played "Le Desir" and the "Last Rose of Summer" as an encore. She was accompanied by Miss Sophie Rhein. Miss Wegia Hope Hall Tracy was in charge of the programme and Mrs. E. H. Pierce of the tea room.

"The Girl From Gotham," a musical comedy by Mrs. Mary Moncure Parker, was given under the auspices of the Illinois Woman's Press Association last week at the Garrick Theatre, Chicago, for the benefit of a fund to secure downtown quarters for the Association.

**Daily Princetonian Host at Dinner.**

The Daily Princetonian, of Princeton, N. J., was the host at a large dinner party given at the Princeton Inn, last week. The menu card, which contained the names of the retiring and incoming managing boards of the paper, was especially designed for the occasion by Tiffany & Co., of New York. Among the invited guests were: President Woodrow Wilson and Arthur Brisbane, editor-in-chief of the Hearst papers; Charles C. Jewett, of the Yale News; P. M. Henry, of the Harvard Crimson, and Lewis Henry, of the Cornell Sun.

John E. Day, of Wheeling, W. Va., will be the new manager and editor of the Wetzel Republican of New Martinsville, W. Va., which was recently purchased by C. B. Highland.

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**HELP WANTED.**

**AN ENGLISH MANUFACTURING**

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

**FOR SALE.**

**SMALL NEWSPAPER**

and job outfit in Georgia; with or without Simplex, 10-point; also Inland Printers, October, 1902 to 1908, and two Apple-sparkers for gasoline engines. Address A. E. Robinson, 1108 Taylor St., Columbia, S. C. 3t

**BALTIMORE JOBBER**

8 x 12, throw-off; foot power; 3 chases; 8 roller cores; wrenches; \$45 cash. Address C. S. TURNER, Nassawadox, Va.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**NEW YORK.**

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

**WISCONSIN**

**The Evening Wisconsin.**

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

**WASHINGTON.**

**SEATTLE TIMES, Seattle, Wash.**

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

**MISCELLANEOUS.**

**FRANK S. ADAMS CONTEST CO.**

MANAGERS OF PRIZE AND TRIP VOTING

CONTEST FOR INCREASING

**NEWSPAPER CIRCULATION.**

Successful record east, west and south.

Best of References. Write or Wire,

Permanent Address,

72 WASHINGTON ST., ATLANTA, GA.

**NOTICE TO STOCKHOLDERS.**

The Annual Meeting of the stockholders of THE EDITOR AND PUBLISHER Co. will be held at the office of the Company, 1321 Park Row, New York City, on Wednesday, May

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

**LEAGUE BALL RESULTS FOR**

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

**Scribes Dined by Hotel Management.**

Newspaper men of St. Joseph, Mo., were banqueted by the management of the Robidoux Hotel in that city last week. Among those present were: H. A. Sprague, F. G. Sprague, C. C. Calvert, William Shaw, of The News-Press; C. D. Morris, C. C. Pierce, C. L. May, C. F. Buechle and W. P. Snooks of The Gazette; Drs. P. I. Leonard and C. W. Fassett, The Medical Herald; J. M. Irvine and W. G. Campbell, The Fruit-Grower; Frank Freytag, The Observer; M. Lawlor, The Catholic Tribune; W. E. Warrick, The Stockyards Daily Journal; Charles Haskell, C. T. Hummer and S. Blake Willson of Chicago.

**ONE TO THREE THOUSAND CASH**

To invest in a Washington, Oregon, Idaho or California newspaper property. Individual will consider purchasing interests carrying business management. Proposition No. 482.

**C. M. PALMER**

Newspaper Broker  
277 Broadway NEW YORK

**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

**Daily News Service Illustrated**

News by Mail—500 Words Daily—With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clin'ti Times Star, Detroit Free Press, etc. TRIAL FREE.

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

**THE LOVEJOY CO., Established 1853.**

**ELECTROTYPERS**

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

**J. WILBERDING**

Newspaper Representative  
225 FIFTH AVE. NEW YORK

**LET ME REPRESENT YOU**

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

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

Louis Lewis, advertising agent, 220 Broadway, New York, left last Tuesday for Pittsburg, where Huyler's, 64 Irving Place, New York City, will open up a new store. Mr. Lewis will place the advertising of this concern in every paper published in Pittsburg and surrounding towns.

Cluett, Peabody & Co., Chicago, are figuring on running three inches fifty-two times in a large number of papers. This business will be placed through Calkins & Holden, East Twenty-third street, New York.

