

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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## WHAT SAY, COMRADES

### SOCIALIST DAILY APPEALED AND GOT THE MONEY.

The Evening Call Stated it Would Go Out of Existence Last Wednesday If Money Support Was Not Given—Strange Loyalty of Poor Socialists to Their Organ—A Paper Run by Tailors, Butchers and Mechanics, With 28,000 Daily Circulation.

The New York Evening Call, the Socialist daily which was started last year, was apparently in desperate straits this week. Last Monday it printed an editorial appeal for funds, saying:

Five thousand dollars within ten days and two thousand dollars of this by Wednesday morning or The Call must go out of existence.

We are in a desperate situation and are forced to make a desperate appeal.

We have begged and borrowed from those who could give in fairly large amounts until we have exhausted the resources of these friends and comrades.

The rank and file, whose earning capacity is slight, has given in a majority of instances even beyond its means.

Without you, comrade, we cannot hope to keep The Call, the Voice of the Oppressed crying in the wilderness of Capitalism.

That this voice may not be silenced, each of you must send or bring his contribution to this office by Wednesday morning, whether it be fifty cents or twenty-five dollars.

We are writing this at a meeting of the Board of Directors who have faced the desperate situation and have found no way to meet it except by making this desperate appeal.

Upon your reply, yea or nay, hangs the fate of The Call.

What say you, comrades?

We shall know your answer by Wednesday morning.

On Tuesday it was stated editorially that there had been an encouraging response, but the appeal for funds was repeated.

Remember, this paper cannot depend, and it ought not to have to depend, upon the devotion of a few well-to-do comrades and sympathizers. These are doing their duty. But that is not enough. They must be backed up by the hundreds and thousands who can afford to give a dollar or five or ten dollars NOW and to pledge and regularly pay ten or twenty-five or fifty cents a week for some months to come.

### WHAT SAY YOU, COMRADES?

Park Row was sitting up Wednesday morning, much interested. Would The Call die?

On Wednesday morning the manager of The Call said to THE EDITOR AND PUBLISHER, somewhat guardedly:

"The Call will go on. The responses have been altogether satisfactory. We have the money we need."

George Gordon, formerly of the Cleveland Plain Dealer, was the first editor. There have been several. Algernon Lee, one of the leading active Socialists of New York, is the present editor. The business manager is Horace S. Neese.

The paper is published by the Workingmen's Co-operative Publishing Association, of which W. W. Passage is president, Frank M. Hill treasurer and Julius Gerber secretary.

Contrary to general impression, the rich Socialists have not given freely to keep it going. It is supported almost entirely by the enthusiastic poor who gladly give their single dollar bills and even their fifty cent pieces. It is a matter of common knowledge



SENATOR ROBERT MARION LA FOLLETTE. See page 3. WILL SHORTLY BEGIN THE PUBLICATION OF A WEEKLY AT MADISON, WISCONSIN.

that women, threadbare, ill-shod, but with a radiance in their eyes, have tramped long distances over city pavements to hand in their fifty cents for "the cause." Shrewd newspaper men of New York have marvelled at the fierce loyalty of the women to this Socialist organ.

There are fifteen members on its board of directors. They are tailors, butchers, mechanics. They are not newspaper men. They differ strenuously, bitterly, about details of newspaper policy, business and editorial. Yet the paper has 28,000 circulation and is a powerful influence.

### Democrats Lose Only Iowa Daily.

The Des Moines (Ia.) Register and Leader has acquired control of the Des Moines Tribune, the only Democratic daily in Iowa, and will continue the Tribune as the afternoon edition of the Register and Leader, beginning Dec. 1.

Some who use circulars are putting on a four cent stamp, hoping thus to keep out of the waste basket.

### WOONSOCKET (R.I.) REPORTER

#### Oldest One-Cent Daily in New England Dead.

The Woonsocket (R. I.) Evening Reporter suspended last Saturday. The property and good will was purchased by the Evening Call Publishing Company, of which Andrew J. McConnell is president. The Reporter was merged with the Call beginning last Monday.

The Reporter was established in 1873. It was the oldest one cent paper in New England. For many years, under the editorship of Leroy B. Pease it was a power in Rhode Island.

### Monument to Senator Carmack.

The Nashville Tennessean has started a subscription to build a monument at Nashville to Senator Carmack. He was born thirty miles north of Nashville, spent his boyhood fifty miles south, and for the most of his public life lived in the city.

The Pen and Pencil Club of Philadelphia has a membership of five hundred.

## BOGUS DATA

### INFORMATION ABOUT PRICE OF PAPER ALLEGED TO BE ALL WRONG.

Herman Ridder Makes Sensational Charges Against Census Director North, Who Furnished Data Upon Which Is to be Based the Tariff Revision of Pulp—Editor Likens the Census Bureau to a Lunatic Asylum—Asks President Roosevelt to Consider the Incompetence of the Census Director.

Herman Ridder, publisher of the New York Staats-Zeitung, and president of the American Newspaper Publishers' Association, wrote a letter to President Roosevelt under date of Nov. 11. The proof sheets sent out to newspapers were marked for release Monday, Nov. 16. The proof bore the title "Bogus Prices on Print Paper." The letter contained about 3,000 words.

Mr. Ridder charges that the Ways and Means Committee, which is considering the tariff on wood pulp, has been misled by quotations from the Paper Trade Journal which were inaccurate. He pillories Census Director North, who is responsible for the figures on the price of paper placed before the committee.

Mr. Ridder makes a strong argument to prove the following assertions:

The tariff revision studies of the Ways and Means Committee are based on fraudulent trade journal prices.

"Periodical fluctuations" did not vary a particle in quotations covering a period of 39 months.

Trade journal figures on news print paper fluctuated \$12.00 per ton within one week.

There was a difference of \$9.00 per ton in print paper quotations between two paper trade publications of corresponding date, the Paper Trade Journal and the Paper Mill.

There were variations of \$17.00 per ton between New York and Philadelphia quotations with an actual difference of only 40 cents per ton in freight rate from mills.

There was the same minimum price of \$50.00 per ton quoted regularly from Philadelphia every week for five years from June, 1902, to June, 1907.

Mr. Ridder asks, after his indictment of Director North:

"Should the expenditure of fourteen million dollars for the next Census be placed in such hands?"

The following is part of Mr. Ridder's letter:

#### CARELESSNESS OF CENSUS BUREAU.

For October 1, 1900, the quotations given by Dr. North are wrong, to the extent of five dollars (\$5) per ton or ten per cent. (10%) less than the minimum and maximum prices printed in the Paper Trade Journal nearest to that date.

For April 1, 1902, Dr. North undertakes to give a minimum and a maximum price, though the Paper Trade Journal printed only a minimum price.

Dr. North's letter states the maximum price for July 1st, 1907, as \$3.10, whereas the Paper Trade Journal maximum quotation was \$2.75; a difference of \$7 per ton.

Aside from the failure of the head

of the Census Bureau to accurately copy the quotations of the Paper Trade Journal, I will now demonstrate to you his incapacity, in so far as he failed to note their utter worthlessness from the figures themselves.

