

# THE EDITOR AND PUBLISHER

THE JOURNALIST combined with THE EDITOR AND PUBLISHER

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5 CENTS A COPY

## PEARY COPYRIGHT

**NEW YORK TIMES' FIGHT TO HOLD EXCLUSIVE POSSESSION OF PEARY STORY.**

**Federal Judges in New York and Chicago Hold Opposite Views—Copyright Not Legally Binding in New York but Enforced in Chicago—Text of the Contract Between Peary and New York Times.**

On Saturday, Sept. 11, the new York Times printed an exclusive article by Commander Peary, received via Marconi wireless from Cape Ray, N. F., reciting the first details of his discovery dash. The story was printed under the following notice:

### NOTICE TO PUBLISHERS.

The following account by Commander Peary of his successful voyage to the North Pole was issued on Sept. 10, 1909, by The New York Times Company, at the request of Commander Peary and for his protection, as a book, duly copyrighted and exposed for sale, before any part of it was reproduced by any newspaper in the United States or Europe, in order to obtain the full protection of the copyright laws. The reproduction of this account in any form, without permission, is forbidden.

The penalties for violation of this form of copyright include imprisonment for any person aiding or abetting such violation.

The New York Times has also copyrighted this account as a newspaper article.

This article is also copyrighted in Great Britain by The London Times.

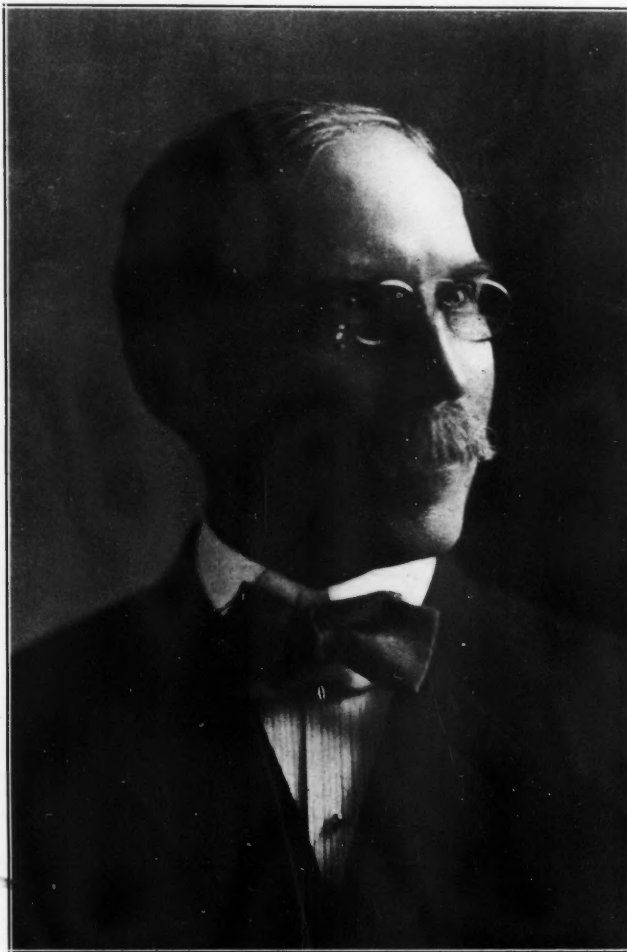
### THE WORLD AND THE SUN ENJOINED.

Prior to this publication the Times had applied for and been granted a temporary injunction restraining the New York World and New York Sun from publishing the Peary article. The World and Sun immediately moved to dissolve the injunction. The arguments were heard before Judge Leonard Hand in the United States District Court, in New York on Friday, Sept. 10. Judge Hand dissolved the injunction and delivered the following opinion:

### JUDGE HAND'S DECISION.

"At the time when the injunction was granted the complainants had attempted to acquire a copyright by the publication of a pamphlet with notice of copyright, and had mailed the requisite copies to the Librarian of Congress. Had the complainants received from Commander Peary the right to publish the story of this discovery in pamphlet form the copyright would have been perfected by these acts. The contract gave to them, however, only the right to a news publication of the story, which I understand to mean that they meant to publish it in what fairly came within the description of being a newspaper. If so, the antecedent publication of a pamphlet was not the publication which the statute requires, for that must be a publication by the proprietor. Assuming that Lieut. Peary could, in fact, split up his rights, as to which I decide nothing, he had not given to the complainant any magazine or book rights which I can conceive to include pamphlets. This publication must follow their title, and until they published in a newspaper I cannot think they published as required by the statute. I should be disposed to stretch the reading of the contract, in so far as in justice I might, to protect the

(Continued on page 6.)



CHARLES T. ROOT.

PRESIDENT OF THE ROOT NEWSPAPER ASSOCIATION, WHO HEADS A GROUP OF PUBLISHERS THAT HAVE TAKEN OVER THE IRON AGE.

### FRANK SEAMAN, INC.,

**And Biggs, Young, Shone & Co. have Consolidated.**

Frank Seaman, Incorporated, advertising agent, 30 West Thirty-third street, New York, and Biggs, Young, Shone & Co., Incorporated, 7 West Twenty-second street, New York, have combined. Hereafter all business placed by these two agencies will go out through the Seaman Agency, Incorporated. It is stated, among other reasons, that the two agencies combined to cut off the unnecessary expense of having two office forces.

Mr. Seaman stated to a representative of THE EDITOR AND PUBLISHER that the volume of business that will be placed in the coming year, due to the combination of these two agencies, would be between \$5,000,000 and \$6,000,000, and the business would be all high class.

There will be no changes in the personnel of the company at the present time. The Seaman Agency, it is said, is now the largest, with one exception, of any general advertising agency in the United States.

With the addition of the Biggs, Young,

Shone & Co. staff the Seaman will make this one of the best organizations in the country to-day. Among the large accounts this agency will place are the following:

They will place all of the American Tobacco Company business, which is probably the largest general advertising account in the United States; Studebaker Manufacturing Company, automobiles, South Bend, Ind.; Colgate & Co., Jersey City, N. J.; The Eastern Kodak Company, Rochester, N. Y.; The American Sugar Refining Company, Crystal Domino Sugar, New York.

The leading members of both the agencies will be retained.

### Owensboro (Ky.) Paper Sold.

It is reported that the Owensboro (Ky.) Daily Enquirer has been purchased by the Hon. S. W. Hager, of Ashland, Ky., late candidate for governor on the Democratic ticket.

### Has a Hundred Stockholders.

A new paper has been launched at Coshocton, O., called the Daily Tribune. It is owned by 100 business men.

## IRON AGE SOLD

**RECORD PRICE WAS PAID FOR WIDELY KNOWN TRADE NEWSPAPER.**

**New Owners it is Said, Will Continue Policy Unchanged—Charles Kirchoff to Keep on as Editor and Manager, and George W. Cope and A. I. Findley as Associate Editors—Founded in 1855.**

The Iron Age, one of the most widely known trade publications in the United States, has been sold to a group of publishers headed by Charles T. Root, president of the Root Newspaper Association. The publication has been prominently identified with the iron and steel industry for the past fifty-five years and was owned by the David Williams Company. The price is said to have been \$1,500,000. This is the record price paid for a trade newspaper.

For many years the journal's editors have enjoyed closest confidence of leading steel men, and have at times been present at meetings of the heads of different companies when matters of vital importance were under discussion to give their opinions. They have ranked high in scientific as well as industrial and literary circles.

Besides the Iron Age, the entire business of the David Williams Company, including the Metal Worker and Carpenter and Building is also taken over. Many technical books are also included.

The Iron Age was founded at Middletown, N. Y., by John Williams, under the name of the Hardware Man's Newspaper, which was changed in 1859 to The Iron Age. In 1868, David Williams, his son, who had been connected with the enterprise from the start and has been the owner since then, purchased the property. The headquarters of the journal were transferred to New York in 1864. It was then that the broader foundation was laid upon which the prestige and power of The Iron Age was built during the following decades. In the earlier days there were associated with David Williams the late John S. King, Dr. James C. Bayles, and Strickland K. Marks.

The standards of the paper will be maintained along the same lines. Charles T. Root, head of the Root Newspaper Association, said that no change whatever is contemplated, either in the staff, policy, or methods of the publication, in its place of business. Charles Kirchoff, who has been editor for many years, is to remain with the paper as editor, as are also George W. Cope and A. I. Findley, associate editors.

Mr. Kirchoff has been associated with the paper for thirty-two years, having gone there in 1877 as assistant editor, becoming editor-in-chief in 1889. In 1905, he became general manager of the business. Mr. Cope's connection with the iron trade began in 1873, and that of Mr. Findley in 1886.

The sale of the Iron Age was negotiated by Harris Dibble & Co., newspaper brokers, of 253 Broadway, New York.

## PULP WOOD.

**Quebec Says Product of Crown Lands Must Remain in Canada.**

The Province of Quebec has definitely decided to prohibit the exportation of pulp wood cut from Crown lands. In September, 1900, the Premier of the Province made a promise that the stumpage rates of sixty-five (65) cents per cord on wood cut from Crown lands would not be raised for a period of ten years.

It is intended to carry out that pledge and no increase in stumpage charges will be made until September, 1910. The Canadian papermakers are urging the provincial authorities to stop the exportation of pulp wood cut from Crown lands, but the American owners of rights to cut timber on more than 12,000 square miles of those lands represent that the pledge of September, 1900, implied a right of exportation for ten years and that in good faith no prohibition should be made until the lapse of that period.

The Canadian paper and pulp interests retort that the pledge specifically related to stumpage taxes, not to exportation, and that the extension of that privilege to American owners for another year will retard Canadian plans and discriminate against Canadian manufacturers who now suffer because of the retaliatory clauses of the United States tariff on print paper.

The Provincial authorities are balancing the question whether they should prohibit the exportation of pulp wood on Jan. 1, 1910, or Sept. 1, 1910. They calculate that their new policy will add over \$200,000 per annum to the revenues. They are informed that the interests controlling the Berlin Mills property in New Hampshire are planning to install a print paper mill plant at La Tuque, Canada, and that the International Paper Company has prepared plans for numerous locations for paper mills in Canada—that company having stopped the manufacture of print paper at a number of its expensive mills in the United States.

**Buy Mississippi Paper.**

F. D. Lander, owner and former editor of the Columbia (Tenn.) Daily Herald, and E. R. Farrell, for many years connected with the Herald, and recently made general manager of the paper, have purchased the Hattiesburg (Miss.) News and Progress.

**Will Be the Whole Force.**

Miss Kate Coverdale, for several years employed in newspaper offices at Noblesville, Ind., will launch a paper at Frosna, N. D. Miss Coverdale plans to act as editor and type-setter, and will also conduct a job department in connection with the office.

G. E. Dixon will launch the Green County News at Brodhead, Wis.

**In Philadelphia The Bulletin**

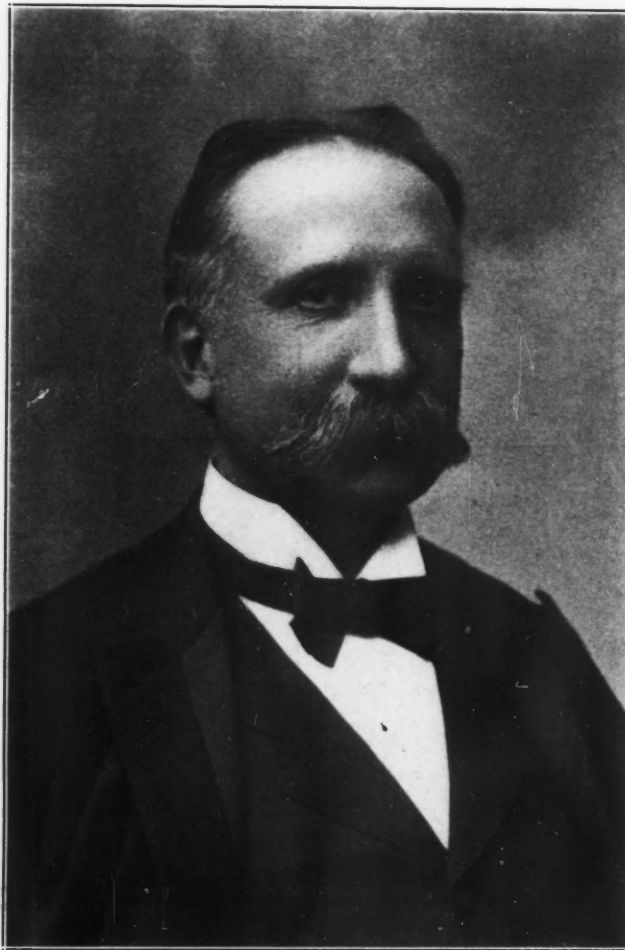
goes daily into nearly all of the three hundred thousand homes of the "city of homes."

