

THE EDITOR AND PUBLISHER

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ELECTRICAL SIGNS.

MOVEMENT IN NEW YORK TO REGULATE INCANDESCENT ADVERTISING.

Nightly Saturnalia of Advertising in Broadway—Freak Towers and Monster Steel Skeletons to Display Amazing Ads at Night—New York Times Calls Attention to the Danger—Electric Sign Advertising Has Spread Over the Country.

The electrical advertising sign, beginning its vogue in Broadway, New York, some years ago and rapidly furnishing a reason for the title "Great White Way," has spread to every big city of the land, and the question of regulating this form of advertising has become, in fact, a national question, and especially interesting to newspaper publishers.

In the past six months the electric light advertising display in New York has grown to be one of the "wonderful" show features of the city, and millions of visitors have watched these nightly illuminations. The development of the electrical sign is just now going its swiftest. Freak towers and monster skeletons designed to blaze out ads up in the clouds are being rushed and put in commission. A very saturnalia of electric light advertising is going on.

The New York Times is the first of the newspapers of the metropolis to treat this matter as a thing of news value and also as a question of great importance to the citizens.

The Times last Saturday printed the ordinances of the Board of Aldermen defining the power of public officials over electrical advertising signs. When these ordinances were passed no one had conceived the freak electric advertising of the present. In an interview Rudolph P. Miller, the superintendent of buildings for Manhattan, said he was powerless to revise the size, shape or character of electric signs, no matter how offensive to the æsthetic sense they might be.

FREAK ADVERTISING OFFENSIVE.

Arnold W. Brunner, the architect, is vice-president of the Municipal Art Commission, a body which has official charge of the beautifying of the city. The Times goes on to say:

"Mr. Brunner expressed himself heartily yesterday as favoring a brilliant electrical display in Broadway. The great promenade, the street and amusements, the city's playground, by night ought to be bright and attractive, he thought, but at the same time saved from ragtail display and architectural monstrosities. Few there are of the many hundreds of thousands who come to New York weekly from all sections of the country who do not come to the Times Square section on purpose to see Broadway 'lit up' at its best. The electric signs have done their part in making this thoroughfare famous the world over as the 'Great White Way.' No blow, in the opinion of Messrs. Brunner and Miller and others, should be struck at this dominating characteristic of Broadway."
(Continued on page 3.)



CLEAVELAND A. CHANDLER,

VICE-PRESIDENT OF THE H. B. HUMPHREY COMPANY, OF BOSTON, AND WELL-KNOWN ADVERTISING MAN, WHO IS A CANDIDATE FOR POLITICAL HONORS.

TO ENTERTAIN EDITORS.

Houston Will Show Newspaper Men Good Time During Carnival.

The third day of the No-Tsu-Oh Carnival, which will be held in Houston, Tex., the week of November 14, will be press day, and the newspaper men of the city are making great preparations for the entertainment of their brethren from throughout the State.

At a meeting of the press committee of the No-Tsu-Oh Association, held in the editorial office of the Chronicle last week, plans for the reception of the newspaper workers were discussed, and the following committee was appointed to make arrangements for the day: Max Andrew, of the Labor Journal; T. A. Robertson, of the Houston Post; G. E. Kepple, of the Houston Chronicle; August Haxthausen, of the Texas Zeitung, and Harry Van Demark, of the Texas Magazine.

Newspaper Men Organize.

Newspaper men of Granite City, Alton, Edwardsville, Venice and Madison, Ill., have organized a social club called the East Side Newspaper Men's Association. There are twenty-eight members. The officers are: C. N. Alleger, president; W. H. Carr, vice-president, and A. H. Willis, secretary and treasurer.

PLAN BIG MEETING.

Republican Editors of Missouri Will Gather in St. Louis Next Week.

The tenth annual meeting of the Republican Editorial Association, of Missouri, will be held in St. Louis Friday and Saturday, September 23 and 24. The attendance is expected to be the largest in the history of the organization. The sessions will be held at the Hotel Jefferson and the visiting editors will be entertained by the Business Men's Association of St. Louis.

The speakers for the banquet who have accepted the invitation to attend are: Captain Henry King, editor of the St. Louis Globe-Democrat, toastmaster; Hon. Lafe Young, editor of the Des Moines (Ia.) Capital; Congressman W. A. Rodenberg, Illinois; Hon. Ewing Herbert, Hiawatha, Kan.; E. L. E. McJimsey, editor of the Springfield Republican; Hon. Charles Nagle, secretary of commerce and labor, and Governor H. S. Hadley.

Chicago Agency Consolidation.

With the consolidation of the Long-Critchfield and the Kaufman-Handy advertising agencies under the name of the Long-Critchfield Corporation, Chicago will have what is claimed to be the largest advertising company in the United States. The joint business of the two firms will amount to \$4,000,000 a year.

