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BOSTON PRESS CLUB

JAMES D. HOOLEY OF COLLIER'S WEEKLY THE NEW PRESIDENT.

Membership Is Now Around Four Hundred Mark and Steadily Increasing—New Quarters Finely Appointed and Luncheon Hour Brings Many Members Together—Organization in Prosperous Financial Condition.

(Special to THE EDITOR AND PUBLISHER.)

Boston, March 16.—With its membership around the four hundred mark, and increasing steadily every week, the Boston Press Club begins its new year in a most flourishing condition.

The club recently moved into new quarters that are far ahead of any location the club has previously occupied in its long career. It occupies the fifth floor of the new building at 3 Beacon street, where a finely appointed suite was designed especially to meet the needs of the club.

The large, well-lighted dining room, where the members may procure meals that are excelled by few clubs, continues a feature that brings many of the members together during the early evening and at noon.

Lounging rooms, a reception room, library, billiard room, several card rooms and one private dining room are included in the club's quarters.

At the annual election last week James D. Hooley, New England representative of Collier's Weekly, was unanimously elected president to succeed John Buchanan.

The other officers chosen were: Vice-president, Michael E. Hennessy, Globe; treasurer, Frederick W. Brown, News Bureau; secretary, Edwin Reynolds, Globe; financial secretary, Harry French, Journal; directors, Paul F. Brown, Globe; J. Frank Davis, Traveler; John J. Dowling, Liquor Journal; John J. Flinn, Christian Science Monitor; Henry L. Hoey, American; Frank L. Welt, Transcript.

The new membership committee comprises John Buchanan, Globe, chairman; Fred S. Coates, Financial News; Thomas Duffin, Herald; J. Stanley Pratt, Traveler; G. Howard Reynolds, Post.

The nominating committee was unanimous in offering the retiring president, Mr. Buchanan, a renomination, but he was obliged to decline because of business reasons. A vote of appreciation of his efficient services during the past year was passed in the annual meeting.

President Hooley is busy selecting his committees, which will be announced in a short time.

One of the pleasing features of the annual meeting was the treasurer's report, showing the prosperous financial condition of the club.

Sold to Satisfy Creditors.

The equipment of the Moundville (W. Va.) Herald Publishing Company, including one large Campbell printing press, two small hand presses, one gas engine and one paper cutter, were sold at public auction last week to satisfy claims of creditors. The successful bid was \$195.



JAMES D. HOOLEY

NEW ENGLAND REPRESENTATIVE OF COLLIER'S WEEKLY, WHO HAS BEEN ELECTED PRESIDENT OF THE BOSTON PRESS CLUB.

TAFT IN NEW YORK.

Will Be Entertained by the New York Press Club.

President Taft will be entertained by the New York Press Club in the new club home next Tuesday afternoon, March 22. He will greet the members of the club in an informal reception. Admission will be by card and only to members. There will be no outside guests.

The President will take lunch in the home of Henry Clews, in West Fifty-first street at 1 P. M., and immediately after will go down to the Press Club building at Spruce and William streets.

The committee named to invite the President called upon him in Washington. The following are members of this committee: C. R. Macauley, cartoonist of the World; Jackson Tinker, Washington correspondent of the New York Press; John C. Hement, newspaper photographer; Frank P. Breen, chairman of the house committee of the club.

TO VISIT PANAMA CANAL.

Gridiron Club Invited to Make Trip Through New Orleans Gateway.

The Progressive Union of New Orleans has invited the members of the Gridiron Club of Washington to meet the members of the Commercial Secretaries' Association in New Orleans and join with them in a trip to the Panama Canal.

The Southern Commercial Secretaries' Association meets in New Orleans early in May, and it was suggested that it would be a good opportunity to have the Washington correspondents meet the South's commercial boosters.

It is understood that the Gridiron Club will accept the invitation.

Change on Battle Creek Enquirer.

C. W. Post, owner of the Battle Creek (Mich.) Enquirer, and well-known cereal manufacturer, has secured Col. Wilson Vance, of New York, as editor of the Enquirer. Col. Vance succeeds Dr. C. W. Green, who will remain as business manager.

RACE UP THE NILE

FOUR CORRESPONDENTS STEAMED 200 MILES TO MEET COL. ROOSEVELT.

Walter Wellman Won, But Did Not Receive the Prize—Roosevelt Interview Given to All of Them Together—Dash of Morning Paper Men to Reach Telegraph Office—Gilson Gardner's Great Beat.

The word Khartoum during the week has indicated the geographical center of the news world. THE EDITOR AND PUBLISHER here recites the tale of an event which was not included in the published reports in the dailies.

Among the American correspondents at Khartoum waiting for the arrival of Colonel Roosevelt were Walter Wellman, for the Chicago Record-Herald and the New York Herald; Frederick E. Sturdevant, New York World; John Callan O'Laughlin, Chicago Tribune and New York Times; and Gilson Gardner, United Press and Newspaper Enterprise Association. There were others, but the story concerns these four.

SCHEMING FOR A BEAT.

Each of these men planned a beat. Each schemed to get the first interview with Colonel Roosevelt. Each chartered a small paddle river steamer to go up the Nile and meet Colonel Roosevelt and thus outwit the others. The idea was a rather obvious one, but each planned secretly and cunningly.

So it came about that early on Thursday, March 10, four small paddle steamers unmoored from the river shore at Khartoum at nearly the same minute and pointed south, bound up the River Nile to the town of Renk, 200 miles above Khartoum. A crew of negroes manned each steamer and crammed the furnaces with wood like they did on Jim Bludso's boat. A newspaper correspondent was hidden aboard each steamer.

THP STEAMBOAT RACE.

They discovered each other simultaneously. Then they threw away all secrecy and did the next obvious thing; they made a race of it.

Two hundred miles up the Nile they pounded, dodging some sand banks, running aground on others; it was a race that Walter Wellman may lecture about in the future. From Khartoum to Renk, thirty hours, a neck and neck race all the way. Wellman won.

He steamed by the town of Renk in the morning of Friday, March 11, and met the steamer D'al a few miles above. He ran alongside, climbed aboard, enthusiastically greeted Colonel Roosevelt, and said—so the story goes:

"I want an interview with you right away."

"Nothing doing until the other boys get here," said the Colonel—or words to that effect.

BREAKFAST WITH ROOSEVELT.

After awhile the other correspondents arrived and got aboard the Roosevelt steamer, whereupon Colonel Roosevelt

invited them all to breakfast with him. They ate impatiently. They broke loose:

"The interview. We've got to get it on the wire!"

And then Colonel Roosevelt spoke these words:

"I want you to state once more that I will grant no interviews and will make no statements of any kind on American or world politics and the public can accept as false anything purporting to be in the nature of an interview with me relative to such subjects. This applies not only to the present, but to my entire stay in Europe."

That was the interview—all of it.

THE DASH TO TELEGRAPH.

The four men rose and hurried away into the town of Renk, in the Soudan, where there was one telegraph operator. They raced to him and O'Loughlin won. He filed his stuff first, at 10 a. m. Friday morning, which was 1 o'clock Friday morning at Chicago, the difference in time being about nine hours. There was a chance that he might catch the Friday issue of his morning papers. But the stuff had to be relayed at several points. It missed. Also Sturdevant and Wellman were too late.

Meanwhile Gilson Gardner, representing evening papers, came along leisurely. He was the last of the four to file his story. He had plenty of time and Fate was with him. His story was printed in the afternoon papers on the same day, Friday, all over the United States.

NATIONAL PRESS CLUB

Plans to Enlarge Quarters Owing to Increased Membership.

Owing to a rapidly growing membership the National Press Club plans to greatly enlarge its quarters at Fifteenth and F streets northwest. Action was taken at a meeting of the board of directors held last Sunday and a special committee was appointed to take charge of the matter. The club has rented the two upper floors of the adjoining building on Fifteenth street, and these will be connected with the present quarters by means of an archway cut through the wall. This additional space will allow the installation of a grill room, a number of sleeping rooms and a writing room. It will also provide more space for the pool and billiard room.

Celebrates Ninety-seventh Birthday.

Henry Dexter, founder and first president of the American News Company, celebrated his ninety-seventh birthday last Monday. Mr. Dexter is still hale and hearty and walks daily to his office and keeps close touch with his business. He attended the last election of the American News Company and is still identified with its affairs.

In Philadelphia it's The Bulletin

"Covers the Philadelphia field at one cost."

FEBRUARY CIRCULATION:

**287,963 COPIES
A DAY**

A copy for nearly every Philadelphia home. "THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher
Chicago Office, J. E. Verree, Heyworth Bldg.
N. Y. Office, Dan. A. Carroll, Tribune Bldg.

ORGANIZE FRATERNITY.

Newspaper Students Start Society to Promote Good Fellowship.

Fourteen graduates, juniors and seniors in the course in journalism at the University of Wisconsin have just organized a professional fraternity to be known as the Wisconsin Chapter of Delta Alpha. The purpose of the new organization is to bring together the upper classmen who are preparing to engage in newspaper work.

It is proposed to extend the organization into a national one by establishing chapters in other universities in which training for newspaper work is given.

The honorary membership of the new organization includes W. W. Young, '92, Hampton's Magazine, the first editor of the Daily Cardinal; Richard Lloyd Jones, ex-'97, Collier's Weekly; W. T. Arndt, ex-'96, New York Evening Post; M. C. Douglas, '93, Dunn County News; Eric W. Allen, '01, Seattle Post-Intelligencer.

The associate members are F. W. MacKenzie, '06, LaFollett's Weekly; Horatio G. Winslow, '04, Puck; George B. Hill, '08, Farm and Fireside; L. W. Bridgman, '06, Wisconsin State Journal; F. L. Holmes, '06, LaFollett's Magazine.

The active members are Dr. Willard G. Bleyer, '06, professor of journalism; Louis P. Lochner, '09, alumni fellow in journalism, editor of the Alumni Magazine and the Cosmopolitan Student; Wesley F. Ayer, Beloit College scholar in English. Seniors—H. C. Northrop, Beloit; K. G. Olsen, Stoughton; D. L. Geyer, Roswell, N.M.; E. S. Holman, Deerfield; E. J. Mathie, Stevens Point; M. J. Atwood, Madison; H. H. Herring, Rockford, Ill. Juniors—Karl Mann, Milwaukee; J. L. Childs, Eau Claire; W. C. Wells, Omro, and W. C. Ninabuck, Columbus.

WANTS PRESS MORE GODLY.

Business Men as Advertisers Can Help, Says Western Bishop.

Bishop Cameron Mann, of North Dakota, speaking before the Federation of Church Clubs of New York last Monday, made a plea for a more godly press. He said in part:

"It is the mission of the intellectual man, the man who thinks and writes, to make the magazines and newspapers more godly than they are to-day.

"What are you doing to make the Bible and the Church felt in the daily press? I see before me men who are business men, all advertisers. Did it ever occur to you that the call to you is along those lines, and not only concerning the papers in this city, but the papers throughout the land? Do you realize that the worst in the daily press would be eliminated if you business men would say, 'No advertisements in that paper for me?'"

SUE PAPER STRIKERS.

International Paper Company Seeks to Recover \$100,000 Damages.

The International Paper Company has filed suit against the 15,000 striking employees, as members of the International Brotherhood of Paper Makers and of the Pulp Sulphite and Paper Mill Workers' Union, to recover \$100,000 for damages alleged to have been done the company's property by the present strike.

In its complaint the company alleges that it has been deprived of \$60,000 worth of business daily.

COUNTRY EDITORS

Emphatically Object to Free Printing of Envelopes by Government.

Congressman William E. Tou Velle, of the fourth district of Ohio, in a recent speech in the House concerning the free printing of stamped envelopes by the Government, said in part:

The country editors of the nation perform in the aggregate more gratuitous public service and, when their power is concentrated, exert more beneficent and patriotic influence than all other classes of journals.

Trade hardly deems the busy day begun Till his keen eye along the sheet has run; The blooming daughter throws her needle

And reads her schoolmate's marriage with a sign; While the grave mother puts her glasses on

And gives a tear to some old crony gone. The preacher, too, his Sunday theme lays down To know what last new folly fills the town.