The United Cigar Stores Company, New York are opening up new stores in Iowa and contracts have been placed for this advertising through the Biggs, Young, Shone Co., Inc.

Lord & Taylor, New York, are taking up newspapers and placing orders in cities and towns adjacent to New York.

E. S. Wells, Jersey City, is adding newspapers to the list in the South for the advertising of Rough on Rats.

The Stanley Day Advertising Agency, Newmarket, N. J., is sending out orders to newspapers generally for the advertising of C. H. Rowan, London, Canada.

A. T. Bond, Boston, is placing 1,400 lines for the advertising of The Dwinell-Wright Co., White House Coffee, Boston.

F. C. Williams, 108 Fulton street, New York, is placing 10,000 lines in the South and Southwest for the advertising of India and Ceylon Teas.

The Charles H. Fuller Agency, Chicago, Ill., is placing 2,000 lines in Pacific Coast papers for the advertising of Make Man Tablets.

The S. S. S. Co., Atlanta, Ga., is making new contracts for 6,000 inches to be run in three years in the Southwest.

The Cooper Medicine Co., Dayton, Ohio, is making 10,000-line contracts in Pacific Coast papers through Henry Webb, advertising agent, same city.

The Jacques Mfg. Co., K. C. Baking Powder, Kansas City, is making new contracts for 358 inches in the Southwest.

Wylie B. Jones, advertising agent, Binghamton, N. Y., is placing 500 inches in the Southwest for the advertising of Dr. Howard.

The Chalmers Knitting Co., Amsterdam, N. Y., is making new contracts for 2,260 lines in the South and West. This business is placed through the George

Batten agency, East Twenty-fourth street, New York.

The Messengale Advertising Agency, Atlanta, Ga., is making 5,000-line contracts in Southern papers for the advertising of R. L. Christian.

J. L. Stack, Chicago, is placing new contracts in Eastern papers for 2,000 lines for the advertising of A. M. Cleland.

Williams & Cunningham, Chicago, are making contracts for 10,000 lines in Pacific Coast papers for the Quaker Oats Company, Chicago.

The Snitzler Advertising Agency, Chicago, is placing 5,000 lines in the South and Southwest for the advertising of H. S. Peterson & Co., extracts, Chicago.

The Ononto Pen Company, 260 Broadway, New York, have made an appropriation of \$100,000 to advertise this pen. Newspapers and magazines will be used for this advertising. The May appropriation for this business amounted to \$12,500. This advertising will be discontinued during the summer months and will start up again in the early fall.

N. W. Ayer & Son, Philadelphia, are using half and quarter pages in the larger city dailies for the advertising of the Stein-Block Co., Stein-Block Clothes, Rochester, N. Y. This agency is also using Sunday papers, three inches, thirteen times, in the Southwest for the advertising of the Bromo-Lithia Chemical Company, Philadelphia.

Biggs, Young, Shone & Co., 7 West Twenty-second street, New York, are placing 1,092-inch contracts in Middle West papers for the American Tobacco Company, Fatima Cigarette. This agency is also making contracts for the advertising of the Chancellor Cigar, a product of the same company.

Charles H. Fuller Agency, Chicago, is making 500-inch contracts in Western papers for the advertising of the Pontiac Shoe Company.

W. H. H. Hull & Co., Tribune Building, New York, are asking for rates in daily and Sunday papers for the advertising of Lord & Taylor, New York.

The Morse Agency, 19 West Thirty-fourth street, New York, will shortly make up a list of daily papers for the advertising of the Rumford Chemical Works, Horsford's Acid Phosphate, Providence, R. I.

The Philadelphia Advertising Bureau, Philadelphia, is placing orders for thirty inches ten times in Pennsylvania papers for the advertising of the American Telephone & Telegraph Company, same city.

The Frank Presbrey Co., 7 West Twenty-ninth street, New York, is sending out orders to the smaller city dailies for the advertising of the Natural Food Company, Choconel, Niagara Falls, N. Y. This agency will also place orders for the Stetson Shoe Company, Stetson Shoes, South Weymouth, Mass.

J. Walter Thompson Co., East Twenty-third street, New York, is using Southern papers for the advertising of the Profile Hotel, White Mountains, Vt., and Vendome Hotel, Boston.

Wood, Putnam & Wood, Boston, are using the larger city dailies for the advertising of the Sipper Wisset Hotel, Cape Cod, Falmouth, Mass.