DINES ROOSEVELT.

EX-PRESIDENT GUEST OF NEW YORK PRESS CLUB FRIDAY EVENING.

More Than Eighty Members Present at the Dinner and Three Hundred Attend Reception Later—Moving Pictures of Wild Animal Life in Africa Shown—Natives Spear Charging Lion Within Twenty Yards of Camera.

The New York Press Club had as its guest on Friday evening ex-President Theodore Roosevelt. More than eighty members of the club attended the dinner, and more than three hundred the general reception which followed.

Among the distinguished guests invited to meet Colonel Roosevelt were John P. Mitchell, the acting mayor of New York; St. Clair McKelvey, of the Brooklyn Eagle; S. S. McClure, of McClure's Magazine; Everett Jansen Wendell, ex-Lord Mayor of London; Glenn Curtis, the noted aviator, and Commissioner W. R. Wilcox. R. F. Collier, of Collier's Weekly, was chairman of the committee in charge of the dinner.

Following the dinner, which lasted from 7 until 9, the party descended to the assembly room on the sixth floor of the club, where a general reception was held and Colonel Roosevelt was shown by a series of moving pictures that the newspaper men succeeded in getting closer to the big game of Africa than he did.

The pictures were taken by Cherry Kearton, of London, England, who for many years has been identified with various London newspapers, and who is the author of fourteen books on natural history.

The pictures, which were exhibited for the first time in any country, included the spearing of various wild game by the natives and the lassoing of lions, giraffes, rhinos, etc., by Buffalo Jones and two cowboys mounted on horseback. One of the pictures showed a lion charging within twenty yards of the camera, and another the spearing of a lion by eighteen native warriors with fifteen yards. There was also a series of pictures showing Roosevelt in Africa.

JOINT AUTO RUN.

Des Moines Capital and Omaha News Offer Handsome Trophies.

The Des Moines (Ia.) Capital and the Omaha (Neb.) Daily News will conduct a three days' automobile sociability run between the two cities. The run, which starts next Monday, will continue over a period of three days.

Four handsome loving cups and a number of medals donated by the two papers will be awarded as trophies.

The Torrington (Conn.) is the name of a new daily which appeared this week.

EDITORS TOUR SOUTH.

Pennsylvania Publishers Enjoy
Thirty-eighth Annual Outing.

About seventy-five members of the Pennsylvania State Editorial Association spent the week visiting the various seaport cities of the South. The trip is the thirty-eighth annual tour of the association, and covers a period of about ten days. The party sailed from Baltimore in a complete vindication of the more last Friday a week ago on the steamer "Quantico" of the Merchants and Miners' Transportation Co. Many of the editors were accompanied by their wives. The party was in charge of R. P. Hapgood, of the Evening Star, of Bedford, Pa., who is secretary and treasurer of the association.

Those in the party include: W. C. Dershuck, president; Mrs. W. C. Dershuck, J. R. Dershuck, Plain Speaker, Hazleton, Pa.; J. F. Reinhart, R. P. Hapgood, secretary-treasurer, Evening Star-Record, Bradford, Pa.; O. D. Schock, vice-president, Item, Hamburg, Pa.; Harry E. Schock, M. D., Fred C. Kirkendall, Mrs. F. C. Kirkendall, B. F. Morgan, Mrs. B. F. Morgan, Times-Leader, Wilkes-Barre, Pa.; R. K. Godding, Mrs. R. K. Godding, Miss Mabel Godding, Republican, Kane, Pa.; Miss Hoover, Washington, D. C.; J. N. Perrine and son, Mrs. J. N. Perrine, Derrick, Oil City, Pa.; C. M. Smith, and two children, Mrs. C. M. Smith, Index, Pen Argyl, Pa.; W. A. Gormley, Record, Lansford, Pa.; Harry Slep, Mrs. Harry Slep, Daniel Slep, Mirror, Altoona, Pa.; Mrs. F. A. Hower, Home News, Bryn Mawr, Pa.; W. B. Grubb, Mrs. W. B. Grubb, Philadelphia, Pa.; J. C. Fleming, Mrs. J. C. Fleming, Miss Nellie Fleming, Clark Fleming, News, Shippenburg, Pa.; W. F. Goettler, Mrs. W. F. Goettler, Independent, Souderton, Pa.; R. A. Walker, Mrs. R. A. Walker, Press, Saltsburg, Pa.; O. W. Smith, Mrs. O. W. Smith, Inquirer, Bedford, Pa.; Miss Lily France, Miss Alice Bromley, Marland C. France, Gazette, Frankford, Pa.; Miss Mary Myers, Miss Grace Brandt, Journal, Middletown, Pa.; C. H. Bressler, Miss Bressler, Times, Lock Haven, Pa.; H. H. Wray, Mrs. H. H. Wray, H. P. O'Neil, Mrs. H. P. O'Neil, Advance, Leechsburg, Pa.; J. H. Trescher, Dispatch, Jeannette, Pa.; L. E. Flint, Times, Monongahela, Pa.; J. N. Pomeroy, Lawrence Miller, Repository, Chambersburg, Pa.; C. C. Hadley, News, Kennett Square, Pa.; George L. Anderson, Herald, Avondale, Pa.; H. M. Woodmansee, C. E. Woodmansee, Reporter, Lansdale, Pa.; W. E. Grubb, T. Gordon Ditchett, News, Bangor, Pa.; Charles H. Welsh, Ralph Taylor, Times, Mount Union, Pa., and Ralph Taylor, T. R. Oyster, Mrs. T. R. Oyster, Telegraph, Harrisburg, Pa.