Yet the country newspapers, these recorders of local history, receive but a fraction of the compensation they richly earn. They submit patiently to varied forms of competition. City printers canvass for all the profitable jobs of the local business men—men whom the editors unselfishly serve; rural free delivery carries to their farmer subscribers the cheap city daily at nominal postage rates.

They are surrounded by many disheartening conditions, which are endured without murmur or complaint; but when the Government offers and furnishes free printing on stamped envelopes, which unnecessarily deprives them of a legitimate source of revenue, and when the Government by this practice derives no benefit, either financially or otherwise, they most respectfully, but emphatically, object.

PUTNAM'S MAGAZINE SOLD.

Will Be Merged with Atlantic Monthly With May Number.

The Atlantic Monthly has taken over Putnam's Magazine. It will be incorporated with the Atlantic Monthly beginning with the May number.

Putnam's was founded in 1853 and was edited by George William Curtis. James Russell Lowell, Thoreau, Longfellow, Stoddard, Stedman and other well-known writers were among its earliest contributors.

It suspended in 1857, owing to the panic, and was revived in 1906 as a merger of the Critic and the Reader. Since its revival Joseph B. Gilder has been the editor.

AD MEN ELECT OFFICERS.

J. B. Runyon New President of Northwest District Clubs.

At the concluding session of the Northwest District convention of the Associated Advertising Clubs of America, held in Des Moines last week, J. B. Runyon of Des Moines was elected president and W. M. Eldred of Des Moines secretary-treasurer.

Following the election of officers the club launched a campaign for the formation of a State organization in each of the States represented in the district. The next convention will be held in Omaha on July, 18, 19 and 20.

Increase Capital Stock.

At a special meeting of the stockholders of the Houston (Tex.) Chronicle, held last week, it was decided to increase the capital stock of the company from \$200,000 to \$400,000.

BOSTON.

Pilgrim Publicity Association Will Discuss Advertising and Selling.

The next regular monthly meeting of the Pilgrim Publicity Association will be held at the Exchange Club on Wednesday evening, March 30.

"Advertising and Selling" will be the topic of the meeting, and the value of advertising as a help to the sales manager and the traveling salesman will be emphasized.

The principal addresses will be made by Mr. Don C. Seitz, business manager of the New York World and an able speaker, and Mr. Edward F. Fowler, of Fisher & Fowler, New England sales agents for the Burroughs Adding Machine Co.

Mr. Fowler is president of the Boston Sales Managers' Club, and that organization will be invited to participate on the occasion as a body.

The meeting is designed to bring the selling and the advertising forces in business closer together, and to give each a better understanding of the importance of co-operation.

There will be a special musical entertainment during the progress of the dinner.

The Pilgrim committee in charge of the arrangements are George French, chairman; R. B. Kingman, H. Dwight Cushing, H. F. Hosley, D. J. MacNichol and W. F. Rogers.

INCORPORATIONS.

Ross Publishing Company, Prudential Building, Newark, N. J.; printers, publishers, etc. Capital, \$100,000. Incorporators: Louis Sloss, 78 Peabody place, Newark, N. J.; Charles H. Kienle, 45 Ross street, New York City; Loren N. Downe, 710 West End avenue, New York City.

The Mohawk Valley Publishing Company of Schenectady, N. Y.; print and publish newspaper, job printing, etc. Capital, \$4,000. Incorporators: John Diehl, 714 State street, Schenectady, N. Y.; Conrad Wartmann, Louis Nicholau, both of 268 State street, Schenectady, N. Y., and two others.

Franco-American Publishing Company, Augusta, Me.; printing and publishing. Capital, \$200,000. President and treasurer, E. M. Leavitt, Winthrop; clerk, L. A. Burleigh, Augusta.

J. S. Cushing Company, Norwood, Mass.; general printing and publishing. Capital, \$300,000. President and treasurer, J. S. Cushing; assistant treasurer, O. J. Barr, Norwood.

Talks to Business Men.

The Charlotte (N. C.) Evening Chronicle is running a series of talks to business men on the editorial page of the paper, outlining its position to advertisers and making helpful suggestions, etc.

TWO GOOD MONTHS

In January and February, The New York Times printed 1,195,411 agate lines of advertising, compared with 1,113,315 lines in the same months of 1909, a gain of 82,096 lines, and more than double the combined gains of the three other morning newspapers, the quality of circulation of which is popularly classed with that of the New York Times.

The daily sale of the New York Times exceeds 175,000 copies, and the purchasing power of its circulation is not surpassed by any other newspaper in the world.

THE NEW YORK TIMES

"All the News that's Fit to Print"

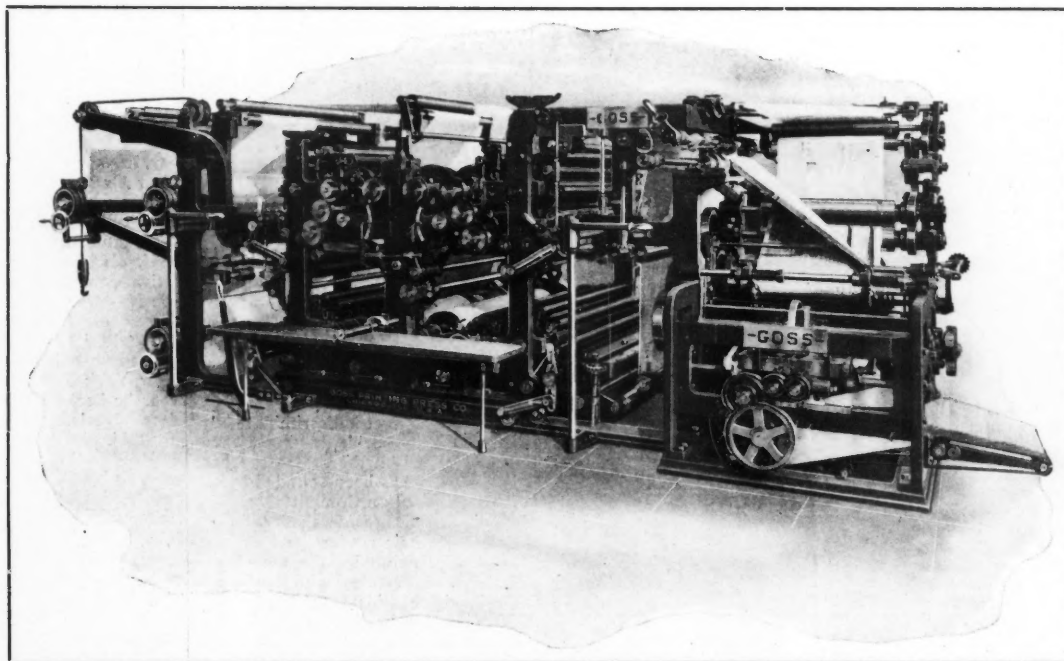
GOSS

The GREATEST "Little Press" Ever Made

The Goss Company has again
succeeded in helping the newspapers

Here is the press for the medium papers.

Just what they need and ought to have



THE GOSS PATENTED "ACME STRAIGHTLINE" TWO DECK PRESS, NO. 3 D.
Capacity—15,000 Per Hour, Four, Six, Eight, Ten, Twelve, Fourteen or Sixteen Page Papers.

All products in book form. Prints from standard stereotype plates, same as used on all large presses. No web of paper passes twice through one pair printing cylinders. No product made with more than one two page supplement sheet. No accelerating tapes for speeding-up the supplement pages after they are cut. This press has only four printing couples to accomplish what other presses require eight printing couples, or the wasting of two pages of white paper for each product.

PATENTED AND MANUFACTURED BY

THE GOSS PRINTING PRESS CO.

CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue. LONDON: 90 Fleet Street.
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

"IT" ME."

Grammarians Sharps Engage in Debate About the Propriety of a Com- mon Expression in Spoken Language and It Is Shown Great Writers Have Used the Ungram- matical Form.

Edward A. Allen, professor of English literature at the University of Missouri, has engaged in a pretty controversy with the New York Evening Post over the use of the ungrammatical idiom "It is me." Professor Allen wrote as follows to the Post:

"It's me" is a fact of language, just as "c'est moi" is, though of quite independent development. That "It's me" is not "an innovation" is shown by its frequent use in Elizabethan literature, and that its use is not confined to "the small boy" or "the radical" is shown by the following illustrations from Emerson, Browning, Tennyson, Shelley, Byron and Thackeray, to go no further:

In Emerson's "The Adirondacks" he writes: "So like the soul of me! What if 't were me?" Which recalls Shelley's line in his "Ode to the West Wind": "Be thou me, impetuous one!" And in his "Essays" Emerson writes: "I am not one thing and my expenditure another. My expenditure is me."

Other examples are: "How will He know it's me?"—Tennyson; "Is it me thou fearest?"—Byron; "'Of course it's me,' answers the young man"—Thackeray; "'Twas me this day last year at Ravenstein you hurried"—Browning.

Nor is this "a question of temperament"; it is simply in accord with the democratic tendency of the language to use the objective after the verb, whatever the kind, just as the tendency is to use the nominative before the verb, as "Who did you give it to?" "He was denied admittance." He was given a dinner." Authors make authority, and when the grammar of grammarians stands in the way of an idiom of the people, grammar is going to get run over.

Commenting rather impatiently on the above the editor of the Post said:

If authors make authority, certainly the great weight of authority, from Elizabethan days to the present, is for "It is I." Probably there are few idioms, generally regarded as undesirable and likely to remain so regarded, for which testimony could not be found equal to that for "It's me." "He saw you and I" is common in Elizabethan and later writers, but it is scarcely in the way to become good idiom. Perhaps this letter from a teacher of English explains in part the inability of so many college graduates to write correctly.

The Missouri professor rejoined this week in a letter to the Post:

It is, of course, beyond all dispute that the weight of authority is on the side of "It's I," the form preferred by careful writers. All that I set out to show in my hurriedly written letter was that there is some authority also for the less favored form; but, as this latter is

still questionable usage, no teacher of English would, on the strength of that authority, allow it to pass unchallenged in the written work of his students. So far as my observation goes, teachers of English, from their natural desire for purity of speech, are more inclined to lean too far on the side of purism. Yet, after all, it is difficult to conceive that—outside the circle of confirmed precisians—any one with any feeling for language could prefer "Be thou I, impetuous one!" for instance, to the line as Shelley wrote it.

Joel Benton, of Poughkeepsie, N. Y., another language expert, joins in with the following:

It is said that some one of Thackeray's friends once asked him, when the locution in my title was under discussion, what he would say if, on going to a friend's door and knocking on it, he got the salutation, "Who is there?"

Thackeray replied, "I should certainly say 'It is me'; but if I were writing of a situation of that sort, I should say 'It is I.'"

And, is not this just about what we should all do? We are not living to make or justify a grammar; but very often find it convenient to put our spoken colloquial sentences, as we do our clothes, in loose and easy forms. A pertinent story is told of a very scholarly editor among us. One morning his servant, Bridget, asked him who he was feeling, and he replied, "Oh, I feel good; how are you?" Whereupon she answered, "I feel very well, thank you." Here the correct usage came from illiterate lips, while the scholarly editor was at once conscious of his own grammatical infelicity. As certain nations—China, for instance—have a common people's language, and a literary one vastly different, why may we not all enjoy, sometimes, when we are in mere dialogue, the common "illiterary" lingo?

A POTENT FORCE.

Advertising Largest Factor in Business Success, Says S. C. Dobbs.

S. C. Dobbs, president of the Associated Advertising Clubs of America, was the guest of honor at a recent meeting of the San Francisco Ad Club. Mr. Dobbs discussed advertising in its more important phases and dwelt largely on its potency for inspiring confidence. He said in part:

"There are two kinds of advertising—good and bad. In good advertising there are three essential factors: First, to arrest attention; second, to create desire; third, to inspire confidence. Advertising that arrests attention but does not create desire and inspire confidence is not good advertising. Advertising that arrests attention and creates desire but does not inspire confidence is not good advertising. Only that advertising that does these three things is good advertising because it increases business and makes money for the advertiser.

