

UNIV. OF MICH
MAY 17 1909
GENERAL LIBRARY

THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

Vol. 8, No. 46

NEW YORK, MAY 15, 1909

5 CENTS A COPY

WIRE YOUR SENATOR!

HERMAN RIDDER URGES PUBLISHERS TO STIR THEMSELVES ON TARIFF.

Possible That Print Paper Will Go to Three Cents a Pound—Senator Hale's Son a Director of Great Northern Paper Company—Influence of all Publishers Must Bear on Congress.

Herman Ridder, president of the American Newspaper Publishers' Association, sent out the following letter to publishers this week:

DEAR SIR:

Newspaper publishers should understand that if the pulp and paper rates of the new tariff bill are not made satisfactory to Canada, there is a possibility either of the prohibition of the export of pulp wood from crown lands by the Province of Quebec, as the Province of Ontario has done, or that Quebec will raise its stumpage tax on the exported pulp wood to a prohibitory figure. A delegation of Canadian paper manufacturers recently called upon Premier Gouin at Quebec to urge prohibition. Approximately, one million cords of pulp wood are obtained annually by American mills from Quebec and New Brunswick. If Canada's demand for free print paper in exchange for its free pulp wood is not seriously considered by the United States Senate, the paper panic and high prices of 1907 will not be comparable with the prices which American newspaper publishers may look for in 1910. The three-cent paper, which papermakers were planning in 1907, would be a reality.

In ten years, the United States Government has not been able to coerce the Province of Ontario from its attitude of prohibition, and that refusal is forcing Western mills to abandon newsprint manufacture. It will be recalled that the paper panic of 1907 was precipitated by the action of the Wisconsin mills, which were unable to buy in Ontario, and which bought 50,000 cords of pulp wood in Quebec, hauling it to Wisconsin, a distance of 1,400 miles.

If the Federal Government failed to move the Province of Ontario, is there any assurance that it would be more successful in coercing Quebec, in case that Province should follow Ontario's example?

SENATOR HALE'S SON A DIRECTOR.

The New England and New York papermakers, who should be most deeply concerned in propitiating and satisfying Canada, seem to be energetic in antagonizing and irritating that source of supply. They own over 12,000 square miles of timber limits in the Province of Quebec alone. They say that prohibition of the export of pulp wood would be equivalent to confiscation. They declare that prohibition would ruin many of their mills, yet they persist in urging a plan to bar out Canada's manufacturers of pulp wood. Their policy is unexplainable, unless it be that those who are directing this policy of trade warfare are owners of large



HERBERT M. BINGHAM,
MANUFACTURER OF INK ROLLERS, WHO ADVISES THAT THE ROLLER BE CARED FOR LIKE
A NEW BORN BABY.

spruce tracts in Maine, where the values of speculative holdings would instantly advance. It is also worthy of note that the Great Northern Paper Company, owning one thousand square miles of timber land in the State of Maine, has as one of its Directors Eugene Hale, Jr., son of Senator Hale, of Maine, who is second in rank in the Senate Committee on Finance. An increase of rates would add many million dollars to the value of the Great Northern Paper Company's holdings of spruce lands.

If you want to avoid the possibility of violent disturbance in paper prices, it is important that you communicate promptly with your Senators, and urge the confirmation of the rates recommended by the Select Committee of the House of Representatives and confirmed by the Ways and Means Committee and by the House of Representatives.

Wire to your Senators and to Senator Aldrich protesting against any increase upon the Payne bill in print paper duties.

HERMAN RIDDER,
President American Newspaper Publishers' Association.

The Sullivan (Ind.) Union, a weekly paper, has made a voluntary assignment. John C. Chaney has been named trustee of the assets.

M'CLELLAN LIKE ROOSEVELT.

Mayor of New York will Devote Himself to Literature.

Mayor George B. McClellan announced to an informal gathering of newspaper men this week that he has planned to devote himself to literature after he retires from office next January.

In his student days at Princeton University he was strongly inclined to historical research, and afterward, when a newspaper man, he was looked upon as an authority on European history by his associates.

His book on the Republic of Venice, an historical analysis, published several years ago, attracted much attention among scholars.

The Mayor is an A. B., A. M., and LL. D. of Princeton. Union College made him an LL. D. in 1906.

He has planned to travel a while in Europe next year before settling down to literature. At a public hearing this week a woman orator, appealing to him, began—"If you should return to office—"

"God forbid!" exclaimed the Mayor. It is understood that he will not accept a nomination for Congress.

Wendell Publishing Co., Wendell, Idaho. Incorporated, capital \$9,000.

INK ROLLERS

ARE SENSITIVE TO ATMOSPHERIC CHANGES LIKE THE HUMAN BODY.

Herbert M. Bingham Tells Some Surprising Things About Rollers—Are Made Like Skin of the Human Hand—Humidity Is Their Enemy—Press Rooms Should Be Ventilated.

(By the Managing Editor of THE EDITOR AND PUBLISHER.)

I was in the press room of a New York paper when the machines were humming big. Suddenly things stopped, except that men rushed around and swore.

"What's the matter?" I asked.

"Roller busted."

"What makes it bust?"

"I dunno. Bad air in this room, I guess."

I was surprised, and curious. Later I asked several publishers, at different times: "What do you know about ink rollers?"

And they confessed—"Nothing."

I went to Herbert M. Bingham, of Bingham Brothers Company, New York, who manufacture rollers, and said:

"What makes a roller burst?"

"Humidity—for one thing."

I admitted I didn't know much about rollers, and asked him to tell some fundamental things for THE EDITOR AND PUBLISHER. Said he:

"The average publisher has very little knowledge of rollers. In fact he only knows that they cost money. 'Rollers,' says he—'something we've got to buy and they don't bring us any money.'"

"The president, manager, and board of directors will get together to buy some crack-a-jack press. They will give a whole page to a description telling how many thousand per hour it can run, and sometimes they tell how much the press cost. Also they may spend a lot of money showing off the press room.

"But I say the thing that earns the money, the thing which turns blank white paper into readable print is the roller. Cost money? Of course they do. Do you see any cheap presses these days? Presses are sold on their capacity to do the work. Why not rollers?"

HOW HUMIDITY AFFECTS ROLLERS.

"But how about the rollers bursting? What about this humidity?" I asked, to get back to the subject.

"You see, rollers are affected by the weather, much the same as humans. Many men are surprised when a roller made for winter work will not work in summer."

"Are they different—summer and winter rollers?"

"As different as winter clothes and summer clothes for people. A roller is made to put ink on. It must have an affinity—suction—for the ink, it is made as nearly as possible like the skin of the palm of the human hand. The printers' roller and the human hand are the only mediums that will take ink and give off evenly.

"Winter rollers are made to resist

the drying tendency of the atmosphere and the artificial heat of buildings. Summer rollers are made to resist humidity and the natural, penetrating heat which is more searching than any artificial heat the human body can stand.

"So rollers are like the human body. Many will work to-day, and fail tomorrow, because there has been an atmospheric change. Humidity penetrates the roller just as it penetrates the human body. The sign of humidity in rollers is a soggy, and increase of resiliency. It refuses to take the ink, and very soon it bursts—melts.

"Prevent bursting? You have got to have seasonable rollers. You must change them just as you change your clothes for summer or winter weather. It is the manager's business, as soon as he feels uncomfortable in his clothes, to inquire of his pressman whether he has seasonable rollers, and if not, get them.

VENTILATION AND BLUE-BLACK INKS.

"I know a great newspaper which has more worry about the rollers than any single item in the whole establishment. I have seen them strip all the presses of rollers five times in one night. The physical trouble is primarily because of lack of ventilation in the press room. In cases of this kind a special roller must be made. It is truly like watching a patient and prescribing as a doctor does.

"Damages to the rollers are caused mostly through ignorance, carelessness, and inks.

"Many do not know that some printing inks will burn up rollers—dry and harden the face and make them crack. The inks likely to do this are those which have the chemical element which produces the blue effects in black inks. These inks are used particularly for half tone illustrations. I have known a brand new set of rollers on a double octuple press to be ruined by such inks in the first run and on the first day the rollers were used.

"Many a man destroys a roller and doesn't know how he did it. If every man would treat a roller as carefully as he would a new born baby, he would earn more money with proportionately less expense than through any other adjunct of his printing or publishing establishment."

Editor Assaulted on Street.

W. D. Pennycook, editor of the Valjeo (Cal.) Evening Chronicle, and Theodore A. Bell, former Congressman and defeated Democratic candidate for Governor of California, were the principals in an encounter which took place on the streets of that city last week. The trouble was the result of an article in the editorial columns of the Chronicle to which Bell took exception.

Short Stories Moves.

The Short Stories Magazine is now published at 133 East Sixteenth street. Peyton Steger is the new editor and general manager.

PHILADELPHIA BULLETIN

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

Net average for March, 1909

258,269

copies a day

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

WILLIAM L. McLEAN, Publisher.

NEW WAR ON PAPER TRUST.

Department Stores to Fight for Return of Excess Charges.

The Fiber and Manila Association, known popularly as the Paper Trust, was this week adjudged an illegal combination by the U. S. Circuit Court of New York and its members enjoined from continuing business in violation of the Sherman act. The evidence for the Government prosecution was furnished by John Norris on behalf of the American Newspaper Publishers' Association.

The pool was organized by John H. Parks, who is now living abroad. There were about twenty-five concerns in it. Last summer they pleaded guilty, when the charges were presented, and each member paid a fine of \$2,000.

As a result of the admission by these concerns that they were illegal, the Continental Paper Bag Company, a Maine concern, which is the exclusive selling agent of the International Paper Company for bags and wrapping paper, has been sued by the Siegel-Cooper Company, which conducts a big department store in New York.

The Siegel-Cooper Company alleges that it has been compelled to pay an excess of \$3,969.87 for wrapping paper, because of the illegal pool, and it asks \$11,909.61 damages.

The suit will be watched by merchants, paper manufacturers and publishers all over the country. Behind the Siegel-Cooper Company are many other department stores, each of which may later bring a suit.

NEW PUBLICATIONS

The Duncombe (Ia.) Tribune will be re-established, the first number making its appearance May 20. C. A. Bohnenkamp, formerly of Breda, Ia., will be the editor and publisher.

N. S. Chambers, publisher of the Newcastle (Ind.) Democrat, has associated himself with several local newspaper men and will issue a new evening paper.

The Tipton (Ia.) Times is a new daily for that city. The paper is published by J. O. Behymer, who has for a number of years had charge of the weekly by that name. The Times was formerly a daily, but for the last several years had been in the weekly field.

A new paper will shortly be established at Pasadena, Cal., by Judge J. H. Pryor. The paper will be Republican in State and national politics.

Fertile, Minn., will have a new paper owing to the inability of persons interested to buy the Journal. It will be non-partisan and will stand for reform.

The Dispatch is the name of a new weekly journal published in Jeanette, Pa. Its projectors and editors are Messrs. Trescher and Longhead.

Bars Reporters at Trial.

A judge, sitting at Ada, Okla., in the case of Jim Miller, charged with murder, has made an order denying newspaper men the privilege of attending court and has prohibited any information being given out concerning the evidence brought out at the trial.

ADS. ONLY IN NEWSPAPERS.

Middletown, N. Y., Merchants Adopt Definite and Forceful Resolutions.

The Business Men's Association of Middletown, N. Y., including the representative merchants of the city, met last week and adopted the following resolutions:

Resolved, That we, the members of the Business Men's Association of the city of Middletown, N. Y., do hereby pledge ourselves, as corporations, firms or individuals to maintain the following regulations relative to donations and advertising after May 6, 1909:

First—To discontinue absolutely the giving of merchandise or cash to fairs, bazaars or similar undertakings;

Second—To discontinue the purchase of tickets to entertainments, balls or other social functions on solicitation;

Third—To discontinue advertising in any publication other than legitimate newspapers and periodicals recognized as such;

Fourth—To discontinue giving donations to institutions or other purposes, except as hereinafter provided, and to refer requests for such to the president of our association.

