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BANQUET.

SENSATIONAL ATTACK UPON W. R. HEARST BY MAYOR GAYNOR.

Annual Festive Celebration of A. N. P. A. and Associated Press Marred by Exhibition of Personal Bitterness—Adolph Ochs Pleaded to Save "Dignity of the Profession." Messages From Famous Statesmen.

The annual banquet of the American Newspaper Publishers' Association and the Associated Press was held on Thursday evening, April 28, in the Waldorf-Astoria Hotel, New York. Covers were laid for 723 men, of whom about 300 were publishers, business managers—or editors. The others were friends and guests of the publishers.

The speakers were Mayor William J. Gaynor, President Woodrow Wilson, of Princeton University; Rev. Newell Dwight Hillis, of Brooklyn, and George Ade, the humorist and playwright.

GUESTS OF HONOR.

The toastmaster was Nathaniel C. Wright, publisher and editor of the Cleveland Leader.

The diners were seated at eighty-six tables. Table A was reserved for the guests of honor, and the following were seated at this table:

N. C. Wright (toastmaster), Herman Ridder, William J. Gaynor, Melville E. Stone, George Ade, M. H. de Young, Joseph W. Bailey, W. R. Nelson, Charles W. Knapp, A. J. Blethen, H. W. Scott, Charles H. Hyde, William Hester, Robert Adamson, Cyrus Curtis, Robert C. Morris, S. Edward Young, Woodrow Wilson, Victor Lawson, Newell Dwight Hillis and Frank B. Noyes.

MAYOR GAYNOR'S SPEECH.

Mayor Gaynor was the first speaker. His topic, as announced by himself, was "The Press in Its Relation to Public Officials." It had been given out that the Mayor's topic would be "The Press in Its Relation to the Public."

Mr. Gaynor began, in his quiet, cool and incisive manner, with generalizations, including his conception of ethics. Then he plunged into a sensational attack upon William R. Hearst, accusing Mr. Hearst of having printed in the New York American certain articles concerning the payment of \$48,000 to Daniel Cohalan, the Tammany adviser of Leader Charles F. Murphy, by the City of New York, which Mr. Gaynor said were fakes and in the printing of which Mr. Hearst had been guilty of two serious offenses.

STORM AFTER GAYNOR SPEECH.

The speech, lasting through half an hour of time, was listened to in silence. When Mayor Gaynor finished,

(Continued on page 4)



MARLEN E. PEW,

WELL-KNOWN NEWSPAPER CORRESPONDENT WHO HAS ASSUMED THE EDITORIAL MANAGEMENT OF THE BOSTON TRAVELER.

TO BE A SEMI-MONTHLY.

Ladies' Home Journal Plans Change Beginning September.

The Ladies' Home Journal will appear semi-monthly beginning September 1. With the exception that the fashion department will be withdrawn and a department devoted to interior home decoration substituted, the issue on the first of the month will be the same as at present. The issue appearing on the fifteenth of the month will be devoted primarily to fashions.

The Curtis Publishing Company announces that the change is being made to afford more room to the fashion department. There will be no change in the subscription price. Single copies will be sold for 10 cents. It is understood there will also be a marked reduction in the advertising rate.

Fire Wrecks Plant.

The plant of the Elkins (W. Va.) Daily Inter Mountain and the home of Herman G. Johnson, its editor and owner, also in the same building, were partially destroyed by fire last week

PULP TIMBER SOLD.

American Syndicate Buys Large Labrador Tract.

Timber lands in Labrador, covering an area of 13,580 square miles, have been purchased by an American syndicate. The consideration is said to have been \$250,000 and forty-nine per cent of the proceeds of the future development. A corporation capitalized at \$25,000,000 will erect pulp mills at various points.

The lands extend from Byron's Bay, on the north side of Hamilton Inlet, to Port Manners. The Newfoundland government received \$55,412 as timber fees through the transaction.

Buys Interest in Oklahoma Daily.

J. E. Jenkins, formerly editor and manager of the Oklahoma City (Okla.) Post, has purchased an interest in the Muskogee Phoenix and becomes general manager and editor. Mr. Jenkins purchased the stock of William O'Beel, formerly business manager of the paper. The controlling interest in the Phoenix is owned by Tam Bixby.

A. N. P. A. MEETING.

DISCUSSED IMPORTANT BUSINESS POLICIES IN CLOSING SESSIONS.

Old Officers Re-elected—Committee on Paper Urged Adoption by Congress of Mann Bill for Reciprocity with Canada—Labor Leaders Addressed Publishers—The Chicago Strike.

The annual meeting of the American Newspaper Publishers' Association, after six sessions in the Waldorf-Astoria Hotel, adjourned on Friday afternoon, April 29. The last business was the election of officers. All the officers were re-elected, as follows:

President, Herman Ridder, New York Staats Zeitung; vice-president, Bruce Haldeman, Louisville Courier-Journal; secretary, Elbert H. Baker, Cleveland Plain Dealer; treasurer, W. J. Pattison, New York Evening Post. The board of directors re-elected Lincoln B. Palmer as manager.

The important business on Thursday was the report of the Committee on Paper, submitted by Chairman John Norris. This report was, in part, as follows:

Gentlemen: A strike in the mills of the International Paper Company has disturbed market conditions and reduced output. Prices of news print paper for transient needs have advanced approximately \$9 per ton within the last five weeks. Publishers are bearing the burden of this industrial warfare. The paper mills that are not affected by the strike have prevented a shortage in stock by utilizing their previously unused capacity. They have taken up all the slack there was in the trade. New production to the extent of 320 tons per day is coming upon the market. The very considerable advance in price has also diverted some paper machines from other kinds of paper to news print paper. Some Canadian mills are paying the regular tariff of \$3.75 per ton, and the countervailing duty of 35 cents per ton and the retaliatory duty of \$2 per ton additional—a total of \$6.10 per ton in tariff dues for admission to the American market in order that they might profit by this dispute of the International Paper Company with its employees. There is a report of an importation of news print paper by publishers from Germany to relieve this market. Paper is also coming from Norway.

RECIPROCITY WITH CANADA.

President Taft and the Canadian authorities have arranged to confer soon upon the adjustment of trade relations between the two countries, and it is barely possible that some sort of a reciprocity arrangement may be made in the summer for ratification by Congress next winter. Meanwhile, vast interests are held in suspense. The cost of paper to publishers, involving an outlay of approximately fifty million dollars per annum, is left to the uncertain decision of special interests in Congress. The American Newspaper Publishers' Association should urge prompt action in removing this menace. A delay until next winter will bring millions of loss to newspapers. The matter should be settled now.

NEW PRODUCTION.

Reports have been received of new production to the extent of 320 tons in the United States and 165 in territories that affect his market. The shipment of news print paper from Norway to Gulf ports and relief from oppressive charges of paper makers has been promoted by pointing out to foreign paper makers that the freight rates from the Baltic to Gulf States were no greater than from New York to Gulf ports.

Plans for establishing harbor mills in New York and Philadelphia are in contemplation by publishers of those cities.

STANDARDIZATION.

Progress has been made toward a standard width of paper. One hundred and fifty-five members of the American Newspaper Publishers' Association now use the 67-inch width, or its divisions, or are equipped to use it in case of necessity. One hundred and fifty other newspapers have reported that they do use, or

in case of necessity they could use, some of those widths. Many members using sizes other than standard have incorporated in their contracts an option to go to standard.

TESTING.

In addition to equipping the paper bureau with apparatus to test the bursting strain of paper and to accurately weigh the paper upon scales corrected by government standards, arrangements have been made with the Little Laboratory, of Boston, and with the Electrical Testing Laboratories, of New York City, to measure the color of paper samples and to make other examinations of paper samples when required.

POOLS.

The Department of Justice is investigating contracts of the paper makers, substantially all of which restrict the use to which publishers may apply their paper.

The Box Board Paper Pool, one of the parasites of the American Paper and Pulp Association, were indicted in the United States Courts for restraint of trade, and its members were fined. Writs of prohibition were also issued during the year against the former members of the Fiber and Manila Pool.

RECOMMENDATIONS.

The Paper Committee asks the American Newspaper Publishers' Association: First—To urge the adoption of the Mann Bill (H. R. 12314) "to encourage and promote commerce between the United States and the Dominion of Canada."

Second—To ask the President to give print paper consumers access to the paper mill reports of daily production, daily shipments and stock on hand, in order that an open market may be promoted.

The Paper Committee recommends the adoption of the form of uniform contract submitted by it. It suggests that members insist upon (1st), a weight basis of 30 pounds for 500 sheets, measuring 24 by 36 inches; (2d), that the yardage be indicated on each roll; (3d), that standard colors be adopted when approved by the Board of Directors; (4th), that standards, when approved by the Board of Directors, be established for effective and economical wrapping of paper rolls.

LABOR LEADERS ADDRESS MEETING.

At the afternoon session on Thursday President James M. Lynch of the International Typographical Union, J. J. Freel of the International Stereotypers' Union and Charles Smith of the International Mailers' Union appeared before the meeting and spoke of the cordial relations existing between their organizations and the publishers and expressed their confidence in the continuance of these relations.

PRESS AGENTS.

Friday morning a report was presented by Don C. Seitz of the New York World on "Press Agents." In the lively discussion which followed, the practice of "news bureaus" which send out stories concealing advertisements under the disguise of news was severely condemned. A resolution was adopted urging the newspapers in the organization to discourage in every way possible such press bureaus and throw their offerings "on the floor" at every opportunity.

THE CHICAGO STRIKE.

It was decided unanimously to demand of the officers of the International Printing Pressmen's Union a strict enforcement of the arbitration agreement, which, it was declared, is now being violated in Chicago, where the web pressmen are on strike. The

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.

association demands that the charter of the offending local union be suspended and the places of the strikers be filled.

BOSTON TRAVELER SOLD.

A. F. Holden and E. H. Baker Take Over Interest of John H. Fahey.

John H. Fahey, editor and publisher of the Boston Traveler, has sold all his interests in that paper to A. F. Holden and E. H. Baker of the Cleveland Plain Dealer and will withdraw from the Traveler next week.

The Traveler printed the following announcement on Thursday:

"I have sold my interest in the Boston Traveler Company to A. F. Holden and E. H. Baker of Cleveland, and having resigned as editor and publisher of the paper, will withdraw from the Traveler on May 14 next.

"JOHN H. FAHEY."

E. H. Baker is well known as the general manager of the Cleveland Plain Dealer, and Mr. Holden is interested in that paper with his father, L. E. Holden, president of the Cleveland Plain Dealer Company.