"Advertising that fails to do any or all of these three things is bad advertising, because it fails to increase business and loses money for the advertiser. But even good advertising will prove valueless unless it is persistently followed up. It is the steady drop that wears a hole in the rock.

"Sensationalism in advertising is dead. Advertising does not do it all; must be a strong selling organization to back up the advertising—not some of the time but all of the time. A persistent system of advertising with a business system working in absolute harmony are the two modern wonder workers.

"Advertising when properly directed is not an expense but an investment and a good one, more permanent and enduring than any building or factory equipment that brings immediate and

ample returns on the outlay and piles up a reserve fund often fabulous in its proportions.

"I am often asked by business men how they can advertise or how they can improve the advertising that they are already doing, and I usually advise them to employ an ad man or an agent. No man, after the fatigues of a hard day, can prepare proper advertising copy when he should be in bed. Every one can not write copy of equal merit, but every man can be frank and honest in his advertising announcement. And what a splendid asset it is to any business to be taken at its word! If there are no other returns from your advertising than the creation of a feeling in your community that every statement you make could be depended upon it would be worth more than it costs.

"We are just peeping over the horizon of the greatest era of commercial prosperity and business activity that the world has ever seen, and advertising is destined to play its proper and important part in the commercial achievements of the future. This being true, and no man can deny it, then the advertising man assumes a responsibility no less than that of the architect, the engineer, the attorney or the physician.

"No one engaged in this profession, for it is being rightly recognized as such, can view the advances made in the field of advertising during the last decade or so, without feeling a keen sense of pride. What has been accomplished is but the promise of even greater things in the future, and while those who are giving their best efforts to this upbuilding generally can and should feel a sense of pride in what has been accomplished, it should only serve to encourage us to hope and work for better things in the future.

WARN READERS

Against Indiscriminate Buying of Florida Lands.

Warning against indiscriminate buying of land in Florida, buying without inspection and on the rosy assurances of promoters has been sounded by the Florida Promotion Committee, and endorsed by Chicago newspapers in the interest of their readers and of continued advertising by the sound and legitimate companies with lands and colonies in Florida.

Receivership has been asked for one big company which has advertised widely. The permanent welfare of Florida and other Southern States is sought by the Florida Promotion Committee, and the projects which aim at quick profits from rainbow-hued prospectuses have been discouraged.

Atlanta Ad Club.

At the annual meeting of the Atlanta Ad Club George M. Chapin, well known in newspaper and advertising circles, was elected president for the ensuing year, succeeding T. H. Brannen. Other officers elected were: H. G. Hastings, vice-president; Paul P. Reese, second vice-president; A. C. Minter, secretary and treasurer. J. W. Davis, T. H. Brannen, W. F. Parkhurst, Evelyn Harris and F. J. Merriam were named on the executive committee. The membership of the club now numbers one hundred and twenty-five and is rapidly increasing.

The Wasau (Wis.) Sun Publishing Company has been incorporated. Capital, \$6,000.

OBITUARY.

David Alexander Monroe, associate editor of the North American Review, died last week at St. Vincent's Hospital, New York, of a complication of diseases. He was fifty-nine years old. He was formerly manager and editor of the Review, from 1889 to 1899, when he became assistant editor under Col. George Harvey. He was also a frequent contributor to various newspapers and magazines and the author of several works on the Greek language.

John Jerome Daly, Sr., a well-known writer of New Orleans, died suddenly in that city recently of apoplexy. He was sixty years old. He was connected with the New Orleans press for many years. At the time of his death he was one of the associate editors of the National Encyclopaedia of American Biography, of which James T. White is editor.

Charles N. Brooks, formerly a part owner of the Kansas City (Mo.) Journal, died at his home in that city last week. He was born in Williamsfield, O., in 1834. He retired from business fifteen years ago.

George Sower, the oldest newspaper man in Marshalltown, Ia., and formerly part owner of both the Times and Reflector, died last week of bronchial asthma. He was seventy-nine years old and was born in Germany.

James Martin, for many years connected with New York and New Jersey newspapers, died at his home in East Orange, N. J., last Tuesday of Bright's disease. He was born in Dundee, Scotland, on December 16, 1863, and came to this country in 1884. He was for many years legislative correspondent at Trenton for the Newark Press, and later was New Jersey editor for the New York World. From 1895 to 1906 he was managing and news editor successively of the New York Tribune, and in the latter year he became editor of the Newark Star. He left that paper in 1908, and until his death was engaged in miscellaneous literary work.

Alexander Butts, associate editor of the Kansas City Star and widely known as a newspaper writer, died at his home in Kansas City last week. He was sixty-three years old. He had been connected with the Star in various capacities for twenty years.

A Record Edition.

The Terre Haute (Ind.) Star recently issued an edition that is a record breaker. The issue contained one hundred and sixteen pages and the publishers claim it is the largest single issue of any newspaper ever published in America, issued strictly as a local newspaper without magazine and feature supplements. The edition carried five hundred and twenty-nine columns of local advertising.

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

1909

**BIG YEAR OF THE
Big German Daily
PHILADELPHIA
German Daily Gazette**

gained over 700,000 lines of local advertising, 200,000 lines of general advertising, 250,000 Germans in Philadelphia can be covered thoroughly by using the

**MORNING GAZETTE } WRITE
EVENING DEMOKRAT } FOR
SUNDAY GAZETTE } RATES**

ADVERTISING.

Its Beginning Synchronous with the Beginnings of the Patent-Medicine Business—Harper's Once Refused \$18,000 from the Howe Sewing Machine Company for a Page.

From "Commercialism and Journalism," by Hamilton Holt.

Curiously enough, the men who first began to appreciate the immense selling power that lay in the printed advertisement were "makers," or "fakers," of patent medicines. The beginning of modern advertising is in fact synchronous with the beginnings of the patent medicine business.

Even magazine advertising, which is now the most profitable and efficacious of all kinds, did not originate until February, 1860, when The Atlantic Monthly printed its first "ad." Harper's was founded simply as a medium for selling the books issued from the Franklin Square House, and all advertisements from outsiders were declined.

REFUSED OFFER OF \$18,000.

George P. Rowell, the dean of advertising agents, in his amusing autobiography, tells how Harper & Brothers in the early seventies refused an offer of \$18,000 from the Howe Sewing Machine Company for a year's use of the last page of the magazine, and Mr. Rowell adds that he had this information from a member of the firm, of whose veracity he had no doubt, though at the same sitting he heard Mr. Harper tell another man about the peculiarities of that section of Long Island where the Harpers originated, assuring him the age prevailed there to such an extent that all his ancestors had quinine put into their graves to keep the corpses from shaking the sand off.

Before the Civil War it is said that the largest advertisement that ever appeared in a newspaper was given by the E. & T. Fairbanks Company and published in the New York Tribune, which charged \$3,000 for it. Now the twenty large department stores alone of New York spend, so it is estimated, \$4,000,000 a year for advertising, while one Chicago house is said to appropriate \$500,000 a year for publicity in order to sell \$15,000,000 worth of goods. Those products, which are believed to be advertised to the extent of \$750,000 or more a year, include the Uneda Biscuits, Royal Baking Powder, Grape Nuts, Force, Fairy Soap and Gold Dust, Swift's Hams and Bacon, the

Ralston Mills food products, Sapolo, Ivory Soap and Armour's Extract of Beef.

The railroads are also very large general advertisers. In 1903 they spent over a million and a quarter dollars in publicity, though this did not include free passes for editors, who, I may parenthetically remark, thanks to the recent Hepburn Act, are now forced to pay their way across the continent just like ordinary American citizens.

TWENTY THOUSAND GENERAL ADVERTISERS.

It is computed that there are about 20,000 general advertisers in the country and about a million local advertisers. Between the two, \$145,517,591 was spent in 1905 to get their products before the public. The Census gives only the totals and does not classify the advertising that appears in the dailies, weeklies and monthlies.

The Rev. Cyrus Townsend Brady, however, has made a very illuminating study of the advertising and circulation conditions of thirty-nine of the leading magazines published in the United States. The first thing that struck his attention was the fact that candid and courteous replies to his requests for information were vouchsafed by all the publishers—quite a contrast to what would have happened from a similar inquiry a generation ago.

He next discovered that these thirty-nine magazines, which had an aggregate circulation of over 10,000,000 copies per month, could put up a full-page advertisement into the hands of 600,000,000 readers, or seven times the population of the United States, for the astonishingly insignificant sum of \$12,000, or for two thousandths of a cent for each reader.

BETTER WRITTEN THAN READING MATTER.

The amount paid by the purchasers of these thirty-nine magazines was \$15,000,000, for which they received 36,000 pages of text and pictures and 25,000 pages of advertisements. Magazine advertisements are better written and better illustrated than the reading matter. This is because they are of no use to the man who pays for their insertion if they do not attract attention, whereas the contributor's interest in his article after its acceptance is mostly nominal.

These 39 magazines were found to receive \$18,000,000 a year from their advertisements and \$15,000,000 from their sales and subscriptions. This shows that in monthly magazines the receipts from advertising and subscriptions are about the same. In weeklies the receipts from advertising are often four times as much as the receipts from sales and subscriptions, while in the dailies the proportion is even greater. The owner of one of the leading evening papers in New York told me that 90 per cent. of its total receipts came from advertising.

New York Times Easter Number.

The Easter and Spring Fashion number of the New York Times, which was issued last Sunday, was unusually attractive. Aside from the regular news and pictorial sections, there was an eight-page illustrated section of fashion pictures from the world's style center printed on supercalendered paper. Another section was devoted entirely to a series of feature articles on spring and summer fashions that were filled with interesting suggestions for men, women and children. That retailers are alive to the value of the Times' Easter number is shown by the large amount of advertising carried.

ROBERT LATHAN,

The New Editor of the Charleston (S. C.) News and Courier.

Robert Lathan, who has succeeded Major J. C. Hemphill as editor of the Charleston (S. C.) News and Courier, is one of the best known newspaper men of the South.

He began his newspaper career on the Columbia State. Later he became court stenographer, in which position he gained a wide acquaintance with men and affairs of South Carolina. He has been connected with the News and Courier for the past four years, first as State news editor and latterly as city editor and managing editor.

Upon his appointment to the editorship of the News and Courier, the Columbia State said of him editorially: "Clear judgment, positive and honest convictions, habits of industry and a fine capacity for rapid and accurate work will characterize Robert Lathan's editorial conduct of the Charleston News and Courier. Additionally, an excellent aptitude for business administration contributed to his equipment for a post for which, by Southern standards of journalism, he would be regarded as youthful—though journalism is pre-eminently a young ripened and sure judgment to the newspaper worker, the all-important freshness and vitality that are incessantly demanded usually grow smaller and weaker. The youth that Mr. Lathan has is the best guarantee of the success which we believe he will achieve."

GAYNOR DINES REPORTERS.

He Says It Is Good for Public Men to Meet Newspaper Men.

Twenty-four members of the Association of City Hall Reporters of New York were guests of Mayor Gaynor at dinner in the Hotel Knickerbocker last Tuesday evening, March 15.

In the course of his remarks during the dinner the Mayor said that he thought it was a splendid idea for men holding places of responsibility in the public service to meet the men of the press in this manner. He referred to the custom in England, where, for more than a hundred years, the Prime Minister and his Cabinet at times each year meet the editors and caricaturists in an informal way, to exchange views upon public policies.

WALTER TIGAR

Now in Charge of Atlanta Office of American Press Association.

Walter Tigar, Jr., has been appointed manager of the Atlanta office of the American Press Association, succeeding Hamilton Musk, who has been recalled to the general office in New York.

Mr. Tigar goes to Atlanta from Des Moines, Ia., where he has been stationed for the past two years in charge of the Iowa and Missouri territory.

The Atlanta office serves Georgia, Florida, Alabama, Mississippi, North and South Carolina and part of Tennessee.

Plant of Delaware Paper Sold.