Fifth—That all donations to charitable, philanthropic institutions, conventions or similar affairs shall only be made upon presentation by the solicitor or representative of such institution or affair of a card signed by the president and secretary of the association, showing to our members such institutions, convention or affair as being entitled to support; such card, however, shall not be issued by the president and secretary until the nature of the object designated thereon shall first have been investigated by a committee of the Business Men's Association of Middletown, appointed by the president for that purpose.

The signers of this agreement and resolution further pledge and bind themselves to mutually assist each other to carry out the purposes herein stated, and to abide by the terms of this agreement; and each signer promises and agrees that he will pay the sum of ten dollars to the treasurer of the association if he in any way violates the provision of this agreement.

Adopts His Puzzle Name.

Walter Llewellyn Lloyd, of New York, a newspaper man who composes puzzles under the name of Samuel Lloyd, Jr., has obtained permission from the Supreme Court to adopt the latter as his legal name. Lloyd explained to the court that as he was known to nearly all of his friends as Samuel Lloyd, Jr., it caused him much trouble to bear another name.

Policemen Will Publish Paper.

A new evening paper will make its appearance in Chicago in the near future. It will be called the Star, and will be edited and published by the Chicago Police Department. The paper expects to have the largest staff in the world, counting each of the 4,000 members of the Police Department as a reporter.

The plant of the Belzona (Miss.) Enterprise was entirely destroyed by fire last week.

DICKENS FAREWELL DINNER.

James Pooton Recalls Great Banquet Tended Famous Author.

In a letter to the Brooklyn Standard Union, James Porton, first president of the New York Press Club, writes entertainingly of the farewell dinner tendered to Charles Dickens, by the leading journalists of the United States, just before his final departure from the United States. The letter follows in part:

"The 18th of this month was the forty-first anniversary of the great banquet given by the leading journalists of the United States to Charles Dickens just before his final departure from this country, and about two years before his death.

"I was present as the representative of the New York News Association, of which I was president, and which, for nearly half a century, has been known as the United Press.

"Yes, it was a great night! Forty-one years ago the man who had cheered the firesides of Christendom, strengthened the brotherhood of man and added to the gaiety of nations, was banqueted at Delmonico's by his brethren of the American press.

"The banquet, which took place on April 18, 1868, was on the eve of Mr. Dickens' departure for home, after giving readings from his works. His trip was a continuous ovation, showing clearly that no trace of ill feeling existed on account of what he had written about us in "American Notes" and "Martin Chuzzlewit," which at the time when written had somewhat wounded our perhaps too sensitive national self-esteem.

"The invitation to Mr. Dickens was worded in the most cordial spirit, and promptly accepted by him in the charming language so characteristic of the man.

"I had the pleasure of listening to Mr. Dickens' readings at Steinway Hall, and I had the greater pleasure of being present at the banquet.

"There were about 200 guests, and Horace Greeley presided, having Mr. Dickens at his right. Among the guests were: Henry J. Raymond, Whitelaw Reid, William H. Hurlbert, Samuel Bowles, George William Curtis, James Parton, Murat Halstead, Charles Eliot Norton, John Russell Young, Charles Nordhoff, Gen. Joseph R. Hawley, Prof. E. L. Youmans, Rev. Henry M. Field, Edmund C. Stedman, Franklin J. Ottarson, Augustus Maverick, Thomas Nast, S. S. Conant, Alexander K. McClure, Lester Wallack, James H. Hackett and Leonard W. Jerome.

"All are now dead except Mr. Reid. "Although suffering somewhat from illness, Mr. Dickens looked supremely, yes, radiantly, happy. And dear old Horace Greeley, his face was a perfect study. It was, as Dickens said about one of his characters, 'One vast substantial smile.' As he fairly beamed on Mr. Dickens, in the exuberance of his almost boyish display of good spirits, and Mr. Dickens reciprocated the kindly glances, the faces of these two wonderful men made a picture never to be forgotten by any one fortunate enough to witness it."

The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

A. RUDOLPH ELEY, Manager Advertising Department

BALTIMORE'S OLDEST.

His Long Fight to Hold the Title of "The Herald."

(Special to THE EDITOR AND PUBLISHER.)

BALTIMORE, May 12.—Thomas Washington Smith, who died on May 4 after an illness of about one year, at the age of 81 years, was the oldest newspaper publisher in Baltimore. He was born in Delaware, but had lived in this city a long time, and as far back as 1873 he established a monthly publication under the name of The Baltimore Herald. The contents of this paper were made up principally of trade news and sermons, and it had its largest circulation in the country districts. When, about 1876, the Baltimore Bee, a daily, started the previous year, changed its name to The Baltimore Herald, considerable confusion of names arose, the mail intended for one paper going to another.

The publishers of the daily tried several times to force a change of titles which would put an end to such complications, but always without success. Editor Smith insisted upon his right of priority, and won out. He also brought suit for damages on the ground that The Morning Herald had stolen his title, but this proceeding likewise failed. For years it was common to receive letters in the office of The Morning Herald with "Not for Tom Wash Smith" written across the face of the envelopes in a big scrawly hand, and some of Tom Wash Smith's mail would get mixed up with that of The Morning Herald.

On one occasion a flippant editorial appearing in The Morning Herald, and in which all the possible changes on Tom Wash Smith, such as Smith Wash Tom, Wash Smith Tom, Hog Wash Smith, etc., were used, brought the publisher of The Baltimore Herald in person to the sanctum of The Morning Herald's editor. Mr. Smith was more than six feet tall, very heavy of frame, large boned, with hands like hams and the strength of the giant that he was, though he walked with a rather slouchy gait and appeared loose jointed. When the editor of The Morning Herald wheeled around in his chair in response to the announcement that his caller was Tom Wash Smith, and beheld the caller draw himself up to his full height, like a telescope, the former quickly dropped his lazy attitude and became all attention, with the result, after an earnest ten or fifteen minutes, that further amenities of the sort referred to were permanently suspended.

It is the general opinion that the persuasiveness of the editor of The Morning Herald alone prevented actual hostilities, although the chief of



LOUIS WILEY,
NEW PRESIDENT OF THE DAILY CLUB, AND BUSINESS MANAGER OF THE
NEW YORK TIMES.

the daily had some reputation himself as a fighter.

About a year ago the ownership of the Baltimore Herald was transferred to a former lumberman, in which trade the paper obtained much of its support.

Mr. Smith was a graduate of Dickinson College and for a number of years prominent as a magazine writer.

Re-enters Newspaper Work.

Announcement has been made that Lieut. Fielding L. Poindexter, U.S.A., retired, who has in the past been connected at various times with the Baltimore News, Louisville Courier-Journal and New York Evening Sun, will become associate editor of the Warrenton (Va.) Virginian. He succeeds the late W. A. Thompson, who was shot by Prof. J. D. Harris some time ago.

Dinner for Brazilian Editor.

Joaquim Nabuco, the Brazilian Ambassador to this country, gave a dinner in Washington last week in honor of Dr. J. C. Rodriguez, an editor of Rio de Janeiro. Among the guests were the members of the Gridiron Club, of Washington.

Southern Publishers' Meeting.

The Southern Publishers' Convention scheduled to meet in Birmingham, Ala., June 8, 9, will meet June 15, 16 instead. The change was made in deference to the Memphis members, who wished to attend the Confederate Convention.

DAILY NEWSPAPER CLUB.

Officers of Organization Which Succeeded the Daily Club.

The officers of The Daily Newspaper Club, formerly known as The Daily Club, are as follows:

President, Louis Wiley, N. Y. Times; vice-president, C. C. Rosewater, Omaha Bee; treasurer, Bernard H. Ridder, N. Y. Staats-Zeitung.

Executive Committee: H. M. Parker, Chicago Tribune; George F. Oliver, Pittsburg Gazette Times; O. R. Johnson, Indianapolis News; J. Whit Herron, Washington Star.

Directors—Charles H. Taylor, Jr., Lafayette Young, Jr., August F. Seested, K. C. Star; George F. Oliver, Tams Bixby, St. Paul P. Press; Charles D. Atkantis, Atlanta Journal; O. R. Johnson, W. J. Pattison, N. Y. Evening Post; H. F. Gunnison, Brooklyn Eagle; G. J. Palmer, Houston Post; F. P. Glass, Montgomery Advertiser, W. H. Coles, Spokane Spokesman Review; J. Whit Herron, H. M. Parker, Chicago Tribune; J. S. Seymour, Chicago Record-Herald; John H. Fahey, Boston Traveler; Hopewell L. Rogers, Chicago Daily News.

Finance Committee—Lafayette Young, Jr., Des Moines Capital; O. R. Johnson, F. P. Glass, J. Whit Herron, George F. Oliver.

Mallory & Mitchell, Chicago, are placing 2,100 lines in Western weeklies for the advertising of the Lewis L. Metzger Company's Uncle Mike Whiskey, St. Paul, Minn.

REAL REPORTERS ON STAGE.

Chicago Newspaper Club Aids in Presentation of "A Stolen Story."

The striking feature of the production of Jesse Lynch William's newspaper play, "A Stolen Story," at Bush Temple in Chicago this week, was the vivid portrayal of a real live newspaper office. The play is being given under the auspices of the Chicago Newspaper Club and real editors and reporters have prominent parts in the cast.

The regular action of the play and the plot is taken care of by the Bush Temple stock company, headed by Adelaide Keim and Herman Lied, but real "atmosphere" is contributed by the newspaper men.

There are two acts representing the city room of a Chicago newspaper office and actual news was gathered, written and edited in full view of the audience.

Among the newspaper men in the cast were: L. B. Chaplin, Paul Hirtenstein, Journal; Anthony Czarnecki, J. W. Workman, The Daily News; H. E. Keough, Elias Tobenkin, George T. Odell, Garnett C. Eubank, O. A. Mather, Robert J. Matthews, the Tribune; L. G. Edwardson, Harry Friend, B. St. D. Thomson, C. N. Palmer, Examiner; Charles H. Huff, Clarence Snyder, Jr., Parke West, Lyman Atwell, Record-Herald; Hal M. Lytle, J. J. Runyon, Paul Matthews, Inter Ocean; Basil Wyrick, R. E. Pinkerton, Associated Press.

"BWANA TUMBO."

United Press Associations Claims Nick-Name Scoop.

"It is a question if a nick-name bestowed upon a public man ever flew so far and so fast in the history of this country as the name "Bwana Tumbo," which the African hunters have bestowed on ex-President Roosevelt," said Roy W. Howard, general news manager of the United Press to THE EDITOR AND PUBLISHER.

"The sobriquet, meaning portly master, was contained in an exclusive Nairobi, British East Africa, dispatch from the United Press correspondent with the Roosevelt party, Mr. Warrington Dawson, on May 5th. It was carried over all of our wires and in New York City was played up in the Evening World. On the following morning, editorial paragraphs commented on the name, and within twenty-four hours paragraphs, humorists, comic artists and cartoonists from coast to coast were utilizing "Bwana Tumbo" as a theme.

"Mr. Dawson has cabled some pretty good exclusive stuff, but for general interest, I think the Bwana Tumbo scoop was one of the best things in a newspaper way that has developed since Col. Roosevelt sailed away on the Hamburg."

The New Concord (O.) Enterprise has moved into larger quarters.

The WANTS ADS Tell the Story in Philadelphia

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

Examined by the Association of American Advertisers.

IF YOU MAINTAIN



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

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

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

"HEADQUARTERS"

The Center of Police News Gathering in New York—Continued Activity Every Hour of the Twenty-four—How it is Covered.

(Written for THE EDITOR AND PUBLISHER by HENRY MANN.)