Messrs. Baker and Holden became interested with Mr. Fahey in the Traveler last December, when an effort was made by the holders of some of the obligations of the Traveler to force Fahey to support certain corporation and political policies to which he was unwilling to turn the influence of the newspaper. As a result of the controversy the bonds and obligations held by the outside interests were taken up at that time.

It is understood that Mr. Fahey recently determined to withdraw from the Traveler and offered his interest to the Cleveland people. An agreement was reached satisfactory to both sides and a sale has now been consummated. The arrangement is entirely friendly and agreeable to all the parties concerned.

Mr. Fahey says that he does not intend to take up any new work for some time, has not made any plans for the future and does not propose to. It is probable that he will spend a good part of the coming summer in Europe, sailing for the other side within the next few weeks.

Plans are under way for a reorganization of the Traveler corporation, which will probably be perfected in the near future.

Condemn Yellow Journalism.

The Texas Woman's Press Association, in session at Houston last week, unanimously adopted resolutions to boycott all papers whose news columns are devoted to sensationalism and those press associations who devote space to murder details. The association also agreed to support all publications whose news columns were devoted to clean chronicling of wholesome reading matter.

Resigns as President.

John Ellwanger has retired from the presidency and directory of the Dubuque (Ia.) Telegraph-Herald Co. Mr. Ellwanger participated in the reorganization of the company when it absorbed the Herald, and has since been a member of the directory and president of the corporation.

Absorbs Whitman Service.

Whitman Advertisers' Service, of 1 West Thirty-fourth street, New York, has been absorbed by the Volkmann Advertising Agency of 5 Beekman street.

FEAR PAPER FAMINE.

Publishers Alarmed Over Continued Decrease in Supply.

Newspaper publishers are somewhat alarmed over the statement made by the Bureau of Corporations last week, showing the production, shipments and stocks of news print paper as reported to the bureau by the American Paper and Pulp Association, the members of which produce something like 85 per cent. of the paper produced in this country.

Beginning with last September, the amount of paper on hand at the mills at the end of each month has grown less each month, decreasing by a few thousand tons every thirty days from 53,115 tons on hand at the end of August, 1909, to 19,907 tons at the end of March, 1910. From September, 1909, to and including March, 1910, the amount of paper shipped by the mills each month has exceeded the amount produced, the amount of excess varying from 1,000 to 8,000 tons a month.

The amount of print paper valued at not over 2 cents a pound imported during the years 1904 to 1909 increased from 3,781,160 pounds in the fiscal year 1904 to 34,008,642 pounds last year. Practically all this paper was imported from Canada.

Publishers claim that if the supply of paper produced in the United States continues to decrease during the present year as it has in the last six months this country will be obliged in the near future to import from Canada and other countries a constantly increasing amount of wood pulp and paper and to pay the greater price imposed by the tariff.

The increase of \$9 a ton in the price of print paper for transient needs during the past five weeks and the continuation of the strike at the International Paper Company's mills, leads many to believe that a paper famine is probable.

In response to an inquiry, officials of the International Paper Company stated on Thursday that there is no occasion for the report as to a paper famine. The mills of the company will be in full operation within a few weeks, it was said, and the supply of print paper would be ample for all needs.

Petition in Bankruptcy.

Rand, McNally & Co., Charles Hellmuth and S. D. Childs & Co., all of Chicago, have filed a petition in the Federal Court at Indianapolis asking that the Home Herald Company, the principal office of which is at Valparaiso, Ind., be declared a bankrupt. The petitioners allege that the Home Herald Company committed an act in bankruptcy when its officers formed a company known as the World's Events Company, which is incorporated under the State laws of Illinois, and transferred part of the assets of the Home Herald Company to the new company. These assets, it is alleged, amount to more than \$100,000.

Will Conduct Health Resort.

Tracy Garrett and Joe Hill, formerly city editor and night city editor, respectively, of the Des Moines (Ia.) Register and Leader, have leased the El Powenir ranch and hotel at Powenir, New Mexico, and will conduct a health and pleasure resort. The ranch is located sixteen miles from Las Vegas and for riding, fishing and shooting it is an ideal spot.

C. F. KELLY

Begs to announce that he has severed his connection with Hand, Knox & Company, and on May first will open offices of his own as

NEWSPAPER REPRESENTATIVE
Suite 7073-7075

Metropolitan Building
New York City

Mr. Kelly for the past two years has been Treasurer of Hand, Knox & Company, and solicitor of advertising for the Hand, Knox & Company newspaper list

HEARST SUES PAPERS.

Asks Damages for Their Publication of Gaynor Charges.

William R. Hearst on last Saturday filed suits against the Associated Press, the New York Times and the Brooklyn Daily Eagle, alleging libel in connection with their reports of the charges made against Mr. Hearst by Mayor Gaynor at the joint banquet of the American Newspaper Publishers' Association and the Associated Press.

Mr. Hearst sues the Associated Press for \$500,000, the New York Times for \$100,000 and the Brooklyn Daily Eagle for \$100,000. The suit in each case is based on practically the same ground.

Additional suits were filed by Mr. Hearst on last Thursday against Adol S. Ochs, of the New York Times; Herman Ridder, of the Staats-Zeitung; Melville E. Stone, of the Associated Press, and Henry Watterson, of the Louisville Courier Journal. It is alleged that the parties mentioned knew in advance what Mayor Gaynor was going to say at the dinner and that they failed to give Mr. Hearst a hearing on the charges contained in the speech.

Suits were also filed against the Staats-Zeitung (morning and evening), the Louisville Courier-Journal, seven Boston papers and three in San Francisco.

Each of the suits is for \$100,000 damages.

Any business or advertising manager who does not read THE EDITOR AND PUBLISHER AND JOURNALIST is doing both himself and his paper an injustice. Subscription price only \$1.00 per year—less than 2 cents a copy. Do it now.

GAIN IN APRIL

In April The New York Times published 700,058 lines of all classes of advertising, showing a gain of nearly 40,000 lines compared with the same month last year.

The New York Times has a daily paid sale exceeding 175,000 copies, and the purchasing power of its readers is unsurpassed by any other newspaper in the world.

The New York Times

"All the News that's Fit to Print"

MARLEN E. PEW.

Noted Newspaper Writer Made Editor of Boston Traveler—Interesting Sketch of His Career—Secured First Authentic Interview with John D. Rockefeller.

Marlen E. Pew has been made editor of the Boston Traveler, where he will be associated with Frank Baker, who is the general manager. Mr. Pew is a native of Ohio, and thirty-one years old. So far as known, he is the youngest newspaper man in the country to hold a position of such responsibility as the editorship of the big Boston daily. Despite his youth his professional record during the past fifteen years has a bigger quota of big accomplishments than the life records of most veterans show.

He first learned to like the smell of printer's ink while errand boy in the old Cleveland Voice office. He was a cub reporter in the Cleveland Press office when R. F. Paine was editor of that paper. Mr. Paine sent Pew to New York at the outbreak of the Spanish-American War.

After the war, he was assigned to the New York office of the Publishers' Press and Scripps-McRae Association, and there he remained for ten years. Later he was made editor of the Newspaper Enterprise Association. He resigned this place to take the new appointment in Boston.

As a reporter Marlen Pew achieved some interesting journalistic feats. In the winter of 1906 he assigned himself to get the first real interview with John D. Rockefeller. For five days he prowled about Pocantico Hills in quest of the world's richest and most silent man. Flunkies closed the door in the reporter's face regularly each morning at 9 o'clock for five days, and the estate superintendent watched him as a suspicious person. On the fifth day Mr. Pew saw a party of golf players in the distance and ordered the hack driver to steer that way. He presently came face to face with John D., who accepted the intrusion gracefully, but declined to "talk." The reporter followed the oil king over the links and finally won his confidence. He invited him into his home for lunch, which courtesy Mr. Pew accepted—not to say seized. After luncheon John D. gave an interview of three hours' duration, in which he told his life story, made a sensational defense of the conduct of the Standard and predicted panic as a result of "government persecution of corporations." It is interesting that a panic followed within three months. This was the first authorized interview John D. ever gave to a newspaper. Pew is proud of a letter John D. sent him complimenting him upon the accuracy of his report.

Marlen Pew furnished the evidence to District Attorney Jerome by which the notorious Dr. R. C. Flower mine frauds were exposed. Flower and his attorney, G. E. Mills, were arrested. Flower "skipped" \$40,000 bail and is still a fugitive and Mills served a term in Sing Sing.

The Mills case is said to be the only instance wherein a newspaper story of a crime was written and in plate on the press prior to the commission of the crime. Mills had bragged that he could bribe Jerome to pigeon hole the Flower indictment. Pew heard the talk and told Jerome. A detective got in touch with Mills, representing himself as a friend of Jerome. Mills made bribe overtures and finally agreed to pass the money to the detective in a Park Row cafe. Pew wrote the story in the past tense and an extra plate was made and locked on a press. At 10 a. m. Mills met the detective and Pew saw the bribe passed. He telephoned his office to start the press and newsboys offered Mills an extra copy of the New York Evening Journal containing a full account of Mills' crime as he walked down Park Row with the detective en route to Tombs Police Court.

Marlen Pew obtained the evidence in New York upon which Cassie L. Chadwick was arrested.

Two achievements of which he is proud were the saving of two obscure women from the gallows. Mrs. Kate Edwards of Reading, Pa., was to be hung in fifteen days when Pew read of her case and decided that it would bear investigation. He went to Reading and became convinced that the woman had acted in self-defense when she killed her brutal, drunken husband. His article so aroused the people of Pennsylvania, Ohio and the West that Governor Pennypacker was induced to issue a reprieve. The woman is alive to-day.

Mrs. Antoinette Tolla was to be executed in Hackensack, N. J., in ten days when Pew heard of her case. His investigation showed that she was being railroaded to the gallows for the killing of a villainous Italian while in noble defense of her honor and home. Jersey justice had not even taken time to spell her name correctly in her death warrant. The reporter, at his own initial expense, retained a lawyer and exposed what he believed to be a grewsome injustice. His stories were printed in Ohio, and as a result of them, more than 200,000 people in Cincinnati, Cleveland, Toledo and Columbus signed a petition to the Governor of New Jersey, who commuted sentence to seven years' imprisonment.

It is said that Mrs. Mary Baker Eddy wrote for Pew the only signed article she has ever given to a newspaper.

No doubt the new editor of the Traveler will express his vivid personality in Boston.

Editors Enjoy Fish Dinner.

The members of the Maryland Press Association were entertained by the Mayor and City Council of Havre de Grace at a fish dinner last week on the banks of the Susquehanna river. The State fish hatcheries at Havre de Grace were also visited.