Net Paid Average for July,  
**242,542**

copies a day

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

WILLIAM L. McLEAN, Publisher.



DAVID WILLIAMS.

FORMER OWNER OF THE IRON AGE, WHO HAS BEEN IDENTIFIED WITH THE PUBLICATION SINCE IT WAS FOUNDED BY HIS FATHER IN 1855.

**AWAIT PEARY.****Newspaper Men at Sydney Suffer with Cold.**

(Special to THE EDITOR AND PUBLISHER.)

SYDNEY, Sept. 14.—Hurried off to Sydney, N. S., without a minute's notice and totally unprepared in the way of clothing for the low temperature of that northern city, a group of half-frozen newspaper men await the coming of Peary. This, coupled with bad wire service and lack of available water craft, has placed the boys in anything but a cheerful frame of mind.

Among the newspaper men at Sydney are: Roy W. Howard, New York, United Press; Robert S. Low, Boston, United Press; W. C. Jeffords, Portland, Associated Press; B. W. Curry, New York World; R. W. Ritchie, Morning Sun, New York; Philip Coan, Evening Sun, New York; Severance Johnson, American, New York; W. S. Meriweather, Times, New York; D. M. Edwards, Herald, New York; E. E. Carson, Mail, New York; John W. Carberry, Globe, Boston; J. Frank Davies, Traveler, Boston; F. H. Thompson, Post, Boston.

**Ohio Paper Suspends.**

The Canal Dover (O.) Evening Herald has suspended publication. The Herald was started nineteen months ago. Lack of sufficient business support is said to have been the reason.

A paper will be started at Fulton, Ky.

**CLAUDE W. JARNAGIN****Made Managing Editor of Des Moines Daily Capital.**

Claude W. Jarnagin, who was to assume the city editorship of the Cedar Falls (Ia.) Record October 1, has accepted the position of managing editor of the Des Moines Daily Capital, a place made vacant by the resignation of W. T. Buchanan.

Mr. Jarnagin, who has been city editor of the Capital during the past summer, is a son of J. N. Jarnagin, editor and owner of the Cedar Falls Record.

Mr. Buchanan has been managing editor of the Daily Capital for the past ten years and resigned his position to enter other fields.

**Leases Carson City Paper.**

George A. Montrose, for some time associate editor of the Carson City (Nev.) News, has leased the paper and in the future will edit and control it.

The Knightstown (Ind.) Star has suspended publication.

**CHANGES IN INTEREST.**

A. O. Paulson has sold the plant of the Sharon (S. D.) Reporter to S. Malmrin.

H. W. Renits has disposed of the George (Ia.) News to G. W. and C. C. De Walds, of Grand Junction, Ia. The De Walds have been publishers of the Grand Junction Headlight for the past ten years.

F. A. Christy & Son have succeeded Austin & Christy as publishers of the Times-Herald at Hot Springs, S. D.

Harvey Owen has purchased the Westby (Wis.) Times from F. C. Burns.

It is announced that the Fergus Falls (Minn.) Globe, owned and edited by former Congressman Haldor E. Boen, is about to pass into the hands of a co-operative company, composed largely of farmers.

The Ransom County Independent, published at Enderlin, N. D., has been purchased by Levi B. Hanson of Sheldon.

August Ender, formerly city editor of the Eau Claire (Wis.) Leader, has acquired an interest in the Durand (Wis.) Entering Wedge. He has been elected as editor in chief and manager-treasurer. The company was incorporated some time ago, the shares at this time being merely transferred.

C. L. Hubbs, for the past twenty-seven years editor and proprietor of the Lake Mills (Wis.) Leader, has leased the plant to C. J. Fuller.

Ernest Logsdon, former proprietor of the Sanger (Tex.) Courier, has purchased the Plano (Tex.) Star-Courier.

**AMERICAN PRESS HUMORISTS****Hold Annual Convention at Buffalo and Elect Officers.**

At the annual convention of the American Press Humorists' Association held in Buffalo last week, John D. Mills, of the Buffalo News, was elected president; Newton Newkirk, of the Boston Post, vice-president, and Cy Warman, Montreal, secretary and treasurer. Montreal was chosen as the place of convention next year. The following communication from President Taft was read:

"Please convey to the American Press Humorists in convention in Buffalo my warmest greetings. Tell them for me they can be engaged in no better vocation than making people laugh. Humor is like the buffer between two heavy railroad cars. It relieves the jolts of life. It is a shock absorber. It makes the journey through the years easier and brightens the pathway all along the route. We Americans could not get along without humor. I hope the American Press Humorists' convention will be successful from every standpoint. They are doing a great work."

The Asherton (Tex.) News will be launched in the near future. It will be published by W. W. Harris.

**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.

HARRY B. JOHNSTON, Acting Advertising Manager.



**EDITOR A CANDIDATE**

**Legh Richmond Freeman, Veteran Washington Editor and Publisher Would Succeed Senator Samuel H. Piles.**

(Special to THE EDITOR AND PUBLISHER.)

SPokane, Wash., Sept. 14.—Legh Richmond Freeman, a native of Virginia, pioneer of Nebraska, Colorado, Wyoming, Montana, Utah, Idaho and Washington, veteran editor and publisher of the Northwest Farm and Home, and widely known as "the father of good roads and irrigation," has shied his castor into the political arena in Washington and will make an active campaign at the coming primary election for the Republican nomination as United States Senator, to succeed Senator Samuel H. Piles. He is 67 years of age.

Freeman traces his ancestry to the land forces of the Norse people known as the Allamans, the fiercest of the tribes congregated on the banks of the Danube, where they formed an alliance with the northern horde of the Goths and Vandals and overthrew the Roman Empire. His forebears came to America from England in 1623, and landed at Hampton Roads, where they found the last of the Captain John Smith colony embarking for England. The party, led by Christopher Freeman, colonized the valley of the Rappahannock.

One of Freeman's early exploits in the Pacific country was to claim three-quarters of the earth's surface as his inheritance, by right of lineal descent from the Vikings, and establish "the republic of all the high seas," with a capital on Eric Peak, Fidalgo Island, State of Washington. The claim was made shortly before sunset on March 17, 1885, aboard the steamship "Queen of the Pacific," bound for San Francisco. He marshaled the cabin passengers to the upper deck, and, giving a military salute, which was returned by the master of the vessel on the bridge, he asked: "Captain Alexander, where are we now, sir?"

The captain's answer was in the ancient form of the martines.

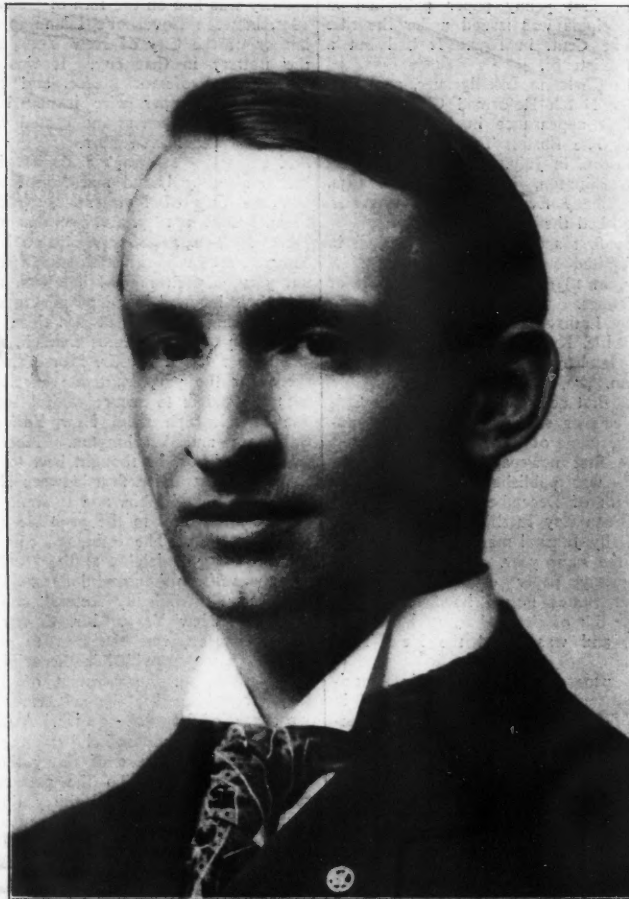
"Seven miles off Fortunas, northern arm of Cape Mendocino, coast of California, United States of America."

"Then, sir," continued Mr. Freeman, "we are more than a league from land and are therefore on the high seas."

"We are, sir."

Proclaiming "the republic of all the high seas," Freeman announced that for executive and judicial purposes it would be attached to the government of the United States, adding:

"This republic will be supported by revenues collected from the masters of all ships and from royalty on all precious substances taken from the mighty



JOHN D. WELLS.

OF THE BUFFALO EVENING NEWS, THE NEWLY ELECTED PRESIDENT OF THE AMERICAN PRESS HUMORISTS' ASSOCIATION.

**JOHN D. WELLS**

**Elected President of the American Press Humorists' Association.**

John D. Wells, the newly elected president of the American Press Humorists' Association, was born in Pennsylvania thirty-one years ago. He began his newspaper career as a typesetter on a country weekly.

For the past seven years he has been writing a special column for the Buffalo Evening News called "From Grave to Gay."

He has also been prominently identified with the Buffalo Courier and with the Buffalo Times, and was at one time news editor of the Buffalo Review. He has done special work for the Mexican Herald and other papers and drawn many cartoons of note.

Mr. Wells is the author of "Swazey Folks and Others," a work that had a flattering sale in the section for which it was intended. Recently he has turned his attention to the lecture platform with fine success.

His diversions are farming and horseback riding. He has a little farm in Pennsylvania, where he profitably cultivates grapes and also the Muses. Once a year Mr. Wells journeys to the South for a horseback ride of six or seven hundred miles.

In speaking of his election, Mr. Wells said to THE EDITOR AND PUBLISHER:

"The boys complimented me greatly the other day in electing me their president. I will do my best to keep the organization on its present footing, and if possible add to its standing in any way the year makes possible.

"The membership is large now considering the number of men who are doing special columns. I believe we have nearly all of them. Our conventions are merely play weeks and lighten the other 51 weeks of the year to a surprising degree.

"In Montreal next year we expect to have the finest time in our history. Cy Warman has promised it, and our faith in Cy is boundless. Anyway, if he doesn't make good we will feel more than repaid if we can just hear his repertoire of 'habitant' stories."

**Will Enter Field Again.**

E. B. Willis, formerly editor of the Sacramento (Cal.) Union and late editor and proprietor of the Auburn Republican, has announced that he would again enter the newspaper field, this time publishing a weekly in Sacramento devoted to society and club doings.

**An Ohio Consolidation.**

B. F. Jackson, former postmaster at Clyde, O., who purchased the Clyde Democrat a month ago and changed it to a Republican paper, has secured control of the Clyde Enterprise and will consolidate the papers.

deep, including whales, seals, otter, porpoise, fish, corals, pearls and sponges. We will have our consuls stationed at all ports of entry and every skipper will be required to take out clearance papers coming and going.

"In the presence of the officers and the cabin passengers of your noble vessel I now proceed to the stern of this ship and cast off this anchor and buoy to mark here the initial corner of 'the republic of all the high seas.'"

Freeman wore a robe of white polar bear skin and a helmet, surmounted by the head of a walrus with eagle's wings attached to the sides, giving him the appearance of an ancient sea rover. He was formally crowned "Viking of all the High Seas" in 1889, the ceremony taking place on the apex of Eric Peak, overlooking Puget Sound.