Police Headquarters, on Mulberry street, New York, is the centre of police news-gathering for the largest city of the Western world, and all through the twenty-four hours there is continued activity in that line. The reporters for the evening newspapers are on hand at four o'clock in the morning, for it is well known that "evening" editions are out as early as nine or half-past nine a. m., and any important incident occurring or coming to light in the early hours must be promptly written up or telephoned to the offices for some specially assigned reporter to work up. The four-o'clock-in-the-morning service is known as "the lobster trick," exactly why does not seem evident, for the men assigned to it are far from being lobsters. One of the best known is Jack Rainny, of the Evening Journal, a veteran of the Spanish-American war, but still a young man. Mr. Rainny owes the fact that he came out of the war in good condition largely to his abstinence, not only from intoxicants, but also from "a rare" water. He attributes the sickness and death that laid so many low largely to carelessness in drinking water that had not been boiled. The late William Dixon, of the Evening World, also of "the lobster trick," was a general favorite, and his untimely death was deeply mourned. Fred O'Connor attends to "the lobster trick" for the Evening Telegram, and so far has not missed any early morning sensation.

DAILY TALK WITH COMMISSIONER.

The men on "the lobster trick" are succeeded, or rather reinforced, about nine or ten o'clock, a. m., by the day men. According to a rule laid down by former Police Commissioner McAdoe, and continued in force by Commissioner Bingham, half past eleven is the time appointed for reception of the reporters by the Police Commissioner, when the Commissioner makes any statement he sees fit, and the reporters ask any questions they choose. At other times, during official hours, Dan Slattery, the Police Commissioner's secretary, and himself a veteran newspaper man, having served in that capacity on the Sun, gives out any information emanating from the Commissioner's office. As a rule, for practical reasons, the reporters rather prefer a talk with Slattery.

Then there is the detective bureau, headed by Inspector McCafferty. This official's reception hour for

newspaper men is about noontime, when he gives out anything that the detective bureau can make public, with due regard to the interests of justice. Of course both the Inspector and the members of his staff are sought out at other times for information on any subject of interest.

EVERY POLICEMAN A REPORTER.

How do the reporters "get on" to the police news? Every policeman is required to report promptly to his station house any serious occurrence—murder, suicide, fire, accident, as the case may be—that comes under his observation. From the station house a brief statement of the facts is telephoned to police headquarters. There a summary of the details is at once put on a slip, and pasted on a window where the reporters can see it. As many as five or six are pasted in a row, as the cases come in. These slips used to be a favorite record for "ambulance chasers," as lawyers and agents of lawyers who make a specialty of accident suits are called. Of late this industry has been discouraged, and the slips consider their intended purpose of giving information to the press. When an incident that suggests a "story" appears on the slips, reporters telephone to their respective offices, so that the city editor can at once assign some one to the case. Even with modern facilities the work is one requiring continual vigilance and quick and active intelligence, and it is an excellent school for other walks of journalism as well as for public life.

MIKE DONLIN AN EDITOR.

Like Other New York Authorities, He Will Guess Again.

W. P. McLaughlin, sporting editor of The World, printed the following in his "Live Tips" hot house:

A press bureau away out in Butte, Mont., sends me this telegram hot foot:

(Special to the World.)

"BUTTE, Mont., April 30.—Mike Donlin is here to play a week's engagement in a local theatre. To-day he edited the entire sport page of the Evening News. He wrote five stories and two columns of baseball gossip. He picks the Giants and Detroit to win, and believes that Merkle will make good yet. He sympathizes with Walsh and Kling, and says he will return to the game next year stronger than ever."

Mike was a good man working with the team at the butt of Coogan's bluff, but he is off the handle when making prophecies out in Montana. Glad to hear he will be back next year.

Receiver Appointed for Publisher.

Albert Brandt, publisher of the Arena Magazine, filed schedules in bankruptcy in the United States District Court in Trenton, N. J., last week, with liabilities aggregating \$48,070 and nominal assets of \$87,148. Stephen C. Cook has been named receiver.

J. Walter Thompson Co., East Twenty-third street, New York, will shortly use New York State papers for the advertising of the New York State Association of Master Bakers. This agency is also sending out orders generally for the advertising of the Chichester Chemical Co., Chichester Pills, Philadelphia.

Wood, Putnam & Wood, Boston, are using Eastern papers for the advertising of Wait & Bond, Blackstone Cigars, Boston, Mass.

NEW YORK CITY.

J. P. Park and W. W. Ward have been assigned seats at the copy desk of the Press.

H. Loewenthal, city editor of the American, left this week for Los Angeles, Cal., to be gone three weeks.

Keats Speed, managing editor of the Journal, has gone to the Chicago American temporarily.

The contract for the kitchen fixtures and furniture of the Press Club was given last week to Bramhall, Deane & Co. The contract price is \$2,200. The remaining contracts to be let are for decoration, dining room furniture, including silver, and bedroom furniture.

William Maily, managing editor of the Evening Call and also dramatic editor, has resigned. He is at Haverhill, Mass., where he will probably spend the summer developing literary work he has in hand.

CITY HALL REPORTERS.

Ate Beefsteak with Herman Metz and P. F. McGowan.

President McGowan, of the Board of Aldermen, and Comptroller Metz gave a beefsteak dinner last Saturday night to the members of the City Hall Reporters' Association, at Healy's Restaurant, Columbus avenue and 66th street. The following men were seated around the board prior to the midnight curfew:

T. O. Piper, John E. Weir, E. L. P. Harvey, Don B. Martin, John H. McCooey, J. Wesley Hamer, Lawrence Hills, Leo B. Szymanski, Q. S. Mills, William O'Connor, Clarke W. Crannell, W. T. Arndt, Samuel Parsons, Joseph E. Mulvaney, George M. Van Slyke, Theodore Stitt, Wm. H. Boffey, Wm. A. Gramer, Winnifred R. Sheehan, Herman A. Metz, William J. Collins, Patrick F. McGowan, Charles T. White, C. A. Hebb, Daniel L. Ryan, William Forgo, N. O. Fanning.

SIMEON FORD'S SPEECH.

Is Sorry He Didn't Imitate General Grant, Who Was a Silent Man.

The Greeters reopened their club house, at 1146 Broadway, the Victoria Annex, on Tuesday evening last. The Greeters are hotel clerks. Their club rooms were burned out on St. Patrick's Day. They invited a number of newspaper men to the revival.

The feature of the evening was Simeon Ford, proprietor of the Grand Union Hotel, and famous after dinner speaker. He said, in part:

"If I had my life to live over, I would keep my mouth shut, my eyes and ears open. Grant was a man of few words. He will live in history long after Simeon Ford is forgotten."

"Norman" in New York.

Norman Rose, of the Cleveland Press, sporting editor, war correspondent and belle lettres essayist, has been assigned as special New York correspondent for the Scripps-McRae League. Each day he writes a New York letter "by Norman" for the following papers:

Cleveland Press, Cincinnati Post, Toledo News Bee, Columbus Citizen, Akron (O.) Press, Kentucky Post (Covington), Des Moines News and Oklahoma News (Oklahoma City.) He also writes a weekly stage letter.

AMEN CORNER "SISTERS."

The Misses Caddagan Are First of Their Sex to Be Initiated.

The Board of Directors of the Amen Corner and others, all numbering forty, dined at the Hoffman House last Saturday night and honored their guests, the Misses Caddagan, sisters of the late proprietor of the Hoffman House, John P. Caddagan.

Harold McD. Anderson, of the New York Sun, presided. The two ladies sat beside him, right and left. The dinner was given as an appreciation of the fine courtesy to the Amen Corner extended by the Hoffman house since the destruction of the Fifth Avenue Hotel.

It was decided that the Misses Caddagan had been adopted by the Amen Corner. There was some question about the titular relationship. Some suggested they be called "daughters"; married men wanted to call them "aunts"; it was finally agreed to initiate them as "sisters." And the ladies are not "suffragists."

PRESS CLUB ATHLETES.

Association Formed to Hold Big Meet in June.

The New York Press Club Athletic Association has been organized and will arrange an athletic meeting to take place in late June. The officers are:

James E. Sullivan, president; W. P. McLaughlin, vice-president; F. B. Saumenig, treasurer; James R. Price, secretary.

The members of the association who act as the athletic committee for the club are:

John A. Hennessy, John W. McDonald, George F. Lyon, Charles E. Hoyer, John C. Hemment, Frank P. McBreen, Thomas J. Higgins, James G. Garrison, John De W. Hamilton, Thomas F. Smith, James J. A. Hasson, Edward E. Pigeon, Robert B. McIntyre, John P. Jones, Henry C. Terry and Capt. J. C. Summers.

THE FOSSILS

Hold Sixth Annual Dinner at New York Republican Club.

The Fossils, amateur journalists of the past, held their sixth annual dinner at the Republican Club Saturday, May 8.

Joseph Dana Miller, editor of The Fossil, was presented with a loving cup, Charles H. Young, ex-president of the Republican Club, making the presentation speech. A volume of The Fossil, containing all the numbers to date, and bound in a hand-painted cover of original design by Vechten Waring, was given everybody at the table.

J. Edson Briggs, of Washington, D. C., was elected president, and William K. Graff, of the New York American, secretary.

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.
HOBACE M. FORD, Marquette Bldg., Chicago.

When in New York

Look about you in the cars, or ask your neighbor what newspaper he reads.

You will find that The New York Times readers are substantial, mostly well-to-do, and altogether a thinking class of people.

Isn't it the most reliable market for the advertiser to address?

HONORING AN EDITOR.

Colonel Arthur MacArthur, of Troy, N. Y., Bears Fresh Laurels.

The portrait of Colonel Arthur MacArthur, owner and proprietor of the Northern Budget, of Troy, N. Y., one of the best known Sunday papers of northern New York, and one of the oldest papers of the State, was printed in the issue of THE EDITOR AND PUBLISHER of April 3.

Colonel MacArthur is a native of Troy and has lived there all his life. He is one of the leading citizens of Troy and is the present county treasurer of Rensselaer County, having been re-elected to that office last November. He is actively engaged in newspaper work and is ex-president of the New York State Press Association.

He served on the military staff of Governor Morton and of Governor Black. During the Spanish War he was the Assistant Paymaster General, being detailed to Florida and Montauk Point to supervise the payment of the New York State troops concentrated at those points during that time. He is at present a member of the senior company of the Troy Citizens Corps.

Colonel MacArthur is very prominent in Masonic circles and has been for many years devoted to all branches of Masonry. He is at present Grand Generalissimo of the Grand Encampment Knights Templar of the United States and will ultimately become the Most Eminent Grand Master, which is the highest position among the Knights Templar. He is a thirty-third degree Mason, Ancient Accepted Scottish Rite, and is an active member of the Supreme Council of the Northern Masonic Jurisdiction.

The latest honor to come to Col. MacArthur is his election as trustee of the Hudson-Fulton Celebration Commission, which commission is to manage the glorification of the two historical personages whose fame is linked with the Hudson River. Col. MacArthur has been selected as chairman of the Upper Hudson committee of this commission. This committee will take charge of the celebration north of Newburg, N. Y.

DEATH OF LAMONT.

Editor of the Nation Succumbs to Operation in Roosevelt Hospital.

Hammond Lamont, editor of the Nation, and editorial writer on the staff of the New York Evening Post, died last week in Roosevelt Hospital, following an operation. He was forty-five years old. He was from Monticello, N. Y., and graduated from Harvard in 1886. After several years spent in newspaper work in Albany and Seattle, Mr. Lamont was appointed instructor in English at Harvard University. A few years later he became the head of the department of English Composition in Brown University.

He became managing editor of the New York Evening Post in 1901, and in 1906 succeeded Wendell Phillips Garrison as editor of the Nation. He is survived by a widow and a son and daughter. His home was in Englewood, N. J.

L. O. Howard, publisher of the Milford (Neb.) Nebraskan, has sold his interests to Wm. H. Ketcham.

Fred Bailey, publisher, of Osno-brack, N. D., has sold out to O. T. Rishoff.

INCORPORATIONS.