Starts Daily Edition.

The Montrose (Col.) Western Empire launched a morning daily edition on May 1.

E. M. Wilson, publisher of the Milroy (Minn.) Echo, has taken over the Lamberton (Minn.) Star. The Echo has been purchased by Max Johnson.

How many Yearly Contracts for advertising do you want?

THE legitimate development of local advertising on yearly contract basis is but one of the many winning features of the Retail Advertisers' Service.

Our success depends on getting results for our subscribers, and we know that the only successful advertising is regular and continuous advertising.

We place a Franchise with one paper in a city and guarantee to that paper a stipulated amount of new business during the first year.

If the Franchise is not assigned in your city we shall be glad to correspond with you or send a representative to you to show you what we do, what we have done and how we do it.

Retail Advertisers' Service (Inc.)

TIMES BUILDING

NEW YORK

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., N. Y. 413 Commerce St., Philadelphia

Allied with

BINGHAM & RUNGE, CLEVELAND

BANQUET.

(Continued from page 1.)

Thomas T. Williams, business manager of the New York Evening Journal, rose to defend Mr. Hearst, who was absent, and a storm broke loose. He was refused a hearing. Sentiment was divided, and was apparently intense in desire to give Mr. Hearst's representative the floor, and on the other hand to suppress him.

The tumult lasted about twenty minutes, while the toastmaster appealed for order, and Frank B. Noyes, of the Washington Star, and Adolph Ochs of the New York Times, pleaded to allow Mr. Williams to speak. Mr. Ochs especially appealed to the men who were crying down Mr. Williams, and asked them to save the dignity of the profession.

Mr. Williams explained to the toastmaster that he would confine himself to forty words. He was not allowed to speak.

Rev. Dr. Hillis followed Mayor Gaynor, and relieved somewhat the tenseness of the situation with some pleasantly-intended remarks.

WOODROW WILSON LECTURES DINERS.

Dr. Woodrow Wilson also referred to the disorder and said the scene reminded him of what frequently happened at college gatherings. He said he was used to such happenings. He lectured the newspaper men in a semi-humorous strain, telling them of what Mark Twain had said about some men who took themselves seriously. The great humorist had said that these men were like members of some commission attending to some little job the Almighty had overlooked. "You newspaper men are somewhat the same," remarked the educator, "but your efforts would be more effective if they were more unanimous."

George Ade likened the Associated Press to the father of a family who pays all the bills, but gets little glory. He said: "It stands in the background, keeps out of the spotlight, takes all the blame and gets mighty little glory. When there is a grand jubilee, father and the Associated Press are behind the potted palms with the orchestra, checking up the expenses."

Many messages were received from prominent men in America and foreign parts and read at the banquet. The following were among them:

MESSAGES OF CONGRATULATION.

Brussels, April 28.
To the American Press.
I send you my hearty regards. It is unnecessary to say anything about the enormous power of the press, the wise exercise whereof is not only an essential for the nation, but an essential to the perpetuity of the press itself. With best wishes to those upon whom rests the heavy responsibility of using that tremendous power aright, I am, sincerely yours,
THEODORE ROOSEVELT.

Rome, April 28.
To the American Press.
To repeat that press is one most powerful and most beneficent forces modern society is a commonplace, but what is a commonplace if not an evident truth universally felt?
MARQUIS ANTONIO DI SAN GIULIANO,
Italian Minister of Foreign Affairs.

Tokio, Japan, April 28.
To the American Press.
What most desirable in newspaper press of to-day is absolute honesty, high intelligence, true patriotism, regard for human rights, and sincere desire for peace of world. Responsibility, newspaper publisher second none. I regard The Associated Press as essential factor progress civilization.
MARQUIS KATSUMA,
Prime Minister of Japan.

Copenhagen, Denmark, April 28.
To the American Press, New York.
Press is strongest moral factor in public life of present times. In no other profession is fact, discretion so requisite. Press is exercising great educational influence upon nations by unveiling crimes in private and public life. One of the best missions, press is uniting members same nation throughout world, and I therefore send from Copenhagen greeting to Danes who been admitted to glorious American nation.
CARL THEODORE ZAHLE,
Danish Prime Minister.

Madrid, April 28.
To the American Press.
Although the press in obedience force public opinion, discusses freely differences between countries, and sometimes thereby accentuation those differences by publicity, the final result its work is for peace, because teaches nations better understand one another. With cordial greetings to The Associated Press.
PIRETO,
Spanish Foreign Minister.

Paris, April 28.
To the American Press.
I extend to entire American Press expression my cordial sympathy and best wishes its prosperity. I thank it for working for maintenance cordial relations which have existed more than century between France and United States for realizing that the goal to great republics in world in their material moral growth is development of ideas, justice and liberty.
PICHON,
Foreign Minister, French Republic.

Rome, April 28.
To the American Press.
All hail to the press, the driving wheels of the spirit; an everlasting source of light and the prime factor in fashioning the nation and leading its onward march.
ERNESTO NATHAN,
Mayor of Rome.

London, April 28.
To the American Press.
I desire to send my felicitations to the annual meeting of The Associated Press. Every good cause is indebted to it, and the cause of Irish liberty perhaps more than any. The chief enemies of Ireland are ignorance and misrepresentation. By letting the truth be known about the aims and objects of Irish national movements The Associated Press is doing a great service to justice and freedom.
JOHN E. REDMOND,
Leader of the Irish Nationalists.

Lima, Peru, April 28.
To the American Press.
The many newspapers and illustrated reviews published Peru are proofs Peru's belief in importance press. Press as torch-bearer will shed light on our present controversy, chiefly through excellent news service of The Associated Press. Greetings and cordial good wishes for your prosperity.
AUGUSTO B. LEGUIA,
President of Peru.

Christiania, April 28.
To the Publishers of America.
The arsenals of the press are daily supplied with weapons from the great workshops of science, where the strongest and brightest brains are incessantly working to solve the problem of life and illuminate all questions bearing upon the growth and development of mankind.
KONOW,
Prime Minister of Norway.

Constantinople, April 28.
To the Publishers of America.
The press, a machine to enlighten and mould public opinion, can, if it wishes, obscure public opinion. I hope American press always will remain faithful to its real purpose, avoiding all temptations impelling it to mislead the public.
HAKKI BEY,
Grand Vizier of Turkey.

London, April 28.
To the American Press.
Cordial congratulations. Best wish I can shed light on our present controversy, chiefly through excellent news service of The Associated Press. Greetings and cordial good wishes for your prosperity.
ALFREDO ZAYAS,
Vice-President of Cuba.

Caracas, Venezuela, April 28.
To the Publishers of America.
In name of Venezuela I send greetings Associated Press, with wish that, through im-

pressing force, your organization, the twentieth century will witness freedom all men, fraternization all nations, to end that light, universal civilization may speedily illumine entire world.
EMILIO GONZALEZ GUERRERO,
Acting President Venezuela.

Mexico City, April 28.
To the Publishers of America.
Mexico's greeting. The Associated Press is a benefaction to nations and governments. It is the instantaneous challenge to the transgressions which one or the other may commit, by an authorized witness of their acts.
PORFIRIO DIAZ,
President of Mexico.

Brussels, April 28.
To the American Press.
Remembering with pleasure kind welcome I received in United States in former days, I am glad seize this opportunity of expressing my sympathy to American press, as also for its active contribution to progress of civilization.
ALBERT,
King of the Belgians.

Lisbon, April 28.
To the Publishers of America.
Press to-day constitutes one of the most powerful factors in development humanity by rapid diffusion useful information, by free discussion all questions, and by defense of principles relating to happiness and progress our age. I gladly greet American press and express my warmest wishes for its further success.
VILLAGA,
Portuguese Minister of Foreign Affairs.

Berne, Switzerland, April 28.
To the American Press.
I gladly send greetings to Associated Press. The American press exerts influence on public opinion because it serves public interests independently and disinterestedly. This influence will endure so long as this power is not abused.
ROBERT COMTESSE,
President of Switzerland.

Madrid, April 28.
To the American Press.
His Majesty King Alphonso, prevented by precedent from addressing personal message, requests me to say regards sympathetically work Associated Press and appreciates cordial interest shown newspapers United States in matters affecting himself and Spanish people.
PIRETO,
Spanish Foreign Minister.

Washington, April 28.
To the American Press, New York.
It afforded me much pleasure to attend last year annual dinner of American Newspaper Publishers' Association and Associated Press. This year I send friendly greetings, as the press in our days can easily have beneficial or detrimental effect on international relations. I highly appreciate good work done by Associated Press, whose representatives abroad are impartial and well informed. I am assured that Chancellor of German Empire agrees with me in this appreciation.
COUNT VON BERNSTORFF,
German Ambassador at Washington.

Stockholm, Sweden, April 28.
To the American Press, New York.
There is something great in leading views sentiments of nations toward noble ends patriotic deeds, but dreadful will be judgment which history will one day pronounce on him who uses power of press to undermine official and moral strength of his country. Do not forget that duty press is lead opinion, not be led by it.
ARVID LINDBMAN,
Prime Minister of Sweden.

Manila, April 28.
To the American Press.
Cordial Philippine greetings. We appreciate here great work done by home newspapers and powerful influence your organization. We invite your closest scrutiny to administration islands, believing ourselves gainers from better public knowledge.
W. CAMERON FORBES,
Governor General of the Philippines.

Madrid, April 28.
To the American Press.
In any kind of human activity the press becomes as necessary for nations as air for individuals. Earnestness and integrity press therefore are essential as the animating, impelling force of progress.
MAURA,
Former Prime Minister of Spain.

Havana, Cuba, April 28.
To the American Press.
My best congratulations to this great and useful association, whose good services are appreciated in all civilized countries.
ALFREDO ZAYAS,
Vice-President of Cuba.

St. Petersburg, April 28.
To the Press of America.
My hearty greetings best wishes for further success development The Associated Press. Thanks its efforts toward diffusion truthful intelligence all over world. Good social work is done for progress, knowledge, mutual un-

New York Herald Syndicate

"THE WIDOW WISE"
Stunning new feature in color.

Lines by Paul West. Illustrations by Prince Troubetskoï, Grant, Loomis, Wright, Ashe Flagg, Nadherny, Morgan and other well-known artists.

Something "Big" Connection Jeffries-Johnson Fight. Write for particulars.

Full-page Sunday features. Special Cable and Telegraph service.

Daily Matrix services—News, Woman's and Comics. Daily Photograph service.

For particulars apply to New York Herald Syndicate, Herald Square, New York.

Canadian Branch: Desbarats Building, Montreal.