Elbert Mose has purchased the Hancock County (Ill.) Journal.

The Pittsburg Press
HAS
THE LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN JOHN GLASS
Metropolitan Tower, N.Y. Peoples Gas Bldg., Chicago

NEW WIRELESS PLANT.

Installed by New York Herald at the
Battery in Manhattan.

Last Saturday the New York Herald began the operation of its wireless telegraph plant at the southern end of Manhattan Island. The Herald call is "O. H. X." The Herald printed the following last Sunday:

"While several newspapers in the United States have had limited affiliations with wireless companies, none has had its own wireless plant. The Herald is the only newspaper in the world which owns and controls its own wireless plant, has its own code letter 'call,' which has been officially recorded, and this newspaper is now in a position to advance its maritime service to a plane of usefulness to its readers never reached in its history. Incoming vessels will hereafter send information of interest not only to shipping men, but to the general public, and it will appear in the Herald exclusively.

"The Herald's wireless station includes the operating tower, at the southern end of the municipal ferry building at South Ferry. The tower and building are about thirty feet in height, and temporarily, until other high masts are erected, the antennae-aerial, by the courtesy of the United States Treasury officials at Washington, is attached to the tower of the United States Barge Office at one end, while the other is attached to the top of the municipal ferry building, permission having been granted to the Herald by Calvin Tomkins, Commissioner of Docks and Ferries.

"From to-day onward three wireless operators, all of them experts, will be on duty in the Herald's wireless station, relieving one another at intervals of eight hours. They will be in charge of a system which, after investigation of more than two years, has been chosen as being best adapted to the Herald's needs. This is the Fessenden system, and it was installed by the National Electric Signaling Company, of Pittsburg, Pa. The Fessenden apparatus can project a message with distinctness for a distance of one thousand miles in ordinary weather, and in winter three thousand miles can be traversed."

Lecturers on Journalism Named.

The lecturers already promised in the new College of Journalism at Marquette University, Milwaukee, Wis., include: J. E. Wolf, city editor of the Milwaukee Free Press, "Writing Clean Copy"; John G. Gregory, Evening Wisconsin, "The Business End of a Newspaper"; Henry Colin Campbell, managing editor, Milwaukee Journal, "Conscience in Newspaper Work"; W. G. Bruce, publisher American School Board Journal, secretary Merchants and Manufacturers' Association, "Class and Trade Publications"; Humphrey J. Desmond, Catholic Citizen, "The Weekly Paper"; J. T. Kelly, ex-city attorney Milwaukee, "Being Reported"; William MacLaren, general manager Gimble's department store, "Advertising; from the Outside"; E. A. Kronshage, Milwaukee Free Press, subject to be announced later.

Advocated Newspapers.

At the convention of the National Association of Five and Ten Cent Merchants in Cincinnati last week President C. W. McClure read a paper on "How to Trap the Dollar." He advocated newspaper advertising as the only kind that would bring results and declared that the cost would be recouped a thousandfold in the increased business.

The Oregonian

PORTLAND, OREGON

ANNOUNCES

that after September first, nineteen hundred and ten
it will be represented in the Foreign field by

VERREE & CONKLIN

(INCORPORATED)

SPECIAL NEWSPAPER ADVERTISING

Brunswick Bldg., New York—Steger Bldg., Chicago

WOULD BE GOVERNOR.

Oregon Publisher Candidate for
Nomination on Republican Ticket.

Among the many newspaper publishers who are this year before the public for political honors is Col. E. Hofer, editor and publisher of the Salem (Ore.) Daily Capital Journal.

Col. Hofer is "Anti-Assembly" candidate for nomination for Governor of Oregon on the Republican ticket. The primary election in Oregon will be held Sept. 24.