The Terre Haute Post Co., Terre Haute, Ind.; general publishing business; capital stock, \$60,000. Directors: F. R. Peters, Ward C. Mayborn, W. Earl Dailey, Jacob C. Harper and L. T. Atwood.

The A. C. Veach Publishing Co., of Gravette, filed articles of incorporation. The capital stock is \$100,000, of which \$26,500 has been subscribed. The incorporators are A. C. Veach, F. A. Sanders, Harry Alsmann and E. M. Gravette.

The Palisade Publishing Co., Yonkers, N. Y.; publish newspaper, job printing; capital, \$2,500. Incorporators: Jordan Crudup, Sterling Lambert and J. Wesley Allen, Yonkers, N. Y.

Le Revell Publishing Co., of Providence, R. I., has been incorporated. Its capital stock is \$100,000. The incorporators are George J. Guay, Charles E. Brassard and Madeira Guilbault.

Lufkin News Publishing Co., of Lufkin, Tex.; capital stock, \$10,000. Incorporators: D. A. Singleton, W. R. McMullen, J. J. Newton, C. A. Burke and others.

Eastern Illustrating and Publishing Co., Belfast, Me.; printing and publishing; capital, \$10,000. President, C. B. Eaton; treasurer, R. H. Casens; clerk, M. W. Lord, all of Belfast.

Nicholas News Co., Richwood, W. Va.; incorporated with \$5,000 capital stock by John H. Landacre, I. H. Odell, M. L. Brock and others.

Morning Herald Company, of Clarksburg, W. Va. Incorporated to print daily and weekly newspaper. The capital stock is \$10,000, of which \$500 has been subscribed and \$50 paid. The incorporators are: John B. Smith, Lewis A. Carr, Q. Wade Coffman, George H. Gordon and Arthur B. Boggess, all of Clarksburg.

The Record Company of Cedar Falls, Ia. To publish daily and weekly paper, etc. Capital stock, \$25,000.

WOMEN'S PRESS CLUBS.

The Texas Woman's Press Association held their annual meeting at Austin last week. The following officers were elected.

President, Mrs. Mary McClellan O'Hair, of Coleman; first vice-president, Mrs. Noble Sayre, of Houston; second vice-president, Mrs. A. H. Jarvis, of Fort Worth; third vice-president, Mrs. M. E. Bryan, of Houston; recording secretary, Miss Mary Tate, of Gonzales; corresponding secretary, Mrs. Hughes, of Wharton; treasurer, Mrs. Lochridge, of Fort Worth; poet laureate, Mrs. Nettie Houston Bringhurst, of San Antonio.

The annual meeting of the New England Women's Press Association was held in Boston last week. The following officers were elected: Mrs. Bessie Brown Cobb, president; Mrs. Ida May Pierce, first vice president; Mrs. Myra B. Lord, second vice president; Mrs. Jessie L. Leonard, recording secretary; Miss M. Katherine Hill, corresponding secretary; Mrs. Ella C. Richards, treasurer; Mrs. Inez E. Fox, auditor; Mrs. Eleanor W. F. Bates, executive committee for three years.

W. T. Lafollette, publisher of the Mitchell (S. D.) Gazette, has sold out to Agnaw Bros.

POLITICAL ADVERTISEMENTS.

Stringent Laws Regulating Them Enacted in Oregon and Oklahoma.

The drastic character of the laws enacted last year in Oregon and Oklahoma regulating newspaper advertising of political candidates and editorial support of such candidates is shown by the following, written by Leon E. Aylesworth in American Political Science Review:

Both Oklahoma and Oregon impose restrictions on the use of the press as a partisan political agency. In Oklahoma every newspaper or other publication printing political advertisements of any candidate for nomination is required to publish at the top thereof the "name of the person, firm, or corporation" ordering it printed, and also the price charged, or if printed free, a statement to that effect. In Oregon no publisher of a newspaper or other periodical may legally insert in either its advertising or reading columns any paid political matter without stating therein

that it is paid, and appending, "in the nature of a signature," the name and address of the party responsible for it. Furthermore, any person paying, or any owner, editor, publisher or agent of such publication accepting payment for editorially advocating or opposing the nomination or election of any candidate is to be punished as for a corrupt practice.

Maryland Weekly Changes Hands.

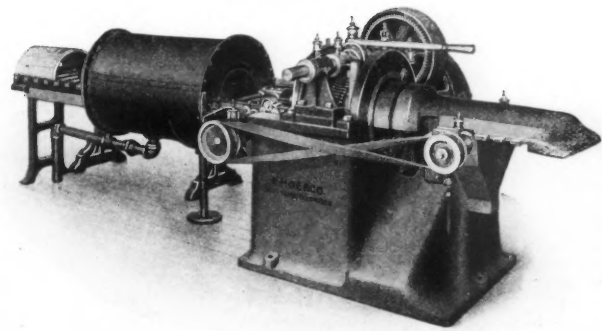
The Greensboro Free Press, a weekly, published in Greensboro, Carolina county, Md., has been sold by L. I. Jones to E. C. Porter, of Central Falls, R. I. The paper was established about 25 years ago by A. A. Christian, now advertising manager for Gimbel Brothers, of Philadelphia, and a large land owner in Caroline county. For a long time it was one of the leading weeklies in the State, but of late it had changed hands a number of times.

Will F. Wolf, of Hawarden, Mo., has engaged in the publishing business. He calls his paper the Chronicle.

**R. HOE & CO.'S
NEW AUTOMATIC STEREOTYPE
PLATE FINISHING MACHINE**

PATENTED

**Trims, Shaves, Cools and Accurately Finishes the Plates.
Unequalled for Accuracy, Speed and Economy.
Simple in Operation and Devoid of Complicated Mechanisms.**



**No Worry. No Breakdowns.
No Vexatious Delays. No Sprung or Damaged Plates.
No Poorly Fitting Plates to Injure the Press.**

This machine and our Equipoise Curved Casting Moulds and Improved Metal Furnaces and Pumps constitute the most efficient, convenient and reliable outfit for making perfect stereotype plates rapidly and economically.

**PLATES FINISHED ON THIS MACHINE FIT THE
PRESS WITH ABSOLUTE ACCURACY**

504-520 Grand St.

NEW YORK

**7 Water St.
BOSTON, MASS**

**ALSO AT
143 Dearborn St.
CHICAGO, ILL**

**160 St. James St.
MONTREAL, QUE.**

**109 to 112, Borough Road
LONDON, S. E., ENGLAND**

**8, Rue de Chateaudun
PARIS, FRANCE**

ALLIES, NOT ENEMIES

Newspaper Men Should Not be Treated as Spies and Impertinent Meddlers, but as Friends and Comrades, Says Episcopal Bishop of Oregon.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., May 10.—"Newspaper men should be treated as allies instead of as spies and impertinent meddlers in things which do not concern them. We can take them into comradeship in the work we are doing and, by treating them as friends instead of enemies, secure their confidence, good will and co-operation."

Rev. Dr. Charles Scadding, bishop of Oregon, said this in the course of an address on "The Secular Press as a Missionary Agency" at the biennial sessions of the Eighth Missionary department of the Episcopal church in Spokane, when high churchmen from Washington, Montana, Oregon, Idaho, Wyoming, California, Utah, Nevada, New York, Pennsylvania and several other States were in attendance.

"If you could hear the righteous indignation and the unrighteous abuse, and, I fear, profanity, created in newspaper offices of Friday nights when all hands are called to 'fix up the church notices' for publication, there would be instant reform in this direction. I am told that week after week and year after year there are poured into the newspaper offices these carelessly written notices, often in almost undecipherable chirography, with no regard for the style of the paper for which they are written, frequently written on odds and ends of paper and often on both sides and thrown together in a haphazard sort of way.

"The task of preparing several hundred notices has become the most detested work in the newspaper offices, and every Friday night our civilizing influence on the working staff is in a large measure undone. It is only due to the newspapers that we be courteous, even in this small matter, and take pains to secure uniformity and cleanliness and present well-dressed and carefully prepared 'copy.'

"In preparing matter for the press you should observe newspaper rules of composition: Tell your story in the first three lines—three words are better—and elaborate afterward. Then the reader can not 'ring off' before you have told him the gist of what you have to say.

"It must be borne in mind that the newspaper, even though it has 24 pages, has not a single line to waste. It pays thousands of dollars for matter it does not print, and it is safe to say that no newspaper uses half the matter poured in upon it by the press association, its special correspondents and the public generally. The great bulk of this news matter is bought and paid for, though never destined to see daylight, not because it is not news, but because matters which the trained senses of the editor pronounce more important news crowd it out.

"Those same trained editorial senses are constantly on the alert for the important item. Just mention in the midst of three columns of really important church reports the mere incidental fact that the Rev. John Doe has resigned and that the resignation was accepted, and he prepared to turn out of bed at night and explain to half a dozen reporters all about the affair. The next morning the line of resignation may appear as three columns, while the three columns of church news will occupy scarcely more than that many lines. The

editor knows that only three lines in your article contained the real news of the day and would help the sale of his paper.

"Even to a salacious morsel the editor himself would prefer a piece of news of an entirely different character, but he has his finger on the public pulse and he knows what is required. To me it is a certain indication when a newspaper shows disinclination to give space to an article that it will not be read if published.

"If we are to make good use of the secular press we can not overestimate the importance of the make-up of our articles and news notes. I believe that there is much of our work that could be presented in such dress that it would be attractive to the editor, and, consequently, to the people."

CHANGES IN INTEREST.

The Mansfield (La.) Journal and the De Soto (La.) Progress will be consolidated under the management of W. P. Head, formerly editor of the Arcadia (La.) Argus.

The Texas Blodet, a Swedish newspaper published in Georgetown, Tex., by Carl Carlson, has been purchased by the Texas Poster, of Austin, and will be consolidated with that paper.

W. G. Klove has purchased the Leland (Ill.) Times from Leonard Hanson and will again edit that paper. About a year ago Mr. Klove sold it to Mr. Hanson.

Ben Y. Baggett has purchased an interest in the Cleburne (Tex.) Chronicle.

Mayor Wm. F. Granlee, of Ardmore, Okla., has purchased the Sulphur (Okla.) Democrat. He was formerly part owner and business manager of the Chickasha Express.

The Missouri Republican, published at Booneville, has been purchased by State Senator John M. Grimes.

The Columbus (Ind.) Democrat, formerly owned by Walter Galbreth, has been purchased by M. A. Locke, of the Columbus Herald, and will be discontinued.

Mott Ayres, founder and editor of the Fulton Leader, has disposed of the plant to Guy Freeman, who has been connected with the paper. Mr. Ayres will retire from the business.

The Bradshaw (Neb.) Republican, founded in 1896 by John B. Dey, has been purchased by L. D. Beltzer. The name of the paper will be changed to The Monitor.

Suit for \$20,000 Damages.

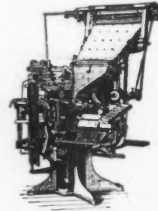
The Evening News Publishing Co., of Baltimore, has been sued for \$20,000 damages by the owners of the building adjoining the News Building, at Calvert and Fayette streets. The petition alleges that for sixteen months the owners of the adjoining building have been unable to rent a store room on account of vibrations and noises made by the News' presses.

New Goss Presses.

The Cincinnati Post has placed an order for four quadruple high-speed Goss presses. The El Imparcial of Mexico City, Mexico, has also placed an order for two quadruple high-speed presses.

WHEN SECONDS COUNT

and they do in the composing room of any daily paper



THE ONE-MAN MACHINE

THE LINOTYPE

is the only machine which really saves time—saves labor—saves worry.

OUR ADVERTISING FIGURE EQUIPMENT

enables an operator to set 18-point display figures and 5½-point or 8-point

Roman text matter at one operation on the machine.

CAN BE USED ON ANY OUTSTANDING LINOTYPE

"The Linotype Way Is the Only Way"

MERGENTHALER LINOTYPE CO.