He gave figures which purported to show that the price of news print paper was stationary in the following periods:

\$3.25@3.75 from April 1, 1890, to October 1, 1891, 18 months duration; \$3.00@3.50 from January 1, 1892, to April 1, 1895, 39 months duration; \$2.50@3.00 from July 1, 1895, to January 1, 1897, 18 months duration; \$2.40@2.50 from April 1, 1903, to January 1, 1904, 9 months duration; \$2.00@2.25 from July 1, 1906, to April 1, 1907, 9 months duration.

#### CENSUS BUREAU LIKE A LUNATIC ASYLUM.

Dr. North said (page 1,346 of Hearings): "I am assured by men who should know that the quotations given are a safer index to the periodical fluctuations in the price of newspaper than any figures based upon private and special contract." May I ask does a uniform quotation for 39 months in an ever-changing commodity justify that assertion of "periodical fluctuation?" The veriest tyro in business would know that prices of commodities not artificially manipulated as steel has been, would oscillate and change with all the variations of supply and demand, and with all the economies of manufacture and with all the freedom of competition that prevailed for at least eight (8) years of the period under review. Yet Dr. North, writing upon a schedule which did not show a particle of variation in prices during 39 months, misled Congress and the Federal authorities by saying "you may rely upon these figures as accurate."

It is hardly conceivable that any man outside of a lunatic asylum or the Census Office would make such an assertion after a scrutiny of the quotations. Dr. North went further. When the accuracy of his figures was denied, he appeared before a committee of the House of Representatives and substantially re-affirmed their accuracy, saying (page 1,346 of Hearings), "as thus qualified, the quotations furnished Mr. Dalzell undoubtedly represent more accurately than Mr. Ridder's figures the prices paid by purchasers in the open market at the dates named by the average customer, having no special contract."

#### ASTONISHING STABILITY OF PRICES.

Again, the Paper Trade Journal has for years printed so-called quotations for news print paper, purporting to give a general price and the prices in various cities. The general price has been assumed to represent the price in New York City, where is the most considerable consumption. The prices appearing in the Paper Trade Journal for two cities were as follows:

		General, per ton.	
1907,	April 4,	\$40.00	@ \$45.00
	January 3,	40.00	" 45.00
1906,	October 4,	40.00	" 45.00
	July 5,	40.00	" 45.00
	April 5,	38.00	" 44.00
	January 4,	38.00	" 45.00
1905,	October 5,	38.00	" 45.00
	July 6,	40.00	" 47.00
	April 6,	44.00	" 47.00
		Philadelphia, per ton.	
1907,	April 4,	\$50.00	@ \$62.00
	January 3,	50.00	" 62.00

THAT the people of Philadelphia and its vicinity appreciate the endeavors of "The Bulletin" to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of "The Bulletin" has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

		Philadelphia, per ton.	
1906,	October 4,	\$50.00	@ \$62.00
	July 5,	50.00	" 62.00
	April 5,	50.00	" 62.00
	January 4,	50.00	" 62.00
1905,	October 5,	50.00	" 62.00
	July 6,	40.00	" 47.00
	April 6,	50.00	" 62.00

I can find very few instances in all the period of seventeen (17) years when the Philadelphia price approached the New York or general price, and the difference in maximum price quotation between the two cities at times exceeded seventeen dollars (\$17.00) per ton, though the actual difference in freight rate from the mills is only forty cents.

If you should refer to the last issue of that publication (November 5, 1908) you would find that while on page 62 "news" price is quoted at \$40@42 per ton, f.o.b. mill, the Philadelphia price (on page 62) is given at \$55@62 per ton and the Chicago price on same page is given at \$56@61 per ton. Again I say, no one outside of a lunatic asylum or the Census Office would vouch for the accuracy of quotations from such a source, or re-affirm their accuracy when put on notice.

Mr. Ridder dissects many other alleged misstatements of the census director and sums up, as follows:

#### SPENDING OF \$14,000,000.

With such a shocking illustration of carelessness and inaccuracy on the part of the Census Bureau, is not the country put upon notice to look with suspicion upon other compilations made by the same authority? Is not the primary requisite of the Census head accuracy? Are we to spend fourteen millions upon the Census of 1910 for that kind of competency? It is a sad commentary upon administrative methods and upon the material which misled the last Congress, that the delicate work of the Census compilation and of the countless records entrusted to the Census Bureau should be subject to the risk of such incapacity as that which Dr. North's letter on news print paper disclosed.

I assume that you do not know whether or not Mr. Payne, as head of the Ways and Means Committee, is continuing his tariff revision studies on the basis of trade paper quotations, furnished by the Census Bureau. Nor are we certain which trade paper Mr. Payne's committee will select to quote from since there are two so-called trade publications for the paper trade—and on one date, when the Paper Trade Journal said news was selling at \$40.00 per ton, the other publication, the Paper Mill, said news was selling at \$49.00 per ton. Before Mr. Payne completes his tariff studies, we will want to know which one of the trade journals is "as accurate as accurate can be."

Is it not a startling situation when you realize that every question of taxation; every factor that enters into the legislative and executive and judicial problems of this great Government, is dependent upon the accuracy of the work now controlled by Dr. North, or that every tariff proposition is dependent upon Mr. Payne's selection of the trade paper which shall furnish quotations for his tariff study?

May we not find in the present Director of the Census Bureau the source of much misinformation upon other prices than those of paper? Is it not probable that if the incumbent of that office were properly equipped to gather information, Mr. Payne and Mr. Dalzell might discover the numerous errors of their ways and see light?

#### Rich Long Island Editors.

The Sag Harbor (N. Y.) Express and the Greenport (N. Y.) Watchman, two weeklies of Suffolk county, Long Island, each had a bill of \$2,006.50 audited by the county supervisors last week. The bills were for publishing tax sales during the year.

## CHICAGO

Joe Cannon, Life Member of Advertising Association—Author of "Steam Roller"—Editor of Journal Buys Land.

(Special to THE EDITOR AND PUBLISHER.)

Chicago, Nov. 18.—Oswald F. Schuette, former Milwaukee newspaper man, who for some time has been a political writer on the staff of the Chicago Inter-Ocean, has been made Washington correspondent of that paper. Mr. Schuette coined the phrase "steam roller," used with good effect in the Republican national convention last June.

At the fourth annual harvest home dinner of the Chicago Advertising Association, after the address by Speaker Joseph G. Cannon, the following new officers were installed: William A. Stiles, president; T. W. Le Quatt, first vice-president; F. H. Ralston, second vice-president; E. H. Westman, third vice-president; Geo. W. Mason, corresponding secretary; N. R. Taylor, financial secretary; and C. H. Touzalin, treasurer. The association made Speaker Cannon an honorary member of the organization for life.

John C. Eastman, owner and editor of the Chicago Journal, has made a big purchase of farm land in Lake County, Ind., the tract being situated five miles northwest of Crown Point, consisting of 180 acres, known as the Peter Newdorf farm. The price per acre was near \$70 with the improvements. It is reported that he will make great improvements on the place and will have his country residence there.

## WASHINGTON, D. C.

(Special to THE EDITOR AND PUBLISHER.)