He has been publishing the Capital Journal, daily and weekly, for over 20 years, and is a prominent booster for Oregon and especially the Willamette Valley.

Col. Hofer was born in Iowa. His father was formerly the editor of the Burlington Hawkeye. He will have at least two opponents in the race for the governorship. Oswald West, a prominent young Democrat, formerly State Land Agent and at present State Railroad Commissioner, is seeking the nomination on the Democratic ticket; and Jay Bowerman, present Acting Governor, is Republican Assembly candidate for the nomination.

Mr. Hofer is now making a strenuous campaign by automobile throughout the Willamette Valley, in addition to giving a great deal of space daily in his newspaper to the advancement of his cause. It is predicted that the race will be a close one.

Smallest Newspaper.

What is believed to be the smallest newspaper in the world, The Bubbly Creek Boomerang, is edited and published by James Edward Kinsella, known as the Chicago post office poet. The latest edition of the Boomerang was printed on a postal card, in type so small that it is extremely difficult to read. The publication circulates among the 5,000 employes of the Chicago post office, with whom it is said to have considerable influence, aside from being an interesting journal of post office happenings.

New Daily for Pennsylvania.

W. L. McLaughlin plans to launch a new daily in Pittston, Pa. It will be known as the Pittston Herald and will be Democratic in politics. A stock company has been organized, composed of men prominent in business circles of Wilkes-Barre and Pittston. The paper will appear about October 1.

S. Smith has purchased the Polo (Ill.) Visitor from N. S. G. Sweeney

EDITORS DIVIDE PRIZE.

Win Fifty Dollars Offered by Inter-
national Lyceum Association.

Last year the International Lyceum Association offered a prize of fifty dollars in cash for the best newspaper article entitled "The Lyceum in Our Town." The contest naturally interested most the towns in which the lyceum is the principal attraction, owing to remoteness from really first-class theatrical events, while the best in the lyceum can be and is obtained there.

The prize was divided between Thomas V. Hendricks of the Brookville (Pa.) Republican, and L. O. Fufts of the Jeffersonville (O.) Citizen. Those two gentlemen had each published exceptionally intelligent and appreciative articles on the influence of the winter course of lectures and musical entertainments in their respective towns, and the committee on publicity had been unable to decide definitely between the two.

The prize offer is continued for the ensuing year, the contest to end next August 31, which is the date of the opening of the next International Lyceum Association convention at Winona Lake, Ind., where the one just ended had an attendance of many hundreds from this country, Canada and abroad. Dr. Horace Fletcher was among the other distinguished guests.

Editors Entertained at Detroit.

One hundred and twenty-five members of the Eastern Michigan Press Club were entertained at Detroit recently as the guests of President Fred Postal, of the Michigan State Fair. The visitors were taken for an automobile ride around the city and Belle Isle during the afternoon, and in the evening they were tendered a banquet at the Griswold House. The editors also made a trip to Port Huron as the guests of the White Star Line.

FALL AND WINTER
FASHIONS

THE NEW YORK TIMES

Sunday, October 9th

Latest Creations of the World's
Great Dress Artists

The New York Times has a net paid daily sale of 175,000 copies among those able to gratify their taste in dress and to take advantage of latest developments in fashion's decrees.

ELECTRICAL SIGNS.

(Continued from page 1.)

way, but the thing should not go too far. When there comes the man minus all proper proportions of things, who wants to slap people in the face with his wares by means of outlandish towers, unsightly structures upon the tops of buildings and any other offensive means, there ought to be some power, they think, to lay upon him the restraining hand. There seems to be no difference of opinion as to the necessity of this, but only as to the means to be employed."

Mr. Brunner is directly quoted as follows:

"I believe intelligent public sentiment will do much to help. Let the man who advertises on a freakish sign know that the public is displeased with his offense and he will cease to use that sign until reasonable objection to it is removed.

"When you hit the advertiser in this way he feels it. I regard the billboards along railway tracks as extremely offensive to the taste. When a man offers me anything that is so advertised I say to him: 'I don't want it because it is advertised on these unsightly boards. I'll not buy from firms which advertise that way as long as I can get the thing I want elsewhere.' The man replies that it is not his fault, and I say: 'No, but you can tell your employers what I say if you choose.'"

WILL PLAY TENNIS.

Tournament for Advertising Men Will Be Held Next Week.

A lawn tennis tournament for advertising men will be held Wednesday, September 21, at the grounds of the West Side Tennis Club, 238th street and Broadway, New York City. Every advertising man is invited to participate in the fun, no matter what kind of tennis he plays.