Tribune Building, New York

DARK PAPER.

Shows Smallest Percentage of Diffused Reflection.

Albert J. Marshal, of the Bureau of Illuminating Engineering, New York, who is advocating the use of light printing characters on dark backgrounds, has compiled the following table of approximate coefficients of diffused reflection:

Nature of Surface.	Per Cent. Reflected.
Mirror	95
White paper	80
Glossy black paper	5
Dead black paper	1
Emerald paper	18
Dull green	9
Light yellow	51
Deep yellow, buff	41

Harvard to Print Daily Paper.

If present plans are carried out, Harvard University will publish a daily newspaper in Boston in the near future. The paper will serve as a school for students desiring to enter upon journalism as a career. It is said that a number of wealthy men interested in the progress of the institution will back the project.

S. G. McDowell now publishes the Gallatin (Mo.) North Missourian.

BRIEFS.

California Woman Journal Publishing Co., San Francisco, Cal. Inc. incorporated; capital, \$50,000.

John H. Ryan, publisher of the Iverdale (Ill.) News has sold out to T. A. Thoma.

Grundy County Publishing Co., Morris, Ill. Incorporated; capital, \$10,000.

M. R. Fish, of Dickens, Ia., has engaged in the publishing business.

V. Van Houten, publisher of the Lenox (Ia.) News Times, has disposed of his interests to J. E. Rogers.

J. W. Mahaffey, publisher of the Linn (Kan.) Digest, has sold the property to B. O. Benson.

Judge & Woolsey are now publishing the Randall (Kan.) News.

A. J. Morris, publisher of the Plainwell (Mich.) News, has disposed of the property to G. S. Hasher.

E. L. Quist, publisher of the Thief River Falls (Minn.) Press, has purchased a Plummer newspaper.

FOR SALE

Very Valuable Collection of Old Newspapers as Follows:

Newspaper. Date. Article.

ENGLISH MERCURIS. July 23, 1588. Defeat of the Spanish Armada.

WEEKLEY NEWES. January 31, 1606. Execution of Guy Fawkes and Followers.

INTELLIGENCER. January 29, 1648. Execution of Charles and Speech on Scaffold.

THE GAZETTE. Sept. 9, 1658. Death of Oliver Cromwell.

THE NEWES. July 6, 1665. The Great Plague.

THE LONDON GAZETTE. Sept. 10, 1666. The Great London Fire.

THE TIMES. January 26, 1793. Execution of Louis XVI. and Will.

" " July 3, 1797. Execution of Richard Parker for Mutiny.

" " Oct. 3, 1798. Nelson's Victory over French Fleet near Rosetta.

" " Sept. 28, 1798. Rebellion in Ireland.

" " Nov. 7, 1805. Account of the Battle of Trafalgar.

" " January 10, 1806. Funeral of Lord Nelson. Photo. of coffin showing emblems and crests relative to his achievements. Also cut of the funeral car.

" " June 22, 1815. Battle of Waterloo. This issue gives a list of killed and wounded, also a full account of battle.

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

HAMILTON HOLT

Tells Students That Newspapers Should Be Free from Advertising Influence—Suggests Four Ways Whereby It Might Be Accomplished.

In an address upon Commercialism and Journalism, before the University of California at Berkeley, Hamilton Holt, managing editor of the New York Independent, sounded a warning note as to the strength of the advertiser and the possible danger of his controlling the policy of the modern newspaper. He said in part:

WARNING NEWSPAPER ETHICS.

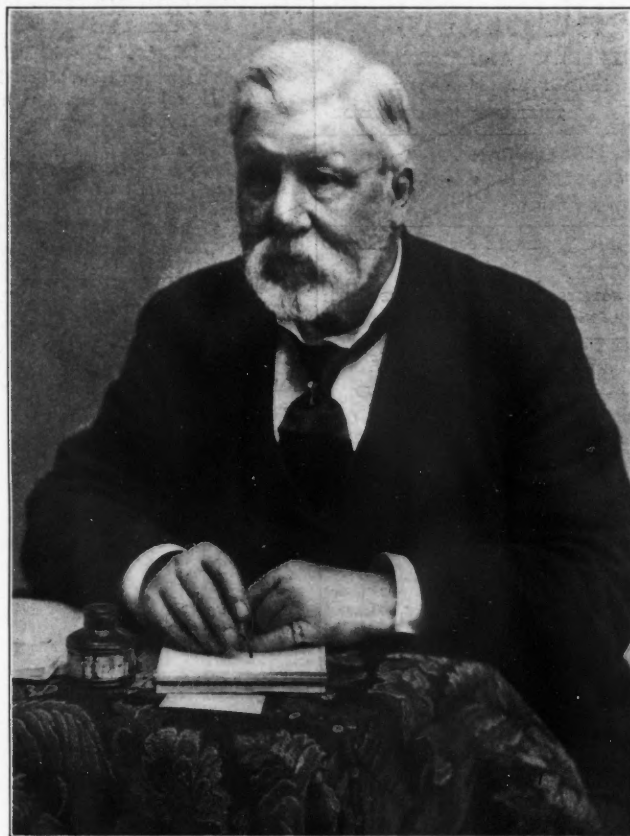
There was a time not so very long ago when journalism was on the verge of developing a system of professional ethics, based on other considerations than those of the cash register. Then a Greeley, Bowles, Medill, Dana, Halsted or Raymond, with a hand press and a printer's devil, could start a paper as good as any university consisting of Mark Hopkins, a student and a log. In those days the universal question was: What does old Greeley have to say? because old Greeley was the ultimate source of his own utterances. Imagine the rage he would have flown into if any one had dared insinuate that the advertiser dictated a single sentence in the Tribune. But now the advertisers are aggressive. They are becoming organized. They look upon the giving of an advertisement to a publisher as something of a favor for which they have a right to expect additional courtesies in the news and editorial columns.

FACTS ABOUT BOOK REVIEWING.

The great book publishing houses are about the only class of advertisers I know of who do not directly or indirectly seem to object to have their wares damned in the editorial pages. Whether they have attained more than other men to the Christian ideal of turning the other cheek; whether they think that nobody pays any attention to a scathing book review or whether they hold the "best seller" is the offspring of hostile criticism, I do not know. But again and again we have denounced books in our literary department that the publishers pay good money to praise in the advertising pages of the same issue. But with the small book houses this happy relationship does not always exist. It would surprise you to know how many of them badger and threaten us. Some, I understand, have a rule not to advertise where their books are not indiscriminately puffed. It is a poor maxim, however, that won't shoot both ways, for I am sorry to repeat that some papers adopt the equally bad rule of not reviewing the books of these firms who do not keep an advertising account with them.

ADVERTISERS NOW TELL TRUTH.

Leaving out of account a few stock phrases which deceive nobody, such as "the most for the money," "the cheapest



JOHN F. SUTTON.

THE PIONEER PRESS AGENT OF AMERICA, AGED EIGHTY-FOUR YEARS, NOW LIVING AT MONKTON, MARYLAND.

in the market," etc., what is said about the goods to be sold is not in the least overdrawn. I have taken the pains to go over the advertising columns of the leading papers of New York during the month of February and with the exception of a few medical, financial and perhaps real estate advertisements, I could find absolutely nothing that on the face of it seemed fraudulent or even misleading. The advertisers have at least come to realize that it does not pay to overstate. You can now order your purchases by mail from the advertising pages of any reputable publication about as safely as over the counter of a store.

In pointing out how commercialism may be eliminated from newspapers, Mr. Holt suggests four ways. He says in part:

HOW TO ELIMINATE COMMERCIALISM.

First, the papers can devote themselves to getting so extensive a circulation that they can ignore the clamor of the advertisers. But this implies a certain truckling to popularity, and the best editors will chafe under such restrictions.

Second, the papers can become endowed. The same arguments that favor endowed theatres or universities apply equally to papers. We need some papers that can say what ought to be said irrespective of everybody, or anybody, and which can serve as an example to other papers not so fortunately circumstanced. But manifestly the periodical industry as a whole is much too large to be endowed, and the few papers that may be endowed by private capital or by the government would have only a limited influence on the industry as a whole.

Third, the papers can combine in a sort of trust. They have the whip hand

if they would stand together. But they are all so jealous of each other that probably any real combination is a long way off. Still there are indications in the air of "a gentlemen's agreement," for all other interests are combining and they will be forced to follow suit. A newspaper trust, however, would certainly be an inimical to the public welfare as any other combination doing business in the fear of the Sherman law, since it would practically control the diffusion of intelligence and that no self-respecting democracy would or should tolerate.

Fourth, the most effective antidote for commercialism is the old remedy which, if sincerely applied, would solve most all the sins of society. I refer to personal integrity, to character. Integrity is the only thing in the newspaper profession, as in life itself, that really counts.

Farm Papers Booming.

A. K. Hammond, of New York who represents Prairie Farmer (Chicago), Farm Progress (St. Louis), Farm Magazine (Omaha), Rural Weekly (St. Paul) and Semi-Weekly Republic (St. Louis), in speaking of the work he has been doing in New York during the past year, says: "The development of scientific farming has created a special and direct interest in high-class farm publications."

Receives Death Warning.

H. D. Hopkins, editor and proprietor of the Sulphur Springs (Col.) Advocate, has received a letter saying he will be put to death on account of the part he and his paper took in the agitation which led to the closing down of all the gambling resorts located in Grand county.

JOHN F. SUTTON.

Pioneer Press Agent of America, Helped to make Barnum Famous.

Enjoying the quiet of a secluded country life, there lives at Gunston Lodge, near Baltimore, John F. Sutton, the pioneer press agent of America. Mr. Sutton, who is eighty-four years old, has also other claims to distinction, for much of the success of Jenny Lind, Adeline Patti, Artemus Ward, Tom Thumb, P. T. Barnum and others was due to his fertile brain.

When a printer lad of fourteen Sutton attracted the attention of P. T. Barnum, who persuaded him to go into the show business. He afterwards promoted him step by step until he finally became manager of the entire circus, and also acted as treasurer and press agent.

Mr. Sutton paid many visits to England and the continent, and talked with the present King of England when the latter was but eight years old. He was also a frequent visitor at the court of Napoleon III, and has many letters from the last Emperor of the French as a proof of that monarch's esteem.

Artemus Ward once said of Sutton: "There walked down Fifth avenue one day this week a man who, were he inclined to write a book telling of his experiences, might make a fortune and be an everlasting benefit to his fellow man."

His work as advance agent for Jenny Lind attracted world wide attention, and it was he who first suggested the idea of placing advertisements on soap and other articles. Tobacco boxes, butter dishes, match boxes, etc., were distributed freely to advertise the great singer.

It was Sutton who first booked Tom Thumb and placed him on tour and afterwards presented him at the court of Queen Victoria.

The advertising and newspaper work in connection with the first tour of Adeline Patti was handled by Mr. Sutton with such success that the name Patti will never be forgotten.

Mr. Sutton was the first man to introduce electric light into the show business. When in the early seventies, Barnum exhibited in New York, these lights were placed at the top of the main tent pole and at the main entrance.

Would Accept Half of Libel Verdict.

Samuel Dempster, of Pittsburg, Pa., who secured a verdict of \$40,000 against William D. Mann, editor of Town Topics, for libel, has agreed to accept \$20,000 on settlement, the court having given him the alternative of \$20,000 or a new trial.

The Memphis (Tenn.) Press will shortly commence the construction of a new home. It will be located at the southeast corner of Jefferson avenue and Third street and will be thoroughly modern in every respect. The building will be completed by early fall. A new three-deck Goss press has been ordered.

AUTOMOBILE CONTESTS

Bring more subscribers and more money than any other kind of contests. If you do not believe us ask J. D. Knowles, Publisher, The Herald-Journal, Delaware, Ohio. He knows. We furnish you with a \$500 Reo Automobile (Rumabou), and take part of that amount in advertising space in your newspaper. You can use our contest on these terms. Let us tell you more about it. Write to-day. We conduct other kinds of contests.