In his declaration of principles, issued at North Yakima, Wash., where he lives, Freeman says in part, as follows:

"I was born on a farm in Culpeper county, Virginia, and a barefooted boy attended the log schoolhouse in the corner of the woods, afterward taking a course at Kemper's College, preparatory to the university.

"I went to college only to learn how to learn; and the fifty years' schooling that I have received by coming in contact with the rugged frontier and vigorous inhabitants has brought me to the graduating exercises, in which I shall receive my diploma in 1910.

"I have organized and promoted most of the agricultural societies of the State.

"All who are acquainted with me know that, like Henry Clay, 'I would rather be right than President.'"

**WILLIS S. EDSON**

**Resigns as Editor of Western Publisher of Chicago.**

Willis S. Edson has resigned as editor of the Western Publisher and the Publishers' Auxiliary issued from Chicago by the Western Newspaper Union, and after a much needed rest, will begin publication of a paper of his own.

Mr. Edson has made an enviable record for himself in developing and building up both the journals, of which he has been editor, his monthly "Go-Ahead" talks in the Publishers' Auxiliary the past year, and other writings, having attracted much attention and been widely quoted.

During his over twenty years of connection with the Western Newspaper Union he has done much writing of special feature articles for its syndicate service.

Thus prepared and equipped he bids fair to make a new record for himself as publisher of a newspaper of his own.

Mr. Edson carries with him the best wishes of a wide circle of newspaper acquaintances, who will miss his weekly visits as editor of the Western Publisher and Publishers' Auxiliary.

**A New Poultry Paper.**

A new poultry paper is to be started at Buffalo, N. Y., the coming fall, to be known as the American Poultry World. The new paper will be owned and published by the American Poultry Publishing Company.

**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 & Rungé, Cleveland  
This paper is NOT printed with our Rollers

**An Important Factor**

in Philadelphia in 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*, *Sonntags Gazette* and *Staats Gazette* (weekly).

Examined by the Association of American Advertisers.

## FIRST NEWSPAPERS

### Story of the First Publications of Newspapers in the United States Told in Chronological Order

By James Pooton.

[The first installment of the story of the first publication of newspapers in the United States by Mr. Pooton was printed in THE EDITOR AND PUBLISHER of Sept. 11.—Ed.]

The first newspaper established in Indianapolis was published on the 28th of May, 1821. Owing to the irregularity of the mails, the paper was issued without established dates.

The first steam-power printing press in the United States was put in operation in New York in June, 1823, printing an abridgment of Murray's English Grammar—the first work done.

The Boston Courier appeared in Boston on the 2d of March, 1824.

The first newspaper for Sunday sale and circulation in the City of New York was issued, under the name of the Sunday Courier, early in 1825, but was soon discontinued for want of patronage.

The first daily newspaper published in Cincinnati appeared in 1826, under the title of the Commercial Register. The first daily newspaper established in Rochester, N. Y., was issued on the 25th of October, and called the Rochester Daily Advertiser. The Richmond Whig appeared in Richmond, Va., and the New Orleans Bee in New Orleans.

The Journal of Commerce issued its first number in New York on the 1st of September, 1827. It was aided in starting by Arthur Tappan, and was established in the interests of Abolitionism. Eventually it came into the possession of David Hale and Gerard Hallock, and became a conservative organ. The Morning Enquirer was started in New York in May; and these two papers were rivals for the mercantile advertisements of the city, and tried to surpass each other in size, whence the term "blanket-sheets" was given them. To get the commercial news they established swift schooners and pony-expresses. In 1829 the Morning Courier was united to the Enquirer, and in 1861 merged in the New York World.

A newspaper, printed partly in English and partly in the Cherokee language, named the Phoenix, was published at New Echota, in 1828. The types used were furnished by the United States Government.

The first periodical devoted to agriculture, published south of Baltimore, was issued in the city of Charleston, in 1828, under the title of the Southern Agriculturist.

The first periodical exclusively designed for the tastes of ladies, issued in the United States, was established in Boston, in 1828, and called the Ladies' Magazine. It was united with Godey's Ladies' Book in Philadelphia in 1837.

The first penny paper published in Philadelphia was issued under the title of The Cent, in 1830. It had but a brief existence.

The Christian Intelligencer, an organ of the Dutch Reformed Church, made its first appearance in New York, in 1830. The Boston Transcript appeared in Boston, in July, 1830, and the Globe in Washington, in December, in 1830. The Albany Evening Journal was also established the same year.

The first sporting paper published in the United States was issued in New York, in 1831, and called the Spirit of the Times.

The Louisville Journal appeared in Louisville, Ky., in 1831; and on the 9th of November the Daily Morning Post, in Boston.

The first newspaper published in Chicago was issued November 26, 1833, under the name of the Democrat.

The first newspaper issued in Wisconsin was published at Navarino on the 11th of December, 1833, and called the Green Bay Intelligencer. The Boston Daily Journal made its first appearance the same year. The first successful penny paper established in the United States issued its first number on the 8th of September, 1833, in New York, and was called the New York Sun.

The progress of enterprise in American journalism took a step forward in 1833. The New York Journal of Commerce established a horse express from Philadelphia to New York, with relays of horses, by which the paper was enabled to publish Congressional news one day in advance of its contemporaries in New York. This example was soon followed by other papers, until the government itself established an express between those cities, whereupon the Journal of Commerce extended its relays to Washington.

On May 6, 1835, appeared the first number of a small one-cent paper, bearing the title of New York Herald, and issuing from a cellar in which the proprietor and editor played the part of salesman. Bennett had, at last, struck the vein of success which was to reward and enrich him for the inextinguishable spirit of energy and enterprise with which he was so remarkably endowed. The appearance of the Herald marked an epoch in journalism, the influence of which has been felt on the burning sands of Africa, on the frozen seas of the Arctic region, and in all the centers of civilization, and promises to continue so long as journalism exists in the United States or elsewhere in the world.

The first penny newspaper in Baltimore issued its first number on the 10th of March, 1836, under the title of the Baltimore Transcript. The New York Express commenced publication on the 20th of June, and the Public Ledger, at Philadelphia, on the 25th of March the same year.

The Baltimore Sun appeared on the 17th of May, 1837, and the New Orleans Picayune on the 25th of January, 1837.

The first printing press established west of the Rocky Mountains was set up, in 1839, at Walla Walla, in Oregon, a place founded by some Presbyterian missionaries.

The New York Tribune issued its first number on the 10th of April, 1841, edited by Horace Greeley. It was about one-third its present size, and commenced with about six hundred subscribers, procured by the exertions of a few of the editor's personal and political friends. The expenses of the first week of its existence were five hundred and twenty-five dollars; and the receipts, ninety-two dollars.

The first submarine telegraph in this

country was laid on the 18th of October, 1842, between Governor's Island in the harbor of the City of New York, and the Battery in that city. It was invented by Professor Morse, and consisted of a copper wire insulated by means of a hempen strand coated with tar, pitch, and india-rubber.

A submarine telegraph cable was laid between Coney Island and Fire Island and the City of New York, by Mr. Samuel Colt, in 1843, and operated with success. The cable was insulated by being covered with a combination of cotton yarn, asphaltum and beeswax, and the whole inclosed in a lead pipe, gutta-percha being unknown at this time.

Early in 1845, Mr. Amos Kendall, who had been selected by Mr. Morse as his agent for the purpose, made exertions with the public to secure capital for a line of telegraph from New York to Baltimore and Washington. Meeting with little favor, he thought best to attempt its construction first between New York and Philadelphia, and to limit the request for capital to the probable cost of that section. The estimated cost of a line from Philadelphia to the Hudson River was fifteen thousand dollars, which sum was with difficulty secured, chiefly outside of New York. Mr. Corcoran, of Washington, was the first to contribute. It was provided in the original subscription that the payment of fifty dollars should entitle the subscriber to two shares of fifty dollars each. A payment of fifteen thousand dollars, therefore, required an issue of thirty thousand dollars stock. To the patentees were issued an additional thirty thousand dollars of stock, or half the capital, as the consideration of the patent. The capital stock was therefore fixed at sixty thousand dollars. Meanwhile an act of incorporation was granted by the legislature of Maryland—the first telegraphic charter issued in the United States. The name of the company was entitled "The Magnetic Telegraph Company."

The Chicago Tribune issued its first number in 1847.

The first American newspaper established on the Pacific coast was issued at Oregon City, in 1844, and called the Slumgndgeon Gazette, or Bumble Bee Budget. The Evening Journal was established in Chicago the same year.

The first successful type-revolving press in this or any other country was made by R. Hoe & Co., in New York, in 1847.

The first newspaper in St. Paul was established there on the 28th of April, 1849, under the name of the Pioneer.

The New York Associated Press Association was formed in 1849. It was composed of the Journal of Commerce, Courier and Enquirer, Tribune, Herald, Sun and Express.

The first number of the New York Times appeared on the 18th of September, 1851. The first newspaper published in Minnesota, outside of St. Paul, was issued during the last week in May, 1851, and called the St. Anthony Express.

The first telegraph line in California was completed on the 22d of September, 1853. It extended from San Francisco, eight miles, to a point nearer the sea, and was built to give early information of shipping arrivals. A telegraph line between San Francisco and Marysville, a distance of two hundred and six miles, went into operation on the 24th of October.

The first overland mail from California arrived at St. Louis on the 9th of October, 1858, having been conveyed from San Francisco in twenty-three days and four hours.

The "interviewing" feature of journalism had its origin in 1859. Among

those stated to be implicated in the raid of John Brown on Harper's Ferry was Gerrit Smith, a noted anti-slavery advocate. One of the special reporters of the New York Herald was dispatched to his residence at Peterborough, N. Y., where he had a long interview with that distinguished philanthropist. This was published in full, in conversational style, and produced a sensation. From this period that style of reporting was adopted in all parts of the country.

## BURLINGTON ENTERPRISE.

### Staff of New Jersey Paper Have Strong Creed.

Geo. C. Cunn, editor of the Burlington (N. J.) Enterprise, has adopted the following creed for his staff:

I believe in the work in which I am engaged, and my determination is to make the most of its opportunities and to get good results.

I believe that an honest newspaper is the greatest influence for good in modern life, and I shall, therefore, always be proud that I am a newspaper man.

I believe in working, not waiting, laughing, not weeping, boosting, not knocking, and in the pleasure of doing my work for its own sake.

I believe the only way to possess a thing is to go and get it, and that one "scoop" today is worth two prospects for tomorrow.

I believe there is a scoop somewhere for every man who is willing to dig it out.

I believe in the square deal. I will see things without prejudice, and will write of things as I see them.

I will never violate a confidence or use the news columns of my paper to vent personal spite.

I will endeavor to get the news, get all the news and get it first.

### W. C. Freeman Loses Daughter.

The sympathy of a wide circle of friends goes out to Mr. and Mrs. William C. Freeman, whose daughter, Ethel June Freeman, died of typhoid fever Monday, at the family home, 189 Eighth avenue, Brooklyn, aged thirteen years. Mr. Freeman, as readers of this newspaper scarcely need to be reminded, is advertising manager of the New York Evening Mail, and author of "Talks on Advertising," which have attracted wide notice since publication of them began early in the year.

### Editor Awarded Medal.

Augustin Lusinchi, editor of the San Francisco Franco-Californian, has been awarded a medal by the French Newspaper Association of Paris. The giving of the medal is believed to be directly inspired by the reply made by Lusinchi to David Starr Jordan's attack on France last June.

## 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, HOBACE M. FORD,  
225 Fifth Ave., Marquette Bldg.,  
New York. Chicago.

The increase of advertising space in

## The New York Times

during the eight months ended August 31st, compared with the corresponding period last year, was

**798,471 Lines**

Largest gain of any newspaper, morning or evening.



**F. W. WORCESTER**

**General Manager of the Mexico City Daily Record.**

Mr. F. W. Worcester, whose picture we show herewith, is the general manager of the Mexico City (Mex.) Daily Record. This is the only English-speaking evening newspaper in the Republic, and presents as handsome an appearance as any of the papers published in this country.