Conditions governing participation in the tournament may be had from the committee or from Secretary Rufus T. French, of *Outing Magazine*. The committee in charge includes: M. T. Baldwin, C. D. Newall, E. C. Conlin, Frank D. Sniffen, R. A. West, A. C. Doornbos, Joseph Z. Batten, Walter C. Kimball, Raymond D. Little, M. L. Wilson, William Thomson, W. J. Ryan and M. H. Ormsbee.

Publisher Bankrupt.

John H. Mattison, publisher of the *Somerset* (N. J.) Messenger, filed a petition in bankruptcy Wednesday. He gives his liabilities as \$7,000 and assets \$11,063. The latter are made up of 63 cents cash, \$10,000 from subscribers, and \$10,000 as value of the printing plant.

THE NEWSPAPER SIDE.

Conservation of Pulp Wood Discussed by Latchaw of Kansas City Star.

D. Austin Latchaw discussed the newspaper side of conservation before the congress held in St. Paul recently. Mr. Latchaw called attention to the destruction of spruce forests, the source of supply for wood pulp, the raw material for print paper. He said in part:

"For years the manufacturers of pulp stripped the forests with little thought of the morrow. The visible supply of pulp timber is becoming limited. Unless tree growing comes to the rescue, it will not be long before print paper will have to be made from some other material, if a satisfactory substitute can be found, or the pulp will have to be brought from other countries.

"Every year the government spends millions of dollars on government reports. These reports are necessary as matters of record and reference, but they are worthless for general reading. Many of the millions expended on these reports could be saved by limiting the number of copies to those that will be used, and by leaving the mails unincumbered with the surplus. If a part of the money thus saved were expended in the intelligent preparation of news matter pertaining to the various government departments, giving to the people the interesting facts as they develop, instead of depending on voluminous and unpopular reports for the education of the people in these matters, the work of the government would be facilitated by popular enlightenment where it is now hampered by popular ignorance. It seems to me there is an opportunity here for the conservation of our national revenues and our natural resources at the same time.

"I am not suggesting an untried experiment. Some of the bureaus at Washington have publicity departments. Those of the Agricultural Department and the Geological Survey have been measurably effective, and manufacturers and importers have found large use for the popularized consular reports. But with a single exception there has been no near approach to the possibilities of cheap and helpful publicity in any department at Washington.

"The exception I have in mind is the Forest Service. Do you know why the country knows so much more about forest conditions and the employed and proposed measures for their improvement than it knows about irrigation, reclamation, the use of the rivers, the potentialities of water power, or the conservation of coal or oil or minerals? It is because the Forest Service, under the direction of Mr. Gifford Pinchot, established a news service of such a character that the press of the country used its output freely and without the cost of one cent to the government other than the cost of putting the matter in form acceptable to the press.

"For some reason it was proposed, a couple of years ago, to prohibit by Congressional enactment, the continuance of this publicity. But the effort resulted only in a complete vindication of the service. It was shown that only legitimate news had been given out, and that this news had appeared in an average of 9,000,000 copies of newspapers per month. These figures were based on clippings procured through the clipping bureaus, and did not include many publications that must have escaped the clippers."

A. E. Woodruff has purchased the Lake Park (Ia.) News.

NEW RELIGIOUS PAPER.

Presbyterian Journals Merge and Plan Periodical Wide in Scope.

In order to broaden their scope, the *Westminster*, a Presbyterian magazine which has been published in Philadelphia, and the *Interior*, a weekly of the same denomination, published in Chicago, have been consolidated under the title of the *Continent*. Editorial and business offices will be maintained in Chicago, New York and Philadelphia. Nolan R. Best, now editor of the *Interior*, will be editor of the new publication. Many of the special features of both magazines will be retained.

In the course of its announcement of the consolidation the *Interior* says in its issue of September 15:

"Although the great Presbyterian fellowship is a national body, reaching all corners of the republic, it has had no one representative organ with a general circulation throughout the church. To give it a journal broad enough in scope and sympathies to be acceptable through the entire communion, and so to bind together all sections—North, South, East and West—with a common tie of intercommunication, would be an obvious service to the church, promoting its solidarity and in consequence enhancing vastly its efficiency. With the earnest desire to achieve that ideal for the sake of the church and the sake of the kingdom, this new endeavor is undertaken. In its enterprise the *Continent* will rely on the generous aid of all such as believe that its success will count for good amid the crucial problems of American Christianity.

"Among those who will be regular contributors to the *Continent* will be J. A. McDonald, editor of the *Toronto Globe*, writing on the varied obligations of Christian citizenship; Dr. John Timothy Stone, Dr. John Douglas Adam and Miss Mary E. McDowell, head resident at the University Settlement in Chicago. Among occasional contributors will be Dr. Henry van Dyke, Dr. Charles H. Parkhurst, Dr. James Denney, Dr. Campbell Morgan, Dr. Charles W. Gordon, Sir Wilfred Grenfell, William Jennings Bryan and others of equal standing.