UNITED CONTEST COMPANY
SPRINGFIELD, OHIO

One of the things the copy you can obtain through the Showalter Advertising Promotion Service will do!

It will, in a short time, persuade so many of your readers to answer ads., that any worth-while advertisement will meet with an immediate and surprising response. And when an advertiser has this experience with a medium, you can't keep him out of it thereafter.

It might be well for you to find out whether you can still secure the Service for your field. It's not at all sure that you can.

W. D. SHOWALTER
150 Nassau St., New York.

THE EDITOR AND PUBLISHER

THE JOURNALIST COMBINED WITH THE EDITOR AND PUBLISHER.

A Publication for Newspaper Makers, Advertisers and Advertising Agents.

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

TELEPHONE, 7446 CORTLANDT.

BY THE EDITOR AND PUBLISHER COMPANY.

J. B. SHALE, President.

G. P. LEFFLER, Secretary-Treasurer.

PHILIP R. DILLON, Managing Editor.

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

ADVERTISING RATES.

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

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

NEW YORK, SATURDAY, MAY 15, 1909.

MORE ABOUT FINE NEWSPAPER BUILDINGS.

A Western publisher called at the office of THE EDITOR AND PUBLISHER last week and remarked: "That was a fine picture of the Binghamton Press building you printed. Looked like a mighty fine building."

It just happened that this picture was printed in the issue of May 1. The same publisher may have noted the pictures of other newspaper buildings which we have reproduced from time to time. But his remark was vitally significant. We believe that every publisher looks with aroused interest at every good picture of every modern newspaper building.

And further, we believe that most men and women, outside the newspaper business, like to look at good pictures of fine newspaper buildings, and they like to stand in the street and look up at the real structure. Is it not a good thing for a newspaper to have people stand in the street and look at the newspaper's home with satisfaction, with admiration?

More and more publishers are realizing the concrete advantage that an imposing building gives to their papers. If there was a time when the publisher was moved to put up a fine building by sentimentalism, or merely by vanity or its kindred emotions, it has passed, and he now considers the building from the sound business viewpoint.

Publishers who stop to think must know that it is only of late that they could go to a bank and borrow money on a newspaper plant. The answer of the banker used to be uncomfortably familiar to publishers: "We don't like to lend money on newspapers. The business is too unstable."

Why does the banker say this?

Because he sees only the visible assets. You may talk to him eloquently about the "good will" of the paper. The banker is canny. He has to be. "Good will" is a vague, elusive thing to him. He won't lend money on it.

But show him your building first. He knows what he sees. After that, he will give ear to your demonstration of good will.

The editorial department may be competent in a crude shack. Men have written great literature in garrets and jails. But the appearance of the business office of a newspaper has a relatively gigantic influence on the success or failure of the business end of the paper.

A fine building is fine advertisement and a strong factor for a newspaper.

There are those who still assert that the best "stuff" is written when the spur of poverty keeps on jabbing in. Nevertheless, the Washington correspondents have fitted up a press club such as Epictetus nor Cervantes nor Bunyan wot of. This is not to say dogmatically that the best stuff is written in jail. However, times have changed. The paper makers are accusing the publishers of being "millionaires." The charge of "near-millionism" may be brought against the Washington correspondents.

MARK TWAIN HOLDS BELT.

As Champion Lazy Man of Newspaper Game, Says Veteran Printer.

W. Landsittel is the grizzled foreman of the Lyons Republican, which is the Republican organ of Wayne county, N. Y., says the New York Times.

"I've been in this business for fifty years now," he said to a Times reporter, as he stroked his gray mustache, "and I have seen some lazy people in my time. Yes, sir, while the newspaper business is exacting and telling on the nerves it does harbor some real lazy folks from time to time."

"Whom do you consider the champion lazy man of the newspaper game?" he was asked.

"That is so easy to answer," was his reply with a wan smile. "Almost any of the real old-timers in this business would give you his name right off the bat. Why, Mark Twain holds the belt."

The Republican's foreman reflected.

"I was a printer's devil on The Buffalo Express forty years ago," he said, "and one of my duties was to sweep the room where reporters and editors worked. Every day during the time that Mark was a partner in the publication of The Express I was bribed by him in the cause of rest and ease. I would sweep every corner of that room, and when I came to Mark's desk, on which his feet reposed, he would look me over and ask me to go away. 'I don't want my part of the office cleaned up,' he would say. 'Please don't make me move, I'm so comfortable.' Then he would give me a nickle to get away from him and leave him in his own corner without any of the debris of the business cleared away. He would rather die there in the dust and truck than uncross his legs or tilt his chair back so that I could sweep up."

Brother Landsittel stopped the press long enough to find out what was chipping the corners of his pages as they were swept downward from the big rollers.

"Yes, sir," he ruminated, "he was certainly lazy. One day he gave me a nickle to dot an 'i' in his copy for him. He did certainly enjoy life, that man did."

NEWSPAPERS HONEST

Milton A. McRae, of Detroit, Refutes Impression that the Newspaper Has Become Purchasable and Is Controlled by the Advertiser.

Milton A. McRae, of the Scripps-McRae League of Newspapers, who has returned to Detroit to live after twenty-five years spent in Cincinnati directing the affairs of that organization, declared, in an address before the Detroit Wholesalers' Association last week, that the newspapers of the country are honest and are not under the control of their advertising patronage, as some would believe.

"There seems to be an impression," said Mr. McRae, "that the newspaper has become purchasable and controlled by the advertiser, and that reporters deliberately lie. The truth is that the newspaper is conducted on as straight lines as any other business. The advertiser does not control, and any paper so controlled would be unworthy of publication. Reporters are on the average one of the most reliable classes in a community and if untruths and inaccuracies appear in their reports it is because those from whom they seek the truth tell untruths. A reporter's position depends on his being at least as accurate as the sources of his information. The newspapers of Detroit are as reliable as those of any city."

"Newspapers are the best advertising mediums, as they circulate and reach everybody. No man doubts that advertising pays. Several years ago every daily newspaper in Chicago suspended publication five days on account of a struggle with labor unions, and during the five days the general business of that city fell off 50 per cent.

GROWTH OF THE NEWSPAPER.

"Printing and publishing now constitute the seventh largest industry in the United States. The growth in 20 years has excelled all else, except perhaps the business use of the telephone. The cost of producing a newspaper has doubled in a decade. Growth has made the cost imperative, and yet two newspapers, one in New York and one in Chicago, make more than \$1,000,000 each in a year.

"News is often suppressed, wholly or partially, for the public benefit at the time. At the beginning of the last panic the president of one of the largest Western banks died. Newspapers and the press associations published the death as due to natural causes, when they knew that it was a case of suicide. This course was agreed on after consultations for fear knowledge of the truth at that time might intensify the panic. A smallpox epidemic in Chicago that continued for months was handled and stamped out and, by general agreement, not a line about it was printed in the newspapers. The Everett-Moore syndicate failure in Cleveland a few years ago was known in newspaper offices four days before publication, and the news was held back to enable business and financial interests to arrange a plan that would work the best saving of assets. There have been numerous other similar cases. During the last panic the newspapers of the country were ultra-conservative with business and financial news."

Mr. McRae recalled that the American Newspaper Publishers' Association, of which he was one of the three

founders, was formed in the old Russell house in 1887, and that it had grown to power and influence.

COLORED SUPPLEMENT DOOMED.

"The colored supplement had to be supplied by newspapers to meet a public demand," said Mr. McRae. "Happily that demand is declining and I predict that in five years the colored supplement will disappear."

"It is said less news of crime should be printed. It may be that the printing of such news injures a few, but the many are benefited. In olden times crimes were made known and perpetrators run down by general hue and cry, in which everyone was required to join.

"The good will of a newspaper is worth five times its material assets, and its circulation is the foundation of its success. The newspaper must be judged comparatively. The American public is the jury. Editors have their ideals, but have to do the best they can. The fundamental principles of this country are free schools, free speech and a free press. The American newspapers have no equal in foreign lands, and with all their defects are doing well their part in developing and building up this great country."



NOT MUCH INTELLIGENCE.

FIRST CITY REPORTER (reading country paper) —The editor of this country newspaper must be a sarcastic joker.

SECOND CITY REPORTER—Why so? FIRST CITY REPORTER—Under the heading "Local Intelligence" he's got only about two inches.—International Syndicate.

Editors May Meet in Canada.

The National Editorial Association may hold its annual meeting in Vancouver this year in July. The Canadian government has invited the officers of the association to meet in Canada this year and it is probable that the invitation will be accepted.

BRIEFS.

Greater Colorado Publishing Company, Denver, Colo. Incorporated capital, \$50,000.

The Lansing (Mich.) Staats Zeitung has been incorporated. Capital \$3,000.

National Petroleum Publishing Company, Cleveland, Ohio. Incorporated capital \$5,000.

Courier Publishing Company, Lockhart, Texas. Incorporated capital \$7,000.

G. Gunderson has engaged in the publishing business at Cumberland, Wis.

PERSONAL.

L. Barron, of New York, managing editor of the Garden Magazine, gave an illustrated lecture on "The Home Garden and Civic Beauty" before the Clio Club of Roselle, N. J., last week.

Jacob Stults, the veteran editor of the Heightstown (N. J.) Gazette, recently celebrated his seventy-eighth birthday. For a number of years Mr. Stults was part owner of the Long Branch News.

Ed. H. DeCamp, editor of the Gaffney (S. C.) Ledger, is enjoying a two weeks' stay at Hot Springs, N. C.

Thomas L. Daily, of the Junior class of the University of Pennsylvania, has been elected editor-in-chief of the Pennsylvanian, the student daily. Daily comes from Fort Smith, Ark.

H. K. Curtis, of the Curtis Publishing Company, of Philadelphia, has returned from a two months' visit abroad. One month was spent in Egypt and one month in Italy.

Marion Eppley, of New York, and an editor of the Scientific American, was married on last Saturday to Miss Ethelberta Pine Russell, of Princeton, N. J.

Gerald M. Beaumont, formerly city editor of the San Jose (Cal.) Mercury, was married in San Francisco to Miss Edna Gorman, of Honolulu, H. I.

Editor O. H. Roberts, of the McCulloch County (Tex.) Star, was married in Brownsville, Tex., to Miss Louise Giese, of Belton.

J. L. Adams, formerly associate manager of the Daily Courier of Tyler, Tex., has engaged in the brokerage business in Houston.

George Edward Graham, of the Los Angeles Examiner staff, addressed the City Club of that city on "Covering Great News Events." Mr. Graham was war correspondent on Schley's flagship during the battle of Santiago.

CLUBS AND ASSOCIATIONS.

The Spring Meeting of the Indiana Associated Weeklies will be held at the New Denison Hotel, in Indianapolis, Friday, May 21, 1909, beginning at 10 a. m. There will be an address of welcome by Hon. C. A. Bookwalter, mayor of Indianapolis, followed by an address by W. E. Groves, editor of the Milford Mail, on "The Power of the Local Press." The afternoon session, will be of an executive character, and open only to members and those eligible to membership. There will be talks by R. B. Wood, editor of the Wolf Lake Trolley; Editor A. J. Heuring, of the Winslow Dispatch, and others. The session will conclude with an election of officers and selection of delegates to the National Editorial Association meeting at Seattle, in July.

The summer meeting of the Illinois Daily Newspaper Association will be held in Springfield Tuesday and Wednesday, May 18 and 19. The committee in charge of the programme has planned an especially interesting meeting and indications are that the attendance will be larger than usual from all parts of the State. After a short business session on Tuesday morning, the visitors will be taken to

the Country Club in special street cars where an elaborate lunch will be served. At five o'clock in the afternoon, the entire party will be taken for an auto ride to the various points of interest in the city. In the evening there will be a banquet at the St. Nicholas Hotel, to which a large number of representative Springfield citizens will be invited. Wednesday will be devoted largely to the regular programme of the association and at noon the members will be guests at the regular Chamber of Commerce luncheon.