Washington, Nov. 18.—Arthur I. Street, originator and owner of the Pandex of the News, Chicago, and formerly a well-known newspaper man of San Francisco, also at one time editor of Collier's and the Associated Sunday Magazines, was here last week on an important mission for the Chicago Tribune.

Managing Editor Sullivan of Collier's, and Will Irwin, a contributor to that publication, were in the Capital this week.

The correspondents are dropping into town by twos and threes, now that the campaign is over, and are haunting the tariff hearings, the White House and other places where news is to be encountered.

The Riverside Press, one of the best known papers in California, has formed a special news connection in Washington for the session.

#### York Gazette Brought \$24,700.

The York (Pa.) Morning Gazette was sold at auction last Saturday to H. T. Gitt, of Hanover. The price paid was \$24,700. The sale was made subject to a mortgage of \$20,000 on the real estate. Mr. Gitt was the Democratic candidate for Congress. He is a business man of York.

## THE FAR WEST

Budget of News and Gossip From Washington, Oregon, and Idaho.

(Special to THE EDITOR AND PUBLISHER.)

Spokane, Wash., Nov. 17.

W. H. Cowles, publisher of The Spokesman Review in Spokane, is having plans prepared for a modern four-story hotel and store building with full basement in Spokane. The building will be steam heated. There are already sufficient applicants to tenant the stores. The hotel part will be leased to a first-class hotel man.

William Goodyear, editor of The Commoner, of Colfax, Wash., Democratic candidate for Congress who was defeated by Judge Miles Poindexter, president of the Southern Club of Spokane, made this statement the day after the election: "It was a clean, fair fight, and I cheerfully accept the result. Because a big majority of the voters of Washington do not agree with my political opinions I do not propose to sulk or repine."

"Il Tempo," (The Times) a four-page weekly in the interest of the Italian colony of the Pacific Northwest, by M. Kalich and A. Bressi, made its initial appearance Nov. 6. The engagement of the Duke of Abruzzi and Miss Katherine Elkins is treated under the heading: "L'Eterno Matrimonio."

James A. Wood, formerly a newspaper man in Spokane and Seattle, and later commissioner from the A. Y. P. exposition to the Jamestown exposition, has been appointed director of exploitations and publicity for the exposition at Seattle in 1909, succeeding Henry E. Reed, who occupied the position two years. The appointment is a deserved compliment to Mr. Wood, who is now reorganizing the department.

Harvey Scott, the veteran editor of The Oregonian of Portland, Ore., who probably has done more than any other man to bring the Northwest into prominence, is favorably mentioned as a cabinet possibility in the Taft administration.

S. A. Mann, formerly a reporter on The Spokane Chronicle, who has been acting judge of the police court since Judge J. D. Hinkle left that position to fill the unexpired term of Judge Miles Poindexter in the Spokane County superior court, has been appointed to the police court bench by Mayor C. Herbert Moore and will hold the position until January 1, 1911. Mr. Mann was one of the three justices of the peace elected Nov. 3.

Frank M. Dallam, editor of The Palmer Mountain Prospector at Loomis, Wash., resigned his office as United States commissioner so he could qualify as a nominee for presidential elector of Washington on the Republican ticket.

AUGUST WOLF.

The firm of N. W. Ayer & Son was organized in 1869 by two men who invested \$250.

The Kansas City Star on Nov. 8 carried 3,338 separate advertisements.

## The Montgomery Advertiser

"Alabama's Only Metropolitan Newspaper"

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

VICTOR H. HANSON, Manager Advertising Department

**SKETCH OF LA FOLLETTE.**

**The New Editor is a Writer of First Rank.**

Robert Marion La Follette, who is preparing to launch a national weekly at Madison, Wis., was born at Primrose, Wis., June 14, 1855. He graduated from the University of Wisconsin in 1879 and began the practice of law next year. He served successively as District Attorney of Dane County, 1880 to 1884; member of congress, 1885 to 1891; elected Governor of Wisconsin in 1900, re-elected in 1902, and re-elected for the third term in 1904; elected United States Senator Jan. 25, 1905, and resigned the governorship.

He was married in 1881 to Miss Belle Case, of Barraboo. Mr. and Mrs. La Follette have four children. The oldest, Miss Fola, has adopted the stage for a career. There are two boys, Robert, Jr., and Philip, and the youngest is May, aged six years.

Senator La Follette is one of the orators of the nation. His messages and other State papers show a force and eloquence of style that give him rank as one of the great writers on economic subjects.

**"YOU ARE A DEAD MAN"**

**Publisher of Atlanta Georgian Is Threatened in Anonymous Letter.**

The Atlanta Georgian last Saturday reproduced on the front page an anonymous threatening letter addressed to "Mr. T. L. Seely, Atlanta, Ga.," with the Atlanta postmark on the envelope. The stamp was pasted upside down. The letter read:

THE NEXT EDITORIAL THAT APPEARS IN YOUR PAPER ABOUT THE HONORABLE J. G. WOODWARD YOU ARE A DEAD MAN.

The characters used are capitals and small capitals, Roman print, indicating considerable dexterity with pen and familiarity with type forms.

Mr. Seely is the publisher of the Georgian. The paper has conducted several forceful campaigns against entrenched evils of government and inevitably has made enemies among grafters and other undesirables who have been exposed. The following was printed under the reproduced letter:

\$500 reward for the arrest of the person responsible for sending the above letter.

We have received several similar letters, and intend if it is possible to bring such criminals as their authors to the bar of justice. ATLANTA GEORGIAN.

**A Gallery of Legislators**

The Newark Evening News last Saturday reproduced the pictures of nineteen senators and sixty-two assemblymen, constituting the New Jersey legislature for 1909, on the front page of its second section.

**TO OBTAIN RESULTS**



from all the efforts you make for a clean, clearly printed paper, you must go as far as to include Rollers. Many times your press needs only good Rollers to improve the looks of your sheet. There are no Rollers so good as ours—we GUARANTEE them. Get our quotations.

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

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

**BIG AGENCY CHANGES.**

**J. D. Hampton Purchases Controlling Interest in Printers' Ink.**

Changes in the organization of the Hampton Advertising Company of New York, have taken place this week. J. D. Hampton's stock has been purchased by H. A. Biggs, who now becomes the chief owner of the agency. Mr. Hampton has purchased from Mr. Biggs the latter's interest in the Printers' Ink Publishing Company, and retires from the advertising business to give his entire time to Printers' Ink.

Associated with Mr. Biggs in the ownership and management of the advertising agency are George G. Young, Ralph H. Shone, H. J. Prudden, E. T. Carswell, Jr., J. H. Gallagher and R. T. Allen.

Mr. Biggs has been elected president, Mr. Young first vice-president, Mr. Shone second vice-president, and Mr. Carswell treasurer. Mr. Prudden will become secretary under the reorganization.

Mr. J. D. Hampton issued the following statement: "Some months ago Mr. Biggs and I purchased a controlling interest in the Printers' Ink corporation. Since then I have been giving more and more of my time to the publication and the affairs of the American Newspaper Directory.

"Each month I have grown more convinced that Printers' Ink offers an interesting and profitable field for my entire labors, and so I have sold out my agency stock to Mr. Biggs, and have purchased his stock in Printers' Ink."