"An investigation of conditions in the Orient will be the first big enterprise undertaken by the new journal. William T. Ellis, a Philadelphia, journalist, has been commissioned to make a tour throughout the Far East to gain first-hand material for a series of articles on 'The World's Unrest.'"

Helped Organize Wisconsin Editors.

The Wisconsin Press Association is said to be the oldest organization of its kind in the country. Of the thirty-one charter members who organized it in 1853, R. B. Wentworth alone survives. At the recent meeting of the association held in Milwaukee he presented to that body a bound volume of minutes of the early meetings in 1853, 1857, 1858 and 1859. The document has been presented to the State Historical Society at Madison.

New Daily for Macomb, Ill.

Macomb, Ill., is to have another daily paper, the first issue of which is slated to appear October 1. The new paper will be called the *Macomb Daily Eagle*, and will be printed and published by the Dudman Bros., proprietors of the *Weekly Eagle*. It will be Democratic in politics and will give Macomb three dailies. The *Macomb Daily Journal* has purchased a new stereotype web press, which is to be running within thirty days. The paper is also to be enlarged.

CIRCULATION MANAGERS

Entertained at Villa Franchi by Frank L. Frugone.

Frank L. Frugone, publisher of the *Italian Evening Bulletin*, of New York, entertained the members of the Circulation Managers' Association of New York and vicinity at the Villa Franchi, Midvale, N. J., last Sunday. Dinner and supper were served in real Italian style, and various games were played during the afternoon.

Although every member of the association promised himself before the ferry boat left her slip in New York that he would not talk shop, the entire journey to Midvale was enlivened by the discussion of many topics of pertinent interest.

Among those present were: Louis Hannoeh, Sunday Call, Newark, N. J.; Jas. McKernan, *World*; Victor Ryberg, *Morning Telegraph*; John J. A. J. Fenton, Press; H. J. Auth, Newark Star; John J. Kelley, Review; E. A. Elcock, Post; Frank L. Frugone, *Italian Evening Bulletin*; William Hoffman, *Staats Zeitung*; Chauncy F. Stout, *Courier-News*, Plainfield, N. J.; Alfred Zimmerman, John Campbell, Walter J. Dempsey, M. J. Wilson, E. J. Kelley, George Haufler, William Ring, William J. Rague, R. S. Barrett, Edward Weisman, Hon. Henry Hudson, M. Pette, L. V. D'Amico, Albert Hannoeh, August Balletto, F. Bellegatti and A. Paganini.

Ladies in the party included Mrs. F. L. Frugone, Miss Marie Frugone, Miss Julia Frugone, Mrs. R. S. Barrett, Mrs. Alfred Zimmerman, Miss Cathrine Barrett, Mrs. A. J. Fenton, Mrs. Louis Hannoeh and the Misses Hannoeh.

PURCHASE MICHIGAN LAND.

Chicago Newspaper Men Will Establish Cattle and Fruit Ranches.

Harrison E. Parker, formerly business manager of the *Chicago Tribune*, has purchased 927 acres in Blue Lake Township, Michigan, and next spring will stock the immense tract with cattle, it being his plan to have the establishment handled much like the usual cattle ranch of the West.

A. M. Lawrence, another Chicago newspaper man, connected with the Examiner, has also purchased 3,700 acres in Otto Township, Oceana County, Michigan. The property is already being developed and laid off into smaller fruit farms.

German Editors Elect Officers.

The German Press Association of Wisconsin, in annual convention at Milwaukee, recently elected for president Emil Wittzack, of Milwaukee; vice-president, H. W. Meyers, of Appleton; secretary, Dr. Hans Forkmann, of Mayville; treasurer, Carl Seeger, of Appleton.

NOT all publishers believe that good rollers have anything to do with the attractive appearance of a sheet

Many Do

That is the reason why some are better printed than others. Running a roller as long as the composition will hang to the core is a practice that kills the ambition of the best pressman. An advertiser, of course, selects the best looking paper. If those responsible don't care how a sheet looks nobody else does.

BINGHAM BROTHERS CO.
ROLLER MAKERS (Established 1849)
406 Pearl St., N. Y. 521 Cherry St., Philadelphia

Allied with
BINGHAM & RUNGE, CLEVELAND

350,000 Germans in Philadelphia

The German Daily Gazette

COVERS THIS FIELD THOROUGHLY

A Home Paper for a Home People

INDIVIDUALITY.

Most Essential Feature of the Components of Good Journalism.