The printing plant of the Smyrna (Del.) Call, which has been in the hands of a receiver for the last year, was sold last week to Richard E. Long

The Hinton (Ia.) Gazette has suspended publication.

DEVOTED TO FOOD.

New York Globe Issued Special Supplement of Sixteen Pages.

In addition to their regular Saturday issue recently, the New York Evening Globe published a sixteen-page supplement entirely devoted to the subject of food, called "American Business in the Making."

The supplement, which was unusually interesting, was handled for the Globe by Edward Payson Critcher, the well-known special advertising representative. Mr. Critcher, who for



EDWARD PAYSON CRITCHER.

some time past has been connected with a well known promoter in the capacity of manager, has resumed business for himself and it is understood will handle a number of propositions for newspapers throughout the country.

Mr. Critcher had charge of the Greater New York and Greater American edition of the New York Sun, issued last year, and was also in charge of the "Million and a Half Philadelphia" editions of the Philadelphia North American, and the "Six Hundred Thousand Cleveland" editions of the Cleveland Leader. He was also identified with the "Made in Chicago" edition of the Chicago Tribune.

Change in Wisconsin Daily.

A deal was closed last week whereby the Racine (Wis.) Times Publishing Company becomes known as the Times Company, with a capital stock of \$50,000.

In Kansas

The ONE daily paper with a State-wide circulation (33,500 guaranteed) is the

Topeka

Daily Capital

It is supreme not only in Topeka but also in the State. It is the only Topeka daily from which you can get a definite, exact circulation statement

Arthur Capper
Publisher

The Mexico Daily Record

The Only Afternoon English Newspaper Published in Mexico

It has triple the circulation of any other English publication, either morning or evening in the Republic; this is guaranteed by \$10,000 gold.

An American newspaper for Americans and all English-speaking people. For Mexico and its upbuilding; for Truth and the Right.

Rates and Information apply to—

R. J. SHANNON **C. J. ANDERSON**
226 Fifth Avenue Marquette Bldg.
New York Chicago

OPPORTUNITIES.

What Advertising Offers to the Young Man—No Profession Exacts a Higher Standard, Morally and Mentally—Advertising Salesman the Real Foundation Builder.

Speaking before the Advertising Forum of the West Side Branch of the New York Y. M. C. A. recently, "On Opportunities in the Advertising Profession," William C. Freeman, advertising manager of the New York Evening Mail, said:

Opportunities in the advertising profession are as numerous as the hairs on a man's head, particularly if he has a thick head of hair.

Nobody has ever yet counted the number of hairs on a man's head, so nobody knows how many there are.

Nobody has ever yet estimated the number of opportunities in the advertising profession, because nobody can estimate them. The reason they cannot be enumerated is because new advertising ideas are born so rapidly that they figure numerically as many as the hairs on a man's head.

There is no exaggeration in that statement.

I don't mean that as many men are required as there are opportunities, because every man engaged in our profession must be able to get a first mortgage on several opportunities, backed up by that best kind of collateral—Brains, and the ability to create a new idea every few minutes.

If anybody has an idea that all he has to do to get a foothold in the profession of advertising is to walk up to a gate over which there is a sign reading something like this:

"Enter ye here, and ye will immediately become a great advertising man." then he has got another guess coming to him, because the real gateway that you must pass through has a sign reading something like this:

"Before you can enter here you must bear a passport that certifies to good character and natural ability and energy and intuitive salesmanship."

You cannot make a race horse out of a dray horse.

Unless the man who wants to become an advertising man is a race horse in ideas, he had better not try to become a member of the advertising profession.

Our profession requires men "to take the bit" and run races because they like to run them—because they like to bring business men under the wire of success.

NO ROOM FOR MEDIOCRITY.

There is no use thinking that mediocrity goes in the advertising profession, because it does not. No profession exacts a higher standard, morally and mentally, than the advertising profession—just keep that in your mind.

Now let me give you some illustrations as to the opportunities that open up to men who want to become sellers of advertising space to business men.

The advertising germ, at some time or other, gets into every business man's system, and when it gets there, it stays.

Has a Business PULL

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

The Pittsburgh Dispatch

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

SPECIAL REPRESENTATIVES:

Wallace G. Brooke, 225 Fifth Ave., New York.
Horace M. Ford, Marquette Bldg., Chicago.

The distributors of the germ are the advertising salesmen.

Just think of the businesses in New York City alone that are not advertised at all—not in newspapers, nor in magazines, nor in street cars, nor on signboards, nor in booklets, nor in circulars.

Any one of these forms of advertising is good—a combination of any two or three of them is better—the use of all of them is best.

And the fine part of it is that the germ once planted in the system spreads throughout the entire body of the business man, because it is a healthy germ, and, therefore, it puts new life into the business man—he acquires a better viewpoint of things, therefore he becomes a power in the business community.

The habit of advertising grows like any other habit, only it is a good habit to acquire, because the more pronounced it is, the greater is the good it accomplishes.

The advertising salesman carries the advertising germ or idea around in his head. His ability and enthusiasm must be infectious, so that the business man, at some time or other, will "take" the germ or idea from the salesman.

It may be that the salesman will have to start with the circular germ, which isn't as lively as the booklet germ, or it may be that he will have to start with the street car or billboard germ, or it may be that he will have to start with the magazine or newspaper germ.

Whichever way he starts, the germ wriggles itself through the whole system, and finally all forms of advertising are adopted—each used simultaneously and effectively with the others.

THE SALESMAN'S OPPORTUNITIES.

Now just think of the salesman's opportunities:

The man who starts the business man to use circulars creates opportunities for advertisement writers and type experts.

The man who starts the business man to use booklets creates opportunities for the advertising photographer and artist, and printer, and again the writer.

The man who starts the business man to use street cars or signboards, creates opportunities for the lithographer, printer, artists, and again the writer.

The man who starts the business man to use magazines or newspapers creates opportunities for artists and writers and printers—in fact, the whole shooting match.

But in the case of the writer—he must combine both writing ability and a high degree of salesmanship ability—he must also understand human nature, because the public is a child of whims—some days it wants candy and the next day it wants castor oil, and the advertising writer must know the day.

It looks to me as though the advertising salesman is therefore the real foundation builder.

Upon him depends the employment of advertisement writers, artists, photographers, lithographers, printers, type experts and all the other workers necessary to make advertising successful.

If the foundation workers have not exceptional ability—if they have not the strength of character to stand for correct principles—if they haven't the energy to be constantly creating new business—if they are not real believers in the power of advertising—then the whole advertising structure falls.

It is therefore necessary—more so today than ever before—to employ advertising salesmen of creative ability.

It is easy enough to employ pleasant spoken gentlemen, who dress well, to go around and call on merchants who are already advertisers, but if that is the scope of their usefulness to the profession, then the publisher should not employ them.

The real men in the profession—the successful salesmen—are those who never call on either the regular advertiser or a prospective advertiser without having some "germs" with them to inject into the system of the men they are calling on.

OPPORTUNITIES NUMEROUS.

Let us multiply the opportunities: The six forms of advertising referred to are really six opportunities that are

open to the salesman whenever he calls on a business man.

Multiply these opportunities by the number of business men who advertise and who do not advertise in all parts of the country, and there seems to be some justification for the statement I made at the beginning of this address—that the opportunities in the advertising profession are as numerous as the hairs on a man's head.

If every newspaper representative in New York—if every advertising agency representative—every magazine representative—every street car representative—every outdoor sign representative—makes it his business to study the needs of the community in which he is working—makes it his business to call on at least two prospective advertisers each working day in the year—if he eventually is able to plant the advertising germ in one new advertiser only once a month, and he keeps it up for seven years, at the end of the period don't you suppose that the advertising possibilities in this city would be multiplied by 84?

Have you ever stopped to think how few advertisers there are in New York City by comparison with the number of business there are in the city?

We are really infants in this great metropolis. We do not know, we cannot realize, the opportunities that are here.

Men of real ability are wanted in the profession of advertising. There are many men of real ability in it to-day, that is the reason there has been such remarkable growth in advertising, but there is room for even greater growth, and there must be greater growth in the natural order of things.

How are young men to be attracted to the advertising profession?

I am called on, perhaps, a dozen times a week by young men who say: "I have become interested in advertising, and I want to go into the business."

About one in thirty-six, judging by his appearance and his manner of conversation, is fitted to start to work at a small salary.

If a man comes to me and says, "I have been reading the advertisements in newspapers and magazines—in street cars and on signs, and advertising has got hold of me—I am going into the business—I am willing to commence at the foot of the ladder and do not care whether I receive any money for my work or not until I demonstrate my ability," that young man has got the advertising germ in his system and will make good.

There are advertising schools where theoretical advertising is taught, but there are really no set rules that we can follow.

UNLIKE ANY OTHER PROFESSION.

The profession of advertising is unlike any other profession in that respect. The lawyer, the doctor, the minister, the civil engineer and any other professional man can follow certain routine of study, and if he has the proper mentality can master his profession, but as a professor of Columbia College said recently in an address before the Advertising Men's League:

"There are three professions only that have no fixed rules to follow, and they are the greatest professions in the world, viz.: advertising, art and literature."

And the greatest of these, to my notion, is advertising.

A man to be a good artist has got to have a genius for art; a man to be a good writer must have special talent, and a man to be a good advertising salesman has got to have as many ideas as there are hairs on a man's head.

He has got to have the ability to suggest the right idea to the right man at the right time, because it will not do to say to a plumber, for instance, that he should advertise like a dry goods house, nor will it do to suggest to a dry goods house that it should advertise like a plumber.

In other words, the advertising salesman of to-day has got to be able to diagnose a case before he calls on his patient, and then when he calls he must have a prescription ready to fit the case.

A good salesman, you know, never wastes any man's time.

The advertising business is an infant industry as yet—the surface has only been scratched.

Successful men in the business make money like successful men in other lines of business, but don't imagine that by just merely expressing a wish to get into the advertising business you are going to get into it, for you won't!

Not every man—even though he be a smooth, plausible talker, with a convincing manner—can get a job as an advertising salesman. The man who "gets there" to-day is the thinker. The smooth talker is like the brook that is about a foot deep and runs down hill over lots of rocks and bubbles up and makes a great fuss. When you get out into deep water you notice how placid the surface is and you feel as you look at it—there is a great sheet of water—there is some depth to it—it means something.

The babbling brooks in the advertising business are becoming fewer and fewer, but the deep-water men—the thinkers—are making the profession worth while.

A FASCINATING BUSINESS.

It is a hard business, but it is also a fascinating business, and once deeply into it the fascination of it offsets the hard work, and you really don't think you are working as hard as you are. It is a fine business, is it not, that can arouse such a feeling in a man? It is a fine business, anyway, because no young man can succeed in it who isn't tremendously enthusiastic, tremendously energetic and tremendously intelligent.

I am talking about the advertising salesman, who is my pet. It is not necessary for him to be a highly polished, scholarly man, because some of the best scholars I have ever known I would not give \$3 per week to as advertising solicitors, but the man who has got good sense, who tells his story in the plainest kind of a manner, who is very earnest and impressive in what he says, who has a good knowledge of human nature, who studies the publication he represents and knows the value of all other publications, who is fair in his judgment, who is also square in his conduct—he is the man who is worth while as an advertising salesman.

Now when it comes to writers—there comes the special talent again; when it comes to the artist, there comes genius again; when it comes to type, there comes the man with excellent taste—but the two things in the advertising business that count the most—the two positions that are the most productive, are those of the advertising salesman and the advertisement writer.

I don't want to deceive you about this advertising business—the reason I am talking on this line is because I want you to appreciate the fact that it requires the hardest kind of work and special ability to be a successful advertising salesman—and the opportunities for the successful man in the business are more numerous than they are in any other line of work that I know of.

The compensation is greater than that of most professions. Some lawyers, of course, that we read about make hundreds of thousands of dollars a year—some doctors who are great specialists make a lot of money—some ministers

The Evening Wisconsin

Milwaukee's Leading Home Paper

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

Its average, daily circulation is over 40,000 copies.

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

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

JOHN W. CAMPSIE, Business Manager.