# 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:

<b>ALABAMA.</b>		<b>WEST VIRGINIA.</b>	
ADVERTISER .....	Montgomery	GAZETTE .....	Charleston
ITEM .....	Mobile	<b>WISCONSIN.</b>	
<b>CALIFORNIA.</b>		EVENING WISCONSIN .....	
BULLETIN .....	San Francisco	Milwaukee	
EXAMINER .....	San Francisco	<b>ADDITIONAL TIPS.</b>	
<b>FLORIDA.</b>		The Banker and Merchant Agency, New York, is placing orders for the Reborn Co., supporters, New York, in territory where the goods have been demonstrated.	
METROPOLIS .....	Jacksonville	The Sykes Advertising Agency, Cambridge Building, New York, is placing orders for the American Waltham Watch Company, in New York and Philadelphia papers.	
<b>GEORGIA.</b>		The Haulenbeek Agency, Union Square, New York, is placing orders for Surbrug Bros.' Intermission cigars, New York.	
CHRONICLE .....	Augusta	Lord & Thomas, New York, are placing orders for the advertising of E. V. Neal, Salrado, Syracuse, N. Y.	
LEDGER .....	Columbus	Wood, Putnam & Wood, Boston, are using a list of Sunday papers for the advertising of the Royal Worcester Corset Co., Worcester, Mass.	
<b>ILLINOIS.</b>		The Standard Vaporized Co., 110 West 34th street, New York, are advertising in towns visited by their demonstrators in the Middle West.	
HERALD .....	Joliet	The Frank Seaman Agency, West 33d street, New York, is placing orders in daily papers in the Northwest for the advertising of Santaella Co., Optimo cigar, New York.	
JOURNAL .....	Peoria	John Ham, advertising manager of the Centour Company, Murray street, Astoria, is sending out 300 extra inches for this advertising.	
<b>IOWA.</b>		<b>Advertising In Japan.</b>	
CAPITAL .....	Des Moines	Vice-Consul General E. G. Babbitt, of Yokohama, writes that the best method of placing advertisements in Japan, as to both choice of publications and rates, is through a good advertising agent. Many foreign manufacturers take advantage of the opportunity to advertise in the Japanese language in vernacular publications devoted to their lines and reaching the people likely to be interested.	
THE TIMES-JOURNAL .....	Dubuque		
<b>KANSAS.</b>			
GLOBE .....	Topeka		
CAPITAL .....	Topeka		
GAZETTE .....	Hutchinson		
EAGLE .....	Wichita		
<b>LOUISIANA.</b>			
ITEM .....	New Orleans		
TIMES DEMOCRAT .....	New Orleans		
STATES .....	New Orleans		
<b>MASSACHUSETTS.</b>			
LYNN EVENING NEWS .....	Lynn		
<b>NEW JERSEY.</b>			
PRESS .....	Asbury Park		
JOURNAL .....	Elizabeth		
TIMES .....	Elizabeth		
<b>NEW YORK.</b>			
TIMES-UNION .....	Albany		
BUFFALO EVENING NEWS .....	Buffalo		
NEWBURGH DAILY NEWS .....	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) .....	New York		
RECORD .....	Troy		
<b>OKLAHOMA.</b>			
OKLAHOMAN .....	Oklahoma City		
<b>OHIO.</b>			
REGISTER .....	Sandusky		
<b>PENNSYLVANIA.</b>			
TRIBUNE .....	Altoona		
TIMES .....	Chester		
MORNING DISPATCH .....	Erie		
HERALD .....	New Castle		
BULLETIN .....	Philadelphia		
GERMAN GAZETTE .....	Philadelphia		
DISPATCH .....	Pittsburg		
PRESS .....	Pittsburg		
TIMES-LEADER .....	Wilkes-Barre		
<b>TENNESSEE.</b>			
NEWS-SCIMITAR .....	Memphis		
BANNER .....	Nashville		
<b>TEXAS.</b>			
CHRONICLE .....	Houston		
RECORD .....	Fort Worth		
LIGHT .....	San Antonio		
<b>WASHINGTON.</b>			
TIMES .....	Seattle		

**The  
New Orleans  
Item**

**Largest Total Circulation by  
Thousands  
Greater City Circulation Than Any  
Two Combined**

**SMITH & BUDD**  
FOREIGN ADVERTISING REPRESENTATIVES  
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg  
New York St. Louis Chicago

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

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

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



**THE SCHEDULE MAN**

**He Places the Ads in Position and Because He Doesn't Please Many Advertisers His Life is Full of Suffering and His Reward Will Be Great in Next World.**

(By G. S. B., Minneapolis.)