Understanding and good feeling between nations.
KOKOVITZOFF,
Russian Minister of Finance.

Santiago, Chili, April 28.
To the Publishers of America.
Modern democracy affords press decisive influence on international politics. Statists and journalists go hand in hand. It is former's duty to guide press, and latter's to support liberty based on right in home affairs and peace based on justice in foreign relations.
AUGUSTIN EDWARDS,
Chilian Minister Foreign Affairs.

Honolulu, Hawaii, April 28.
To the American Press.
Nationally internationally press has great influence, but like individuals, and unlike Church and school, it needs more generally diffused disinterested aim to ascertain disseminate true and best. Hawaii greatly appreciates splendid service of The Associated Press.
WALTER E. FREAR,
Governor of Hawaii.

Rome, April 28.
To the American Press.
Considering great conglomeration of population in immense towns, where impossible know each other, public opinion more formed through newspapers, which constitute a political tie. If influential papers ministered to souls, the press might become a church, transforming and purifying people.
LUIGI LUZZATTI,
Prime Minister of Italy.



Has Anybody Here Seen Koller?

HE'S THE INSURANCE SPECIALIST TO THE ADVERTISING PROFESSION. Yes, he's got fully seventy-five per cent. of "the boys" covered for Accident, Health, Life, Fire, Burglary or Automobile Insurance. If you want guaranteed insurance—prompt, intelligent service on any form of protection—get in touch with him.

CHAS. W. KOLLER
1 Madison Ave., New York, N.Y.
Branch: 32 Union Square, East

I Want to Shake Hands With Publishers

This is the first process—if possible—towards doing business with me. It's the way I like to have things start, anyway. So, when you go through Chicago, or come to Chicago, be sure to come up and see what I look like—see how I work—see what I have. Remember to bring your smile along.

The Adams Newspaper Service
★ Features ★
Peoples Gas Building Chicago

Robert Adams

Our guaranteed News at 4c. pound New York City, has the largest circulation of one quality Black News Ink among publishers who want a real Black Ink

AMERICAN INK CO. - 12 DUANE STREET

A GAME OF DRAW.

No Limit Affair in Which the Last Bet Was a Morning Newspaper and a Sporting Edition Against an Evening Newspaper—Somebody Seems to Have Been Bluffed.

(Special to THE EDITOR AND PUBLISHER.)

Washington, D. C., May 2.—An extraordinary game of newspaper poker was won and lost last week at the National Capital. Perhaps it would be best to explain at the outset that it was a game of poker in which none of the regular paraphernalia was missing except the cards. It was a no-limit affair, in which the last bet was a morning newspaper and a sporting edition against an evening newspaper.

Of course, no one is authorized to print the inside facts, but the story, as generally understood, is well worth publication.

The four daily newspapers of Washington "sat in," but as the play developed, it became apparent that the Herald had no interest in the pot. The Post made the first bet—a sporting edition. It wasn't a very stiff wager, but in the parlance of poker players was obviously intended as a "teaser"—a strong hint of a stronger hand under cover.

John R. McLean, the owner of the Washington Post and also the owner of the Cincinnati Enquirer, had as his opponents in the game Frank B. Noyes of the Washington Star and Frank A. Munsey, owner of the Washington Times and of other well-known publications. Mr. Noyes had only recently resumed newspaper activity in Washington upon his retirement from control of the Chicago Record-Herald. Mr. Noyes' Chicago career had given him considerable adeptness in playing for high stakes. The story goes that it was Mr. Munsey's next bet and he called Mr. McLean; that is, he shoved a sporting edition into the pot. The Herald seems to have bet a "windy," and the play was then up to Mr. Noyes, who nonchalantly tossed a sporting edition into the center and murmured something about raising with a morning paper.

Then the game broke up in a row. For the layman unfamiliar with the rules of poker and for others not conversant with Washington newspaper affairs, it might be well to explain that the Washington Post, being a morning paper, was regarded as little likely to contemplate a sporting edi-

WHAT'S THE MATTER WITH PASTE?—No. 3

Ask the mailing room boys this question. They'll say, in effect, "It's lumpy, or weak, or dried up, or sour when it isn't too thick or too thin or too something-or-other." Haven't YOU enough to worry over in getting out your paper without standing for bad paste? Instead use **JELLITAC**. Just once, we ask. It means less fuss and less time in getting out the mail edition. **Yet it costs no more than the ordinary flour paste.** And if it isn't absolutely satisfactory it costs you absolutely nothing!

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

Sworn Circulation Over 30,000 Daily
How The Los Angeles Record Gained MORE Advertising Than The Times and Examiner Combined

(Advertising gains of each paper for first three months of 1910 week days)

15,814 Inches gained by The Times 12,565 Inches gained by The Examiner
31,379 1-2 inches gained by The Record

THE REASON? Simply this—in Los Angeles the wise advertisers are forsaking the morning to enter the evening field.

Department store advertising is placed by the shrewdest advertising men in the country. Each announcement is practically a keyed advertisement. Any increase in the amount of space they buy is a fair expression of their judgment of the power of a paper to draw trade.

The four largest advertisers in Los Angeles are The Fifth Street Department Store, Hamburger's Department Store, Bullock's Department Store, and the Broadway Department Store. See how they place their advertising.

FIFTH STREET DEPARTMENT STORE	HAMBURGER'S DEPARTMENT STORE	BULLOCK'S DEPARTMENT STORE	THE BROADWAY DEPARTMENT STORE
This store does not use an inch of space in the Daily Times or Examiner. They concentrate in the evening field and use more space in the Los Angeles Record than in any other daily paper.	This store does not use an inch of space in either the daily or Sunday Examiner. The great proportion of their advertising is placed in the evening field, where they are certain of direct returns. The Record is used heavily every night.	This store does not use an inch of space in either the daily or Sunday Examiner. Very small copy is used in the Times. The great proportion of their advertising goes into the evening field. This firm has just renewed a monster contract with The Record.	Advertising manager says: "Over 75 per cent. of entire appropriation goes into evening field. This store has used The Record five days a week for years. Results have been so satisfactory that Saturday night's paper has been taken on for Monday's business."

Can any better proof of the relative advertising value of these three papers be given than that offered by men who have put all of them through the most rigid and convincing tests known to experienced advertisers.

And Then Concentrated Their Advertising in

THE LOS ANGELES RECORD

W. H. PORTERFIELD
President and Editor-in-Chief

H. E. RHOADS
Vice Pres. and Gen. Mgr.

CHICAGO
1125 First National Bank Bldg.

EASTERN OFFICES:
CLEVELAND
410 American Trust Bldg.

NEW YORK
1236 Tribune Bldg.

tion at 6 p. m. without having laid plans for a complete evening newspaper, of which a sporting issue would have been only the precursor. Therefore, when Mr. McLean staked his sporting edition it was manifest to the others in the game that he had a complete evening paper up his sleeve.

But the Star was not without something up its sleeve. The facts lead back to the death struggle between the old United Press and the present Associated Press, in which the Washington Star's alignment with the A. P. was one of the decisive strokes. As a reward for the Star's action at that time, those in authority in the Associated Press gave the Star not only an evening franchise but an option on a morning franchise. It was the right to exercise this morning franchise option that Mr. Noyes apparently threw into the pot to raise Mr. McLean's bet.

The Post's announcements of a sporting edition had been made with considerable flourish. Half-page advertisements had appeared, outlining enterprising contests to be conducted in the sporting edition. Two of the principal prizes were to have been round trip tickets and admissions to the Jeffries-Johnson fight.

The Post was to have started this sporting edition on the opening day of the major league baseball season, but the morning Post on that day announced an indefinite postponement of the new enterprise because of "mechanical difficulties."

Publishing circles are wondering whether Mr. McLean has laid down his hand finally and retired from the game or whether he regards the reported threat on a morning edition of the Star merely as a bluff to be called

later. Those best informed seem to believe that the bluff has won the pot. How Mr. McLean will explain, or whether he will attempt to explain, the abandonment of his well-advertised plan for a sporting edition remains in doubt. It was a good game of poker at that, but somebody seems to have been bluffed. In some quarters it is believed the Post was "cross-lifted" out of the game.

TWAIN MEMORIAL MEETING.

Chicago Newspaper Clubs Honor Memory of Noted Humorist.

The Chicago Press Club, the Chicago Newspaper Club, the Chicago Literary Club and other organizations of similar nature held a combined memorial meeting at the Press Club of Chicago Saturday evening, April 30, in honor of the late Samuel L. Clemens.

It was at the suggestion of Mark Twain that the Press Club of Chicago was organized more than thirty years ago. There were addresses by Opie Read, Franklin H. Head, Roswell Field, Edward O. Brown and others.

"Little Dixie."

This charming little girl is to be known by every publisher in the United States very shortly, as the Publisher's Sales Department of the American Ink Company of New York City is preparing some literature upon which "Little Dixie's" picture plays an interesting and extremely instructive part. "Little Dixie" is seven years old, and is admired while escorted to school by the Publisher's Sales Manager any clear morning in the vicinity of Eightieth street and Broadway.

JOSEPH B. GILDER,

New Editor of New York Times Saturday Review of Books.

Joseph B. Gilder, late editor of Putnam's Magazine, has been made editor of the New York Times Saturday Review of Books. Mr. Gilder is well equipped for his new position, for almost his whole life has been devoted to literary journalism, with brief interludes as a literary agent and as a literary adviser to a publishing house. With his sister, Miss Jeanette L. Gilder, he started the Critic (afterwards known as Putnam's) nearly thirty years ago and was identified with it as editor or publisher, or both, for the greater part of that period.

Mr. Gilder has compiled and edited a number of books, including Andrew Carnegie's "Gospel of Wealth" and James Russell Lowell's "Impressions of Spain," and has written and composed the air of a patriotic song, "In God We Trust," which has been sung and played throughout the country and is used in the high schools and the City College of New York.

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

CHEVALIER OF ITALY.

New York Newspaper Man Knighted by the King of Italy for Service to Italian Citizens and for Proving That Verrazzano Discovered the Hudson River.

Arthur Bennington, of the Sunday staff of the New York World, and one of the veteran newspaper men of New York, has been knighted by the King of Italy in recognition of distinguished service to Italian citizens in America and more especially because of his writings last year proving that the Italian discoverer, Verrazzano, sailed into New York Bay and found the Hudson River seventy years before Hudson came in his Dutch ship.

The first intimation of royal recognition came to Mr. Bennington a few weeks ago in a letter from Count Guicciardini, late Italian minister of foreign affairs, stating that His Majesty of Italy had appointed Mr. Bennington a Chevalier of the order of the Crown of Italy, and that the insignia of the order would be immediately forwarded to him.