THE EVENING WISCONSIN

CHAS. H. EDDY, Foreign Representative.
NEW YORK—6013 Metropolitan Bldg.
CHICAGO—403 Marquette Bldg.

get fairly big salaries, but they are the exceptions in their respective lines.

The poorly paid man in the advertising business is the exception, and has always got to be the exception, because in our profession there isn't any room for the man who hasn't brains or who hasn't the ability to create ideas.

It has been my pleasure, in my career as an advertising man, to suggest to employers the advisability of hiring certain men that I thought would develop into good advertising men. My judgment has been mighty bad sometimes, but it is gratifying to me to know that most of the time it was good.

I suppose that I have been influential in securing employment for at least 250 men in my time—I think this is a conservative estimate—at least 200 of whom are making from \$3,000 to \$15,000 a year, and are still climbing!

A young man started in Brooklyn nineteen years ago in the advertising department of the New York World. The idea of printing Brooklyn advertisements in New York newspapers did not seem practical at that time. This young man had the idea that Brooklyn merchants should advertise in New York newspapers, so he got the job and commenced to work. In six years' time the New York World carried advertising from Brooklyn merchants amounting to about \$75,000 a year.

The work of this young man attracted the attention of Mr. Carvalho, general manager of the Hearst newspapers, so he persuaded him to go on the New York American. He has been there for thirteen years and has built up the business of the New York American to about \$150,000 a year from Brooklyn advertisers alone.

The man I refer to is Jerome Buck. He got his job because he had an idea—he created a place for himself.

SELECT YOUR EMPLOYER.

After you have decided to take advantage of the opportunities in the advertising profession, then it is very wise also to be careful in the selection of the place in which to work. That is queer advice, but it is good advice just the same.

I mean by this, don't take any position that just happens along—study the publication that you want to work for—make up your mind before you apply for a position on a publication that that publication stands for what you think it should stand for—for a principle that is in harmony with your own ideas.

I would select also, if I could, the man that I wanted to work for. A bad type of employer, not actuated by high principles, can ruin the chances of a young man by his influence.

I would not work for an institution that did not stand for the right—I wouldn't work for a newspaper that printed all sorts of fake advertising—I wouldn't work for a magazine that didn't have a care as to the kind of advertising it printed—I wouldn't work for a street car man unless he did as the New York Street Car Company does—refuse to publish objectionable advertisements. I would not work for a signboard man who wasn't actuated in his work by portraying on boards only the decent things that should be advertised. I would not work for a man who would print any sort of a circular that was offered him—I would not work for a man that sent out a booklet that did not state facts.

You see what I mean—be careful!

where you work.

The advertising organization in a newspaper office or a magazine office, or in a business house, has got to be composed of men that pull together—where there are no jealousies—where there is an exchange of ideas; where there is genuine comradeship.

Show me the advertising manager of a newspaper or a magazine or a store who is selfish or irritable or a slave driver and I'll show you an organization that is not effective.

Show me an organization that is under the direction of an unprincipled publisher and I'll show you an organization that is no good on earth.

You will pardon a personal reference to the organization in our shop downtown: We have got a publisher "who gives us the bit." We have got boys in our department any one of whom is just as capable of being the advertising manager as I am, maybe more so. We have got team work—it is a family, every member of which is working his level best for the good of the other members of the family.

We selected the place where we are working, and I think you will agree with me that we selected wisely.

OUR NATIVE TONGUE.

English Language Abounds in Curiosities That Are Fascinating.

It is perhaps only natural that a language made up of so many heterogeneous elements as is our own should abound in curiosities not to be found in a language whose development was little influenced by outside sources, or in a scientifically constructed tongue like Esperanto or Volapük. Certain it is that a knowledge of these curiosities brings with it something of fascination and serves to endear to us our curious old language, says Harold M. Haskett in the Sunday Magazine.

Noticeable is the fact that words which rhyme perfectly may have altogether different terminations, as the words "gneiss" and "mice," and that words which terminate similarly not infrequently fail to rhyme, as in the case of "brides" and "cantharides."

In "suspicion," "remission," and "contrition" we have three words in which the final "ion" is preceded in each case by a different consonant; but, as the T and C both take the sound of S, these words all rhyme perfectly. Further investigation reveals the interesting fact that, whereas there is a great variety of words ending in "tion" and "sion," only five bear the termination "cion." These five are "scion," "coercion," "suspicion," "epinicion," and "internecion." "Epinicion," meaning a song of victory, and "internecion," meaning slaughter, are not in common use; but the other three words are familiar to all. It is perhaps worthy of remark that of words bearing the phonetically similar ending "tion" there are over one hundred examples.

The termination "dous" is, however, even more exclusive than "cion," as it is borne by just four English words. These are "stupendous," "tremendous," "hazardous," and "horrendous." Curiously, all the words in this latter group are adjectives, while the former group is composed entirely of nouns.

It seems somewhat strange to speak of beheading a word of one syllable and leaving a word of two syllables; but there are several monosyllables that admit of this possibility. If we behead either "caged," "raged," or "waged," used as monosyllables, we have the word "aged," which, when used as an adjective, is pronounced with two syllables. "Staged," twice beheaded, leaves the same result. Better yet, behead "vague" or "Hague" or twice behead "plague," and we have "ague," which

YOU CAN'T AFFORD

to set heads and ads. by hand. It can be done quicker, cheaper and better on the

LINOTYPE

than in any other way—and you don't have to distribute them.

ONE MAN DOES IT

YOU CAN'T AFFORD

to buy display type and sorts.

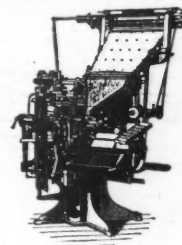
THE NUERNBERGER-RETTIG TYPECASTER

Makes type just when you want it. Makes it like the foundries make it. And saves in the cost of making it.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO



admits of only bisyllabic pronunciation. Likewise "shrugged" twice beheaded leaves the different word "rugged."

There are over thirteen hundred words in our language ending with the long E sound, such as "tre," etc.; but even this remarkable showing is eclipsed by words ending in "ess," as there are fourteen hundred of these.

From the citation of these two cases it might be inferred that the poet has a sinecure to select a rhyme for any word he chooses to employ; but such is not always the case. Exclusive of the ordinal numerals, most of which are unrhymeable, there are more than sixty words that have no rhyme. Well-known examples of these include such words as "gulf," "month," "orange," "scarce," "silver," "window," "warmth," "spoil," and "wasp."

It is perhaps not generally known that there is a verse in the Bible that contains all but one of the letters of the alphabet. This, however, is a fact, as in the twenty-first verse of the seventh chapter of Job are found all the letters but J. This is of course purely a coincidence; for, as the verse contains forty-three words and one hundred and seventy-three letters, it would be unworthy of note if done by design.

While our language does not contain such long words as are found in some other tongues, nor so many words of unusual length, still we have several that are awkwardly long for conversational purposes. We have "philoprogenitiveness," with twenty letters; "interconvertibilities," with twenty-one; "intercommunicabilities," with twenty-two; "disproportionablenesses," with twenty-three; and "transubstantiationists," and "contradistinguishability," each containing twenty-four letters. But how insignificant are all these compared with the Dutch "Albasserdammerlandarenop-

steckersvergaderinlokaal!" An effective little word is "synacategorematic," as it manages to compress eight syllables into seventeen letters.

The longest monosyllables contain nine letters, and there are four examples: "sploched," "squelched," "strengths," and "stretched."

TAFT WIRES EDITORS.

Hopes They Will Stand by Congress and Administration.

President Taft sent the following telegram to the Republican editors of Illinois in session at Springfield this week:

"Geo. C. Rankin, Esq., President Illinois Republican Editorial Association, Springfield, Ill.

"Sincerely hope that you will have a full meeting, that there will be harmony, and that the Republican editors of Illinois will stand by the action of the Republican Congress and Republican administration in reference to the tariff bill and other progressive legislation. The expression of a meeting like the one you have called, arising from a normal, sane and patriotic Republican attitude, will have much influence for good in Illinois and the rest of the country.

"WM. H. TAFT."

Waterloo (Ia.) Evening Courier.

The Waterloo (Ia.) Evening Courier issued its spring fashion number on Saturday, March 12. The paper consisted of thirty-six pages containing about 154 columns of advertising. All the leading retail merchants were represented. A. W. Peterson, who is well and favorably known by general advertisers throughout the country, is part owner and general manager of the Evening Courier. Under his management the Courier has made remarkable strides

Headquarters for
TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES

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

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

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

"The Catholic Churchman"

down in New Orleans is an example of what
the black ink of the American Ink Company
will do. Write 12 Duane St., New York City

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

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THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, MARCH 19, 1910.

THE JAMES J. JEFFRIES "FOUNDATION."

We are tempted from the straight habit of minding our own business, and yield to the normal (though extraneous) impulse to help along a new idea put forth by the sancouciant editorial writer of the New York Evening Sun. The Sun man, in an editorial headed "Millions in It, My Boy!" figures that Jim Jeffries will make half a million dollars and a lot more out of his affair with Jack Johnson, which culminates according to the futurity book of every daily magazine editor in the country on July 4 next.

The Sun gives forth the following in conclusion:

Why should any young man in the pride of his youth, just starting out in the world, hesitate to turn his feet into the field of professional pugilism? Where else can he make so much money, so quickly, so honestly, with his own hands? And money is what he is after, is it not? When public sentiment is so indulgent toward this fight, when thousands of men, highly esteemed in their respective communities, will contribute to pour out such a shower of gold into the victor's cup, why should the young man hesitate?

Jeffries is still a young man. A fine start for a man barely thirty years old. Who knows but that in a few years there will be a Jeffries Foundation for the benefit of everything, which will stand up very well with any of the present endowments made with money which was not earned with the founder's hands?

MODESTY IN ADVERTISING.

John Wanamaker, the great merchant of Philadelphia and New York, has adopted a new style of advertising, both as to page form and literary phraseology. In a recent advertisement of his New York department store occurs the following in quiet type:

Try a Pound of Club Vellum

and join the army of contented users of this excellent, inexpensive writing paper, sold by us for many years with general satisfaction.

This little announcement seems to be characteristic of the new Wanamaker advertising. The absence of all superlative adjectives and terms

intended to set the readers' eyes agog is notable. In short, there are advertising men who assert that Mr. Wanamaker is a reactionary in advertising style.

However, it is possible that the very modesty of the language used to tell about "Club Vellum" attracted attention and thus served the purpose better than exaggerated diction, which might be regarded as commonplace, to put it mildly.

The point we make is that simplicity and manifest truthfulness are likely to attract quick attention in large or small advertising in these days, when the public has grown critical even to the verge of agnosticism.

A Pleasant Remembrance.

THE EDITOR AND PUBLISHER is the recipient of a box of fine California oranges, with the compliments of the Los Angeles Times. Each year, through Williams & Lawrence, of New York, their foreign representatives, the Times remembers its friends in the newspaper and advertising field, either with a present of California fruit or in a manner equally as pleasing. The box bears the inscription, "The Los Angeles Times, the Largest Newspaper in the World."

Newspapers Responsible.

A. W. Green, head of the National Biscuit Company, is quoted as saying in a recent interview: "It is the publicity in the newspapers that has made our package goods. I know of a number of industries that might be greater. They do not know the value of advertising."

Except English.

It is strange that the name of God should be spelled with four letters in every known language. In Greek it is Zeus; Latin, Deus; Syrian, Adad; Arabian, Alla; Egyptian, Zent; Hebrew, Adon; Persian, Syra; Turkish, Addi; Tartarian, Idga; Japanese, Zain; Scandinavian, Odin; East Indian, Esqi; German, Gott; Swedish, Codd; Peruvian, Llan; Croatian, Doga; Etrurian, Chur; Spanish, Dios; Wallachian, Zenc; Dairnatan, Rott; Irish, Dich; French, Dieu.—Spare Moments.

Londonese.

Coster—'Ere, wot abaht it?
Hawker—Wot abaht wot?
Coster—Wot abaht wot yer said, abaht me.
Hawker—Well, wot abaht it? (And so on.)—Punch.