Just at the close of a strenuous day, as St. Peter was preparing to close the Pearly Gates and go to dinner, he saw approaching a white-haired man, bent of form, and with a sad countenance that betokened an intimate acquaintance with deep grief.

"What dost thou here?" he asked in a kindly voice, as the stranger approached.

"Let me step in and rest, and I will my tale unfold," replied the denizen of earth. "And," he added, in a voice which indicated the fear that had taken possession of him, "I will tell you my story, which will enlighten you as to the grounds upon which I seek rest within thy domain. But be quick; danger treads upon my heels."

St. Peter acquiesced. Barely had the old man stepped within the gates, which closed behind him, when a howling mob appeared without, each seeking to outdo the other in his clamor for an opportunity to get a hearing.

"What didst thou to engender this uprising?" asked Peter of the stranger.

"And what was thine occupation?"

"These are advertising agents, and I scheduled the position of their ads in the Greatest Paper on Earth," replied the old man sadly.

"That's what he did," spoke one of the mob. "And, once when I sent his paper an ad occupying a whole inch, he had the audacity to put another man's ad on top of mine. And I had requested 'position' at that."

"Worse treatment gave he me," yelled another. "I advertised a cough medicine, and he placed the ad on the 'sport' page, just as if the people who read sporting news ever had colds." And the tinge of sarcasm in the speaker's words fairly froze St. Peter's blood.

"And my ad he put on the second page, when he knows no one ever reads the second page," chimed in another.

"And mine," chirped a grocer, who advertised direct, "He put alongside another grocer who sells cheap stuff—not half so good as mine."

"He gave me always good position," interrupted another. "But that didn't go with me, because once he had the trade mark tipped up a 134-millionth of an inch. "But," and he laughed in ghoulish glee, "I made him run it over."

"That's what I did to him, too," added another. "He transposed two letters in the word 'the,' and that made the ad valueless. And I made him give me another insertion." The memory of how he had "put it over" the old man convulsed the speaker with merriment.

"And he never put my ad at the top of the page, with reading matter underneath," yelled a big burly fellow from the rear. "Just as if any one would see an ad even set in stud-horse type, if it wasn't at the top of the page."

Still another county to be heard from: "He gave me 12 full positions for which I paid nothing, but the 13th was only alongside reading matter, and I cancelled the contract. I wouldn't patronize a paper that treated its patrons like that."

"And I always demanded city page, and just because a hundred other people were demanding the same thing, I never got it. He should have let me have it, and the Devil take the others," spoke a banker in the rabble.

"But is there no one of you who has a good word for this old man?" asked kindly Peter.

A man with a small voice, as though afraid of his life to speak in that throng, managed to say: "Yes, I always left it to him to do the best he could. When I got better than I was paying for, I wrote and told him so, and thanked him for it. When I got only what I was paying for, I knew the acute difficulties of the make-up prevented my getting better. I never wrote him mean letters. I realized the problems with which he had to contend, and I always left myself in his hands. In ten years I got 100 per cent. more than I paid for."

"Say you," cried St. Peter to the last speaker, "come in here. You and I and the old man will go up and take a front seat. The rest of you fellows can all go to Hades."

**BUSINESS OFFICE NOTES.**

The Sioux City (Ia.) Journal celebrated the 19th of last month the thirty-ninth anniversary of its birth as a daily. It was established as a weekly in 1869 and a year later changed to a daily. During the forty years of its existence it has been under the management of Geo. D. Perkins. It was the first paper in Iowa, it is claimed, to install linotype machines and a perfecting press.

A section devoted to Southern progress will be a regular feature of the Washington (D. C.) Herald each Sunday.

The Roanoke (Va.) Times has inaugurated a sixty day popular voting contest. Six thousand five hundred dollars will be distributed in prizes among the successful contestants.

The Cannonsburg (Pa.) Daily Notes celebrated its fifteenth anniversary number on Saturday, April 17, with an issue containing six sections and 52 pages. The issue was largely devoted to the growth and development of Cannonsburg and contained much of local historical value. The pages were well made up, well illustrated and the advertising unusually attractive. The amount of advertising carried amounted to 155½ columns and represented 150 different advertisers.

The golden jubilee of the Rocky Mountain News was celebrated on April 23 with one of the most striking anniversary numbers issued by a newspaper. The issue was in magazine form, regular newspaper size, and contained 106 pages, exclusive of the cover. The number was dedicated to the great inter-mountain West and contained a history of the growth and development of Colorado and surrounding territory that will be worthy of preservation. A facsimile of the first number of the news which was then issued from a hand press at Cherry Creek is included in the number. The entire issue from cover to cover is superbly illustrated, well made up and a credit to the enterprise of the News staff, which is headed by Edward Keating, managing editor. The news was founded in April 23, 1859, by W. N. Byers, and the present publisher is Ex-United States Senator T. M. Paterson, who purchased his first interest in the paper in 1890.