Mr. Worcester is a tried and experienced newspaperman and a hustler. Fifteen years ago he was a trusted lieutenant of Prof. Munyon, the medicine man. The professor took Worcester to London with him, to help establish the Munyon business over there and he did much to promote the success of that company.

Returning to this country he decided to enter the newspaper business and took the advertising management of a paper in Spokane, Wash. His work pleased other publishers so well that Worcester went to Tacoma and Everett, Wash., for S. P. Perkins, and a nice proposition was built up by him. This was too far away from his old home in California, however, and he attached himself to the Los Angeles Herald, where he made a record as a getter of advertising. So successful was he that he was offered the general management of the Oakland, (Cal.) Herald, at a splendid salary. The syndicate owning the Herald had lots of money and they spent it in giving the Herald one of the best plants on the Coast. A newspaper par excellence was turned out and the circulation began to increase rapidly.

Then came the California earthquake, and the trying newspaper times that followed it. The San Francisco papers were practically wiped out, but the Herald office was only slightly damaged. Worcester rose to the emergency. For a time he not only was able to get his own paper out promptly, but he printed the editions of three San Francisco papers. For several weeks he went practically without sleep in order that the other papers might be able to publish.

The earthquake doubled the circulation of the Herald and made it a metropolitan daily. The Enquirer, of Oakland, had for some time been casting longing eyes on the Herald, and after a year's negotiation succeeded in purchasing it.

It was then that Charley Hornick of the San Francisco Call sent for Worcester and offered him the business management of that paper. He took the place and as usual made good.

A few months ago the wealthy syndicate owning the Mexico City Daily Record came forward with a proposition that he take the general management of that paper. The owners gave him carte blanche and he took seven hustling newspapermen with him to the Mexican city to build up the Record and he is doing it. He has the full Associated Press service as well as a similar Mexi-



F. W. WORCESTER.

GENERAL MANAGER OF THE MEXICO CITY DAILY RECORD, THE ONLY ENGLISH EVENING PAPER IN THE REPUBLIC.

can service, and a special cable service. He put in a new three-deck Goss color press, established his own agencies in all the leading cities in the Republic, covering it from Juarez to Guatemala. He claims the largest English-speaking circulation in Mexico, the largest plant and the largest capitalization. The paper shows all the evidences of comprehensive newspaper ability, and compares most favorably with any paper in this country.

R. J. Shannon, of the Brunswick Building, New York, is the Eastern representative of the Record.

**JOHN E. CLAREY**

**Buys Muncie (Ind.) Evening Press from James E. Burke.**

John E. Clarey, of Great Barrington, Mass., has purchased the Muncie (Ind.) Evening Press. The former owner was James E. Burke, who bought the paper six months ago. The Press is the only evening paper in Muncie. Mr. Clarey is well known in the eastern field, having been identified with the Boston Journal, and the Burlington (Vt.) Free Press. He was also at one time connected with the Des Moines (Ia.) State Leader.

**Half Interest in Iowa Paper Sold.**

A one-half interest in the Cedar Falls (Ia.) Gazette Printing Plant was sold last week to H. C. Heminway, a member of a law firm who held a mortgage on half the property. The remaining interest in the plant was sold some weeks ago to F. O. Jackson.

**SPANISH DAILY**

**Will Be Published in New York Beginning Oct. 1.**

Announcement has been made, that beginning October 1, Las Novedades, a New York Spanish weekly, will make its appearance as a daily, under the name of Diario de Las Novedades. It will be an evening paper and will be published both in Spanish and English. It will be the only Spanish daily paper published in the United States. Luis Galvin and Rafael O. Galvin are the editors. In their announcement the editors state: "The mission of the Diario de Las Novedades will be to build up, not to destroy. It will try to foster the friendly relations between Spain, the Latin-American countries and the United States, aiming at the same time to make better understood the character and aspirations of the people of that great territory known as Latin America by the people of this great country, and thus creating a more cordial and definite understanding. This condition is thoroughly essential to their mutual interests and to the interests of civilization."

**Will Advertise San Antonio**

The executive committee of the Publicity League of San Antonio, Tex., have completed arrangements to start the advertising of the city in newspapers and magazines. The selection will be made and the matter will be handled by Nelson Chesman & Co., of St. Louis.

The Texico (N. M.) Trumpet burned out.

**CARTOONISTS**

**They Have a Language Which is All Their Own.**

Lexicographers are beginning to discover that the cartoonist has a language of his own. The Kansas City Star gives a few samples from the cartoonists' dictionary:

**Biff (bif), n.** (onomatopoeic in origin, being a vocal imitation of a dull, sickening thud). 1. The sound of a fist striking a fighter in the ribs. 2. The kick of a mule. 3. A policeman clubbing an innocent bystander. 4. Grandpa slipping down on the ice.

**Yaa-aa-!!! interj.** 1. An exclamation of derision by the bad boy when the schoolteacher sits on the bent pin. 2. A command to "get out of here" when an interloper gets into a picture and "pies the form."

**Oof! interj.** 1. An exclamation of pain by the cat when the dog chases her up the chimney with the fire in progress. 2. The comment of the on-looker at a fight when a pugilist gets hit in the solar plexus.

**S-s-say! interj.** The expression of the victim in a calamity scene.

**Hel-up! n.** A call for an aid when a comic character falls out of a five-mile-high balloon.

**Wow, o-o s-s-s!** Words uttered in the last picture of a calamity set, meaning the motor has exploded and taken all the creases out of my trousers just back from the pantatorium.

**Bow-wow.** The language of a dog chasing a cat.

**Meow—**The words of the said pursued feline.

**Z-z-z-z-z—**Coming from a person recumbent or leaning against a lamppost or chair denotes the sound of slumber.

**E-E-E-E!!!—**Exclamations of horror by the "pallid doll" while Jimmy, her bold protector, shoots the daylight out of a stuffed calico snake placed in the lovers' path by Mike and Jake, the bad boys.

**YA-H-HA-HA!** (See Hee, hee, hee!)

**HEE-HEE-HEE!** (See YI-HI-HAW-HAW).

**YI-HI-HAW-HAW—**Uproarious laughter by those present when the trick mule kicks Uncle Ephraim into the canal.

**"Gr-rr-rrr!"—**1. The language of a retired prizefighter coming back. 2. The greeting of a bull pup.

**Smatter?—**Condensed sentence uttered by the unsuspecting victim in the lull that precedes the giving to him of his'n.

**Awk (see krawk)—**Side remark.

**Krawk—**Side remark by the parrot when the bomb explodes in grandfather's hip pocket.

**Glug-g-g!** (See Blub.)

**Blub—**Remarks of the submerged character who has been precipitated to the bottom of the millpond and is sending up profane bubbles.

**BARNARD & BRANHAM**

**Publishers Representative**

**NEW YORK CHICAGO**  
Brunswick Bldg. Boyce Bldg.



Marbridge Bldg., New York  
Expert operators of Popularity Contests to increase newspaper circulation on the CASH PAID IN ADVANCE BASIS.  
Results Count—Write for References.

## PEARY COPYRIGHT

(Continued from page 1.)

complainant, but I cannot construe this pamphlet as in any sense a newspaper without a clear perversion of the parties' meaning."

### JAMES M. BECK'S ARGUMENT.

James M. Beck, former assistant attorney general of the United States, represented the Sun. He stated in court after the decision that his client would not reprint from London any more of the Peary dispatches to the Times. In his argument, Mr. Beck said:

"The burden of proof rests with the complainant to show that we intend to print the Peary story in its original and literary form. If Your Honor will examine the complainant's issue of Sept. 2 you will find that it published Dr. Cook's story of his trip to the North Pole exactly as it appeared that same morning in the Paris edition of the New York Herald. It therefore is in a position where it must come into this court and acknowledge that it violated the copyright law in the same way as it now seeks to prevent other newspapers from doing."

In relation to the above contention by Mr. Beck, the New York Herald printed the following:

"The property rights which the Herald possesses in Dr. Cook's narrative are upon a totally different basis from those claimed for the Peary story, which latter Judge Hand declined to uphold. Counsel for the Herald expressed the opinion that Judge Hand's decision has no bearing upon any questions which may arise in connection with violations of the Herald's copyright of Dr. Cook's story."

### PEARY'S CONTRACT WITH THE TIMES.

The contract between the New York Times and Mr. Peary, which was read in court, is as follows:

July 6, 1908.

New York Times, New York City.

Gentlemen: I herewith acknowledge the receipt of the sum of four thousand dollars (\$4,000) from the New York Times on behalf of itself and associates. It is understood that in making this advance the Times does not assume any responsibility for or any connection with the expedition on which I am about to embark and which has for its purpose the finding of the North Pole. The money is advanced to me as a loan to be repaid to the New York Times and its associates out of the proceeds of the news and literary rights resulting from this expedition, it being understood that if for any reason the expedition is abandoned before the fall of 1908 the money is to be refunded to the Times. If the expedition is successful and the pole is discovered, I promise to use every means in my power to reach civilization and wire to the Times the full story of the discovery over my own signature. The Times is to have the sole rights to the news of the discovery, and is to have the exclusive right of its publication in all parts of the world.

My understanding is that the Times on its part agrees to syndicate the news both in Europe and America, and to give to me the entire amount it receives after deducting costs of cable tolls, etc. The Times and its associates will pay me what they consider a reasonable amount for the use of the material in their own publications. From the sum thus raised the \$4,000 is to be repaid, and I am free to sell the magazine and book rights to my best advantage.

It is understood, however, that should the news reports by any possibility not realize the sum of \$4,000, any deficit will be reimbursed to the Times from the magazine and book rights.

Should the expedition not be successful in finding the pole, but should simply result in explorations in the Far North, the Times is to be repaid \$4,000 out of the news, magazine, and book rights of the expedition, so far as they may go toward the liquidation of that claim.

Yours very truly,

R. E. PEARY.

The Times printed this paragraph of information:

"It may be stated that the sum realized for the Peary dispatches has been greatly in ex-

cess of the amount advanced to Commander Peary."

### CHICAGO TRIBUNE'S FIGHT.

The Chicago Tribune, by agreement with the New York Times, had been given the right to publish the Peary story. The Tribune applied to Judge Grosscup, of the United States Circuit Court at Chicago, for an injunction restraining the Examiner, the Record-Herald, the Inter-Ocean, and the American, of Chicago, from publishing the Peary story. Judge Grosscup granted these injunctions on Thursday night, Sept. 10, at his home in Highland Park.

In the application for the injunction which was filed with Judge Grosscup, the Tribune set up the contention that the Peary story had been received in New York, published in book form, bound, and offered for sale over the counter of the New York Times, and that two copies had been put in the mails, to be forwarded to Washington, in full compliance with the new copyright law. It was further alleged that it was a physical impossibility for a copy of the book to be received in Chicago in time for a copy to be filed with the request for an injunction.

### EXAMINER'S MOTION TO VACATE.

On Friday the Examiner moved to vacate the injunction. It offered in argument a telegraphic copy of the decision rendered by Judge Hand in New York, and a synopsis of the arguments made in New York. The case was heard at night.

Judge Grosscup held that the Tribune was right in spite of the New York decision. He particularly disagreed with the arguments made by Mr. Beck for the New York Sun. Judge Grosscup's opinion, which was given on Saturday morning shortly after midnight, is as follows:

### JUDGE GROSSCUP'S DECISION.

"Mr. Beck's argument is the argument of reductio ad absurdum, which is a pretty dangerous argument to make. Of course, if it were true that a scientist had made a discovery in natural law and put his discovery in the form of a book and had that book published—if it were true that thereafter no one would ever dare give that fact to the public in any way at all, why, then Mr. Beck's argument would be right. But I do not understand that that is true about any copyright matter.

"It is the composition in which that fact is embodied that is protected. It is not the fact. And if he wants to protect the fact he has got to protect it in some other way. Now, that is all there is to that argument.

"I know of nothing that will prevent a newspaper, or a writer for a magazine, or a pamphleteer, or a man in any other way taking up what Peary says and discussing it in a bona fide way, as to whether it is true or not, and he has to give the fact to do that. The facts are public property. There is no question about that. The moment he publishes it it is public property; but the way in which he does it, that is private property.