The Editor "Regrets."

"The editor must have thought this story was pretty good."
"Why?"
"He declines it with regrets instead of the usual thanks."—Louisville Courier-Journal.

THE PUBLICITY BILL.

Colloquy Between Senators Root and Crimmins of Interest to Publishers.

The following colloquy between Senators Root and Cummins, taken from the Congressional Record, will prove interesting to publishers, as bearing upon certain provisions of the Corporation Publicity bill introduced by Senator Cummins, which suggest the possibility of action against newspapers which might fall into disfavor in Washington:

Mr. Root—Newspapers are sold all over the country, and the effect of this law would be that the publishing corporation of a newspaper published in the city of Washington or Baltimore or Philadelphia and sold in every district of the United States could be indicted for libel in every district of the United States; and this law, if a district-attorney files an information or secures an indictment, makes it apparently mandatory upon the court to issue a summons which shall bring that newspaper corporation into the distant district and subject it to the jurisdiction of the court here without its having had any opportunity at all to give any reason why that should not be done.

Mr. Cummins—Is libel a crime against the laws of the United States?

Mr. Root—It may be.

Mr. Cummins—I do not remember any statute of the United States making the publication of a libel a crime. There may be such a statute, but I do not recall it. I never knew, at least, of an indictment for libel under the laws of the United States; and if there is no such crime this statute, of course, could not relate to it and would not authorize one State or one district to send for the publisher of a newspaper in another district.

Mr. Root—I spent several weeks some years ago in showing reasons to a district court of the United States why an honored and beloved editor of a newspaper in the city of New York should not be brought to the city of Washington and tried for the crime of libel; and if such a law as that now proposed had been applicable to this case he would have been brought here without any opportunity to give the reasons why he should not be brought—reasons which prevailed in the court before which the subject had to come under the existing law.

The same situation is true of many other parts of the country in which the Federal authority is a general authority. It is true of the District of Columbia. It is true of the Territories. It is true of every reservation and fort. It is true of every place where the Government of the United States has general jurisdiction. It may be true in every part of the United States.

Concerning this measure the New York World says editorially in part:

If this measure is directed only against postal offenses, let it say so. If it is not designed as a weapon to be used in anger and caprice by a vengeful President, let it exclude newspaper corporations in precise terms. Better still, the bill should be killed outright, for no sufficient reason has yet been publicly advanced for its enactment.

Joins Forces of York (Pa.) Dispatch.

George W. Kunsman, of Reading, Pa., is now advertising promoter for the York (Pa.) Dispatch and the York Daily. Mr. Kunsman fills the vacancy made by the resignation of W. Wright Beck, who assumes charge of the publicity department of the Prince Furniture Stores, with headquarters at Allentown, Pa.

Closed Big Ad Contract.

John Wanamaker has closed a five-year contract with the Brooklyn Standard Union for a page daily.

PRESS AGENT HIT.

Collier's, the Irrational Weekly, Good Imitation of the Real Colliers'.

Contents Given Over to Clever

Lampooning—Entered in

Waste Basket as Second-Class Matter.

"Collier's, the Irrational Weekly," which appeared on the newsstands in New York this week, is an example of press agent work so remarkable as to command serious attention.

From cover to cover it is a clever and faithful imitation of the well-known weekly, both typographically and in make-up. The real difference lies in the contents, which are given over to lampooning various well-known members of the theatrical profession.

The cover page pictures Mr. Collier, the well-known actor, in cowboy costumes. Below the design appears the words "Not by Maxfield Parrish." The date, April 1, also appears and copies are "given away for ten cents."

The table of contents discloses a formidable array of articles, none of which, however, appear. William Collier is named as the publisher and William Collier and Willie Collier as editors. The statement is made on the editorial page that the publication is entered in the waste basket as second-class matter.

The real feature of the issue is an article by A. Muckrake, who discovers, after a searching examination, that actors work for real money and that the stage is therefore commercialized.

A number of well-known actors who are suspected of receiving money for their work are subpoenaed during the investigation and their testimony is set forth with much detail. The two center pages are given over to photographs illustrating the investigation.

There are clever parodies on a number of the regular departments of Collier's. The feature known as "What the World Is Doing" appears in the caption "Whom the World Is Doing," and under it numerous topics are discussed, such as "The Price of Chops vs. Marrow." Many actors, actresses and plays good and bad come in for a share of attention. There is also an illustration showing what vaudeville has done for tragedy.

The home lives of actors are not overlooked, and one of the public buildings in Havana appears as the Long Island snuggery of William Collier. John Drew is shown armed with a bow and arrow in his deer park. Cousin Kate and Alice Sit by the Fire. Ethel Barrymore's domesticated hippopotamus is shown, as is also Mrs. Dot, Billie Burke's pet elephant.

In the editorial department national affairs come in for a share of attention. Under the caption "Comment on Congress by John L. Sullivan" appears the following:

The week in Congress, as in other American Legislatures, usually begins on Tuesday or Wednesday and ends on Friday, as the great American institution is home life. Congressmen whose homes are too far away for these week-end reunions go to New York. Several Broadway restaurants aim to supply the comforts and atmosphere of home to these unfortunate men. Saturday night is bath night in Congress, as in New England.

One of the cleverest ideas in the advertising columns is Collier's Five Yards of Books Called the Yale Classics, a Literary Symphony, or the Roygrafers to the Bad. Some of the titles are: "Did Bacon Write Henry James?" "Beans I Have Eaten in Boston," "The Noisy Streets of Philadelphia" and "An American at Home" by William Waldorf Astor.

PERSONAL

Ray Long, formerly managing editor of the Cleveland (O.) Press, is now managing editor and general manager of the Syracuse (N. Y.) Journal.

Norman W. Hobbs, formerly managing editor of the Oklahoma City Daily News, has succeeded Ray Long as managing editor of the Cleveland Press.

Frank L. Blanchard, who has been in Ohio since January 1 in the interest of the Frank Seaman Agency, has returned to New York. He reports that the newspapers of the State are in an unusually prosperous condition.

E. C. de Villaverde, advertising manager of Smart Set, is on a month's business trip abroad.

Rollo Ogden, editor of the New York Evening Post, will deliver the commencement address before the senior class of Oberlin College, Ohio, in O.

Representative Gebert M. Hitchcock, of Nebraska, and editor of the Omaha World Herald, has announced himself as a candidate for the Senate before the Democratic primaries in Nebraska.

Warren W. Bailey, editor of the Johnstown (Pa.) Democrat, addressed the Pittsburg Association of Credit Men last week.

George C. Sikes, a well-known Chicago newspaper man, will again be a Democratic candidate for alderman. Mr. Sikes was for many years a political writer on the staff of the old Chicago Record, now merged into the Record-Herald.

George H. Perry, advertising manager for Gimbel Brothers of New York and formerly occupying a similar position with the Siegel, Cooper Company, addressed the advertising class of the Bedford Branch of the Y. M. C. A. last Tuesday.

Sir James MacDonald, editor of the Toronto (Can.) Globe, called upon President Taft last Sunday to talk over the tariff situation between Canada and the United States.

Mrs. N. M. Gibson, for seven years editor of the Crawfordsville (Ark.) Crittenden County Times, has retired. She is succeeded by D. E. Reynolds, who becomes both editor and publisher.

Homer Davenport, the well-known cartoonist, who has been spending some time at Point Lorna, Cal., as the guest of A. G. Spalding, has departed for Oregon, where he will deliver a number of lectures.

James Schermerhorn, general manager of the Detroit (Mich.) Times, was in New York this week on business connected with the Times. Mr. Schermerhorn recently delivered a series of talks on advertising in the South and on the Pacific Coast that attracted much attention.

James A. Canfield, publisher of the Pateogue (L. I.) Advance, was in New York on business this week.

E. J. Ottaway, publisher of the Port Huron (Mich.) Times-Herald, spent some time in New York this week looking after business matters in connection with his paper. The Times and Herald have recently been consolidated and are now under one ownership. Mr. Ottaway reports that the

circulation of both the papers has been greatly increased and they now have a claimed circulation of more than 13,000. A new Duplex press was recently installed in order to take care of the increase in circulation.

R. F. R. Huntsman, of the Brooklyn Standard Union, will leave for Virginia soon on his annual spring hunting trip.

Frank E. Morrison, of Success Magazine, is making an extended tour through the South on business.

Mark A. Selcer, advertising manager of Current Literature, is making a two months' tour of the Mediterranean countries on the White Star liner Cedric.

CLUBS AND ASSOCIATIONS.

The Northwestern Iowa Editorial Association will meet at Cedar Falls March 24 and 25. An elaborate program has been prepared and the Governor of Iowa will deliver an address the evening of March 24.

The Louisiana Press Association will meet in annual convention at Opelousas on May 3, 4 and 5. The visiting editors will be entertained by the commercial bodies of the city.

R. E. Yantis, president of the East Texas Press Association announces that the annual meeting of the association will be held at Nacogdoches the third Friday and Saturday in April.

An interesting program has been arranged for the meeting of the editors of Central Iowa, which will be held in Boone March 24 and 25. Among the numbers on the program are:

"Should Newspapers Refuse Competitive Advertising from Outside Towns?" John F. Dalton, Manson Democrat. "To What Extent Should a Weekly Newspaper Give the General News of the World?" Walter Williams, dean of Editorial School of Missouri, Columbia, Mo. General discussion. Illustrated talk by "Ding," J. N. Darling, Des Moines Register and Leader. "The News Features vs. Editorial Features a Business Proposition," Benjamin Bros., Nevada Journal. "Advertising; Legitimate and Free Graft," Lafe Young, Jr., Des Moines Capital. "The Religious Influence of the Gasoline Engine," Edgar Nye Bailey, Britt Tribune. Echoes, by Peter Dunne Swick, Boone Independent. "The Increased Cost—How to Meet It," T. W. Purcell, Hampton Chronicle; E. B. Mendens, Pratt-Mendens Paper Co.; C. P. Soule, manager American T. F. Co., Chicago.

More than one hundred and fifty members attended the fourteenth annual midwinter meeting of the Buckeye Press Association at Newark, O., last week. Topics of pertinent interest were discussed at the business sessions and the meeting was brought to a close with a banquet, at which Governor Judson Harmon was the principle speaker. New officers were elected as follows: President, Carl A. Jettinger, Delphos; vice-president, Ben F. Gayman, Canal Winchester; secretary, E. B. Yale, Waynesfield; recording secretary, W. J. Mortal, Somerset; treasurer, J. W. Dunlap, Lodi. C. E. Bryan, of London, the retiring president, was elected national committeeman. It was also decided to form an organization of select weeklies for the purposes of securing foreign advertising and the following committee was appointed by President Bryan to

formulate plans: E. B. Yale, J. W. Johnson, B. F. Gayman, J. R. Pauley and C. A. Fromme. John T. Mack, and Martha Cohn, 29, of 736 Horne st. of Sandusky, president of the Ohio Associated Dailies, made an address, in which he called attention to the Grinnell bill, No. 281, now before the Ohio Legislature, which provides for the elimination from the columns of newspapers of all proprietary and patent medicine advertisements.

\$25,000.00 BUYS

only evening daily newspaper property in city of 23,500. 1909 cash receipts over \$36,000.00. The profit after paying manager's salary and maintaining efficiency of the equipment, was \$3,120.89. Terms, \$15,000.00 cash, balance deferred. Equipment adequate and in good condition. An unusual value. Proposition No. 594.

C. M. PALMER

Newspaper Broker

277 BROADWAY - NEW YORK

WITNESSES FOR THE SHOWALTER SERVICES

Number eleven

B. M. WYNKOOP, Gen. Mgr., Bay City Times:

"I take pleasure in this opportunity to express my opinion as to The Showalter Service. I have been for some years a subscriber to the various services issued by you, and have always found them helpful, and to contain many ideas and suggestions of worth. It will be perfectly satisfactory to me to have you use my name as reference with any publisher with whom you may be in correspondence."