Later came a note from Acting Consul General Di Rosa at New York, notifying him that the Cross of the Order has been received from the King. Mr. Bennington went to the Italian consulate last week, and the consul general formally decorated him.

The jewel is a pattee cross pendant from a red and white ribbon. The four arms of the cross are of white enamel on gold. The center is a circle of blue enamel and upon it is the Crown of Italy in gold relief.

Mr. Bennington's name was first brought to the attention of the Italian government two years ago, when he "discovered"—as may be said—the Italian historian, Ferrero, and introduced him to Mr. Roosevelt, through whom the historian became known to the whole United States.

Last fall, during the Hudson-Fulton celebration in New York, Mr. Bennington wrote signed articles pointing to Verrazzano as the real discoverer of the Hudson River. These articles were widely copied and reprinted, in America and Europe. An immediate result was the erection of a monument to Verrazzano in Battery Park, New York, and, curiously, this is now the only statutory memorial of the Hudson-Fulton Centennial in New York.

Mr. Bennington is being lionized by the Italians of New York.

Anniversary Edition.

The Menomonic (Wis.) Dunn County News recently issued an anniversary supplement to commemorate its fiftieth anniversary.

Has a Business PULL

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

The Pittsburg Dispatch

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

SPECIAL REPRESENTATIVES:

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



ARTHUR BENNINGTON,

MEMBER OF THE SUNDAY STAFF OF THE NEW YORK WORLD WHO HAS BEEN KNIGHTED BY THE KING OF ITALY.

HOME FOR JOURNALISTS.

Dallas Press Club Launches Movement National in Scope.

For the purpose of affording a place of recreation for newspaper men in poor health and a permanent abode for those who are incapacitated by age or disease, the Dallas (Tex.) Press Club has launched a movement for the establishment in Texas of a National Press Club home, farm and ranch.

Newspaper organizations of the country are invited to co-operate in the purchase of 20,000 or more acres of good agricultural land in a suitable location, the site to be selected by a general committee representing all the organizations.

In explanation of the plan, John N. Edwards, president of the Dallas club, is quoted as saying:

"Any active newspaper man will be entitled to participation. Stock will be issued to him in proportion to his subscription. In event of a death or withdrawal, his holdings will be appraised by a standing committee and sold at that price to the organization as a unit.

"Each press club shall have the privilege of sending incapacitated members to the home in proportion to its holdings."

E. C. Potts is now sole owner of the Holdredge (Neb.) Citizen, Humphrey Jones retiring owing to other business.

PAPER FROM GRASS.

American Forestry Calls Attention to Certain Ornamental Varieties.

Regarding possible substitutes for wood pulp in the making of paper, American Forestry says:

"We believe that there is here a wide field for economy of the forests by the use of annual plants of rapid growth and that close study of its possibilities will be of advantage to papermakers and to the country in this age of disappearing forests. The late Edward Atkinson, the well-known Boston economist, instituted and was conducting at the time of his death experiments in the use for paper making of the tall grasses that are now grown wholly for ornamental purposes.

"Mr. Atkinson believed that he had found an easily grown new paper material, and he was one whose imagination always confined itself closely to the narrow path between the hedgerows of close-clipped facts. Since his death we have heard of no continuance of those experiments, but they were certainly worth while. Perhaps our resourceful Department of Agriculture might take them up."

The New Berlin (Pa.) Reporter, which was discontinued some time ago, has been re-established with Frank Kreamer as the new editor and publisher.

ALDEN MARCH

Succeeds C. M. Lincoln as Sunday Editor of New York Times.

Alden March, who succeeds C. M. Lincoln as Sunday editor of the New York Times, comes to New York after eighteen and a half years of service on the Philadelphia Press, of which he was Sunday editor for nearly fourteen years. His first newspaper work was done for the Easton (Pa.) Free Press. Later he joined the city staff of the Philadelphia Press and occupied the posts of city editor, news editor and Sunday editor. He is the author of the "Conquest of the Philippines and Our Other Island Possessions," published during the Spanish-American War; of a novelette, "A Little Traitor," published by Lippincott's Magazine, and of several short stories.

He was born in Easton, Pa., and was graduated in 1890 from Lafayette College, where his father, Dr. Francis Andrew March, the distinguished philologist, was an active member of the faculty for over fifty years and is still emeritus professor of English language and literature.

Dr. March is one of a comparatively few American scholars who have received the highest degree of both Oxford and Cambridge Universities.

Mr. March's uncle, the late Moncure D. Conway, was celebrated in the literary life of America and England.

Mr. March has a most fertile field for his labors in the Sunday edition of the New York Times, which is one of the best Sunday newspapers in the country. The pictorial section is the most attractive feature of the Sunday Times. It is printed on super-calendered stock, and is noted for the excellence of its art work.

HEARING ON NEWS RATES.

Texas Railroad Commission to Re-adjust Schedule.

The State Railroad Commission of Texas has announced that it will consider at its hearing, May 10, applications for a readjustment of rates on news and print paper. It is proposed to amend an item in the commodity tariff to read:

"Paper, news or print, in bundles, crates or rolls, from Houston 22 cents, and from Galveston 25 cents per hundred pounds."

Arkansas Daily Sold.

A controlling interest in the Little Rock (Ark.) Democrat, the only afternoon daily in the city, has been purchased by S. W. Reyburn as trustee. The editorial and business departments of the paper will remain unchanged until a reorganization is effected.

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—408 Marquette Bldg.

When a Newspaper

increases 5 per cent in Hotel and Resort advertising,
 increases 7 per cent in Publishers' advertising,
 increases 14 per cent in Total advertising,
 increases 28 per cent in Financial advertising,
 increases 33 per cent in Transportation advertising,
 increases 53 per cent in Real Estate advertising,
 increases 67 per cent in Want advertising, and
 increases 182 per cent in Legal advertising,

—There is a Reason

The reason why **THE NEW YORK TRIBUNE**
 has made such increases during April, 1910, over April, 1909, is because

The NEW YORK TRIBUNE is a three cent paper at a ONE cent price

CASH IN ADVANCE.

Circulation Plan Adopted by Iowa Associated Dailies Now in Effect—Country Subscribers Commend System—Some Circulation Will Be Lost on Start—Too Early to Forecast Results.

In accordance with resolutions adopted some time ago, Iowa newspapers comprising the organization known as the Iowa Associated Dailies, have placed their circulations on a cash in advance basis. In answer to an inquiry concerning the probable results of the plan, E. P. Adler, president of the association, writes to THE EDITOR AND PUBLISHER in part as follows:

"Iowa newspapers have in the past handled their mail circulation on a credit basis, extending credit to subscribers all the way from six months to two or three years, and collecting subscriptions from time to time by mail and with road men. At a recent meeting of the Iowa Asso-

ciated Dailies, of which I am president, a resolution was passed that the members of the association would go to a cash in advance basis on April 15.

The Postal Department has been after the Iowa papers to place their circulation under the ruling of the department, which required that they could not extend credit longer than three months. We considered that it would be just as well for us to put our circulation on a strictly cash in advance basis as to allow only three months' credit.

"Nearly all of the Iowa papers signed this agreement, and as the ruling has just gone into effect, it is impossible to say just what the result will be. There is hardly any question but that nearly all the papers that have been extending credit will lose some circulation on account of this new law, at least for the first month or two, but I feel sure that inside of six months every one of the papers will not only have gained the circulation they lost, but will have secured more in their territory by reason of this plan.

"In my own experience and that of the Lec Syndicate papers, I have found that the country people are very much in favor of the cash in advance plan and stopping the paper when the time is out. Iowa farmers are overrun with metropolitan weeklies, farm and mail order papers that keep on coming, and which they are unable to stop.

"This has always been the case with some of the smaller dailies in the State, especially where there has been competition and a scramble to maintain circulation. In my office alone I have received scores of letters from

our subscribers complimenting us for adopting this plan, and even from those who have stopped the paper and do not care to take it now, there is a word of commendation for the plan.

"I am fully convinced that the cash in advance system is the only system for any newspaper, large or small, daily or weekly, and I believe when small dailies particularly know what a benefit it will be to them in collecting their money and in giving them a cleaner list, they will all come to it.

"On our paper in Davenport, the Times, we will probably cut off tomorrow 500 or 600 circulation, but I feel sure we will have all of this back, and more, inside of three months."

Crombie Allen Heads Company.

Crombie Allen has been elected president and his brother, H. L. Allen, secretary and treasurer of the Greensburg (Pa.) Tribune Press Publishing Company. Crombie Allen is the largest individual stockholder of the company, and with his brother owns a majority of the capital stock. The company publishes the Daily Tribune and Weekly Press, two of the most prosperous papers in Pennsylvania, the Tribune having a circulation of over 6,000. The papers are housed in a modern three-story fire proof structure, built especially for the purpose. The company has four linotypes in constant operation and prints from a stereotype press.

Medical Papers Combine.

The New England Medical Monthly has been taken over by the Annals Publishing Company of Boston and will be continued with the Annals of Medical Practice.

STONE REAPPOINTED.

Elected General Manager of A. P. by Unanimous Vote.

At the meeting of the directors of the Associated Press last Monday, Melville E. Stone and Charles S. Diehl were reappointed general manager and assistant general manager, respectively, of the Associated Press. The meeting was held at the headquarters of the association at 195 Broadway and was attended by Vice-Presidents Johnston and Mac Lennan, and the following directors: Noyes, Ochs, Ridder, Scott, Nelson, McLean, Barr, Knapp, Clark, McClatchy, Rapier and Weiss.

Somarindyck Retires.

George A. Somarindyck has retired from the Spokane (Wash.) Daily Inland Herald. K. C. Wilson, vice-president of the Allan Haynes Publishing Company, is now acting in the capacity of general manager of the paper.

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

The Pittsburg Press
HAS THE LARGEST
CIRCULATION IN PITTSBURG
 Daily and Sunday
 Foreign Advertising Representatives
 I. A. KLEIN JOHN GLASS
 Metropolitan Tower, N. Y. Boyce Bldg., Chicago

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City.

Telephone, 7446 Cortlandt.

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

Established THE JOURNALIST 1884.

THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President.

T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, MAY 7, 1910.

THE PUBLISHERS' BANQUET.

Upon occasion, in the past, we have pointed out to our readers a danger which always lurks behind the last course of a banquet, when men of affairs, after eating and drinking the conventional quantity, listen to serious speeches on grave public or private questions by reputed experts who take themselves seriously at the banquet speech-making time.