"Why, take a law book, for instance. A man states a position in a law book. Some other lawyer may write for some magazine and may discuss that proposition, and in that way present it to the world for the purpose of discussing it. There is no suppressing of that thing for the lifetime of the copyright, as Mr. Beck argued, simply because it was copyrighted. It is open to the world just as much as anything else is open to the world. But he cannot take that law book and, under the pretense of discussing it, reproduce it.

### NEWS VALUE POINT AT ISSUE.

"The difficulty here grows out of the fact of the news value of these things. Let us take that news value out of it. Here is a scientist who has started out

to make certain discoveries, and he has made a contract with a publisher that the publisher has an exclusive right to publish what he writes of that story. Is that copyright invalid as against trespass simply because there is uncertainty between him and the author, who has sent his manuscript to him for publication, as to the form of the publication—whether it should be in a book or should be in a magazine?

"Mr. Peary is the author of this discovery. He has put it in manuscript. He has sent the manuscript to his publishers, under an arrangement by which the publisher is to publish it and have it copyrighted. It is sent to be protected. He gives the publisher the exclusive right to publish. Doesn't that imply that they should copyright it? How should they have the exclusive right unless they did copyright it?"

"Mr. Peary bases the pecuniary value on the copyright of it, exclusively, both for the future and as to its news value. As the contract reads, for literary purposes and for news purposes—not only for literary purposes, but for literary purposes and news purposes—and he gives them the exclusive literary rights. He does not say in so many words: 'You may publish it in book form,' but he says: 'You may have the exclusive right for literary and book purposes to pay off this debt.'

### PEARY EXPECTED THE COPYRIGHT.

"There is nothing (in the contract) which in so many words says the publisher shall put it in the form of a book and copyright it. That is a question between him and the author. But is it possible that, there being uncertainty on that, the public is at liberty to invade and trespass on what unquestionably between the parties was meant to be in one form or the other, or both, a protection to the publication?"

"The only question is the scope of the authority. And I have no doubt at all that a court under these circumstances ought to take into consideration the fact that he sent the document and that his sending of the document is conclusive proof, in the absence of other proof, that he meant the publisher should copyright it. Now just in what particular form it is not stated, but in the absence of the stating of any particular form I should think, at least as against a trespasser, that the publisher was invested with authority to determine the form of copyright. He might not have that right as against the author, when it comes to determine their rights under the contract, but certainly he would have that right on behalf of himself and the author, having the manuscript in his hands, as against a trespasser.

### BOOK COPYRIGHT WAS INTENDED.

"There is no question but what the understanding between the publisher and the author was that the publisher should in some form obtain an exclusive right to the publication of this story, both as a news and a literary production. There is nothing which in so many words says that he shall put it in the form of a book and copyright it.

"Of course, if it clearly appeared in the contract between Mr. Peary and the New York Times Company that they were not to copyright it as a book, but only to copyright it as news, then the Times Company would not have the right to copyright it as a book and would obtain no rights in attempting to copyright it as a book beyond the authority conferred upon them, because in that case they would not be the assignee of the rights of the author, but that is not the case."

### INJUNCTION AGAINST EXAMINER.

Judge Grosscup's injunction order directed against the Examiner is as follows:

"In the Circuit Court of the United States in and for the Northern District of Illinois, Eastern Division thereof, etc.—The court doth order, adjudge, and decree that the defendant, its agents, attorneys, employes, and servants be, and they are hereby, each and all, enjoined and restrained from printing or disposing of the story and narrative of said Robert E. Peary of his voyage to the North Pole, or any part thereof, contained in the copyrighted books of the complainant, described in the bill of complaint filed herein, and from printing, reprinting, publishing, vending, or in any way circulating or disposing of any book, newspaper, or publication containing the whole or any part of said narrative, except the copyrighted book or a licensed copy thereof.

"And the court doth order that the complainant, the Tribune Company, file with the clerk of this court a copy of the copyrighted matter as soon as may be after its receipt, beginning at 11:30 P. M. or thereafter, and that the defendant may have an inspection for the purpose of comparison."

MELVILLE E. STONE

Will Start on Trip Around the World In October.

Melville E. Stone, general manager of the Associated Press, will start on a tour of the world early in October.

His friends in the Lotos Club will give a dinner in his honor October 4.

# 500 Satisfied Users

Give Evidence That the

## JUNIOR LINOTYPE

Is Solving Their Labor Problems

Easy to Buy

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Price, \$1500

## Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS



**LONDON**

**Central Bureau of Press Associations Meet in English Capital Next Week**  
 —Delegates Will Be Elaborately Entertained—Will Visit Windsor Castle.

One of the most important international gatherings of newspaper men held in recent years will assemble in London next week. It is a conference of the officers and directors of the Central Bureau of Press Associations with the presidents of the various associations having membership in the bureau.

A revision of the constitution and by-laws of the bureau, amounting almost to a reorganization, is in contemplation, and an entertainment on an unprecedented scale has been arranged by the journalists, government heads, and leading citizens of Great Britain.

By special invitation of King Edward, the conference will visit Windsor Castle. Among other functions in which the foreign representatives of the press, and their British hosts, will participate, are the following:

Sunday, 19, 3.30 p. m.—Special train from Waterloo station, for garden party by Lady Waechter, Terrace House, Richmond. 9 to 12 p. m., reception by the Foreign Press Association of London.

Monday, 20.—First and second meetings of the conference. Afternoon tea at Stationers' Hall. Reception at the Daily Telegraph office by Lord Burnham.

Tuesday, 21.—Third and fourth meetings of the conference. Banquet to the delegates and their ladies by the British International Association of Journalists at Hotel Cecil.

Wednesday, 22.—Visit to Brighton and reception by Mayor and Corporation. Reception and dance by the Lord Mayor and Lady Mayoress of London, at the Mansion House.

Thursday, 23.—Drive in London for foreign visitors. Meeting of the British International Association of Journalists for the reading of papers by Sir Edward Russell and T. P. O'Connor, M. P. Open to all delegates, members and visitors, including ladies. Visit to Windsor Castle.

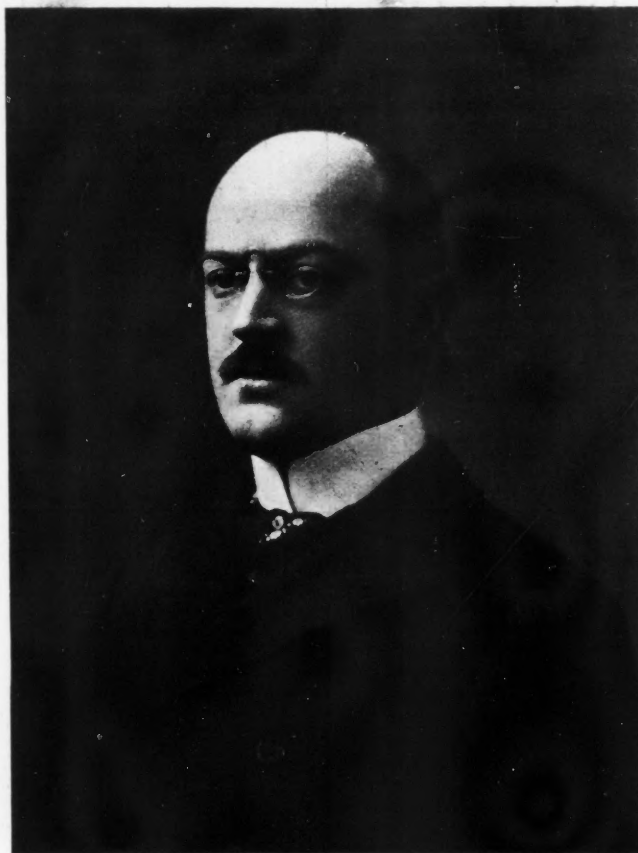
Friday, 24.—Drive in London for foreign visitors. Luncheon by the Government at Hampton Court Palace.

Saturday, 25.—Visit to Bournemouth, and reception by the Mayor and Corporation.

Sunday, 26.—Garden party at Tenterden Hall, by Sir Hugh Gilzean Reid.

Monday, 27.—Visit in the morning to Stratford-on-Avon and luncheon by the Mayor and Corporation; afternoon, reception at Warwick Castle by the Countess of Warwick.

Tuesday, 28.—Morning visit to Leamington and Kenilworth, visitors stopping at Leamington on Monday night on re-



**CAPTAIN HOMER W. HEDGE.**

PRESIDENT OF THE HOMER W. HEDGE ADVERTISING COMPANY, AERO AND AUTOMOBILE ENTHUSIAST, WHO DIED LAST WEEK.

turn journey from Warwick. Drive and luncheon by Mayor and Corporation.

Almost every civilized nation will be represented in the congress. The American representation was to have been headed by T. J. Keenan of Pittsburg, who has for twelve years been American director in the Central Bureau. But Mr. Keenan, who was to have sailed Wednesday in the *Mauritania* for Liverpool, was detained at the last moment by illness in his family, and will not be present during the sessions of the congress.

**AN EDITOR FORTY YEARS.**

**Pennsylvania Editor Hopes for Further Usefulness.**

Major Joseph W. Yocum, editor and publisher of the *Columbia* (Pa.) *Spy*, has sent to his friends the following announcement:

"The editor of this paper announces the completion of his fortieth consecutive year in the continuous publication of the *Columbia Daily and Weekly Spy*.

"His acknowledgment of personal friendships and confidences, and his gratitude for public favors, in the past, are supplemented by hopes for further usefulness and continued service, in the future."

**Buys Goss Press.**

The Moline (Ill.) Mail and Journal has purchased a 24-page Goss Press and will remove to larger quarters in the Y. M. C. A. Building on October 1. C. J. Zaiser, the business manager, has been in charge for just a year and reports an increase in both advertising and circulation.

ing better returns than many competing salesmen of twice his age. So successful was he that he began to believe in himself, and full of confidence in his ability undertook the promotion of several large enterprises, in which he succeeded beyond his anticipations.

Being of a literary turn of mind he bent his decided talent in this direction, and, having original and fertile ideas, with a facile manner of expressing them, was soon drawn into the world of journalism, where he rapidly gained fraternal recognition on his merits. It has frequently been said by critics as well as friends, that, when commerce finally absorbed him, journalism lost a writer of great promise.

September 19, 1888, he enlisted in the Signal Corps, New York, of which Albert Gallup was then captain.

His military record was most praiseworthy, and he rose by successive degrees to the highest rank—that of captain. Then, as always, he proved his in-born ability to lead. Strict, but never severe, he won the respect and good will of the members of the corps, which, under his command, was on many occasions publicly commended for exceptional discipline and efficiency. This corps under Captain Hedge's leadership was the first to volunteer its services in the war with Spain.

He was a member of Chancellor Walworth Lodge, F. & A. M., New York.

In 1899, in conjunction with a few other men of social and commercial prominence, he formed the Automobile Club of America, which now numbers some 1,400 members, and includes many of the wealthiest men of the country.

In many gatherings Captain Hedge was a prominent figure, being a ready, witty after-dinner speaker. For several years he was chairman of the house committee of the Automobile Club of America and manager of the club's successful banquets.

Not content with merely worldly success, Captain Hedge, in 1905, founded the Aero Club of America and made several notable balloon ascensions.

For the past few years Captain Hedge's efforts were devoted to the management of The Homer W. Hedge Advertising Co., in which he was president. With his journalistic and commercial experience it is not surprising that, although one of the youngest of the big New York advertising concerns, it has become a recognized power, and has the handling and placing of the advertising business of many of the largest and most prominent concerns in the country.

Captain Hedge is survived by his widow and one daughter.

It is stated that the death of Captain Hedge will in no way affect the financial standing of the firm, nor its efficiency—its successful policy being continued throughout.

**Wiped Out By Fire.**

Fire completely destroyed the Fort Meade (Fla.) Observer building and newspaper plant last week. The property was partially insured.