W. D. SHOWALTER

150 NASSAU STREET - NEW YORK

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.

ILLINOIS.

CHICAGO EXAMINER

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

NEW YORK.

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

WASHINGTON.

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers, except one in total volume of business carried. Circulation—Daily, 64,322; Sunday, 80,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES

Brunswick Building, New York City.

WESTERN } Boyce Building, Chicago.

OFFICES: } Victoria Building, St. Louis.

Journal Building, Kansas City.

BAIN NEWS SERVICE

sends eight photographs and letter-press daily. Best in quality, and timeliness of photographs. Widest in range of topics. Cheapest in the world. Used by best illustrated papers in all cities.

GEORGE GRANTHAM BAIN

32 UNION SQUARE EAST, NEW YORK

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

NEWSPAPER PRESSMAN.

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

EDITORIAL SECRETARY,

Exchange or Department Editor (or assistant possibly) on special publication, trade paper or newspaper; position wanted by young man, 32; experienced special writer, has conducted small magazine, interested in public welfare movements; prefers New England or east; salary depends on opportunity. Address, R. H. E., THE EDITOR AND PUBLISHER.

FOR SALE

HOE TWO ROLL

Newspaper Press, prints 4, 6, and 8 pages at 20,000 per hour; 10, 12 and 16 page papers at 10,000 per hour, pages 22 3/4 inches, 7 columns; 1 page, 1/2 and 3/4 page fold.

COX DUPLEX.

Cox Duplex Angle-bar press, prints 4, 6 and 8 page papers. Folds to half and quarter page size. Latest style machine. Presses, c/o THE EDITOR AND PUBLISHER.

SCOTT THREE-TIERED

Two-page wide Press, prints 4, 6, 8, 10 and 12 page papers at 25,000 per hour; 16, 20 and 24 page papers at 12,500 per hour, folds to 1/2 pages. Address, PRESSES, care THE EDITOR AND PUBLISHER.

ONE OF THE BEST PAYING

best equipped, best located weeklies in Indiana; no competition; don't fail to look this over if looking for a newspaper. HERALD, Wolcottville, Ind.

FOR SALE

To hustling business man one-third interest, which carries the management of one of the best paying dailies in Arkansas. Must have \$3,000.00 cash, exceptionally opportunity. Address "W" care THE EDITOR AND PUBLISHER.

WANTED GOOD DOUBLE CYLINDER press to print four pages, six or seven columns, for newspaper work. Address, Cylinder, care of THE EDITOR AND PUBLISHER.

MISCELLANEOUS

GENERAL NEWS

for evening papers. Special and Chicago news. YARD'S NEWS BUREAU, 166 Washington St., Chicago, Ill.

CASH PAID FOR ADDRESSES

of local poets; amateur writers and authors of books. NEW YORK AUTHORS' EXCHANGE, 154 Nassau Street, New York.

BUS. OPPORTUNITIES

H. F. HENRICHS, LITCHFIELD, ILL.

Newspaper properties for sale in every State in the Union; \$350 to \$500,000. State your requirements and give references.

DAILY NEWSPAPER WANTED.

BEST LOCATION IN THE SOUTH. Waco, Texas, a city of some 35,000 people, has only one daily paper—an afternoon edition. Within a radius of fifty miles of Waco we have a population of 350,000 people. Six railroads run into the city, having trains leaving early in the morning, thus affording every needed facility for a morning paper to reach the readers in this territory. THERE CAN BE NO BETTER LOCATION IN THE WHOLE COUNTRY; THE PEOPLE ARE WIDE AWAKE, ABLE, READY AND WILLING TO GIVE BUSINESS TO A MORNING PAPER. Only parties with the necessary capital please reply by wire or letter. J. W. Riggin, Waco, Texas.

NEW YORK HERALD SYNDICATE

Special Services of all kinds for Newspapers

Herald Square New York City

Canadian Branch Desharats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

WEEKLY—Pages (20 to 22 inches.) Puzzles

and Patterns.

DAILY—Cartoons, Comics, Puzzles, Portraits, Fashions, Patterns and Weather Reports.

Newspapers. Features for

BALTIMORE, MD.

WILBERDING

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The Standard Paint Company, 300 William street, New York, is placing its business direct.

The J. Walter Thompson Co., 44 East Twenty-third street, New York, have started an experimental campaign in New York and Boston papers for the American Silk Manufacturing Company, Rajah Silk, 440 West Seventeenth street, New York.

The M. Volkman Advertising Agency, 5 Beekman street, New York, is placing orders in Southern papers for the Kintho Manufacturing Company, Kintho Beauty Cream, Buffalo.

The Atterbury System of Men's Clothing, 110 Fifth avenue, New York, is placing orders through the Pehl-Meyer Advertising Agency, Vanderbilt Building, New York, in a number of Western papers.

The D. C. Blum Advertising Agency, New York, is placing the advertising of Levy & Nathan, 114 Fifth avenue, New York, in cities where they have agents.

The J. Walter Thompson, 44 East Twenty-third street, New York, is placing orders for the Ess-Ess Publishing Company (Smart Set Magazine).

The C. Ironmonger Advertising Agency, Post Building, New York, is placing orders in New York, Boston, Chicago, Los Angeles and San Francisco for the Murray Chemical Company, 244 East Fifty-third street, New York.

The L. J. Finch Advertising Agency, 1364 Broadway, New York, is placing a line of classified advertising for the Automatic Door Regulator Company, 475 Broadway, New York.

The Robert McMullen Agency, Cambridge Building, New York, is placing orders in New York, Connecticut and Massachusetts papers for the advertising of the Two in One Shoe Polish.

The Pennsylvania Railroad Company, Philadelphia office, is sending out orders to a selected list of papers.

The Blaine-Thompson Agency, Cincinnati, is placing two inches sixty-eight times in Pacific Coast papers for Evans Chemical Company, same city.

Lord & Thomas, Trude Building, Chicago, is placing 10,000 lines in Eastern papers for the Great Northern Railroad Company.

The C. Ironmonger Advertising Agency, Post Building, New York, is placing 5,000 line contracts in Western papers for the West Disinfecting Com-

pany, 9 East Fifty-ninth street, New York.

Louis A. Sandlass, 205 Clay street, Baltimore, is placing 3,000 line contracts in Pacific Coast papers for Schloss Bros. & Co., Schloss Clothing, Baltimore.

A. E. Dupell, Brooklyn, N. Y., is placing 5,000 line contracts in Eastern papers for the advertising of Dr. Charles' Flesh Food.

W. W. Sharpe & Co., 99 Nassau street, New York, is placing fifty-nine lines twenty-six times for E. Fougere & Co., 90 Beekman street, New York.

The George Batten Agency, Fourth Avenue Building, New York, is placing seventy-lines two times a week t. f. in Eastern papers for the Gold Coin Stove Company, Troy, N. Y.

N. W. Ayer & Son, Philadelphia, are placing orders in Western papers for Cheney Bros., silk manufacturers, 477 Broome street, New York.

The George Batten Company, Fourth Avenue Building, New York, is placing orders in New York State papers for Enos Adams, soaps, Bennington, Vt.

The Blaine-Thompson Company, Cincinnati, is placing 1,000 inch contracts in Florida papers for Strauss, Pritz & Co., Lewis 66 Rye, same city.

Nelson Chesman & Co., St. Louis, are placing 5,000 line orders in Southern papers for the Brown Shoe Company, White House Shoes and Buster Brown Blue Ribbon Shoes, same city.

Coupe & Wilcox, 261 Broadway, New York, will place the advertising of C. Feigenspan, Feigenspan Beer, Newark, N. J.

The Dauchy Company, 9 Murray street, New York, is placing three inches e. o. d. for five months in Southern papers for the Genesee Pure Food Company, Jell-O, Le Roy, N. Y.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York, is placing orders for the Manufacturers' Outlet Company, 89 Chambers street, New York.

The Charles H. Fuller Company, Chicago, is placing orders generally for the A. M. Piper Company, Des Moines, Ia.

The Gardner Advertising Company, Kinloch Building, St. Louis, is placing orders in Southwestern papers for Fownes Bros. & Co., Fownes' Silk Gloves, 119 West Twenty-third street, New York.

The M. P. Gould Agency, 31 East Twenty-second street, New York, is placing orders for the Franklin Manufacturing Company, Franklin Automobile, Syracuse, N. Y.

R. Guenther, 115 Broadway, New York, is placing orders for Dr. Edward Gardner, 38 West Thirty-third street, New York.

The Augusta (Ga.) Chronicle

Augusta's leading Daily, carries more exclusive advertising, local and foreign, than any other paper in Augusta. Mr. Foreign Advertiser, you cannot overlook this fact.

Send for "Chronicle Chronicals"

C. B. HANSON, MANAGER ADV. DEPT.
S. C. BECKWITH SPECIAL AGENCY
New York Chicago Kansas City

ROLL OF HONOR

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

<p>ALABAMA.</p> <p>ITEM Mobile</p> <p>ARIZONA.</p> <p>GAZETTE Phoenix</p> <p>ARKANSAS.</p> <p>SOUTHWEST AMERICAN Fort Smith</p> <p>CALIFORNIA.</p> <p>BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco</p> <p>FLORIDA.</p> <p>METROPOLIS Jacksonville</p> <p>GEORGIA.</p> <p>THE ATLANTA JOURNAL Atlanta CHRONICLE Augusta ENQUIRER-SUN Columbus LEDGER Columbus</p> <p>ILLINOIS.</p> <p>SKANDINAVEN Chicago HERALD Joliet JOURNAL Peoria</p> <p>INDIANA.</p> <p>THE AVE MARIA Notre Dame</p> <p>IOWA.</p> <p>EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER AND LEADER Des Moines THE TIMES-JOURNAL Dubuque</p> <p>KANSAS.</p> <p>GLOBE Atchison GAZETTE Hutchinson CAPITAL Topeka</p> <p>KENTUCKY.</p> <p>COURIER-JOURNAL Louisville TIMES Louisville</p> <p>LOUISIANA.</p> <p>ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans</p> <p>MAINE.</p> <p>JOURNAL Lewiston</p> <p>MICHIGAN.</p> <p>PATRIOT (Feb. D. 10,857—S. 11,786) Jackson</p> <p>MINNESOTA.</p> <p>TRIBUNE (Morning and Evening) Minneapolis</p> <p>MISSOURI.</p> <p>DAILY AND SUNDAY GLOBE Joplin</p> <p>MONTANA.</p> <p>MINER Butte</p> <p>NEBRASKA.</p> <p>FREIE PRESSE (aver. circ. 142,440) Lincoln</p> <p>NEW JERSEY.</p> <p>PRESS Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield</p> <p>NEW YORK.</p> <p>BUFFALO EVENING NEWS Buffalo LESLIE'S WEEKLY (Cir. 225,000) New York PARIS MODES New York RECORD Troy</p> <p>NORTH CAROLINA.</p> <p>NEWS (Av. cir. mo. of Aug., 7,609) Charlotte</p> <p>OKLAHOMA.</p> <p>OKLAHOMAN Oklahoma City</p>	<p>PENNSYLVANIA.</p> <p>TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown BULLETIN Philadelphia DISPATCH Pittsburgh GERMAN GAZETTE Philadelphia PRESS Pittsburgh TIMES-LEADER Wilkes-Barre DISPATCH AND DAILY York</p> <p>TENNESSEE.</p> <p>NEWS-SCIMITAR Memphis BANNER Nashville</p> <p>TEXAS.</p> <p>RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco</p> <p>WASHINGTON.</p> <p>MORNING TRIBUNE Everett TIMES Seattle</p> <p>WISCONSIN.</p> <p>EVENING WISCONSIN Milwaukee</p> <p>CANADA.</p> <p>BRITISH COLUMBIA.</p> <p>WORLD Vancouver</p> <p>ONTARIO.</p> <p>FREE PRESS London</p> <p>QUEBEC.</p> <p>LA PRESSE Montreal</p> <p>JOURNAL DO COMMERCIO OF RIO DE JANEIRO, BRAZIL</p> <p>A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.</p> <p>VASCO ABREU, Representative Tribune Building - New York</p> <p>NEW BEDFORD TIMES</p> <p>The paper that has made New Bedford, Mass., the fastest growing city in the world. Average to Dec. 1</p> <p>Evening, 7,296 Sunday, 13,850</p> <p>ALFRED B. LUKENS Tribune Bldg. New York Representative New York FRANK W. HENKELL Tribune Bldg. Western Representative Chicago</p> <p>Anderson (S.C.) Mail</p> <p>You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.</p> <p>MacQuoid-Alcorn Special Agency Tribune Building, N. Y. Boice Building, Chicago</p> <p>The Asbury Park Press</p> <p>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.</p> <p>J. LYLE KINMONTH, Publisher ASBURY PARK, N. J.</p> <p>American Home Monthly A Household Magazine</p> <p>Distribution statement of our 100,000 copies, guaranteed monthly, sent on request, or at rate, 40 cents a line.</p> <p>HENRY RIDDER, Publisher 27 Spruce Street, New York.</p>
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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

ADDITIONAL AD TIPS.