It is well known to editors and publishers that men are prone to loosen their standing rigging and become unsteady and unseamanlike when the banquet table is awash. Newspaper men, being by right of office wise to the weaknesses of other men, are not allowed to have these same weaknesses themselves. The public will not stand for editorial lecturers who act like ordinary irresponsible hale fellows at banquets. To get around this, newspaper men have adopted the habit of gridiron dinners, which are not public, and where all speeches are in sworn confidence.

Since the A. N. P. A. and the Associated Press must have an annual banquet, would it not be best to order it as a gridiron dinner and hold all speeches delivered as utterances in strictest confidence? Mayor Gaynor could be invited just the same, and if he be sincere in desiring to reform the newspaper business, and if he be not a seeker of publicity, he would do his talking just the same at such a confidential banquet.

When the publisher comes from afar to New York, officially bent upon attendance at an annual business meeting, he might well ask, in the language of the immortal Flanagan of Texas, "What are we here for?"

Whatever be the answer, it will hardly provide that grave consideration of weighty ethical, political or economic questions is any legitimate part of a banquet program.

The outcome of the A. N. P. A. and Associated Press banquet in New York last week was utterly unfortunate. And this is said entirely aside from the merits of the specific con-

troversy between Mayor Gaynor and Mr. Hearst.

Of all possible gatherings of representative men, a gathering of publishers and editors can least of all afford to be publicly trivial and undignified.

We have carefully examined the list of 723 names assigned to seats at the banquet. We find that less than half of these were actually publishers, business managers or editors. Whether or not the disorder at the banquet was created by the publishers, business managers and editors—and it seems unlikely—certain it is that the public holds the publishers responsible for the exhibition, and the profession has been seriously hurt in consequence.

NEW YORK PRESS CLUB.

Women's Suffrage Meeting, Concert and Dinner in the Club Rooms.

The assembly room of the New York Press Club was packed last Sunday afternoon, with members and ladies, to hear the leaders of the women's suffrage movement in New York.

Andrew Colvin of the New York American presided, and introduced Mrs. Winnifred Harper Cooley, who read a letter written by Mrs. O. H. P. Belmont, the president of the women's suffrage organization. Mrs. Belmont explained that illness prevented her attendance in person. She discussed the subject of women's suffrage in her letter.

Mrs. Ida Husted Harper, writer and officer of the movement, was the chief speaker. After she finished, the meeting was thrown open and questions were asked from the floor. Alfred E. Pearson and Manton M. Wyvell especially interrogated Mrs. Harper.

Following the suffrage meeting, a musical program was given, with Mme. Niessen-Stone of the Metropolitan Opera Company as soprano, assisted by Miss Emma Gerber of the Eclectic Club in songs, Maurice Nitke as violinist, Clifford Wiley in baritone solos, and Alfred E. Pearsall.

Both dining rooms were afterward opened, and most of the guests remained for dinner, delighted with the daintiness and hospitality of the occasion.

OBITUARY.

Clarence Burleigh, editor of the Kennebec (Me.) Journal, died suddenly in Augusta, Me., last Monday of heart disease. He was forty-five years old and a son of Congressman Edwin C. Burleigh.

Louise Forsslund, well known as a magazine writer and author of many novels, died Monday at Brentwood Sanitarium, Sayville, L. I. Her first successful novel was "The Story of Sarah." Other books were "The Ship of Dreams" and "Old Lady No. 31."

Walt McKee, editor of the Show World, Chicago, a theatrical weekly, died at his home in that city last week. Mr. McKee went to Chicago two years ago from Philadelphia, where he acted as the Eastern manager of the Show World. He was well known in theatrical circles, having once been on the stage.

Robert W. Burns, aged sixty-seven, one of the editors of the La Crosse (Wis.) Republican in the days when "Brick" Pomeroy made the La Crosse Democrat famous throughout the country, died last week. He was the son of former Lieutenant Governor Timothy Burns.

Malcolm F. Maclure, of the reportorial staff of the Newark (N. J.) Evening News, died in that city last week of pneumonia. He had been ill only a week. He was twenty-five years old.

Henry Whittemore, formerly a newspaper man and well known as a writer and author, died at his home in Brooklyn last week. He was seventy-eight years old.

William B. Krout, who had been connected with the reportorial staff of the Baltimore (Md.) Sun for forty-eight years, died last week following a long illness. He was sixty-eight years old.

Isaac Shephard Miller, a former Buffalo (N. Y.) newspaper man and tax agent of the Lake Shore Railroad, died in Buffalo last week after an illness of three months. He was connected with the editorial staff of the Buffalo Courier for six years, later going with the Express, where he remained for more than seven years. He resigned the assistant city editorship of the Express six years ago to become assistant land and tax agent for the Lake Shore lines. He was thirty-eight years old.

Andrew Bunyan Evans, a former well-known Washington newspaper man, died last week in Colorado Springs. He was thirty-two years old and a native of Virginia. He went to Colorado early in January in hope of regaining his health.

Mrs. Susan Reavis Cooke, mother of Charles B. Cooke, president of the Richmond (Va.) Evening Journal Publishing Company, and John Harrison Cooke, president of the Richmond Co-operative Press, died at her home in Ashland, Va., last Saturday. She was seventy-four years old.

John Dryden Bixby, a member of the reportorial staff of the Nashville (Tenn.) Banner and at various times connected with the Nashville newspapers, died in that city last week after an illness extending over several months. He was twenty-three years old and was a native of Michigan.

LOBBYISTS AT CONVENTION.

One Exhibit Presents an Interesting Advertising Service.

The rooms surrounding the Astor Gallery at the Waldorf-Astoria last week looked very much like the committee rooms up at Albany when a big bill is about to be put through. Even when the "house" was in session, these rooms and the long corridor leading to the ball-room were filled with publishers and the respective "lobbyists." Some of the exhibits were interesting enough to keep some of the members away from the meetings. In one of them during the busiest moments, Columbia phonographs were called into play to tell the exhibitor's story.

Among the exhibitors were N. W. Ayer & Son, the Association of American Advertisers, the International Syndicate, the Hearst Syndicate, the World Syndicate, the International News Service and the Retail Advertisers' Service.

The last-named exhibit presented an advertising-developing plan for newspapers that is a decided departure from anything that has been done before. In brief, the plan is to create new business for certain selected newspapers throughout the country and also deliver the copy either in matrix or electrotype. Proofs are furnished from type, so that the retail advertiser may change the ad, by alteration or insert, to meet his particular requirements for any specific day or occasion.

To deliver the business this new organization is putting its own men into the field to solicit business. These men not only do not seek one-time or "T. F." advertisements, but even refuse to take any contract for less than one year, the idea being to make successful persistent advertisers, rather than spasmodic failures.

One of the features used to create advertising for newspapers in general and the franchise-holder in particular is a series of daily advertising talks like those used by William C. Freeman in the New York Evening Mail. These, by the way, are credited with having had much to do with the great increase in the Mail's advertising and an increase of 33 1/3 per cent. in its rate recently.

H. M. Goddard, the man behind the plan, thinks one of its best ideas is a clearing-house of advertising plans and advertising soliciting arguments for newspaper advertising men. Through a weekly Bulletin every paper on the circuit will be advised of specific successes in other cities. This is to answer the man who hesitates to advertise either because "my business is different" or for lack of definite knowledge of what advertising in daily papers has accomplished for retail dealers in his line.

CHANGES IN INTEREST.

The Crowley Ridge Chronicle, published at Forest City, Ark., which was leased last March to D. L. Newman and William O. Lester, has again changed hands. The business is now in charge of the original owner, Charles R. Izard, who has associated with him D. L. Newman.

The Rapid City (S. D.) Black Hills Union has been purchased by George F. Robb, of Des Moines, Ia. The Union has been published for the past two years by C. A. Stephenson.

PERSONAL

W. L. Shafer, Jr., for some time editor of the Roanoke (Va.) Evening World, has been named as secretary of the Roanoke Chamber of Commerce.

E. H. Butler, publisher of the Buffalo (N. Y.) News, lunched with President Taft at the White House last week.

Philips Dwight Rader, a cartoonist on the staff of the Chicago Record-Herald, was married in Oakland, Cal., recently to Miss Borghild Christensen, a native of Norway.

Jacob Stults, one of the editors of the Heightstown (N. J.) Gazette, and a newspaper owner and editor for more than sixty-one years, celebrated his eightieth birthday anniversary recently.

Louis C. Cramton, editor of the Lapeer (Mich.) Clarion, has announced himself as a candidate for Congress for his Congressional district. Mr. Cramton represented Lapeer county in the Legislature during the 1909 session.

Hon. Henry H. Ragon, one of the pioneer newspaper men of Indiana, editor and publisher of the Lowell Tribune, has been admitted to the practice of law before the Interior Department, Washington, D. C. The honor granted to Editor Ragon is an unusual one.

George H. French has resigned his position with the Maine Farmer Publishing Co., of Augusta, Me. Mr. French has been associated with this firm for the last ten years, nearly six years of which he has served in the capacity of general manager.

ARTHUR I. HOE WEDS.

Son of Late Robert Hoe Married to Evelyn Perry.

Announcement has been made that Arthur Ingersoll Hoe, brother of Robert Hoe, president of the R. Hoe Company, was married in Washington on April 23 to Miss Evelyn Perry.

The wedding was a quiet affair, only the immediate relatives being present. Robert Hoe, was best man, and Laura Carter and Ellen Evans, nine-year-old daughter of Mr. Hoe's sisters, were flower girls.

Mrs. Hoe is highly accomplished, a talented musician and possesses a soprano voice of rare quality.

Trade Papers Merged.

The Optical Review and the Optical Journal, the two oldest optical trade papers in the country, have been consolidated. The Optical Publishing Company, headed by Vincent S. Mulford, will issue the combined journals weekly under the name of the Optical Journal and Review of Optometry.

Will Install a New Goss Press.

Victor H. Hanson, publisher of the Birmingham (Ala.) News, has ordered a new Goss sextuple press, which will have a capacity of 36,000 twenty-four pages per hour, and will be equipped with the Kohler System of electrical control.

The Algoma (Wis.) Record has been taken over by a corporation which is capitalized at \$4,000. The officers are I. W. Elliott, president; George D. Wing, secretary and treasurer, and Frank Elliott, manager.

THE DAILY CLUB

Meets with Success in Newspaper Publicity Campaign.

Up in the top of the Fifth Avenue Building, where the Aldine Association looks out over Madison Square and down upon all things contrary to advertising ethics, the Daily Newspaper Club met Wednesday night, April 27, and dined.