The Hustler Publishing Company, of Madisonville, O., has increased the capital stock of the company from \$10,000 to \$25,000.

**ADVERTISING NOTES.**

Heber J. Ingle, formerly traveling representative of the Scripps-McRae League and later on the advertising staff of the Chicago Record-Herald, has accepted a place with the International Sales Company, Chicago. Mr. Ingle has charge of the catalogue that this concern is getting out on automobile supplies and accessories, and is at present in the East in the interest of that concern.

J. M. Branham, of the firm of Barnard & Branham, special agents, New York and Chicago, is in New York, where he will spend about three weeks, calling on the foreign advertisers in the Eastern field, in the interest of the papers represented by that firm. Mr. Branham stated that the St. Louis Star, under E. G. Lewis's management, is making remarkable progress, and now has a claimed circulation of over 70,000.

C. A. Menet, foreign advertising representative, has removed his offices from 220 Broadway to 225 Fifth avenue, Brunswick Building, New York. The following papers are represented by Mr. Menet in the foreign field: Columbus (Ga.) Ledger, Asheville (N. C.) Gazette-News, Hartford (Conn.) Sunday Globe, Bridgeport (Conn.) Evening Farmer, Elizabeth (N. J.) Evening Times, Lynn (Mass.) Evening News.

Col. Robert Ewing, publisher of the New Orleans States, is now on a trip through Nova Scotia.

**AD. MEN ENTERTAIN.**

**Members of Chicago Club Shine in Minstrel Show.**

The Chicago Advertising Association gave an interesting minstrel and vaudeville entertainment at clubrooms last week.

Among the stars of the cast were E. D. Gibbs, Harold Drydenforth and Del Ludwig. In the minstrel feature E. D. Gibbs and Ray Woltz acted as end men and A. E. Chamberlin as interlocutor. Chamberlin also gave an imitation of Harry Lauder, which was one of the hits of the evening.

Among others on the programme were: George W. Mason, Will Barton, W. Cary Lewis, B. J. Beardsley; Clarence Hough, Russ Fellows and Harry Gibbs. A luncheon was served after the entertainment.

**Newspaper Syndicate Wound Up.**

Justice Fortin, at the request of the Central Press Agency of Montreal, has granted a winding-up order against the Canadian Newspaper Syndicate, Limited.

**THE BRITISH AND COLONIAL PRINTER AND STATIONER**

Established 1878. Every Thursday.  
W. JOHN STONHILL & CO., 56 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's 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 Shuldenwend & Co., Chicago.  
"Very popular publication."—Challenge Machinery Company, Chicago.  
"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Illon, 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, Linneus, 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.

**\$200<sup>00</sup>**

**To Be Given Away**

to some printer for a diagram showing the best possible arrangement of a printing plant. A large firm of printers is erecting a new building for its own use and desiring to arrange its equipment to the best advantage. Offers a prize of \$200 for the best suggestion. The plant is to occupy but one floor. The contest opens April 1 and closes April 30. To get full information send 20c for the April number of THE AMERICAN PRINTER. None free. Particulars of the contest will appear in May and announcement of the award will be made in June number. The three will be sent for 50c.

THE AMERICAN PRINTER is a beautifully illustrated monthly magazine for all those engaged in the printing and allied trades. None should be without it.

**OSWALD PUBLISHING COMPANY**  
25 City Hall Place New York

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4200-4 Bookman

**THE CHEMICAL ENGRAVING CO.**  
9-15 MURRAY ST. NEW YORK.

HIGH GRADE PHOTO ENGRAVING AND DESIGNING

LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES

TELEPHONES 1551 & 1552-CORTLAND

Send To-day for the List of Users of

**"THE KOHLER SYSTEM"**

We have put in one million five hundred thousand dollars' worth of machinery for the electrical control of printing presses.

**Kohler Brothers, 277 Dearborn St., CHICAGO**  
LONDON: NEW YORK:  
86 Ludgate Hill, E. C. No. 1 Madison Ave.

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All the News Without Fear or Favor  
The Twenty-Four Hour Service



AS the most modern and complete facilities for collecting both foreign and domestic news of any news agency or press association on earth.

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¶ The Hearst News Service has demonstrated time and again its efficiency in covering great news events.

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