**CABLE AT 2 CENTS A WORD.**

**Movement in England Against Ocean Telegraph Monopoly.**

John Henniker Heaton, Member of Parliament, last week at a representative gathering at the British Colonial Institute, London, launched his campaign for an international telegraph and cable rate of 2 cents a word. He declared that an end should be put to the present cable monopoly at any cost, and that the cable companies should be bought out at the market price by the civilized governments of the world. The first step to this end would be a conference of the postmasters general of Europe and the establishment of a penny-a-word rate in this hemisphere; then there should be a conference with the postal authorities of America.

Other speakers who supported the movement were the Earl of Jersey, Lord Strathcona, Mr. Lemieux, the Canadian Postmaster General, and William Marconi. Mr. Marconi said that if adequate government support were given him the day would not be far off when he would establish wireless telegraphy between England and Canada at 2 cents a word.

G. R. Neilson of the East India Cable Company advanced arguments to prove that the 2-cent cable rate was an utter impossibility.

**Magistrate at \$7,000 a Year.**

Paul Krotel, formerly a reporter on the staff of the New York Sun, the Herald, and the American, and later a lawyer and assistant to District Attorney Jerome, has been appointed a police magistrate of New York City to fill the vacancy caused by the resignation of Magistrate G. F. Wahle. He will have nearly eight years to serve and will get \$7,000 a year.

**LONG STRIKE ENDED**

**International Strikers Lose But Effect Compromise on Wage Question.**

The strike of the International Brotherhood of Papermakers against the International Paper Company was officially declared off last week by President Carey of the unions. The men agree to accept a 5 per cent. reduction. This settlement was agreed on Sept. 24, between President Carey and the paper company, but the local unions refused to ratify it until last week.

Eight thousand men struck on Aug. 1 against a proposed wage reduction of 10 per cent. For two months the eighteen plants of the paper company were practically at a standstill. Last week Vice-President Thos. F. Waller of the International claimed that the company had succeeded in breaking the strike and that 75 per cent. of the usual force of men was on the pay rolls. However, the company did not see fit to enforce the 10 per cent. reduction. The men are to be taken back as individuals and the mills will be run "open."

**NEW SOCIALIST DAILY.**

**Will Start in Oklahoma Dec. 1, With 25,000 Circulation.**

The Oklahoma Daily Globe (afternoon), backed, it is said, by Medill Patterson, of Chicago, and designed to be the big Socialist organ of the Southwest, is scheduled to start at Oklahoma City on December 1. It is announced that it will have 25,000 circulation to begin with and will cover with separate editions the States of Oklahoma, Texas, Arkansas, Kansas and Colorado. It is estimated there are 20,000 Socialists in Oklahoma.

The paper is to have five editions daily and also a Sunday edition. Frederick H. Merrick, recently managing editor of the New York Evening Call, has been named editor-in-chief and is already in charge.

**Only Republican Daily.**

W. I. Underwood was named last Saturday receiver for the Industrial Publishing Company, which publishes the Greensboro (N. C.) Daily Industrial News, the only Republican daily in North Carolina. The receiver will continue the publication and attempt to put it on a sound basis.

**New Press for St. Louis Star**

The St. Louis Star last week commenced the installation of a new Goss color press, which is claimed to be the largest in St. Louis. Its capacity is 40,000 an hour of eight-page straight newspaper print. It prints four colors. It covers a space of 24 feet by 8 feet in the basement and is 15 feet high.

**RELEASED**

After January 1st

**The Metropolitan Art Gallery Series OF OLD AND NEW WORLD MASTERPIECES**

for exclusive distribution by ONE progressive Sunday newspaper in each large City.

This series of art subjects is reproduced by a real photogravure process, the latest and greatest achievement of the century in monotone reproduction, retaining with wonderful fidelity all the depth and delicacy of the famous originals.

This is the first published announcement regarding the series. The opportunity for securing EXCLUSIVE use is now offered to newspaper publishers on an equal basis. Territory will be closed in the order in which subscriptions are received.

A request by letter will bring full particulars.

**STEWART PUBLISHING CO.**  
5 Beekman St. NEW YORK

**FORD'S TRIP TO IRELAND.**

**Great Hullabaloo in House of Commons and Editor May Not Go.**

Editor Patrick Ford, of the Irish World, published in New York, who lives at 350 Claremont avenue, Brooklyn, had planned to go back on a visit to Ireland next spring. He left the old country in 1846 and has never since set foot on its soil. But certain vigilant Englishmen have not forgotten that Mr. Ford was, in the opinion of three learned English judges, an advocate of the use of dynamite.

Last Monday night in Parliament an English member asked the Premier "if any steps had been taken to prevent these well-known agitators from coming to this country." There was a hot debate, led by John Redmond, and a great commotion.

When the cable news reached the office of the Boston Globe, Editor John O'Callaghan, of the Globe, wired Mr. Ford:

"Congratulations on the hornets' nest in House of Commons."

Mr. Ford said, later: "I don't know now whether or not I will go to Ireland in the spring."

**An Important Factor,**

in Philadelphia, is the German population of 350,000. These people are thrifty.—60,000 own the houses where they live,—and the German papers must be used to reach them through advertising. The papers are the *Morgen Gazette*, *Evening Demokrat*, *Sonn- tags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.

# 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, Editor.

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

ADVERTISING RATES.

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

Entered as Second Class Matter in the New York Postoffice.

NEW YORK, SATURDAY, NOVEMBER 21, 1908.

## NEWS FAKIRS

In another column is printed a portion of an article by Lindsey Denison going to show the astounding growth of the system which manufactures and distributes "news" and influences public opinion through the "press agent."

The common sense of the average publisher will incline him somewhat to skepticism, while he listens to Mr. Denison's sweeping charge that the great fuss over the barring of a few Japanese from the public schools of San Francisco was made entirely by calculating publicity agents in the service of Japan. The average publisher will not believe all that Mr. Denison says, but he will admit there is ground for suspicion.

Mr. Denison also says that Castro and his Venezuelan troubles in the dailies are purely the product of press agents; that Venezuelan wars are only wars between the Castro press agents and the Asphalt Trust press agents. Many an editor will pray for a little more proof of this, so that he may forever bar Castro from his composing room until the Castro obituary is sent down from the desk.

And Mr. Denison is frankly amused at the press agent revolutions in Panama, in Central America, brought about in the newspapers by press agents of corporations trying to get the contract for building the Panama Canal. And he refers to several other made-to-order "big news" features, international and domestic.

What are the publishers going to do about it?

It would be a waste of time and space to deny Denison's statements. It matters only a little more if they are true. Many an editor has grown heart sick because of the fakirs. The fakirs are so powerful. The editors cannot always know.

At least there is comfort in knowing that the standard telegraphic news associations wax keener, surer in their war against the fakirs.

But publishers must do their part. Publishers are responsible in the end—and probably in the beginning.

The public has grown to discriminate, to disbelieve the improbable in print. Further, the public is growing to disbelieve even the manifestly true—in the dailies.

THE EDITOR AND PUBLISHER ASSUMES no authority to compile a set of editorial office rules. Perhaps it will require a revolution to cure present evils.