**HOMER W. HEDGE.**

**Death Removes Well-Known Advertising Man.**

The death of Captain Homer W. Hedge, president of the Homer W. Hedge Advertising Company of New York, which occurred at his home last Friday morning after a week's illness with typhoid fever, removes one whose name has long been prominent in New York business and social circles. He was the first president of the Aero Club of America and one of the promoters of the Automobile Club of America.

Captain Hedge was born in Norwich, Conn., in the memorable year of 1863. While quite young he was taken to Worcester, Mass., where he lived for sixteen years, receiving his education in the public schools. In Worcester he made his entrance into business life, his early choice being banking, railroading and brokerage, in each of which lines he succeeded, showing adaptability, acuteness and originality.

In 1879 he made a strike for independence in New York. For two years he engaged in the machinery business, selling on commission, and was soon show-

**Botfield Engraving Co.**  
 29 S. 7th Street, Philadelphia, Pa.  
**Always on time**  
**Deep Etched Cuts on Zinc or Copper**  
**BEST WORK AT LOWEST PRICE**  
 Let us estimate on your next order. Once a customer always a customer.

**A New Method. A Saving of 20%**  
 on the metal bill of any metropolitan daily.  
 After a year's trial on two leading metropolitan dailies, the names of which will be sent to any publisher, The Publishers' Metal Company has demonstrated that a saving of at least 20% can be made by adopting their systems. Their system is as far ahead of other concerns as the Web Press is to the Flat Bed, and the typesetting machine to hand composition. For information address  
**THE PUBLISHERS METAL CO., 134 Metropolitan Ave., Brooklyn**  
 Hygrade Antiplat, Senior or Junior, Stereotype, Combination or Linotype Metals.

# 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 and Editor.  
G. P. LEFFLER, Treasurer.

T. J. KEENAN, Secretary  
R. M. BONIFIELD, Associate 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, SEPTEMBER 18, 1909.

## DID PEARY HAVE A MORAL RIGHT TO SELL HIS NEWS REPORT?

We congratulate the New York Times upon the sound business judgment which brought about the contract with Commander Peary, and which takes strong measures to hold the copyrighted property of which it claims ownership.

In all candor, the Times is not expected to be the custodian of Mr. Peary's code of ethics.

In the injunction suit before Judge Grosscup in Chicago last Saturday it was argued that Commander Peary is an officer of the navy, absent on leave and receiving his regular salary as a naval officer and therefore he had no right to enter into such a contract as he made with the New York Times.

Judge Grosscup gave little heed to this argument. He said: "A judge has a right to write a poem."

Nevertheless, Judge Grosscup has not settled the question as to whether Mr. Peary had a moral right to sell for his personal gain the news report of the expedition which he headed by courtesy, or command, of the people of the nation and in the official service of the people, who paid him, in effect, for such service.

To say that a judge may write a poem, or that a president may write a magazine article is, we respectfully venture to say, rather irrelevant in considering Mr. Peary's case.

The New York Tribune forcibly expresses a view of the case which very evidently reflects the sentiment of many publishers—perhaps the majority in the nation. The Tribune says:

"We incur no suspicion of jealousy or ill will in saying that grave questions of propriety are raised by the course which Commander Peary adopted in pledging himself in advance for a pecuniary consideration to confine within narrow limits the original account of his efforts and possible success.

"There is much force in what counsel for other newspapers said to the court concerning this aspect of the case in asking that the injunction against them should be dissolved. It is urged that Commander Peary has spent large sums out of his own pocket in pursuing for many years his quest of the North Pole. We do not know how that may be, but we do know that he has received large sums from the taxpayers of the United States during the long period in which he has been relieved of the duties of an officer of the United States Navy; that he has been the beneficiary of handsome funds supplied by generous individuals largely in response to appeals which the newspaper press of the country helped to make effective, and that the govern-

ment of the United States, whose servant he is and on whose payroll he has been retained, has treated him with extraordinary consideration in various ways."

Common sense easily distinguishes between "news" and novel or sensational information in a "book." No one, so far as we know, has ever denied the right of a public official to write a book about his experiences in office, and receive royalties from the sale of such book provided such experiences had been offered as "news" to the public in the manner which the public ordained.

Did Mr. Peary sit down on the Polar ice and write a book containing the "news" which the people of the United States had, de facto, paid him to get and deliver to them with all possible speed? Mr. Peary will probably be called upon to answer this question very definitely before the encyclopedists finish his fixed biography.

In our judgment, honor, tact and prudence should have counselled Mr. Peary to send his first news report containing all essential news facts to the recognized standard telegraphic press associations of the United States with only such conditions as are imposed by the President when he gives out a message to Congress. The writing of the Peary book should have been done afterward.

## DR. COOK'S BOOK.

Publication Commenced in Newspapers Last Wednesday.

On Wednesday of this week the New York Herald began the publication of Dr. Cook's book under the title "The Conquest of the Pole." The installment also appeared in the New York Evening Telegram. Installments are to appear every second day.

The story has been widely syndicated. It is said the complete manuscript contains about 100,000 words.

## A Missing Advertisement.

We have seen the advertisement of the piano-player wherewith the gloom of the long Arctic night was lightened on board the Roosevelt. Proprietors of the canned foods that the explorers took with them have revealed to the public some of the secrets of the geographical conquest. So far, however, we have looked in vain for the name of the brand of gumdrops wherewith Dr. Cook captured the undying devotion of the faithful Eskimo.—*New York Press.*

E. S. Parker will publish a paper at Randolph, N. D. It will be Democratic politically.

## THE BLERIOT AIRSHIP BEAT.

United Press Association Disputes Claim of Associated Press.

New York, Sept. 15, 1909.

THE EDITOR AND PUBLISHER:

Gentlemen: On the editorial page of THE EDITOR AND PUBLISHER of Sept. 11, you print an extract from the Associated Press Service Bulletin in which the Associated Press makes the bald statement that it was the only press association which covered the notable feat of M. Bleriot in making the aerial trip from Calais to Dover, early on the morning of Sunday, July 25, and that clients of other press associations were unable to print this important item of news until twenty-four hours later.

This statement is not in accordance with the facts. The United Press Associations, which carries a full service for Sunday morning papers, supplied all of its clients with a complete story of Bleriot's achievement. The London Bureau of the United Press was in touch with Bleriot and the United Press representatives at Calais and Dover kept the London Bureau fully informed as to Bleriot's movements.

At 12:56 on Sunday morning, New York time, a bulletin was sent out from the New York office of the United Press announcing the beginning of Bleriot's flight from Calais; and at 1:30 a. m., the landing of Bleriot at Dover was announced. These bulletins were quickly followed by important details of the start and finish of the flight, together with a description of Bleriot's machine and facts regarding his previous experiences as an aeronaut. The story was completely covered in every important detail and no client of the United Press in any section of the country failed to get this story in time for the regular Sunday edition, as reference to these editions will show. Yours very truly,

H. B. CLARK,

President United Press Association.

## LONGEST ENGLISH WORDS.

British Journal Gives Palm to Welch Jaw-breaker.

In a recent issue, the London Academy discusses "The longest word in the English language," stating that "this moot point has never been satisfactorily settled."

"The Englishman's real jaw-breaker is a Welsh word over which Mr. Justice Lawrence once, at the Anglesey Assizes, asked an explanation from Mr. Bryn Roberts, M. P., "What is the meaning of the letters "p g" after the name Llanfair? The answer was, It is an abbreviation of the village of Llanfairpwllgwyngyllgogerychwyrndrobwllandsillo-goch. How is this pronounced? It will take some beating. This word of fifty-four letters, if repeated often enough, is said to be an excellent cure for toothache."

## Kennedy Goes to Boston.

James F. Kennedy, for the past ten years connected with the staff of the Woonsocket (R. I.) Evening Reporter, is now associated with the Boston Traveler in an executive capacity.

## The Ruling Passion.

The editor was dying, says an exchange, but when the doctor bent over, placed his ear on his breast, and said, "Poor man! circulation almost gone!" the dying editor sat up and shouted: "You're a liar; we have the largest circulation in the country."—*Atlanta Constitution.*

## EDITORS IN PUBLIC OFFICE

Minnesota is a Regular Newspaper Man's Paradise.

It has often been said that Minnesota is governed by the country editor. This may not be strictly true, but they certainly are more numerously represented there in public place than in any other commonwealth, says Governor Johnson in the Youth's Companion.

The Governor, his private secretary and executive clerk are country newspaper men; so are the Labor Commissioner, the Executive Agent of the Game and Fish Commission, the State Oil Inspector, the State Librarian, the Secretary and Assistant Secretary of State, the Assistant Labor Commissioner, the State Fire Warden, the Assistant Fire Marshal, the Deputy Public Examiner, the Secretary of the Dairy and Food Commission, the Assistant Clerk of the Supreme Court, the Secretary of the Board of Control.

Both political parties have recognized the capability of the country editor for official position from the earliest history of the State, and he has always been an active force in legislative councils and in the minor places under the National and State governments.

## INCORPORATIONS.

The Dorrance Company, Manhattan; publish magazines and periodicals; capital, \$5,000. Incorporators: S. Dorrance, H. McN. Kahker, New York City; W. G. Hoffman, Newburgh.

Le Progress Publishing Company, Manhattan; edit, print and publish newspapers, etc.; capital, \$160,000. Incorporators: J. T. Nicholson, F. Levy, L. Jouvand, New York City.

The Hungarian Daily News Publishing Company, Cleveland, O.; capital, \$30,000. Incorporators: Emery Fresco, Adolph Balazs, Edward Weinberger, Frank Apathy, A. V. Fried.

Calahan Publishing Company, Tulia, Tex.; capital, \$10,000. Incorporators: A. W. Calahan, W. A. Donaldson, E. D. Smith, and others.

Beckley Printing and Publishing Company, of Beckley, W. Va., to publish a newspaper and do job printing; capital, \$5,000. Incorporators: J. A. Wood, of Sullivan, W. Va.; C. L. Harvey, of Egeria, W. Va.; L. P. Groves, B. B. Gunnoe, T. E. Peters and W. H. Sampson, of Beckley.

The Press-Chronicle Company, Paterson, N. J.; printers, publishers, etc.; capital, \$100,000. Incorporators: C. Curie, New York City; C. A. Shriner, G. Wurtz, W. Pennington, W. I. Lewis, Paterson.

## Pleasantly Remembered.

THE EDITOR AND PUBLISHER received a generous supply of magazine pencils this week with the compliments of the Lincoln (Neb.) Freie Presse. The staff finds them extremely serviceable and they will serve as a pleasant reminder of the well-known German weekly. The management of the Freie Presse states that the leading advertisers of the county are alive to the value of its columns and that the German reading public seems to consider the publication indispensable.

Fire destroyed the plant of the Stuttgart (Ark.) Germania, the only German newspaper published in that section.



**PERSONAL**

C. H. Trousdale, for the past twenty-five years a newspaper publisher of Monroe, La., has been appointed census supervisor of his district.

Levi Trewhill, editor of the Cleveland (Tenn.) Herald, has been appointed Deputy Revenue Collector.

Charles Willett, telegraph editor of the Nashville Tennessean for the past three years, has resigned his position to take up the study of law.

John D. Wakefield, long associated with the Louisville Courier-Journal and the Louisville Times, has resigned his position and will enter the stock brokerage business.

Among the passengers who arrived in New York last Saturday from Europe on the French liner La Savoie was F. B. Noyes, owner of the Chicago Record-Herald. Mr. Noyes spent the summer at Oxford, Eng., with his family.

J. W. Kenyon, editor of the Shippensburg (Pa.) News, has been off duty for some time nursing a disabled limb which suddenly became powerless from the foot to the knee.

Dr. Lyman Abbott, editor of the Outlook, arrived home this week, on the Prinz Friedrich Wilhelm, from a two months' stay in Germany.

John D. Stivers, editor of the Middletown (N. Y.) Times-Press, is a candidate for the New York Assembly.

**OBITUARY.**

Henry S. McPike, one of the founders of the Altoona (Pa.) Times, and for many years publisher of the Cambria Freeman, Ebensburg, Pa., died at his home in Washington, D. C., last Saturday. He was seventy-seven years old. During the past few years and until his death Mr. McPike was connected with the Government printing office.