The report of the President, Louis Wiley, showed not only a great increase in newspaper advertising but also the addition of several more leading newspapers to the club's roster. The total membership is now over fifty. While the report of B. H. Ridder, the treasurer, showed the club entitled to AAI from Dun, the report of the general manager, Ernest J. Preston, left little doubt of the success of the present effort to teach advertisers in general the real place of the newspaper in a publicity campaign.

Mr. Preston cited the acquisitions made during the past year, and predicted the entry into the newspapers generally of the following national advertisers within the very near future:

- Bigelow Carpet Co., Lowell, Mass.;
- Pacific Mills Co., Boston; Hamilton Brown Shoe Co., Boston and St. Louis; Andrew Jergens Co., Cincinnati, O.; Remmers Soap Co., Preston B. Keith Shoe Co., Brockton, Mass.; Shaw Stocking Co., Lowell, Mass.; Lutz & Schramm Co., Pittsburg; Rubdry Towel Co., Providence; Fisk & Co., Boston; Lehn & Fink, New York; Alabastine Co., Grand Rapids, Mich.; Simons Hardware Co., St. Louis; White Cross Toilet Co., New York, and the Western Union Telegraph Co., New York.

The menu was as follows:

- Celery. Salted Almonds Olives
- Clams
- Tomato en Surprise
- Consomme Printaniere
- Planked Shad and Roe, Club Style
- Cucumbers Pommies Brechautes
- Breast of Guinea Hen on Virginia Ham
- Fresh Mushrooms under Glass
- Grape Fruit with Maraschino
- Medallion of Spring Lamb a la Rose
- Fresh Peas, Saute, French Style
- Fresh Asparagus, Vinaigrette
- Fancy Ices Assorted Cakes
- Cafe Noir

The following officers were elected: President, Louis C. Wiley, New York Times; vice-presidents, C. C. Rosewater, Omaha Bee, and Bruce Halderman, Louisville Courier-Journal; treasurer, Bernard H. Ridder, Staats-Zeitung; general manager, Ernest J. Preston; executive committee, John H. Fahey, Boston Traveler; W. H. Field, Chicago Tribune; H. F. Gunnison, Brooklyn Eagle; W. P. Goodspeed, Buffalo Evening News; August F. Seested, Kansas City Star; Charles H. Taylor, Jr., Boston Globe. Directors, C. D. Atkinson, Atlanta Journal; W. H. Cowles, Spokane Spokesman-Review; F. P. Glass, Montgomery Advertiser; G. J. Palmer, Houston Post; W. J. Pattison, New York Evening Post; Hopewell L. Rogers, Chicago Daily News; J. S. Seymour, Chicago Record-Herald; Lafayette Young, Jr., Des Moines Capital; Ed. Flicker, Cincinnati Enquirer; W. S. Jones, Minneapolis Journal; Daniel B. Plum, Troy Record; George S. Oliver, Pittsburg Gazette-Times; C. M. Palmer, St. Joseph News-Press.

Will Represent Trenton Times.

C. F. Kelly, newspaper representative, Metropolitan Life Building, New York, has been appointed the foreign advertising representative of the Trenton (N. J.) Times.

SEND HIM TO US

Some advertisers flounder around a good deal trying to get effective Art work.

A hundred per cent. of our work is Advertising illustrations. We understand it thoroughly.

You can make no mistake in recommending us to an advertiser seeking first-class illustrative work. No stock or syndicate drawings.

The Ethridge Company

ILLUSTRATORS

Madison Square Building, New York

\$20,000.00 CASH

available for first payment on a Republican daily in a town of 15,000 or more. Illinois, Ohio, Indiana or Iowa locations preferred. Buyer is an experienced publisher and a business man of first class reputation.

Proposition No. 619

C. M. PALMER

NEWSPAPER BROKER

277 Broadway - New York

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

HAND, KNOX & CO.

PUBLISHERS' REPRESENTATIVES

Brunswick Building, New York City.

WESTERN } Boyce Building, Chicago.

OFFICES: } Victoria Building, St. Louis.

Journal Building, Kansas City.

WILBERDING

ADVERTISING MEDIA

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 disinterested advertisers. Write for rates and sworn circulation statement.

WASHINGTON.

THE SEATTLE TIMES

The wonder of Northwestern journalism; an eye opener to the whole field of American newspapers. Without a rival in its vast territory. Its success is paramount to that of the great city where it is published. CIRCULATION—DAILY, 64,222; SUNDAY, 80,700.

If you are or expect to be a journalist it will more than pay you to subscribe for and read THE EDITOR AND PUBLISHER AND JOURNALIST regularly.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

ELDERLY MAN

wants editorial work on periodical or weekly, or on daily in small city. Original and vigorous writer, neat and polished style. Can also write good specials, edit copy, report meetings, etc., if required. J. T. MUNSON, 467 W. 23rd St., New York.

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.

HELP WANTED

WANTED—EXPERIENCED,

Successful man to take full charge of daily and weekly circulation; good position for reliable and resourceful man. C. P., Care THE EDITOR AND PUBLISHER.

FOR SALE

FOR SALE—ENTIRE

Property or interest in afternoon, Sunday morning and weekly Southern newspaper, with well equipped plant, to capable, experienced, successful newspaper man who could assume management and devote his whole time to same. Paper more than 12 years old. Part cash and terms. Five lines of railway; population 35,000. Address D. C., Care THE EDITOR AND PUBLISHER.

AN OPPORTUNITY

to buy all or part interest in well established class magazine. This publication has an excellent field, catering to the large business men of the country. My reason for selling all or part interest is due to the fact that other interests require my attention, and I have been unable to secure a man who, not having a financial interest, will give the magazine the requisite amount of attention. A bright opening for an up-to-date business manager. Address, Owner, CARE THE EDITOR AND PUBLISHER.

BARGAIN—GOSS ROTARY

press; prints 4 or 8 pages; fine order; need room at once for larger press. Low price. Address Bargain, care THE EDITOR AND PUBLISHER.

AT A BARGAIN—ROTARY

offset printing-press, with automatic feeder and motor. HENRY C. ISAACS, 10 Bleecker St., New York.

MISCELLANEOUS

DAILY NEWS

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

NOTICE TO STOCKHOLDERS.

The Annual Meeting of the stockholders of THE EDITOR AND PUBLISHER Co. will be held at the office of the Company, 13-21 Park Row, New York City, on Wednesday, May 18, 1910, at 11 o'clock for the election of one director to serve for three years, one director to serve for two years, and two inspectors of election to serve for one year, and such other business as may properly come before the meeting.

J. B. Shale, President.

T. J. Keenan, Secretary.

NEWSPAPERS FOR SALE

For Sale—Newspapers in 27 states. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

BUS. OPPORTUNITIES

\$54,486.04 PROFIT

During the past seven years after paying owner's salary. Best evening daily in city of 50,000 in Central West. Uses five linotypes. For sale for \$75,000. Financial reference required. Address H. F. HENRICH, Newspaper Broker, Litchfield, Ill.

THE INTERNATIONAL SYNDICATE

Our experience, extending over ten years, enables us to supply a character of service not otherwise possible. Features for Newspapers. BALTIMORE, MD.

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders generally for 780 inches for the Pabst Brewing Co., Milwaukee, Wis.

The C. Ironmonger Advertising Agency, Post Building, New York, is placing orders in New England papers for the Kalish Drug Company, New York. This agency is also placing orders in the larger city dailies for the European Hotel Bureau and International Sleeping Car Company, 251 Fifth avenue, New York.

Foster-Debevoise Company, 45 West Thirty-fourth street, New York, is placing orders generally for McLein, Black & Co., silverware, Boston, Mass.

Lord & Thomas, 250 Fifth avenue, New York, is placing orders for the Monticello Hotel, Atlantic City, N. J., on an exchange basis.

The Otto J. Koch Agency, Milwaukee, Wis., is placing 2,039 lines for the Mayer Boot and Shoe Company, Mayer's shoes, same city.

Lord & Thomas, Chicago, are placing contracts for 630 inches to be used in six insertions for the Interstate Automobile Company.

The Newman-Chase Agency, Syracuse, N. Y., is placing 1,400 lines in Southwestern papers for W. S. Teck & Co.

The Monroe Advertising Agency, West street, New York, is placing 2,800 lines in Eastern papers for the Delaware and Lackawanna Railway Company.

Lord & Thomas, Chicago, are placing 10,000 line contracts in Southern papers for the Hessig-Ellis Drug Company, same city.

Stack-Parker Advertising Agency, Chicago, is making new contracts for the advertising of the Rock Island and Frisco Lines.

The Fowler-Simpson Agency, Cleveland, is placing one inch three times a week for one year in Western papers for the Crosby Mfg. Co., Detroit, Mich.

The Morse Agency, Detroit, Mich., is placing new contracts for 600 inches in Southern papers for the Herpicide Company, same city.

The Snitzler Advertising Agency, Chicago, is placing 3,000 line contracts in Southern papers for Peterson & Co., Extracts, Chicago.

Proctor & Collier, Cincinnati, are placing twenty-four inches fifteen times in Western papers for H. A. Seinsheimer, same city.

J. Walter Thompson & Co., 44 E. Twenty-third street, New York, is placing 10,000 line contracts in Southwestern papers for the Peters Shoe Company, St. Louis.

The Amsterdam Advertising Agency, 1178 Broadway, New York, is placing orders in New York State and New England papers for the Griswold Hotel, New London, Conn.

Collin Armstrong Advertising Company, 25 Broad street, New York, is placing 12,000 line orders in New England papers for the Texas Company, 17 Battery place, New York. It is said that this account will be placed generally. This agency is also placing eight lines twenty-seven times for Besely & Co., Northwest Transport Line, 17 Broadway, New York.

Ballard & Alvord, 1328 Broadway, New York, are placing 5,000 line contracts in Western and Pacific Coast papers for the Williams Sales Company, 68 Hudson street, Hoboken, N. J.

The Bankers and Merchants' Agency, 6 Wall street, New York, has started a campaign in New York for the Turbine Vacuum Cleaner Co., 15 Broad street, New York. It is said that this business will be placed generally.

The Clysmis Spring Company, 251 Fifth avenue, New York, is placing orders in daily and Sunday papers in New York State and Detroit, Mich.

The Morse International Agency, Dodd-Mead Building, New York, is sending out readers for the Rumford Chemical Company, Horsford's Acid Phosphate, Providence, R. I.

"UPSTAIRS AND DOWNSTAIRS"

Subject of Interesting Talk Before Washington Ad League.

At the regular luncheon meeting of the Washington Advertising League at the Raleigh Hotel last week, Edgar C. Snyder, Washington correspondent of the Omaha Daily Bee, made an interesting talk to the members of the league, his subject being "Upstairs and Downstairs in a Newspaper Office."