We can reaffirm a fundamental principle. Without egoism we can paraphrase Danton's advice to Frenchmen and say to publishers and editors—TRUTH, and again TRUTH, and ever TRUTH!

For the future guidance of historians, literateurs, thesaurists, philosophers and wits, let it be printed, while the matter is fresh, that Colonel George Harvey, editor of Harper's Weekly, at the dinner given last week in New York by the Pilgrims, to Lord Northcliffe, uttered the epigram, which will probably be often seen in this form—"It is harder for an editor to elevate himself to the Presidency than for a President to elevate himself to an editorship." We are not responsible for the capital letters.

## IMPRISONMENT FOR O'SHEA

English Editor in China Punished for Libeling U. S. Judge.

Editor O'Shea, of the China Gazette, published in English at Shanghai, China, was last week sentenced to two months' imprisonment for libeling Judge Lebus E. Wilfley, of the United States extra-territorial court at Shanghai. The proceedings were commenced in September by the British authorities at the request of Judge Wilfley.

The Gazette described Judge Wilfley as a "coarse, unscrupulous, ignorant mountebank, whom the grim irony of corrupt American politics had intrusted with the discharge of judicial functions which he was mentally and morally incapable of exercising."

Judge Wilfley, who practiced law in St. Louis, was appointed attorney-general of the Philippines in 1901, and sent to Shanghai when the court was established there. He seems to have tried to uproot vice and graft and made powerful enemies. Last winter charges were brought against him in Congress. They were not sustained. President Roosevelt said at the time:

"It is not too much to say that this assault on Judge Wilfley in the interests of the vicious criminal classes is a public scandal. Judge Wilfley is not only innocent, but is attacked solely because of the fearlessness and integrity with which he has stamped out vice and crime in Shanghai."

## JAPAN'S WAR SCARE

Lindsay Denison Says It Was Made by Press Agents in the Service of Japan and Roosevelt Stopped the Game of War News by Sending Out the Fleet.

Here is an excerpt from a remarkable article in Hampton's Broadway Magazine entitled "Newspapers—and Trouble Makers," by Lindsay Denison, a writer who is well known to be in close touch with the inner workings of the executive branch at Washington:

BEGINNING OF JAPANESE WAR TALK.

Not long ago we were wondering whether we were going to have a war with Japan, and if so, why? Officially Japan was saying that such a thing couldn't possibly be. Officially Washington was confirming this impression by indorsing Japan's announcements—and by sending the Atlantic battleship fleet into Japan's sphere of influence.

Japan was telling the truth. Such a thing couldn't possibly be. But the war talk was all made to order at Japan's direction and at Japanese expense. Just what Japan was up to, none of us know—or at least, none who know may tell. But certainly Japan wanted an excuse for increasing her army and navy tremendously. Against whom these preparations were made is Japan's secret still. Whether they were merely by way of smothering the aggressive plans of a European power or whether they were by way of waging a war of territorial annexation in the Orient is not here to be revealed.

PRESS AGENTS RUSHED TO SAN FRANCISCO.

For whatever reason, it did seem worth while to Japan to "start something," as they say on the Bowery in describing the preconcerted brawling which precedes the picking of pockets. It was easily enough done: the Pacific Coast is as quickly stirred up by the mention of the Yellow Peril as is a Cooper Union meeting by a reference to socialism. A few score of the ordinarily meek and thrifty Japanese in California suddenly became surly, impudent, arrogant. They demanded "rights."

At the proper moment Tokio began irritation from the outside, intimating haughty demands for apologies. And then? From every capital in Europe came demands upon the regular news-distributing agencies for the fullest and most intimate details of "the impending trouble between the United States and Japan." As a result, from Washington, New York, Chicago, and Denver press agency representatives were rushed to San Francisco and for weeks the air was buzzing with rumors of the details of the "serious difficulty." In other words a huge punk pot was set smoking under the structure of Japanese-American peace.

ROOSEVELT PUT A STOP TO IT.

Nobody really knew where the trouble came from. In time it became apparent to the most experienced of the newspaper men that Japanese agents, directed from Tokio, and a few American trouble-to-order men had prodded poor, suffering San Francisco into acute appreciation of the "Yellow Peril." Opera-bouffe "spies," purposely clumsy, who allowed themselves to be caught photographing forts and sounding harbors, were undoubtedly acting under instructions direct from Japan. But in Paris, Lon-

don, Berlin, New York, and Washington the publicity agents who were busily manufacturing war talk were evidently in communication with Japanese representatives located in their respective cities. Some of these trouble makers were hangers-on of diplomatic circles, others were real newspaper writers, while still others were, I believe, connected with Oriental or American-Japanese commercial interests.

The wise trouble maker knows that he can always depend on sundry and various citizens, interested and sincere, to follow his blind lead and do their little best to aid in bringing about his results. In the recent Japanese war scare there were naval officers, travelers, commercial and labor interests—plenty of good, solid folk—who innocently contributed to the general thrill by conversation, interviews and articles.

And so our comfortable bonfire of "Yellow Peril" excitement increased apace. Remember, actual war was the last thing in the world desired by the gentlemen who had ordered the trouble. They wanted war talk, assertion, denial, apology, and demand. All of which, in various forms, they got in gratifying quantities. And finally, the Big Boss in the White House, who knows many things and many ways of doing them, shut off the whole game—which was going a little too far—by sending the Atlantic fleet on its now famous practise cruise. Since then war talk has significantly lost its popularity.

## "GOOD BYE, OLD MAN."

McCord Died and His Friend Robbins Called Across to Him.

Peter B. McCord, artist and author, died in his home at Newark, N. J., last week, of pleuro-pneumonia. He leaves a widow and three children. He was born at St. Louis, forty years ago. He was well known in St. Louis and Philadelphia as a cartoonist. For the past eight years he had been the cartoonist of the Newark Evening News. He had written a book, "The Wolf," now in the publishers' hands. His friend, L. H. Robbins, the humorist of The Evening News, whose column "In the Air" is widely known in the East, printed this at the head of the column last Tuesday.

M'CORD.

Good-by, old man.  
We have been comrades for a mile,  
Together we have worked a while,  
And now our lonely way will be  
The brighter for that memory.

Good-by, old man.  
Good-by, old friend.  
Ours be the murmuring at fate,  
Yours be the joys that surely wait  
For those who were good fellows here,  
Whose hearts were constant wells of cheer.  
Good-by, old friend.

## Li Sum Ling's Lecture

Li Sum Ling, the Chinese editor, who is touring the country, has been invited to lecture to the students of journalism at the University of Missouri.

## LA FOLLETTE SUBSCRIBES

Madison, Wis., Nov. 11, 1908.  
Philip R. Dillon, Editor,  
THE EDITOR AND PUBLISHER.  
My Dear Mr. Dillon:

I am enclosing check for \$1.00 for which please send me THE EDITOR AND PUBLISHER. I am sure it will be a most useful journal in our editorial work.

Sincerely yours,

ROBERT M. LA FOLLETTE.

**PERSONALS.**

Edward H. Butler, proprietor of the Buffalo Evening News, has purchased the George L. Williams residence at Delaware avenue and North street, Buffalo. The property is one of the finest in Buffalo. The house was designed by the late Stamford White.