Miss Elizabeth Hirschfield, writer and lecturer on educational topics, died in Buffalo after an illness of several months.

Franklin W. Fish, for many years a contributor of poetry and other matter to newspapers and magazines, died at his home in New York. He was seventy-six years old and leaves a son and daughter.

Henry B. Blackwell, editor of the Woman's Journal and one of the first advocates of women suffrage, died at his home in Dorchester, Mass., aged eighty-four. He was born in Bristol, Eng., in 1825.

Malcolm M. Clenn, a well-known California newspaper publisher, died recently at his home in Sacramento. He was sixty-four years old. Most of his life had been spent in newspaper work. He owned at times the Inyo Independent and the Esmeralda Herald of Nevada, and was at one time manager of a San Diego paper.

Mrs. Marie Bosche Oswald, wife of the publisher of the American Printer, died suddenly at her home in Brooklyn last week. She was born in New Bremen, O., in 1877 and was married to Mr. Oswald six years ago.

S. S. Dix, editor of the Sterling (Kan.) Bulletin, is dead as the result

of a fall from the roof of his residence. He was a veteran of the civil war and occupied a prominent place in the political life of Eaton, O., his former home, before going to Kansas.

Price Harris, formerly city editor of the Fort Collins (Col.) Review, died in that city following an operation for tubercular peritonitis. He was twenty-four years old and unmarried.

Walter E. Andrews, formerly of Des Moines, Ia., and at one time president of the Western Newspaper Union, and for several years past, president of the Williams Typewriter Company, of Shelton, Conn., died at his home in that city of arterial trouble. He was sixty years old.

Gilbert B. Densmere, a pioneer newspaperman who went to California during the first gold excitement and who for many years was identified with San Francisco papers, died last Saturday at his home in Thermolita. He was eighty-one years old.

Joseph L. Craelin, a member of the staff of the St. Louis (Mo.) Live Stock Journal, died suddenly from heart failure. He was thirty-three years old.

Mayo Williamson Hazeltine, book reviewer and editorial writer since 1878 for the New York Sun, died at Atlantic City, N. J., last Wednesday. He was born in Boston in 1841 and graduated from Harvard in 1862 and later studied at Oxford. During his years of service with the Sun Mr. Hazeltine contributed to the North American Review, the Harper periodicals and Collier's. His books included "Chats About Books," "British and American Education," and "The American Woman in Europe."

Mrs. Harrington FitzGerald, wife of the editor and publisher of the Philadelphia Item, died at her home in Norristown last Monday after an illness of several weeks. Mrs. FitzGerald was forty-eight years old and was the elder daughter of the late Morgan R. Wills, editor of the Norristown Herald.

**Organized Press Club.**

Men who write for Berkeley, Oakland and San Francisco, Cal., papers met in Berkeley and organized the Press Club of Berkeley. Officers elected to serve for the next six months are: R. H. Danforth, president; F. T. Hull, vice-president; J. R. Park, secretary; H. T. Sully, treasurer. The city administration has shown its interest in the new organization by offering it the use of a large room in the new city hall as a meeting place. The purpose of the club is to bring the newspapermen closer together and to boost for Berkeley.

**New Editor Every Day.**

The Lufkin (Tex.) Daily News recently announced that it had arranged for a number of the most prominent citizens of the town, both in business and professional walks of life, to assume for one day each the management of the editorial policies of the paper. They may make whatever comment they please upon local current affairs, and may make suggestions as to the regulation of sanitary conditions or anything else of municipal interest.

**Writer Heads Library Association.**

Chalmers Hadly, formerly a Philadelphia newspaper man, has been made head of the American Library Association, with headquarters in Chicago.

**UNITED PRESS BULLETINS**

Charles P. Stewart, European manager, covered the arrival of Dr. Cook at Copenhagen for the United Press. He furnished several exclusive stories which attracted wide attention. Mr. Stewart has returned to London.

Robert H. Hazard, of the Washington Bureau, is the United Press representative with President Taft on the present tour of the West. Mr. Hazard spent the summer at Beverly watching the President.

John Nevin, of the New York bureau, who recently underwent an operation for appendicitis and recovered slowly, will be at his desk in a few days.

Recent new clients: San Francisco Bulletin; Lima (O.) News; Albuquerque (N. M.) Tribune; Prescott (Ariz.) Courier; Lawrence (Mass.) Tribune; Marshfield (Ore.) Coast Mail; San Angelo (Tex.) Standard.

**CLUBS AND ASSOCIATIONS.**

The Northern Montana Press Association was organized at Glasgow last week by editors from Valley, Choteau and Teton counties. The officers elected were: J. F. Adams, of the Harlem News, president; G. H. Coulter, of the Culbertson Republican, vice-president; J. T. Farris, of the Hinsdale Homestead, secretary-treasurer.

Old Milwaukee will be restored for two days by the German Press club on Oct. 22 and 23, when the club will give a bazaar in the Hippodrome that, it is said, will be one of the most elaborate ever seen in the city. The money raised will be added to the sick fund of the club.

**NEW PUBLICATIONS.**

The Caldwell (Ida.) News announces that the management of that paper will start a daily on October 1.

It is reported that a new paper will be launched at Kenosha, Wis., by W. T. McCreight, of Chicago.

William R. Franklin will start a daily paper in Franklin, Ind.

**\$4,189.90**

more cash receipts than operating expenses in last fiscal year from Pacific Coast, Associated Press, daily newspaper property. Property can be bought for \$30,000.00 or 1/2 will be sold to a thoroughly experienced business manager, who would be expected to take full charge. Proposition No. 542.

**C. M. PALMER**  
Newspaper Broker  
277 Broadway, N. Y.

**NEW YORK HERALD SYNDICATE**

Special Services of all Kinds for Newspapers  
Address  
Herald Square, New York City  
Canadian Branch  
Desbarats Building, Montreal

**THE INTERNATIONAL SYNDICATE**

Established 1890.  
**NINE DAILY SERVICES**  
BALTIMORE, MD.

**HAND, KNOX & CO.**

**PUBLISHERS' REPRESENTATIVES**  
Brunswick Building, New York City.  
WESTERN { Boyce Building, Chicago.  
OFFICES: { Victoria Building, St. Louis.  
{ Journal Building, Kansas City.

**SITUATIONS WANTED.**

Advertisements under this classification will cost One Cent Per Word.

**STENOGRAPHER OF ASSURED** capability, with executive ability, seven years' office experience, four years with a New York advertising agency, desires position—preferably in advertising business—where her experience and ability will count. Address "STENOGRAPHER," care of Editor and Publisher.

**BUSINESS OPPORTUNITIES**

**WANTED—A SECOND HAND** Newspaper equipment. Must consist of a good Rotary press, with an auxiliary fountain to print red "heads." Two linotypes, stereotyping machinery, drying table, chases, make-up tables, and other necessary articles to produce a first class newspaper. Will buy whole, or part.  
N., No. 113 Y. M. C. A., Knoxville, Tenn.

**FOR SALE**

**FOR SALE.**  
Cox Duplex Flat Bed Press; prints 4, 6, 8, 10 and 12-page paper. Quick sale desired to make room for Scott High-Speed Press. Walter Scott & Co., Plainfield, N. J.

**MISCELLANEOUS.**

**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.

**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.**

**THE SEATTLE TIMES**

The unmistakable leader of the Northwest. Ahead of all American newspapers (except one) in total volume of business carried. Circulation—Daily, 64,222; Sunday, 80,700—60% ahead of its nearest home competitor.  
A matchless record—an unbeatable newspaper.

**Daily Illustrated News Service**

Photos and Text, Anticipating and Covering Current News  
**GEORGE GRANTHAM BAIN,**  
32 Union Square East - NEW YORK  
See the Cincinnati Times-Star, Detroit Free Press, St. Louis Globe-Democrat, Portland Oregonian, Cleveland Plain Dealer, Boston Traveler, Pittsburg Chronicle-Telegraph, Washington Times, Indianapolis News, Chicago Post, etc.

**J. WILBERDING**

Newspaper Representative  
225 FIFTH AVE. NEW YORK

**LET ME REPRESENT YOU**  
**"THERE'S A REASON"**  
F. P. ALORN, Newspaper Representative  
FLATIRON BUILDING, NEW YORK.

# THE ADVERTISING WORLD.

## TIPS FOR BUSINESS MANAGERS

Orders are now going out from the advertising department of the Standard Oil Co., heaters, 26 Broadway, New York, to the newspapers and magazines.

J. W. Morton, Fourth avenue and Twelfth street, New York, is placing the fall copy for the advertising of Kops Brothers, Nemo corsets, New York.

The Manufacturers' Publicity Corporation, 30 Church street, New York, is sending out orders for the Magneta Company, 442 West Forty-second street, New York.

Charles Scribner & Sons, 155 Fifth avenue, New York, is placing orders for 400 and 600 lines, to advertise the October issue of Scribner's Magazine.

The Crowell Publishing Company, Springfield, O., is placing 276 lines, two times, through the J. W. Morgan Agency, 44 East Twenty-third street, New York.

Dauchy & Co., Murray street, New York, will shortly place orders for two inches, seventy-eight times, in a list of twenty-nine cities, for the Electro-Silicon Company, Thirty-fifth street, New York.

It is stated that Hall & Ruckel will not place any orders for the Sozodont advertising until after the first of the year.

E. C. Larkin & Co., Toronto, Canada, contemplates starting an advertising campaign in a few of the larger cities. Orders will go through Fred. C. Williams, 108 Fulton street, New York.

Williams & Cunningham, Chicago, Ill., are placing 15,000 line orders in Southern papers for the Kabo Corset Company, 606 Broadway, New York.

The Ben Leven-Nichols-Foley Agency, Chicago, are placing 5,000 lines in Western papers for Thomas & Waller, Chicago.

The Charles H. Fuller Agency, Chicago, is placing 100-inch orders in Western papers for the Kenosha Chemical Company.

Kaufman & Handy, Chicago, are placing 5,000-line contracts in Western papers for the Great Western Cereal Company.

The Vreeland Agency, West Thirty-first street, New York, is placing 2,500 lines in Western papers for The Crown Corset Company, 170 Fifth avenue, New York.

Nelson, Chesman & Co., St. Louis, are making new contracts in Southern and

Western papers for the Globe Pharmaceutical Company, 134 Ohio street, Chicago.

Clarke Brothers & Co., Peoria, Ill., are making contracts for 1,500 inches in Southern papers, through the J. C. Mc-Michaels Agency, Atlanta, Ga.

The Salvar Medicine Company, St. Louis, is placing twenty-one inches daily and twelve inches weekly in Southern papers.

The Black Silk Stove Polish Works, Sterling, Ill., is placing 3,000 lines in Southern papers, through the Long-Critchfield Corporation, Chicago.

N. W. Ayer & Son, Philadelphia, are placing fifteen inches and thirty inches ten times for the Elgin National Watch Company, Chicago.

H. E. Bucklen Company, Chicago, are making contracts in Southern papers for Dr. King's New Life Discovery.

The Corning Advertising Agency, St. Paul, is placing 1,344 lines twenty-four times for Gordon & Ferguson, same city.

Albert Frank & Co., 25 Broad street, New York, are making 2,500 line contracts in the larger city dailies for the Southern Pacific Company, 306 Broadway, same city.

Charles H. Fuller Company, Chicago, is placing 256 lines, sixteen times, for the Egg-O-See Cereal Company, Egg-O-See, Chicago.

The Guenther-Bradford Company, Chicago, is placing twenty-one lines, eight times, for the Panter Remedy Company, same city.

Walter C. Lewis, Boston, is placing four inches, twenty-six times, in New England papers for the Walker & Pratt Manufacturing Company, Crafford cooking ranges and furnaces, 31 Union street, Boston.

The Mahin Advertising Agency, Chicago, are placing orders in Pacific Coast papers for Rosenwald & Weil, Clothologist Mackinnetts, Chicago.

The Quaker Herb Company, Cincinnati, is placing orders in Pennsylvania papers.

L. A. Sandlass, Baltimore, is making 5,000-line contracts generally for William Lanahan & Son, Hunter Baltimore Rye, same city. Mr. Sandlass is also making up the list of papers for the St. Jacob's Oil advertising. This business will start in October.