The Foster Debevoise Company, 45 West Thirty-fourth street, New York, will shortly start a campaign in New York State and Pennsylvania papers for the Nomordust Chemical Company, 222 Kearney avenue, Jersey City, N. J. Other territory will be taken up later.

The Hicks Newspaper Advertising Agency, 132 Nassau street, New York, is placing orders generally for Thomas Cook & Sons, Cook's Tours, 245 Broadway, New York.

The Johnson-Dallas Advertising Agency, Empire Building, Atlanta, Ga., is placing orders in Southern papers for the Southern Cotton Oil Company, Snowdrift Lard, 24 Broad street, New York.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing some mail order advertising for Prof. Zerola, Havana, Cuba.

Lord & Thomas, Chicago, are placing orders in Pacific Coast papers for the Chicago Beach Hotel, Chicago.

The Mahin Advertising Company, 125 Monroe street, Chicago, is placing orders in Pennsylvania papers for the Illinois Aluminum Company, Chicago.

The Massengale Advertising Agency, Atlanta, Ga., is placing three inches three times a week for one month for the Oregon Hotel, Atlanta, Ga. This agency is also placing orders in Sunday papers for the National Surgical Institute, Atlanta.

The Morse International Agency, 19 West Thirty-fourth street, New York, is placing orders for Sargent's Cigar and Plantation Company, Bridgeport, Conn., in cities where they can secure agents.

Roberts & MacAvinche, 114 Dearborn street, Chicago, are placing orders in Southern papers for the Aseptic Remedy Co., Chicago.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing orders in daily papers for the National Cigar Stands Co., 23 East Twenty-first street, New York.

Sherman & Bryan, 79 Fifth avenue, New York, is placing orders in Western Pennsylvania papers for Keys & Lockwood, Men's Neckwear, 33 East Seventh street, New York.

Notes from Leven-Nichols Agency.

An extensive Chicago campaign for the Illinois Life Insurance Company is soon to be inaugurated through the Chicago office of the Leven-Nichols Advertising Company. The advertising of the South African Importing Company, Chicago, will be extended into a large list of publications, hitherto unused by this firm. A campaign of extraordinarily large proportions is in progress in Chicago as a try-out for "Prime Minister" Cigars.

Erie Herald Conducting Contest.

A \$3,500 circulation contest, the first prize in which is a \$1,600 automobile, with a piano and building lots as additional incentives, is now being run on the Erie (Pa.) Evening Herald. This is the latest enterprising move of the new general manager, Fred L. Weede, who recently went from Philadelphia to take up the work in Erie.

Hereafter the Owensville (Ind.) Star will be known as the Gibson County Star.

BUSINESS OFFICE NOTES.

The sworn February circulation statement of the Portland Oregonian credits that paper with a daily average of 43,517 and a Sunday average of 54,082.

The average daily circulation of the Tampa (Fla.) Tribune for the year ending December 31, 1909, is shown by a sworn detailed statement to have been 14,834 copies. The average circulation of the Tampa Weekly Tribune for the same period was 10,178.

The comparative advertising statement of the Peoria (Ill.) Herald-Transcript for February, 1910-1909, credits that paper with a gain of 2,812 inches. The total number of inches carried for the month of February, 1910, was 26,334.

The publisher of the Lincoln (Neb.) Star states that the circulation of the Star grew in 1909 to 21,094, or a gain in the year of 2,260. Of this gain 1,105 was in the city and vicinity. According to the same statement the increase in foreign advertising was 12,095 inches. The total number of inches of all advertising the Star showed a gain of 34,454.

In a sworn circulation statement for the month of February, 1910, the business manager of the Chicago Daily News, states that the daily average net paid circulation was 336,242 copies.

The statement of the publisher of the Philadelphia Bulletin for the month of February credits that paper with a net paid daily average of 287,963 copies.

CHANGES IN INTEREST.

The Glen Cove (L. I.) Shore Press has disposed of its interests in the Sea Cliff Recorder and Glen Cove Examiner to James A. Stiles, formerly of the South Side Messenger.

J. B. McElwain has purchased the Moorhead (Ia.) Times of Thomas D. Caverly.

William Crosier, formerly connected with the Manchester (Ia.) Democrat, has purchased the Coggon (Ia.) Monitor.

The Livingston estate has sold the Oneida (S. D.) Watchman to J. E. Temmy. The Watchman is the oldest paper in Sully county and was established in 1883.

Newman & Lester have purchased the Forest City (Ark.) Crowley Ridge Chronicle, which has been published for the past four years under the management of Charles R. Izard.

Miller & Wallick have disposed of their interest in the Bunker Hill (Ind.) Press to J. H. Linderthuth, who has been assistant manager of the paper for some time.

Capper Offers Prize.

Arthur Capper, publisher of the Topeka (Kan.) Daily Capital and a group of periodicals known as the Capper Publications, has offered a prize of one hundred dollars for the best essay submitted by a student of the department of journalism of the University of Kansas on the subject "Editorial Independence in Modern Journalism." The treatment of the topic is to be both investigative and argumentative. The prize is to be awarded by Professor Hopkins of the department of English.

ADVERTISING NOTES.

W. C. Bates, Eastern manager of the N. M. Sheffield Agency, Tribune Building, New York, has returned from a very successful trip through New York State in the interest of the papers represented by that agency.

M. D. Hunton, Eastern foreign advertising manager of the Hearst morning papers, has removed from Broadway and Park place to 23 East Twenty-sixth street, New York. W. H. Johnson, who has charge of the advertising in the magazine section of the Hearst Sunday Magazine, has moved to the same address.

H. O. Massie, formerly editor of the Vale (S. D.) Irrigator, will launch a new paper at Belle Fourche, S. D. It will be a semi-weekly.

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

Botfield Engraving Co.
 29 S. 7th Street, Philadelphia, Pa.
Always on Time
DEEP ETCHED CUTS ON ZINC OR COPPER
 Best Work at Lowest Price
 Let us estimate on your next order. Once a customer always a customer.

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

THE PUBLISHERS METAL CO.
134 Metropolitan Ave., Brooklyn
 Adopt our system and save 20% on your metal bill
 We have demonstrated after a year's experience with our system of making metals that we can save at least 20 per cent. on the metal bill of any metropolitan daily
 All we ask is a trial.
FACTORY, 134 METROPOLITAN AVE., BROOKLYN
 Hygrade Autoplate. Senior or Junior, Stereotype, Combination or Linotype Metals

Send To-day for the List of Users of
"The Kohler System"
 We have put in one million five hundred thousand dollars worth of machinery for the electrical control of printing presses.
KOHLER BROS., 277 Dearborn Street, CHICAGO
 LONDON: 56 Ludgate Hill, E.C. NEW YORK: No. 1 Madison Avenue

THE BRITISH AND COLONIAL PRINTER AND STATIONER
 Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.
 A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.
 Annual Subscription (52 issues), post free, \$3.00.
 The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.
 SOME TRADE OPINIONS.
 "A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.
 "We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shnidewend & Co., Chicago.
 "Very popular publication."—Challenge Machinery Company, Chicago.
 "The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.
 "We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.
 "We have long understood that B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.
 American firms contemplating opening up foreign trade should place their announcements in this paper.
 Rates on application to **ALBERT O-DONOGHUE, 534 W. 125th St., New York.**
 Send for sample copy.

Alert, Masterful, Independent
 The American Printer
 Sherlock Holmes never got to the bottom of his puzzles with more unerring accuracy than does the American Printer
 It is the greatest journal in the printing business. It is read by men of wide experience, thoughtful inventors with eyes on the future. It is a repository of practical information and sound judgment. Its contents are essential to business men, men of keen judgment and wide work. The new great things of the month are reported with helpful comment in every issue.
 And it tells the printer why one job is generally good and another hopeless. It tells the printer why one piece of thought and work, at the same time, is the best in the business.
 One glance at the contents of The American Printer's advertising pages is enough to show the printer the way to success in a business that is full of pitfalls. If you are selling something the printing office wants, get with good company. Our contents will surely win.
 It is an essential in good printing, and will fill with the details of Great Britain's home-made for The American Printer.
 It will cost you \$2.00 a year—\$1.00 for six months.
 Oswald Publishing Co., 28 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 Beekman

SPEED and ECONOMY

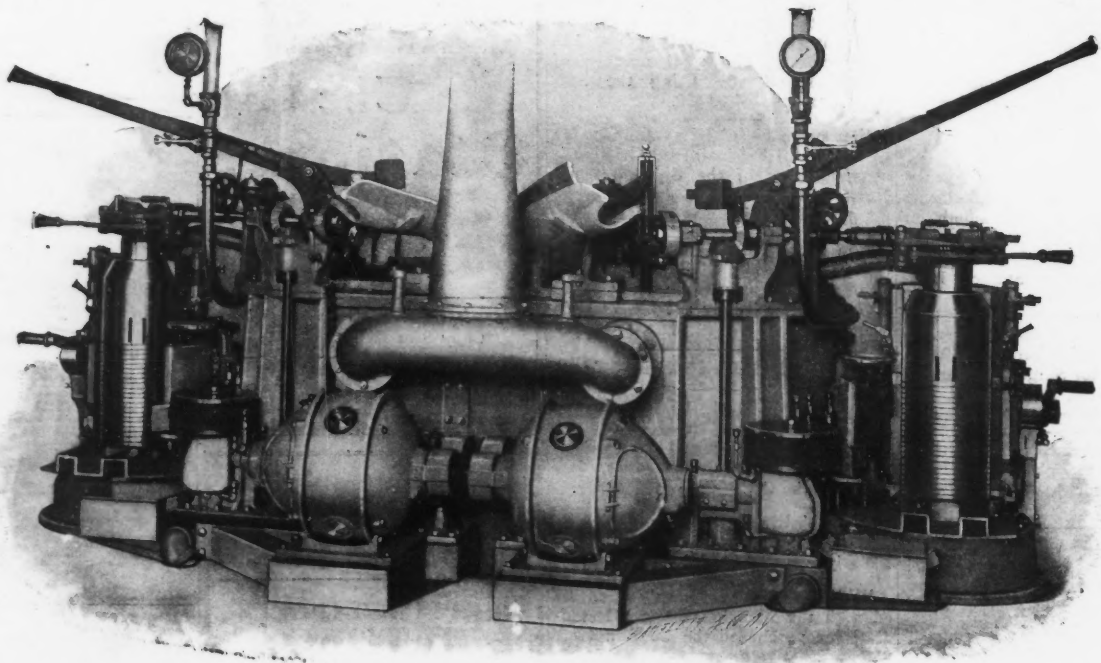
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STEREOTYPING

are obtainable only by means of

AUTOLPATE MACHINERY

The hand-cast plate is now obsolete in progressive newspaper offices



The Double Junior Autoplate

Capacity: Six Plates a Minute

THE JUNIOR AUTOPLATE

is a prime favorite. It runs without skilled attention, makes three plates a minute, and may be comfortably purchased by newspapers of moderate means

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

1 Madison Avenue, New York City