B. C. Hough, editor of the American Exporter, addressed the board of trade of Bridgeport, Conn., last week, making a strong plea for an improvement in the consular service.

R. W. Curtis, Harvard '73, founder of the Harvard Lampoon, was given a dinner in Hotel Lennox, Boston, by the present board of editors last week. There were thirty-eight present.

John D. Pringle, editor of the Labor World of Pittsburg, was a guest at President Roosevelt's dinner to labor leaders last Tuesday evening in the White House.

S. H. Stevens, editor and proprietor of the Nome (Alaska) Gold Digger, returned to Seattle accompanied by Mrs. Stevens. He went to Alaska in 1897 and bought the Gold Digger in 1900. He had not been out of Alaska since 1899.

W. C. Dowd, president and general manager of the Charlotte (N. C.) Evening News, The Times-Democrat, The Hickory-Democrat, and the American Textile Manufacturer, all published at Charlotte, spent several days in New York last week.

Mrs. Conde Hamlin, bride of the business manager of the New York Tribune, is a cousin of Mrs. Pearl Craigie, the authoress, better known under her nom de plume "John Oliver Hobbs."

E. P. Adler, editor of the Davenport (Ia.) Times, and manager of the Republican Press Club, sent out a letter after election thanking Iowa editors for their aid in the campaign.

Mrs. Alice Nelson Page, newspaper woman of Grand Forks, North Dakota, chaperoned Miss Mary Benton, of Fargo, who christened the new battleship North Dakota launched last week at Quincy, Mass.

**STAFF NEWS AND CHANGES.**

George H. Gordon, formerly editor of the New York Evening Call, is now rewrite man on the Boston American.

Robert Lathan has been appointed city editor of the Charleston News and Courier to succeed George H. Smith. Mr. Lathan has been State news editor for three years. He was formerly private secretary to N. G. Gonzales, the editor of the Columbia State, who died last year.

William J. Slater, advertising manager of the Firestone Tire and Rubber Company, Akron, Ohio, has severed his connection with that company to take up the general management of the Kalamazoo (Mich.) Telegraph, a newspaper in which he has become financially interested.

John G. Collins, editor of the Tallahassee (Fla.) True Democrat, a weekly started nearly four years ago, has retired from journalism because of broken health. In his farewell to

the readers he introduced his successor, Milton A. Smith.

Eugene L. Colley, formerly editor of The Jackson South Alabamian, has assumed editorial charge of the Baldwin (Ala.) Times.

**CHANGES IN INTEREST.**

H. B. Reily, of the Trenton (N. J.) True American, has purchased an interest in the Waynesboro (Pa.) Herald and will become editor and manager of that paper on December 1. Meantime he remains to assist the new owner of the True American in getting acquainted with the details.

James R. Pro, of New Albany, Ind., proprietor of the English (Ind.) News and the Salem (Ind.) Republican Leader, has purchased the Third District Review at Bowling Green, Ky.

E. S. Dickey, of Leslie, Ky., has purchased the St. Paul (Ind.) Telegram and will take charge December 1.

Attorney A. M. Christley, of Butler, Pa., has purchased the Butler Citizen, the oldest Republican paper in Butler county. For forty years it was edited by the late Hon. John H. Negley and his son, William C. Negley.

**PRESS CLUBS**

The Minneapolis Press Club is to be revived. It had two hundred members in its prime, but three years ago only eleven were left and of these two since died, leaving the property of the club, valued at \$4,000, to the nine members, who continue to pay dues. A new impulse is stirring the newspaper men of the Mill City and a reorganization will soon be effected.

The Women's Press Club of Des Moines had its seventh annual authors' evening last week at the home of Mrs. Ella Hamilton Durley. The guests numbered a hundred. Emerson Hough, author of "The Mississippi Bubble," "Heart's Desire," was the guest of honor. Papers were read by Mrs. Dorley and Miss Stapp, literary editor of The Capital.

On Monday night, Nov. 30, the annual Milwaukee Press Club benefit will be given in the Davidson theatre. The play will be "Rogers Brothers in Panama." The late Gus Rogers' place will be taken by Joe Kane, who assumed the part for four weeks preceding the comedian's death. At the performance "Once a Year," the annual publication of the Milwaukee Press Club, will be distributed. Dean Kirkham of the Daily News, who was appointed editor of the publication by President O. E. Remy of the club, has been working hard with a corps of assistants to make this year's number the brightest ever. Benefit night has always been a gala society affair.

A number of the active newspaper men in the Binghamton (N. Y.) Press Club have resigned and purpose to revive the old Press Club. The dissatisfied members claim that active newspaper men no longer have any voice in the club, which is composed largely of business men of the city. The club quarters are handsome. Many prominent men have been entertained at a cost beyond the resources of the average body of active local newspaper men. If the old Press Club is revived an attempt will be made to have the Binghamton

membership in the International League of Press Clubs transferred from the present Binghamton Press Club.

Thirty-six members of the Troy Newswriters' Association attended the annual meeting and banquet last Tuesday night. The following officers were elected: President, Robert T. Quinn; vice-president, Whipple H. Rousseau; secretary, Harris Lindsay; treasurer, James G. Benedict; sergeant-at-arms, Charles Miller; trustees, Rutherford B. Hayner, Philip H. Sullivan, Thos. M. Barnville.

**NEW PUBLICATIONS.**

There is talk of a new daily at York, Neb. The York Blank Book Company is promoting it.

The United Wireless News Service has commenced a tri-daily two page bulletin at Tacoma, Washington. The paper is similar to the wireless publication at Seattle, covering the principal marine, sporting, police and general news in a bulletin way. Hugh B. Farrell, general manager of the United Wireless News Service, superintended the starting.

The first number of the Blue Rapids (Kas.) Journal, an eight page weekly, appeared last week. It is reported that a daily is coming, though the Journal is the third paper in the town.

The Grand Prairie (Tex.) Texan started last week with Attorney Ross C. Simpson as editor and William J. Stringer as business manager. They declare confidence in the possibilities of the town.

The County Journal, a weekly at Elm Grove, W. Va., is being promoted by J. C. Marple. Mr. Marple wants 200 subscribers to start.

The Hinsdale (N. Y.) News, a weekly with a special wire, began last Saturday. John H. Titus is the editor.

The American Farm Magazine, a new monthly, will make its appearance in Des Moines this month, with A. U. Quint as the publisher. The home offices are located in the Observatory building.

"Mayer" or "Wadsworth," weighing 200 pounds, sandy mustache, is a swindler, offering Butterick patterns and publications for \$3.60 or \$4.80 a year.

J. L. Bledsoe is editor-in-chief of The Cardinal, University of Arkansas paper at Fayetteville.

**PICTURES MAKE CIRCULATION**

Daily Photograph Service—Biggest, Best, Cheapest. Men, Women and Events. Sent on trial without charge.  
GEORGE GRANTHAM BAIN,  
32 Union Square, New York City.

**CARBON PAPER**

1 cent a sheet delivered in any quantity, 8 1/2 x 13  
WESTERN RIBBON CO.  
SAN MATEO, CAL.