The Franklin P. Shumway Agency, Boston, is placing orders in New England papers for the Smith & Anthony Stove Company, same city.

J. P. Storm, Marbridge Building, New York, is placing t. f. orders for the Ansonia Hotel, New York.

The Charles H. Fuller Agency, Chicago, is making new contracts for 5,000 lines in Western and Pacific Coast papers for the Knowlton Danderine Company, same city. This agency is also placing orders in Western papers for the Electropode Company, Lima, O.

The Tracy-Barry Advertising Company, Philadelphia, is asking for rates on five inches, single column, sixteen times.

# ROLL OF HONOR

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

<b>ALABAMA.</b>	<b>NORTH CAROLINA.</b>
ADVERTISER ..... Montgomery	NEWS ..... Charlotte
ITEM ..... Mobile	
<b>ARIZONA.</b>	<b>TENNESSEE.</b>
GAZETTE ..... Phoenix	NEWS-SCIMITAR ..... Memphis
	BANNER ..... Nashville
<b>ARKANSAS.</b>	<b>TEXAS.</b>
SOUTHWEST AMERICAN ..... Fort Smith	CHRONICLE ..... Houston
<b>CALIFORNIA.</b>	RECORD ..... Fort Worth
BULLETIN ..... San Francisco	SEMI-WEEKLY TRIBUNE ..... Waco
CALL ..... San Francisco	TIMES-HERALD ..... Waco
EXAMINER ..... San Francisco	
<b>FLORIDA.</b>	<b>WASHINGTON.</b>
METROPOLIS ..... Jacksonville	TIMES ..... Seattle
<b>GEORGIA.</b>	<b>WEST VIRGINIA.</b>
ENQUIREE-SUN ..... Columbus, Ga.	GAZETTE ..... Charleston
CHRONICLE ..... Augusta	
THE ATLANTA JOURNAL ..... Atlanta, Ga.	<b>WISCONSIN.</b>
LEDGER ..... Columbus	EVENING WISCONSIN ..... Milwaukee
<b>ILLINOIS.</b>	<b>CHANGES IN INTEREST.</b>
HERALD ..... Joliet	The Delavan (Wis.) Republican has
JOURNAL ..... Peoria	changed hands for the second time
<b>IOWA.</b>	in fifteen months. The new owner,
CAPITAL ..... Des Moines	whose name is withheld for the present,
THE TIMES-JOURNAL ..... Dubuque	will take possession October 1.
<b>KANSAS.</b>	Charles McCaffree, for many years
GLOBE ..... Atchison	editor and proprietor of the Canova
CAPITAL ..... Topeka	(S. D.) Herald, has purchased the plant
GAZETTE ..... Hutchinson	of the Howard (S. D.) Press and will
EAGLE ..... Wichita	conduct the paper in the future.
<b>KENTUCKY.</b>	
COURIER-JOURNAL ..... Louisville	
TIMES ..... Louisville	
<b>LOUISIANA.</b>	
ITEM ..... New Orleans	
TIMES DEMOCRAT ..... New Orleans	
STATES ..... New Orleans	
<b>MASSACHUSETTS.</b>	
LYNN EVENING NEWS ..... Lynn	
<b>MISSOURI.</b>	
DAILY AND SUNDAY GLOBE ..... Joplin	
<b>NEW JERSEY.</b>	
PRESS ..... Asbury Park	
JOURNAL ..... Elizabeth	
TIMES ..... Elizabeth	
COURIER-NEWS ..... Plainfield	
<b>NEW YORK.</b>	
TIMES-UNION ..... Albany	
BUFFALO EVENING NEWS ..... Buffalo	
NEWBURGH DAILY NEWS ..... Newburgh	
LESLIE'S WEEKLY (Cir. 115,000) ..... New York	
PARIS MODES ..... New York	
RECORD ..... Troy	
<b>OKLAHOMA.</b>	
OKLAHOMAN ..... Oklahoma City	
<b>PENNSYLVANIA.</b>	
TIMES ..... Chester	
DAILY DEMOCRAT ..... Johnstown	
HERALD ..... New Castle	
BULLETIN ..... Philadelphia	
GERMAN GAZETTE ..... Philadelphia	
DISPATCH ..... Pittsburg	
PRESS ..... Pittsburg	
TIMES-LEADER ..... Wilkes-Barre	

## Anderson (S. C.) Mail

You can cover the best field in South Carolina at the lowest cost by using The Daily Mail. No general advertiser can afford to overlook this field.

ADDRESS MAIL, ANDERSON, S. C.

## THE NORWALK HOUR

**NORWALK, CT.**  
Thoroughly covers the Norwalks and the suburban towns. Every paper goes into the homes. No street sales. Rates on application.

## 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**  
Distribution statement of our 100,000 copies, guaranteed monthly, sent on request. Flat rate, 40 cents a line.  
HENRY RIDDER, Publisher.  
27 Spruce Street, New York.

**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



**NEW YORK TIMES**

**How the Peary Story Was Handled  
—Said to Be Greatest Feat of Its  
Kind Ever Performed in His-  
tory of Telegraphic  
Communication.**

Business Manager Louis A. Wiley, of the New York Times, furnished THE EDITOR AND PUBLISHER the following information as to how the Peary story was handled in the Times office.

The difficulties that accompanied the transmission of this dispatch and the ease and rapidity with which the narrative was re-sent to papers throughout the United States, in Canada and in Europe that had arranged with the Times for its simultaneous, exclusive publication present an interesting contrast and a striking example of the enterprise of a great metropolitan journal.

Immediately after Commander Peary had filed the dispatch with the wireless operator at Battle Harbor on Sept. 7, the sputtering flashes of his instrument, as he sent it letter by letter, was answered by a similar flash at the wireless station at Cape Ray, N. F. It was then transmitted again from Cape Ray to Port au Basques by the New Foundland Government line; thence to Canso, N. S., by Government cable, and from Canso to the Times office direct by Commercial Cable. This meant that the message had to be relayed four times, two of them over a territory affording but a single wire. The operators worked in alternating "tricks" at the different relay points, at times waiting for hours without receiving a word, owing to wire interruption to the long line over which the story had to be transmitted from Cape Ray to Port au Basques to Canso. At the Times office, where operators also worked in relays during the three days the story was in transit, sometimes no more than a few words were received within an hour's time, and in other instances two or three hundred words came in within a few minutes. The story was not completed to the times office until late in the night of Sept. 10.

Far from this strain and this long drawn out transmission was the remarkable way the narrative was re-transmitted to the various papers that had agreed to take the dispatch throughout the United States, in Canada and in Europe. After the story, in instalments extending through three nights, had been filed in the Times telegraph office, a close approximation shows that the Times' operators sent direct during those three nights (Sept. 8, 9 and 10), 350,000 words of the story to papers subscribing for it. This business was transmitted over the lines of the Western Union and Postal Telegraph Companies to the different papers within a space of nine hours, all told. That is, it took two hours on the first night's instalment; four hours on the second, and three hours on the third and last. A special wire for the transmission of the dispatches to the London Times was run into the New York Times office, and over the Anglo-American Company's cables and dispatches were flashed rapidly to London and there printed in special editions of the Times of that city.

This work was accomplished with a force of twenty operators, and it is said by telegraph officials to be the greatest feat of its kind ever performed in the history of telegraphic communication.

**HOE PRESSES.**

**Oakland Tribune and Minneapolis Tribune Get New Equipment.**

R. Hoe & Co. have shipped the Oakland (Cal.) Tribune a sextuple color combination perfecting press, which is claimed to be the finest and most complete machine of its kind ever modeled. It embodies all the latest patents, including the new Hoe fast-speed rotary folder, and will turn out 60,000 12-page papers an hour, printed in one color besides black, and any other number of pages up to 48 at a proportionate rate. It will also print in 3 or 4 colors when desired.

With it, the Tribune Company is getting a new outfit of all the latest Hoe stereotyping machinery, including one of their new automatic curved stereotype plate finishing and cooling machines and a double pump metal furnace.

The Minneapolis Tribune has installed a new Hoe 7-cylinder multi-color electrotype Web perfecting press, with a capacity up to 48,000 12-page papers an hour. It will turn out papers of almost any number of pages up to 48, and print up to 7 colors, when desired. The press has a wire-stapling attachment for magazine forms, and is said to be the finest printing press in any office in the Northwest.

**MAKING GOOD.**

**The Junior Linotype in Great Favor With Smaller Papers.**

The increasing use of the Junior Linotype by publishers of weeklies and the smaller dailies seems to afford ample evidence of its adaptability to the needs of the country publisher. It has been improved to a point which well nigh approaches perfection, and the success with which it is meeting wherever installed augurs well for its future.

While its sphere is restricted as compared with its elder brother, the Standard Linotype, it has one great advantage in its favor, in that it can be operated with a much cheaper grade of help. Carefully compiled statistics prepared by the manufacturers show that the average wages paid operators on some 300 Junior Linotypes is \$8.50 a week. As the average product of the machine is in excess of 3,000 ems an hour, it will be seen that the cost of composition has been reduced to a minimum.

The Junior Linotype is sold for \$1,500 and may be had on easy terms. It is within the reach of every newspaper, no matter how small.

**GEORGE F. BRIGHT**

**Advertising Manager of Prudential Discussed Publicity.**

At a recent banquet of Canadian advertising men, George F. Bright, advertising manager of the Prudential Insurance Company, delivered an address on advertising as an educational factor in insurance.

Mr. Bright described the advertising campaign of the Prudential since 1895 and stated positively that fourteen years of publicity in advertising had paid the Prudential handsomely. Mr. Bright claimed that the truth must be told in all advertising to make it successful and that it must also be continuous. He concluded a most able technical paper with reference to the educative work accomplished for life insurance generally by every company which advertises well and continuously.

**ADVERTISING MEN'S LEAGUE**

**Invite Fraternity to Witness Hudson-Fulton Naval Parade.**

Members of the advertising fraternity of New York City and those of out-of-town affiliated clubs, including the artists and writers, are invited by The Advertising Men's League of New York to join with the members of that organization on its Hudson River excursion on the day and evening of the great naval parade of the Hudson-Fulton celebration, October first. It is conceded that the parade and evolutions of a vast number of vessels of every description, including the replica of the "Half Moon" and the "Clermont," will be the greatest water pageant ever seen.

The League has chartered the propeller "Putnam," a staunch iron-hulled craft, attractive and comfortable, for the exclusive use of its members and guests. An official position has been assigned to the "Putnam" and those aboard will have every opportunity to view to advantage the wonders of both day and night on October 1. For the greater comfort of those aboard only half the capacity of the boat will be utilized.

President William H. Ingersoll and the excursion committee have been hustling to make the excursion a success and they have won, if indications count for anything. The committee consists of Veehten Waring, 92 John street, chairman; H. H. Kress, C. W. Beaver, John Clyde Oswald, S. O. Stone, John A. Kershaw, and E. E. Vreeland.

**JOINS BECKWITH AGENCY.**

**Edward S. Cone Will Be Outside Man In Chicago Office.**

The resignation of P. L. Henriquez the Chicago office of The S. C. Beckwith Special Agency has offered an opportunity of securing the services of "Eddie" Cone as the leading outside man in Chicago, which the Beckwith Agency were quick to take advantage of. Mr. Cone has long been identified with the special agency field in the West, is well and favorably known to all the leading advertisers and general agents and will make a worthy addition to the Beckwith forces. In fact, it was a demand that the strongest man be obtained, hence, Mr. Cone's selection.

Already familiar with the Beckwith list, he starts out with an equipment second to none and the very finest results are confidently expected from his labor. His skill and experience will tell beyond doubt, as his success has always been pronounced and his previous work in the special field noted to a marked degree.

Mr. Henriquez leaves the Beckwith Agency with nothing but good will on both sides. He is starting out for himself in the same line and everybody wishes him well.

**Moves Into New Home.**

The Freemont (Mich.) News-Indicator has moved into a new home. The building, which has just been completed, consists of one story and a basement and was designed especially for the needs of the paper.

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

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

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

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

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