Mr. Snyder said that the newspaper business of the present time was vastly changed from the methods and earlier days of Horace Greeley and other greater lights in the old school and field of newspaper work.

The speaker attributed this great change to the marked inroads of the advertising and business department, to the "downstairs in a newspaper office" in all lines of commercial affairs in which the advertising fraternity plays such an important part with the income of the newspaper and in building up business for the advertiser through the columns of the newspaper.

Among those present were Messrs. John E. Shoemaker, President E. C. Snyder, Lester F. Marx, L. F. Carter, M. H. B. Hoffman, Secretary Lewis Holmes, H. A. C. Fay, George B. Ostermeyer, F. J. Marble, Charles Laurence, R. G. Hunt, W. W. Norman, W. P. Hartley, J. C. McLaughlin and Byron W. Orr.

ROLL OF HONOR

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

ALABAMA.		NORTH CAROLINA.	
ITEM	Mobile	NEWS (Av. cir. mo. of Aug., 7,609) ..	Charlotte
ARIZONA.		OHIO.	
GAZETTE	Phoenix	PLAIN DEALER	Cleveland
ARKANSAS.		(April, D. 83,285—S. 112,442.)	
SOUTHWEST AMERICAN	Fort Smith	VINDICATOR	Youngstown
CALIFORNIA.		OKLAHOMA.	
BULLETIN	San Francisco	OKLAHOMAN	Oklahoma City
CALL	San Francisco	PENNSYLVANIA.	
EXAMINER	San Francisco	TIMES	Chester
FLORIDA.		DAILY DEMOCRAT	Johnstown
METROPOLIS	Jacksonville	JOURNAL	Johnstown
GEORGIA.		BULLETIN	Philadelphia
THE ATLANTA JOURNAL (Cir. 53,163) ..	Atlanta	DISPATCH	Pittsburg
CHRONICLE	Augusta	GERMAN GAZETTE	Philadelphia
ENQUIRER-SUN	Columbus	PRESS	Philadelphia
LEDGER	Columbus	TIMES-LEADER	Wilkes-Barre
ILLINOIS.		DISPATCH AND DAILY	York
SKANDINAVEN	Chicago	TENNESSEE.	
HERALD	Joliet	NEWS-SCIMITAR	Memphis
HERALD-TRANSCRIPT	Peoria	BANNER	Nashville
JOURNAL	Peoria	TEXAS.	
INDIANA.		RECORD	Fort Worth
JOURNAL-GAZETTE	Ft. Wayne	CHRONICLE	Houston
NEWS-TRIBUNE	Marion	SEMI-WEEKLY TRIBUNE	Waco
TRIBUNE	Terre Haute	TIMES-HERALD	Waco
THE AVE MARIA	Notre Dame	WASHINGTON.	
IOWA.		MORNING TRIBUNE	Everett
EVENING GAZETTE	Burlington	TIMES	Seattle
CAPITAL	Des Moines	WISCONSIN.	
REGISTER AND LEADER	Des Moines	EVENING WISCONSIN	Milwaukee
THE TIMES-JOURNAL	Dubuque	CANADA.	
KANSAS.		ALBERTA.	
GLOBE	Atchison	HERALD	Calgary
GAZETTE	Hutchinson	BRITISH COLUMBIA.	
CAPITAL	Topeka	WORLD	Vancouver
KENTUCKY.		TIMES	Victoria
COURIER-JOURNAL	Louisville	ONTARIO.	
TIMES	Louisville	EXAMINER	Peterborough
LOUISIANA.		FREE PRESS	London
ITEM	New Orleans	QUEBEC.	
STATES	New Orleans	LA PATRIE	Montreal
TIMES DEMOCRAT	New Orleans	LA PRESSE	Montreal
MAINE.		JORNAL DO COMMERIO	
JOURNAL	Lewiston	OF RIO DE JANEIRO, BRAZIL	
MICHIGAN.		A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.	
PATRIOT—(Mar., D 10,957—S 11,908)—	Jackson	VASCO ABREU, Representative	
MINNESOTA.		Tribune Building - New York	
TRIBUNE (Morning and Evening) ..	Minneapolis	NEW BEDFORD TIMES	
MISSOURI.		The paper that has made New Bedford, Mass., the fastest growing city in the world.	
DAILY AND SUNDAY GLOBE	Joplin	Average to Dec. 1	
MONTANA.		Evening, 7,296 Sunday, 13,850	
MINER	Butte	ALFRED B. LUKENS Tribune Bldg.	
NEBRASKA.		New York Representative New York	
FREE PRESSE (aver. circ. 142,440) ..	Lincoln	FRANK W. HENKELL Tribune Bldg.	
NEW JERSEY.		Western Representative Chicago	
PRESS	Asbury Park	Anderson (S.C.) Mail	
JOURNAL	Elizabeth	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.	
TIMES	Elizabeth	MacQuoid-Alcorn Special Agency	
COURIER-NEWS	Plainfield	Tribune Building, N. Y.	
NEW MEXICO.		Boise Building, Chicago	
MORNING JOURNAL	Albuquerque		
NEW YORK.			
BUFFALO EVENING NEWS	Buffalo		
LESLIE'S WEEKLY (Cir. 225,000) ..	New York		
PARIS MODES	New York		
RECORD	Troy		

THE
New Orleans
Item

Largest Total Circulation
by Thousands

Greater CITY Circulation Than
Any Two COMBINED

SMITH & BUDD
Foreign Advertising Representatives
Brunswick Bldg 3d Nat. Bank Bldg Tribune Bldg
New York St. Louis Chicago

DIRECTORY OF ADVERTISING AGENTS

General Agents

- AMERICAN SPORTS PUB. CO.**
21 Warren St., New York
Tel. Barclay 7095
- ARMSTRONG, COLLIN ADV. CO.**
Broad Exchange Bldg., New York
Tel. Broad 6148
- BALLARD & ALVORD**
1328 Broadway, New York
Tel. 38th 2246
- CARPENTER & CORCORAN**
26 Cortlaodt St., New York
Tel. Cortlaodt 7800
- CONE, ANDREW**
Tribune Building, New York
Tel. Beekman 2792
- DEBEVOISE, FOSTER CO.**
45 West 34th St., New York
Tel. Murray Hill, 5235
- FEDERAL ADVERTISING AG'CY**
231 West 39th St., New York
Tel. Bryant 4770
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York
Tel. Broad 5745
- GUENTHER, RUDOLPH**
115 Broadway, New York
Tel. Broad 1420
- HOWLAND, HENRY S., Adv. Agency**
20 New St., New York
Tel. Cortlaodt 1854
- MEYEN, C. & CO.**
Tribune Bldg., New York
Tel. Beekman 1914
- SECURITIES ADV. AGENCY**
44 Broad St., New York
Tel. Broad 1420
- THE SIEGFRIED COMPANY**
50 Church St., New York
Tel. Cortlaodt 7825

PENNSYLVANIA

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

NO ADVERTISER can overlook the clientage of
"THE PANHELLENIC"
New York's Daily Greek Newspaper, for there is no other way that you can reach the 300,000 Greeks in the U. S. who are a frugal and thrifty class of people. For rates, etc., address
"THE PANHELLENIC"
50 Church Street, New York, N. Y.
Phone 7523 Cortlandt

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

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

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

The GARWOOD ELECTRIC SYSTEM at the
PHILADELPHIA PUBLIC LEDGER
prints more papers per kilowatt of current consumed than any other system on the market.
GARWOOD ELECTRIC COMPANY New York, Philadelphia, Boston, Chicago, St. Louis
AGENCIES IN ALL PRINCIPAL CITIES

Publishers' Representatives

- KRUGLER, FRED'K M.**
150 Nassau St., New York
Tel. Beekman 4746
- FRANK R. NORTHRUP**
225 Fifth Ave., New York
Tel. Madison Sq. 2042
- SMITH & BUDD**
Brooklyn Bldg., New York
Tel. Madison Sq. 6187
- THE FISHER AGENCY**
118 East 28th St., New York
Tel. 6536 Madison Square
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York
Tel. Madison Sq. 962

BANQUET SELLING FORCE.

Officers of R. Hoe & Co., Give Dinner to Printing Press Salesmen.

The first annual banquet to the printing press salesmen of R. Hoe & Co., given by the officers of the company at the Waldorf-Astoria on Monday evening, May 2d, proved a most enjoyable affair, bringing together in close touch the selling force and officers to exchange views and discuss methods for the improvement and betterment of the business, as well as to promote social relationship among members of the organization.

The president, Robert Hoe, received the guests of the evening, giving a hearty greeting to all. After an informal talk in the reception room, the party adjourned to the private dining room, where covers were laid for twenty on a large circular table elaborately decorated with flowers and ferns.

The menu was as follows:

MENU.

- Clovises Potage Sante
- Radis Olives Amandes saletes Celeri
- Traite de riviere au bleu
- Salade de concombres
- Tournefos d'agneau, sauce Colbert
- Pointes d'asperges au gratin
- Pommes de terre, Palestine
- Sorbet au kirsch
- Chaudroid de canneton
- Salade de laitue
- Fromage Gervais Bar-le-duc
- Cafe
- Graves Superieur Krug Private Cuvee
- Apollinaris Liqueurs

After the repast, Robert Hoe made an address of welcome, calling attention to the fact that although this was the first banquet of the kind which had been given by the officers, he intended having one every year hereafter to promote the welfare of the business and fellowship among the men who are such important factors in the conduct of the business.

A silent toast was then given to the late Robert Hoe and all present arose as a token of respect for the late chief who had been the life and soul of the business for so many years. All of those present were called upon one after another to say a few words, giving their views freely about the different phases of their business relations—not alone with the company, but with their customers. In this way did the banquet become not only a material feast, but an intellectual one as well. The parties all enjoyed themselves and vowed they had never

before had so much fun and instruction combined. Greetings were sent by cable to their co-laborers in London, wishing them health, happiness and success, and all were sorry when the hour came to depart.

A large-sized photograph was taken of the group sitting around the banquet table and a copy of the picture later presented to each of those present.

Those present were: Robert Hoe, F. W. W. Crane, P. P. Chew, W. Spalckhaver, Edward G. Prindle, Oscar Roesen, Otto L. Raabe, Richard Kelly, A. J. Gallien, R. C. Seymour, Rozier L. Bouis, Wm. Nixon, J. Caruthers, E. C. Melledge, Howard Reynolds, E. P. Sheldon, H. S. Mount, F. Crowther, H. V. Ball.

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