It is the individuality of a paper which makes it of a pushful or of a conservative tendency. It is the individuality of a paper which makes it attractive to its readers. It is individuality which is the most essential feature in the components of good journalism, says a writer in the Newspaper Owner (London).

Incidentally it may be said that there is no such thing as really bad or indifferent journalism. The public sees to that!

Even a millionaire's organ cannot withstand cold harborage!

It may be put forth as a dictum that a newspaper cannot live on news put out as arid news—as news solely—and nothing else. A fact standing by itself is really of little account. It is only when it is placed beside another and is shown to be a factor that it becomes important—of human interest. It is not merely the news of the four and twenty hours—or the week—that readers want. They look for that coloring and treatment with which their favorite newspaper presents it. If this were not so, there could hardly be favorite newspapers, for all in effect publish the same information.

The individuality of a journal is shown in its methods, in its classifying and treatment of the news items, and in indicating their significance as relative to the world's progress.

In The Flying Posts of the eighteenth century are found the elements of the so-called New Journalism—(a term employed by the writer out of deference to public usage). There is nothing new under the sun. Not even the barbaric sensationalism of America's yellow "flares!"

Thus it comes that at the back of the disuse of imagination and of the baldness of certain dailies' headlines, referred to in the Newspaper Owner for August 13, lie the tacit request for such, and their acceptance by certain large and influential sections of the reading public. One can safely premise what the financial effect would be at the end of six months of "splash"—"strike"—"scare" headlines, and their corresponding make-up in The Morning Post! And, on the other hand, the journalistic individuality—the characteristics—of The Morning Post applied to The Daily Mail would create something of an untoward change in The Daily Mail's circumstances as well!

A journal depending for the most on news for its distinctive individuality comes perilously near having none at all; and lack of this distinctive individuality is the chief fault with many newspapers that remain hovering for years on the brink of failure. Backbone is as essential in the newspaper organism as in the bodies of its editorial department. A newspaper without the salient features which independent opinion and

thought alone can create is like a dictionary without its definitions.

Principle, conviction, primary truths must live in a newspaper, giving it peculiar characteristics and public appeal, if it is to become a force meeting a public demand and representing public opinion and public weal.

Both throughout the British Isles and North America—perhaps in a less degree throughout Australasia—runs the very common error, public and journalistic alike, that mere party colors endue a newspaper with individuality. It does—of a kind not making for the good of the nation—or of any save the party "bosses!" Sometimes, though, to the advantage, pecuniary and social, of it proprietary.

The mere party organ rises no higher than its fount of origin—partisanship. It has its price—its politics and party—and concerning these it will advocate almost anything without regard to its merits. News which of necessity would reflect on something adverse to its political side is suppressed or adroitly condensed, while information reinforcing its views is copiously given, sometimes added to, and in almost all instances manipulated to suit its own purpose. Even high-handed political outrages are glossed over or condoned by papers of the same party as the offenders.

Take away from most of our dailies and evening and weeklies that purvey politics the distinctive character they obtain as the organs of their respective parties, and how much remains? In the majority of instances not even the protoplasm of a jellyfish individuality!

The journalistic organism is brought into being through the inexorable laws of supply and demand.

What the individual looks for is that his daily reading matter be stated in a spirit and style that harmonize with his own aspect upon things in general; and that all efforts to ornament or reinforce the matter be effective only inasmuch as they increase the interest and deepen the impression to him. No matter how fine the work may be if it does not tend toward these ends the individual rejects the newspaper supplying it, and accepts the publication proffering what is consonant with his notions.

"Class" distinction between newspapers with regard to general appearance and make-up—which indicate individuality just as general appearance does the average person—is as inevitable as "class" distinction between the Savoy and the cheap French restaurant Soho-way. It is all a matter of there being different rows to hoe!

Entertained Automobile Editors.

The automobile editors of the various Philadelphia newspapers were the guests at dinner last week of Harvey Ringler, the well-known auto racing driver. Among the guests who attended were George M. Graham, William Rocap, Clarence Cramer, I. C. Minford, C. A. Woolson, H. B. Lasher, Richard Schreiber, W. H. Fink, Charles Kammerer, Edward Rowman, George Proud, M. Wertheimer, Reinold Belle and others.

Plan to Advertise Iowa.

There is a movement on foot to have the next legislature appropriate \$25,000 for a publicity advertising campaign to boost Iowa. The plan of the promoters is to have Secretary Simpson, of the agricultural department, take charge of the work in connection with the State fair work.

The Denver Post was nineteen years old on September 1.

PRESS CLUB MEET.

Stars of the Athletic World Will Compete for Supremacy.

Among the features planned for the New York Press Club athletic meet, which will be held to-day, is a flight by Glenn H. Curtis, the noted aviator, who will make an ascent in his famous Hudson Flyer, with which he won the New York World's Albany-to-New-York race.