The Dallas County (Tex.) Press Association met last week at the Chamber of Commerce in Dallas to consider plans for the annual outing. The arrangements were placed in the hands of Secretary Sam P. Harben. The Grand Prairie Texan was elected to membership in the association. Among those present at the meeting were John E. Davis, president; Sam P. Harben, secretary; John T. Risien, Col. Bowne, Ross Simpson and R. M. Hudson.

The mid-summer meeting of the Democratic Editorial Association, of Indiana, will be held in Bloomington June 10 and 11. All the prominent Democrats of the State have been invited to attend.

The Mississippi Press Association plans to visit Natchez in a body on May 21 to view the battleship Mississippi.

STAFF NEWS AND CHANGES.

Bert Hupp, city editor on the Atlantic (Ia.) Telegraph, is taking an enforced vacation from his duties, on account of his health, which for some time has not been of the best.

Herbert H. Smith, formerly of the editorial staff of the Cedar Rapids (Ia.) Republican, has been made managing editor of the Minot (N. D.) Daily Optic.

George F. Jenks, for eight years editor of the Holyoke (Mass.) Telegram, will retire from the newspaper field and will devote his time to other interests.

SATISFACTORY EDITOR

Or business manager can buy, for \$3,000.00, 1/2 the controlling stock of central west daily now making small profits and constantly improving. Well equipped with three linotypes, perfecting press, etc. Volume of business now over \$20,000.00 annually. Price is based on \$13,000.00 for the entire property. Proposition No. 484.

C. M. PALMER

Newspaper Broker
277 Broadway NEW YORK

ARE YOU THE PUBLISHER

of a big metropolitan daily newspaper? Have you ever considered the additional advertising direct personal representation would bring you? I am looking for a big daily to represent exclusively in the eastern foreign advertising field, and my thirteen years' experience in this field justifies the assertion that I could do lots of business for one big daily. Will it be yours? D. Peyton Bevans, Brunswick Bldg., New York.

J. WILBERDING

Newspaper Representative
225 FIFTH AVE. NEW YORK

LET ME REPRESENT YOU

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

UNITED PRESS BULLETINS

Warrington Dawson, staff correspondent of the United Press, is the only American newspaper man with the Roosevelt party in Africa. The one other correspondent, still with the party, and representing another news agency, is an Englishman.

During the absence of Mr. Dawson from the Paris office, Mr. Phil Simms is in charge of that Bureau of the United Press.

M. R. Fletcher, manager of the Albany Bureau of the United Press, is spending his vacation on a hunting trip in the Adirondacks.

R. W. Howard, general news manager of the United Press, starts next week on a trip to the Middle Western Bureaus of the organization.

The special sporting service of the United Press, covering all baseball, racing and general amateur and professional events, and carried over the wires between 4:30 and the end of the games, is proving a big hit with editors and has resulted in the inauguration of many sporting extras in cities which heretofore did not issue these special editions.

New leased wire clients: Salem (Mass.) News; Grand Rapids News; Kalamazoo Press; Battle Creek Journal; Seattle Exposition Daily News. Other clients: East Liverpool (Ohio) Review; The Dalles (Ore.) Chronicle; Oakland (Cal.) Mail; El Reno (Okla.) Democrat; Pendleton (Ore.) Tribune; Walla Walla (Wash.) Bulletin; Lansing (Mich.) Journal; Redding (Cal.) Courier Free Press; Franklin (Pa.) Herald; Reno (Nev.) State Journal; Winchester (Ky) News.

OPERATOR ASSIGNMENTS.

Peter Cook, transferred from Seattle Star to Exposition News, Seattle. J. M. Burke, from Tacoma Times to Seattle Star. W. W. Hays, Tacoma Times. R. E. Benedict, Battle Creek Journal. J. A. Saxon to Kalamazoo Press. R. H. Woltzer, Grand Rapid News. *



122 East 25th St., New York
Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.
Results Count—Write for References

Daily News Service Illustrated

News by Mail—600 Words Daily—
With Eight Photographs a Day. Covers Sport, Foreign, Science, Women, Politics, etc. Cheapest, Biggest, Best. Ask Clin't Times Star, Detroit Free Press, etc. TRIAL FREE.
GEORGE GRANTHAM BAIN
32 Union Sq., E., New York City

THE INTERNATIONAL SYNDICATE

Established 1899.
Features for Newspapers
BALTIMORE, MD.

THE LOVEJOY CO., Established 1853.

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

SITUATIONS WANTED.

Advertisements under this classification will cost One Cent Per Word.

HELP WANTED.

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

FOR SALE.

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

BALTIMORE JOBBER

8 x 12, throw-off; foot power; 3 chases; 5 roller cores; wrenches; \$45 cash. Address C. S. TURNER, Nassawadox, Va.

ADVERTISING MEDIA.

CONNECTICUT.

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

NEW YORK.

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

WISCONSIN

The Evening Wisconsin.

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

WASHINGTON.

SEATTLE TIMES, Seattle, Wash.

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

MISCELLANEOUS.

FRANK S. ADAMS CONTEST CO.

MANAGERS OF PRIZE AND TRIP VOTING

CONTEST FOR INCREASING

NEWSPAPER CIRCULATION.

Successful record east, west and south.

Best of References. Write or Wire,

Permanent Address,

72 WASHINGTON ST., ATLANTA, GA.

LEAGUE BALL RESULTS FOR

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

THE ADVERTISING WORLD.

TIPS FOR BUSINESS MANAGERS

The Homer W. Hedge Company, 366 Fifth avenue, New York, is using a number of Sunday papers throughout the country for the advertising of the Popular Shop, 7 West Forty-second street.

The Bankers & Merchants' Agency, New York, are placing advertising generally for the Reborn Company, 27 West Fifteenth street, New York.

The Richard A. Foley Agency, 253 Broadway, New York, is asking for rates.

The Hiscox Chemical Works, Patchogue, L. I., will shortly place renewals for the advertising of Parker's Hair Balsam through Dauchy & Company, Murray street, New York.

The Van Orden Corset Company, Newark, N. J., are making renewals through the Walter Houghton Company, same city.

Doremus & Co., 15 Wall street, New York, are placing the financial advertising of Speyer & Co., New York.

W. S. Eakin, advertising manager of the Swift Specific Company, Atlanta, Ga., who has spent several weeks in the East, left last Sunday for the Middle West, where he will make contracts with newspapers in that territory for this advertising.

The Horn-Baker Advertising Agency, Kansas City, Mo., is placing 2,058 lines for the advertising of the Board of Land Commissioners, in papers in the Southwest.

The Blaine-Thompson Agency, Cincinnati, Ohio, is placing 5,000 lines in Southern papers for Strauss, Tritz & Co., Lewis 66 Rye, Cincinnati.

Lord & Thomas, Chicago, are placing 28,000 lines in Western papers for the advertising of the Van Camp Packing Company, Indianapolis, Ind.

The Charles H. Fuller Agency, Chicago, Ill., is making new contracts for 5,000 lines in Pacific Coast papers for the advertising of the Make-Man-Tablet Company.

The Cooper Pharmacal Company, patent medicines, Chicago, is placing 1,000 lines in Pacific Coast papers through the Snitzler Advertising Company, Chicago.

The Messengale Advertising Agency, Atlanta, Ga., is placing 500 inches in Southern dailies for the advertising of the National Sales Company, Washington, D. C.

The Potter Drug & Chemical Corporation, Boston, Mass., are making new contracts for 1,000 inches in the South

for the Cuticura advertising, through the Morse Agency, 19 West Thirty-fourth street, New York.

Charles H. Fuller Agency, Chicago, is making contracts for 990 lines in Southern papers for the advertising of The T. H. Midgley Company, Kalamazoo, Mich.

The Mead Agency, Chicago, is placing 15 lines, 7 times for the Lake Cora Inn, Oak Park, Ill.

The Snitzler Agency, Chicago, is making new contracts for 2,500 lines for the advertising of Peterson & Co., extracts, Chicago.

Lord & Thomas, Chicago, is placing 2,000 inches in Western papers for the advertising of the Washburn-Crosby Company, Gold Medal Flour, Minneapolis.

The Wm. H. Dilg Agency is placing 10,000 lines in the Southwest for the advertising of the Sunnybrook Distillery Company, Louisville, Ky.

The National Toilet Company, toilet preparations, Paris, Tenn., is placing 2,500 lines in Western papers through Nelson Chesman Company, St. Louis.

The Morse Agency, 19 West Thirty-fourth street, New York, is making new contracts for 156 inches for the Beechman Pills advertising in Western papers.

The Dorland Agency, Atlantic City, N. J., is placing thirty lines, one month, for the advertising of the Hotel St. Dennis, same city.

F. A. Gray, Kansas City, Mo., is placing 2,500 lines in Western papers for the advertising of Frances Wilcox.

Foster Milburn & Co., Buffalo, are placing 10,000 lines in Pacific Coast papers through the E. P. Remington Agency, Pittsburg.

N. W. Ayer & Son, Philadelphia, are placing orders in Western papers for the advertising of Liberty Ladies College, Liberty, Mo.

Foster Debevoise, Monolith Building, New York, is placing orders in New England dailies for the advertising of the Auto Lyte Manufacturing Company, 26 Warren street, New York.

Wm. F. Dobbs, Danbury, Conn., is placing orders generally for the advertising of the Health Company, 150 Nassau street, New York.

Charles H. Fuller Agency, Chicago, is placing 375 inches in the Southwest for the advertising of the G. C. Bitter Company, same city.

The Holland Medicine Company, Scranton, Pa., are asking for rates.

Lord & Thomas, Chicago, are placing 10,000-line contracts in Western papers for the advertising of the St. Louis Dairy Company, St. Louis.

The J. C. Moss Agency, Buffalo, are placing orders in Western papers for the Larkin Company, Larkin's soaps, Buffalo.

J. Albert Shaffer, Washington, D. C., is using the larger city dailies for the advertising of Greenbrier, White Sulphur Springs, W. Va.

W. W. Sharp & Co., Bennett Building, N. Y., are making up a list of publications for the advertising of the Anchor Line Steamship Co., 19 Broadway, New York.