THE LOVEJOY CO., Established 1853.  
ELECTROTYPERS  
and Manufacturers of Electrotpe Machinery,  
444-445 Pearl Street NEW YORK

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**BUSINESS OR ADVERTISING MANAGER**

With a clean record; capable, energetic and a business getter. Writes ads. and plans advertising campaigns with great success. Not out of a job; want to better myself, and get a change of climate for health of wife. Can prove ability as a business producer, and am thoroughly familiar with every detail of newspaper work. Fifteen years' advertising experience. References the highest, including present employer. A reasonable salary and a share of the increased profit that I bring you. I can also furnish a high class managing or city editor, college education, forcible writer with years of actual newspaper work to back him. Can arrange to make change October 1st. Address "Hustler," care of The Editor and Publisher.

**ADVERTISING MEDIA.**

**CONNECTICUT.**

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

**NEW YORK.**

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

**WISCONSIN.**

**THE EVENING WISCONSIN, Milwaukee.**  
By the Evening Wisconsin Company.  
Daily average for 1907, 28,082.

**WASHINGTON.**

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

**MISCELLANEOUS.**

**WANTED.**

Colorado, Oklahoma, Missouri or Kansas daily newspaper property. Will pay as much as \$25,000.00 for a property worth price asked. W. H. C., care THE EDITOR AND PUBLISHER, N. Y.

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

**CUBA**

To commercial houses desirous of entering the Cuban market I am open for a proposition. Ten years' residence, speak the language, thoroughly conversant with the people, know every town on the Island. References exchanged. Only interested parties please write. "Representante," P. O. Box 888, Havana, Cuba.

**COMICS, NEWS FEATURES, FICTION**

Why Not Build Up Your Saturday Afternoon Circulation?  
Features in matrices, plate or copy form at prices in conformity with conditions.

WRITE US

**FEATURES PUBLISHING CO.**  
140 WEST 42nd ST.  
NEW YORK

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS.

Doremus & Co., 15 Wall street, New York, are placing some large financial advertising for the Philippine Railway Company.

J. W. Morgan, East 23rd street, New York, is placing orders for the Crowell Publishing Company, Springfield, O., to advertise the Woman's Home Companion.

The Health Company, 150 Nassau street, New York, is advertising a new syringe direct.

E. A. Sweet, Scranton, Pa., is placing a line of advertising in a list of mail order papers.

Lord & Thomas, New York, are using Sunday papers for the advertising of E. V. Neal, Levonna Compose, Syracuse, N. Y.

The Times Square Automobile Company, New York, is asking for rates in a large number of daily papers and magazines.

W. H. May, 548 Pearl street, New York, is using weekly papers through A. Frank Richardson, same address.

N. W. Ayer & Son, Philadelphia, are sending out 738 lines two times to advertise the Thanksgiving number of the Saturday Post.

The Volkman Agency, Temple Court, New York, is placing forty-eight lines fifty-two times for O. H. White, Buffalo.

N. W. Ayer & Son, Philadelphia, are sending out orders for Maull Bros., St. Louis. The same list of papers will be used as heretofore.

The Empire State Surety Company is sending out forty-two lines six times through the Seigfried Agency, Park Row, New York.

N. W. Ayer & Son, Philadelphia, has secured the Singer Sewing Machine and the Monarch Typewriter accounts.

Clarence Blosser, Atlanta, Ga., is in New York calling on the special agents and making contracts for the advertising of Blosser's Catarrh Cure.

A new general advertiser is in the field. The name of the advertiser and agency handling the business cannot be released at the present time. The amount to be spent by this advertiser will amount to about \$100,000, and newspapers will be used exclusively.

W. L. Dotts, of the Arnold & Dyer Agency, Philadelphia, is making up the list of publications for the Gillette Safety Razor advertising.

The C. E. Sherin Agency, Fifth avenue, New York, will place the advertising of the Dr. Pratt Institute, 1122 Broadway, New York.

The Federal Advertising Agency, West 39th street, New York, is placing the advertising of the New York Mackintosh Company. This is a new account.

The Eastern Advertising Agency, Flatiron Building, New York, is placing some advertising for Della Ellison, Scranton, Pa.

R. Guenther, 108 Fulton street, New York, is placing some orders for the Kniekerbocker Apparel Company, ostrich feathers, 26 East 21st street, New York.

N. W. Ayer & Son, Philadelphia, are placing ten inches twelve times in Northwestern papers for the Commonwealth Shoe & Leather Company, Boston, Mass.

Nelson Chesman & Co., St. Louis, is making 2,000 line contracts with Western papers for the Alpen Chemical Company, Alpen Seal, Chicago.

Dauchy & Co., Murray street, New York, are placing 129 inches in the same list of papers that were used last year for Cornelle, David & Co., Liebig's Extract of Beef, 120 Hudson street, New York.

The Utica Knitting Company, Utica, N. Y., is placing some orders through Albert Frank & Co., New York.

The Homer W. Hedge Company, 366 Fifth avenue, is placing orders in Western papers for the Tyrell's Hygienic Institute, 321 Fifth avenue, New York.

Lord & Thomas, Chicago, are making 5,000 line contracts with Western papers for Peabody, Houghteling & Co., Chicago. This agency is also sending out 1,000 inch contracts to Western papers for the Loose-Wiles Cracker and Candy Company, Kansas City, Mo., and 1,000-inch contracts to Southern and Southwestern papers for the Manewal-Lange Biscuit Company, St. Louis.

**Capital's New Building and Press.**  
The Topeka (Kas.) Capital has installed a new four deck Goss Quadruple Color Press in the new building at Eighth and Jackson streets. It has a capacity of 25,000 copies an hour. It is announced that it will be open to inspection by the public as soon as the Capital moves into the new building, shortly after December 1.

## ADVERTISING NOTES.

Henry G. Longhurst, of the Calkins Newspaper Syndicate of California, has taken quarters in the Hartford Building, Chicago, for his special mission to acquaint Eastern people with the features of the eight newspapers in the syndicate.

M. C. Reynolds, of Hays & Reynolds, special representatives at Burlington, Vt., was in New York this week in the interest of the Vermont Weekly Newspaper Association.

J. H. Curtis, of Murfreesboro, Tenn., is no longer connected with the Nashville Tennessean as manager of circulation. After conducting a successful European tour contest, he tendered his resignation.

Senator I. N. Stevens, publisher of the Pueblo (Col.) Chieftain, is in New York on business connected with that paper.

Edwin B. Hard, the genial business manager of the Binghamton (N.Y.) Press, was in New York this week on his way home from a two weeks' hunting trip spent with Willis Sharpe Kilmer, publisher of the Press, along the Rappahanock River, in Virginia.

Lord & Thomas removed last week from 150 Nassau street, New York, to their handsome new offices in the Second National Bank Building, 28th street and Fifth avenue.

W. D. Phillips, of the Louisville Courier-Journal and Times, is in New York this week, and will make a trip over the Eastern field in the interest of those publications.

Brent Good, of Carter's Little Liver Pill fame, has returned from a trip to Europe where he combined business with pleasure.

The many friends of Clayton P. Chamberlain, business manager of the Hartford Times, in the newspaper and advertising world will be pleased to learn that he is convalescing after an illness of several weeks.

## THE ANDERSON (S. C.) DAILY MAIL

The most prosperous section of South Carolina is reached by the DAILY MAIL. No foreign advertiser or advertising agent can afford to overlook Anderson and the DAILY MAIL when contemplating a campaign in the South, if he would do justice to himself or his clients.

DAILY MAIL - Anderson, S. C.

**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. BROOKS, 225 Fifth Ave., New York.  
HORACE M. FORD, Marquette Bldg., Chicago.

**Butte Evening News** BUTTE, MONTANA

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

**ROBERT MACQUOID**  
Foreign Advertising Representative  
WORLD BUILDING, N. Y. CITY

**NEWSPAPER PLANT FOR SALE CHEAP**

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

## ROLL OF HONOR

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

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

The International Typographical Union paid out \$2,775 to bury its dead last month. It has also paid pensions to the amount of \$6,358 for September.

**THE PHELPS AFFAIR**

**Some Publishers Thought President Roosevelt Had Been Hoodwinked to Boost a Private Enterprise but Herbert Myrick Shows President Was Wide Awake to the Facts.**

At the dedication of the new building of the Phelps Publishing Company at Springfield, Mass., last week, a letter from President Roosevelt was read in which he discussed the theory and practice of co-operation between the national and State governments for the uplifting of farm life. The Phelps company publish the Orange Judd Farmer, The Farm and Home, the American Agriculturist, the New England Homestead, and Good Housekeeping, all devoted to farm and home. The President considered the occasion of the dedication fitting to utter a sound address indirectly to the people of the nation. The address was the feature of the celebration.

Following the affair the statement was widely printed that the President had been hoodwinked by press-agent methods into lending his name to a scheme for advertising the Phelps company. In answer to this charge Herbert Myrick, president of the Orange Judd company, said:

"If any man lives clever enough to work Theodore Roosevelt, he has not yet been discovered." Mr. Myrick gave out the following letter from President Roosevelt, which shows the President's eyes were wide open:

My Dear Mr. Myrick—As unfortunately it is not in my power to be present at the dedication of your building at Springfield, I avail myself of this opportunity not only to wish you well on this occasion, but also to say a few words on the question of national co-operation in technical education, especially in agricultural education—a matter which I have so much at heart and for which your papers have so stoutly battled.

It is a matter of real gratification to all of us that you should be able now to dedicate your great building, for the Orange Judd agricultural papers have been managed so as to combine intelligent championship of the needs of the farm with successful handling of the enterprise itself as a business proposition. You have practically applied the principle of co-operation. Only once has your business been forced to reduce compensation—in the year 1894, I was both pleased and interested to know that on that occasion dividends were first reduced, then salaries, beginning with the head of the concern, and finally wages, but that the women were spared when readjustment of wages began. Shortly after, wages were restored, then salaries and finally dividends.

This recognizes the human element, the hopeful idea, the principle of doing as one would be done by; the principle of genuine co-operation, a co-operation which in your case included agricultural labor, capital and domestic economy. Such work can never be done in a merely sentimental spirit. It must represent sound, practical common sense, but it must also represent mutual confidence, helpfulness and service. I am glad to be told that in your case the result has proven profitable, alike to the co-workers and the co-owner. It seems to me peculiarly valuable that a lesson like this should be taught by practical example to those engaged in farm work, as well as to those engaged in other occupations—and also to those who work in the homes. Self-help is the best help and makes the best citizenship; but the highest type of self-help is that which is combined with the right kind of helpfulness to others—THEODORE ROOSEVELT.

**An Over-kind French Criticism of an American Writer**

"There is, on the other side of the Atlantic, a man who has all the acuteness of vision of a Pascal, and the savour of expression of a Rochefoucauld. His production of maxims is one of the remarkable things of our time. And yet he is not a philosopher, nor a moralist. He is just a promoter of advertising."

The above is an extract from a lengthy, signed review of The Showalter Advertising Promotion Service, by the most distinguished French Journalist, Stephane Lanzaune, in his newspaper, Le Matin, Paris.

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

**OBITUARY.**

Sidney Edward Morse, for years editor of the New York Observer, died in his home in New York last Saturday, aged seventy-three years. He was born in New York, the son of Sidney E. Morse, who founded the Observer in 1822. He was a nephew of Samuel F. B. Morse, inventor of the telegraph. He was recently a well known real estate operator. He leaves a widow and two daughters.

Mrs. Annis Lee Wister, for forty years known throughout the country as a translator of German novels, died last Saturday in the home of her brother, Horace H. Furniss, Philadelphia, aged seventy-nine years. She was the daughter of a clergyman and lived all her life in Philadelphia. In 1854 she married Dr. Caspar Wister, a noted physician and friend of Dr. Weir Mitchell. He died in 1886. Mrs. Wister's most popular translation was "Old Mamselle's Secret" from the German of Marlitt. It broke records as a seller. Owen Wister, author of "The Virginian," is her nephew.

Frederick Robinson Shepherd, formerly of the New York Commercial, died last week in Ghel, Belgium, of tuberculosis. He was forty-three years old, born at Lynn, Mass., graduated from Yale in 1889. He went abroad ten years ago to try and recover his health.

John Gregory, owner and editor of the Warren (Ind.) Republican since 1870, died last week in his home, of rheumatic heart disease. He was born in 1844 and had been in the newspaper business from boyhood. He was a member of the State legislature in 1880 and 1881. He left a widow and seven children.

Frank L. Richmond, editor of the Hancock County Democrat at Carthage, Ill., died last week of consumption. He began on the paper ten years ago as a compositor. He left no known relatives.

James H. Merrin, aged thirty years, a newspaper writer in St. Louis and New York, was shot and killed at Caldwell, Tex., by Sheriff L. W. Henslee.

William S. Shanley, of 79 Bond street, Brooklyn, N. Y., foreman of the circulation department of the Brooklyn Eagle, walked off the station platform and was killed by an elevated railroad train.

**BRIEF ITEMS OF NEWS.**

The Grand Island (Neb.) Democrat ceased last week. It will be followed by a paper with another name. J. H. Harrison will be the new proprietor.

The Detroit Times "Fire Relief Fund" has reached \$19,000.

Work has commenced on the new \$25,000 building to be occupied by the Mason City (Ia.) Times-Herald.

Rev. D. L. Vandament, of Greencastle, Ind., bought the Reinbeck (Ia.) Standard printing outfit for use in the office of the Christian Union Messenger at Greencastle.

Offices are being fitted up for the removal of the headquarters of the Horse Review from Mason City, Ia., to Des Moines. The company publishes a monthly stock magazine and handles the printing of most of the large stock concerns in the state.

**PARAGRAPHIC ENDORSEMENTS**

**No. 5**

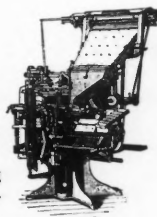
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The Independence (Kas.) Reporter will commence building a new home next week. It will be two stories and basement, of brick, cement and native stone.

Editor Robert H. Mangum has retired from the Selma (Ala.) Journal.

The Poor Richard Club, of Philadelphia, is composed of men who make, buy and sell advertising. It has seventy-five members.

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