ROLL OF HONOR

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

ALABAMA.		WEST VIRGINIA.	
ADVERTISER	Montgomery	GAZETTE	Charleston
ITEM	Mobile	WISCONSIN.	
CALIFORNIA.		EVENING WISCONSIN	
BULLETIN	San Francisco	Milwaukee	
EXAMINER	San Francisco	ADVERTISING NOTES.	
FLORIDA.		Mr. Robert MacQuoid, of the MacQuoid-Alcorn Special Agency, New York and Chicago, left last Tuesday on a Western trip.	
METROPOLIS	Jacksonville	J. C. Feely, Eastern representative of the Capper Publications, Topeka, Kan., left last week accompanied by his family for a twelve day trip to Bermuda.	
GEORGIA.		John R. Thuman, formerly connected with C. E. Ellis, has joined the staff of Veree & Conklin, special agents, New York office. Charles Weil, of the Pittsburg Gazette Times and Chronicle Telegraph, has been added to the Chicago office of this concern. The Chicago office of this agency has removed from the Boyce Building to the Hayworth Building, where they have taken larger quarters.	
CHRONICLE	Augusta	W. D. Showalter, whose advertising promotion copy service is used by between three and four hundred American newspapers, has taken additional office space on the 11th floor of the American Tract Society Building, 150 Nassau street.	
LEDGER	Columbus	Charles Herbert, of the Louisville (Ky.) Advertisers' Club, hopes to raise \$10,000 for the entertainment of the Associated Advertising Clubs of America, which will be held in Louisville August 26-28.	
ILLINOIS.		Holyoke Telegram Changes Hands.	
HERALD	Joliet	James J. O'Donnell has purchased the interest in the Holyoke (Mass.) Telegram held by J. J. Madsen and George F. Jenks. Possession will be given June 1. Mr. O'Donnell will have charge of the editorial department and James J. Curran the business department. Mr. Curran, it is understood, will hold the controlling interest of the stock as in the past. The Telegram was started in 1898.	
JOURNAL	Peoria		
IOWA.			
CAPITAL	Des Moines		
THE TIMES-JOURNAL	Dubuque		
KANSAS.			
GLOBE	Atchison		
CAPITAL	Topeka		
GAZETTE	Hutchinson		
EAGLE	Wichita		
LOUISIANA.			
ITEM	New Orleans		
TIMES DEMOCRAT	New Orleans		
STATES	New Orleans		
MASSACHUSETTS.			
LYNN EVENING NEWS	Lynn		
NEW JERSEY.			
PRESS	Asbury Park		
JOURNAL	Elizabeth		
TIMES	Elizabeth		
COURIER-NEWS	Plainfield		
NEW YORK.			
TIMES-UNION	Albany		
BUFFALO EVENING NEWS	Buffalo		
NEWBURGH DAILY NEWS	Newburgh		
LESLIE'S WEEKLY (Cir. 115,000) ..	New York		
RECORD	Troy		
OKLAHOMA.			
OKLAHOMAN	Oklahoma City		
PENNSYLVANIA.			
TRIBUNE	Altoona		
TIMES	Chester		
MORNING DISPATCH	Erie		
HERALD	Now Castle		
BULLETIN	Philadelphia		
GERMAN GAZETTE	Philadelphia		
DISPATCH	Pittsburg		
PRESS	Pittsburg		
TIMES-LEADER	Wilkes-Barre		
TENNESSEE.			
NEWS-SCIMITAR	Memphis		
BANNER	Nashville		
TEXAS.			
CHRONICLE	Houston		
RECORD	Fort Worth		
LIGHT	San Antonio		
WASHINGTON.			
TIMES	Seattle		

**The
New Orleans
Item**

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

SMITH & BUDD

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

THE ASBURY PARK PRESS

is a live newspaper in a live town. Its readers are a money-making, money-spending class. If you want their trade the Press is your best medium.

J. LYLE KINMONTH, Publisher
ASBURY PARK, N. J.

Statement of
FEBRUARY CIRCULATION
SPRINGFIELD (Mass.) DAILY NEWS
DAILY AVERAGE 10,453

Being 426 more than February, 1908, and 119 more than last month's (January, 1909) average.

American Home Monthly
A Household Magazine

Circulation 100,000 COPIES Guaranteed
Every Month. Flat rate 40 cents a line.

HENRY RIDDER, Publisher,
5 Barclay Street, New York.

EDITORS MEET IN SPOKANE

And Formally Organize Inland Empire Press Association.

(Special to THE EDITOR AND PUBLISHER.) SPOKANE, Wash., May 10.—The Inland Empire Press Association, mention of which was made in THE EDITOR AND PUBLISHER of last week, was formally organized in the assembly room of the Spokane (Wash.) Chamber of Commerce on last Saturday.

The preliminary session was called to order by N. W. Dunham, editor-in-chief of The Spokesman Review, who explained the purposes of the call. The following officers were elected for one year:

President, Eugene Lorton, Bulletin, Walla Walla; secretary, Arthur Hooker, Chronicle, Spokane; treasurer, C. A. Foresman, Teller, Lewiston, Idaho; vice-presidents, British Columbia, T. A. Love, Pioneer, Phoenix; Montana, J. S. Conkey, Republican, Hamilton; Idaho, J. C. Peterson, Enterprise, Deary; Washington, W. D. Smith, Journal-Herald, Ritzville; Oregon, E. D. Aldrich, E. Oregonian, Pendleton.

Governing board—British Columbia, W. G. McKenzie, Times, Greenwood, and F. E. Simpson, Herald, Cranbrook; Washington, Scott Z. Henderson, Reporter, Kennewick, and Lou W. Wenham, Tribune, Pullman; Montana, Fred Whiteside, Bee, Kalispell, and W. E. Hassler, Herald, Missoula; Oregon, Clark Wood, Leader, Weston, and Bruce Dennie, Herald, Baker City; Idaho, Joe Scott, Press, Coeur d'Alene, and Al Filson, News, Sandpoint.

The following resolutions were adopted:

Whereas, Conservatism of our natural resources is of the utmost importance to the Inland Empire and our nation; and

Whereas, The proper consideration of the various ways of economically utilizing our forests, streams and lands, is a matter demanding careful thought and consideration; therefore, be it

Resolved, By the editors from those portions of Washington, Oregon, Idaho, Montana and British Columbia, comprising the Inland Empire, that we heartily endorse the work of the various State and national conservation commissions; and further, that we strongly endorse the work of the Seventeenth National Irrigation Congress which meets at Spokane, August 9-14, 1909, for the consideration of and action on irrigation drainage, forestry, deep waterways, good roads and home building.

In consideration of which we pledge our hearty assistance in making meetings of conservation associations and the Seventeenth National Irrigation Congress as successful as possible in keeping with the importance of the movements.

OBITUARY.

Edwin D. Coe, department commander of the G. A. R. for Wisconsin, and editor of the Whitewater Register, died of a complication of heart, liver and kidney disorders. Coe was for ten years United States pension agent at Milwaukee. He was a newspaper man for 40 years and served one term as president of the Wisconsin Press Association.

Nicholas Hall, forty-five years old, and secretary of the National Stockman and Farmer, died at his home in Pittsburg.

James G. Chesley, for twenty years cashier of the San Francisco Chronicle, and known to sporting men as a wing shot and billiard player, died in San Francisco last Saturday from a paralytic stroke.

H. M. Henderson, editor of the Vemdale (Minn.) Sun, is dead of cancer, having succumbed after treatment in a Minneapolis hospital where a new cancer serum was tried.

Thomas W. Smith, for thirty-five years editor and proprietor of the Baltimore (Md.) Herald, a monthly news journal of the lumber trade, died at his home, on North Fulton avenue, of heart failure. He had been in failing health for the last six months. Mr. Smith was born in Newcastle, Del., October 30, 1827.

Francis O'Connor, a well-known magazine writer and ex-editor of the Catholic Union and Times, died at his home in Rochester, N. Y., on last Monday. He was seventy-seven years old and a brother of the late Joseph O'Connor, one of the best known editors in the State.

Capt. Jackson Kirkman, formerly a Mississippi editor and a well-known Confederate veteran, died Tuesday in a Washington hospital.

Edward B. Cromwell, chief proofreader for the Baltimore American, and one of the paper's oldest employees in point of service, died suddenly from heart failure.

Charles Dunham Deshler, a well-known literary critic, died last Saturday at his home in New Brunswick, N. J. He was born in Easton, Pa., in 1819. In 1859 he was made editor of the Jersey City Standard and two years later he became editor of the Newark Daily Advertiser. From 1872 to 1876 he was editor of the Christian Intelligencer, during which time he wrote and compiled "Chaucer, with Selections," and "Afternoons with the Poets." Later he became associated with Harper & Bros. as a reader of manuscripts.

FRIENDS OF OURS.

Write Frankly as They Feel and It Makes Good Reading.

NEW YORK, May 6, 1909.
THE EDITOR AND PUBLISHER:

Gentlemen: It is a yearly satisfaction to me to renew my subscription to THE EDITOR AND PUBLISHER, for it is one of the very few trade papers I take the time to read. Herewith my check for another year. Yours very truly,

C. IRONMONGER,
The Ironmonger Advertising Agency of New York.

WAYNESBORO, Pa., May 5, 1909.
THE EDITOR AND PUBLISHER:

Dear Sirs: Enclosed please find one dollar, for which please mail me THE EDITOR AND PUBLISHER for one year, beginning with the issue of May 1.

We feel that you are issuing one of the very best publications that is going, to the fraternity.

Yours very truly,
R. C. GORDON,
President of Waynesboro Record Company.

M. L. Brandt has engaged in the publishing business at Fargo, Okla.

Phillips & Martin are now the publishers of the Frederick (Okla.) Leader.

ASKS FOR CO-RECEIVER.

Charles J. Seabrook Files Bill as Assignee Creditor of Baltimore World.

Charles J. Seabrook has filed suit in the Circuit Court at Baltimore to have a co-receiver appointed for the World Newspaper Publishing Company, publishers of the Baltimore World.

It is alleged that the irreconcilable differences which were said to exist between the management of the paper and the stockholders existed only between Herbert C. Cupit, president of the company, and one other person who controlled large holdings.

In his petition Mr. Seabrook alleges that this person with whom Mr. Cupit is alleged to have differed assigned his holdings to him, making him an assignee creditor of the company. My reason of this transaction, it is stated that Mr. Seabrook now holds the majority of the capital stock of the company and is a creditor of it in the sum of \$34,197.52.

It is further alleged that outside of his claim there remains a total indebtedness of about \$11,000, of which \$7,000 is secured.

The bill declares that he has a large amount of money at stake, and that his rights are being endangered by the squabbling. It is alleged that the present receivers are hostile to Mr. Seabrook, and the court is asked to appoint a co-receiver.

Judge Heuisler signed an order requiring the receivers to show cause by May 17 next why there should not be a co-receiver representing Mr. Seabrook's claim.

\$200⁰⁰

To Be Given Away

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

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

OSWALD PUBLISHING COMPANY

25 City Hall Place New York

TAKE IT TO
POWERS
OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4900-4 Bookman

ADVERTISING CLUBS.

At the banquet of the Atlanta Ad. Men's Club, held last week, the members voted to join the Associated Advertising Club of America. The guest of honor at the banquet was Asa G. Candler, who spoke on Proper Practical Publicity. Others who spoke were W. M. Clemens, general manager of the Memphis News-Scimitar, and Arthur C. Minter, an advertising man of Dallas, Tex. The club decided to hold weekly luncheons.

The Poor Richard Club, an organization of Philadelphia advertising men, held their third annual outing last week with a shad dinner at Essington-on-the-Delaware. About seventy-five members and invited guests attended. All arrangements for the outing were made by a committee of which Thomas A. Daly was chairman. Clarence K. Arnold, president of the club, presided at the dinner.

The Democrat and the Chief, of Hobart, Okla., have consolidated.

E. Landington, publisher of the Red Rock (Okla) Opinion, has sold the property to E. J. Hickman.

THE BRITISH AND COLONIAL PRINTER AND STATIONER

Established 1878. Every Thursday.
W. JOHN STONHILL & CO., 58 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other Inventions Illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.
Annual Subscription (52 issues), post free, \$3.00.

The Leading Paper in the United Kingdom for the Printing, Engraving, Stationery and Allied Trades.

SOME TRADE OPINIONS.

"A representative printers' paper."—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Shneiderwendt & Co., Chicago.

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

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

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

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

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

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

Send for sample copy.

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

HIGH GRADE PHOTO ENGRAVING AND DESIGNING
LARGE CONTRACTS EXECUTED PROMPTLY AT THE LOWEST PRICES
TELEPHONES 1551 & 1552 - CORTLAND



Send To-day for the List of Users of
"THE KOHLER SYSTEM"

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

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

*The Movement Throughout the Nation for More Reliable,
Progressive News Handling, Demands a Higher
Class Telegraphic News Service.*

EDITORS

*HAVE YOU SATISFACTORY ARRANGEMENTS FOR TELEGRAPH
AND CABLE NEWS SERVICE?*

If not, communicate with us, as we are prepared to furnish a splendid report for both morning and afternoon papers at a very moderate cost.

We collect our own news, both foreign and domestic, through our own agents and correspondents. Our news is *authentic*. The watchword of all our correspondents and agents is *GET THE FACTS*, and the many testimonials we get from our clients prove that **THE HEARST NEWS SERVICE** is unsurpassed for *accuracy*, and is handled with the greatest possible *despatch*.

THE HEARST NEWS SERVICE

THE TWENTY-FOUR HOUR SERVICE

200 William Street

New York