In the long series of athletic events scheduled for the meet, all the world's Olympic, national, Canadian, collegiate, metropolitan and military champions will contest for supremacy.

James E. Sullivan and a competent corps of A. A. U. officials will direct the meet, and any records made will be bona fide. The times of all the scratch men in the running races will be passed upon as gross records at the annual meeting of the A. A. U.

Among the stars who will battle for the handsome prizes are Martin Sheridan, Abel Kiviat, John Flanagan, Wilton Paull, Jim Rosenberger, Dick Edwards, Harry Gissing, Bobby Cloughen, George Bonbag, Billy Kramer, Billy Keating, Platt Adams, Jim Duncan, Jack Eller, Harry Babcock, Gordon Dukes, Dan Ahearne, Matt McGrath, W. C. Fielding, Egon Erickson, Roy Dorland, Sam Liebgold, Harry Smith, Harry Jensen, Frank Brennan, Dock Buist, "Yank" Robbins, Tom Collins, Billy Boschen, Bob Eller, Jack Hartranft, Owen Langgan, Dick Egan, Eddie Frick, Frank Riley, Joe Bromilow, Jack Monument, Dave Noble, Jim Sullivan, Con Leahy, Tim Ahearne, Harry Grumpelt, W. Thomassen, Pat McDonald, Russell Lawrence and other famous cracker.

PULP FROM GRASS.

Experiments Show Lallang of India Suitable for Making Paper.

Improvements in the making of paper pulp from lallang grass have been invented by a planter in the Malaysian State of Negri Sembilan.

Consul-General James T. DuBois, of Singapore, states that as the lallang grass grows in great quantities in some parts of the Federated Malay States much interest is being taken with a view to utilizing this grass as a marketable pulp. Investigations have not been favorable to the success of lallang as a paper-pulp producer when used alone, but in conjunction with different kinds of pulp it is believed that it will be a marketable commodity.

Issued Souvenir Number.

In honor of its thirty-fifth anniversary the Rock Island (Ill.) Volks Zeitung issued a souvenir supplement to its regular edition last week. The supplement took the form of a handsome book telling of Rock Island and Moline. The supplement was edited by P. A. Dohman, editor and publisher of the paper.

Brooklyn Eagle Ad Men Dine.

The advertising staff of the Brooklyn Eagle enjoyed a dinner at the Cafe Raub last week. The staff holds monthly dinners during the fall and winter months, and the event last week marked the opening of the fall season's work. Representatives from other departments of the paper were also present.

Old Kansas Paper Quits.

The Norcatur (Kan.) Register, which has been published for more than twenty years, passed out of existence last week.

ORGANIZE GOLF CLUB.

Permanent Association Formed by New York Advertising Men.

Advertising men of New York who are interested in golf plan a number of tournaments for this fall. A permanent local association has been organized, and the officers promise some lively times. The membership of the organization is limited to one hundred and fifty, and anybody interested in advertising is eligible. The first tournament will probably be held on September 29 at the links of the Baltusrol Club. No less than twelve prizes will be competed for.

The officers of the association are: President—William H. Beers; Vice-President—Don M. Parker; Secretary—Louis De Veau; Treasurer—B. H. Ridder; Chairman of Admission Committee—Richard R. Mamlock, 290 Fifth avenue, New York. The association is composed of a number of prominent golfers, among whom are L. A. Hamilton of Englewood, Joseph Knapp and Frank Presbrey of Garden City, A. S. Higgins of St. Andrew's, W. C. Freeman of Fox Hills, Marshall Whitlach of Dyker Meadow, C. W. Inslee of Wykagyl, Kurtz Wilson of Apawamis, W. C. Childs of Greenwich, A. W. Erickson of Oakland, E. J. Ridgway, J. C. Platt and Jason Rogers of Montclair, J. W. Erickson of Plainfield, George Perry of Hackensack, and S. K. Evans of Knollwood.

Retort Retaliatory.

The Chicago Tribune modestly confers upon itself the coveted honor of being "the world's greatest newspaper." And just to show its greatness by way of contrast the Tribune employs a staff of joke-writers, none of whom is a counterfeiter, to expatiate upon and magnify the typographical, grammatical and other errors which less accurate newspapers than the higher critics in Chicago are guilty of. We have the temerity to suggest at the risk of being rudely pilloried for it that even the "world's greatest" sometimes makes errors. The Tribune's joke writer may find some humor in his own paper of yesterday, when in the headlines it told of "Eagles logging horns in St. Louis"; but what provoked all this comment was the Tribune's unpardonable error in transposing the box scores in the accounts of the "Cub" and "Sox" games. We would not dare offer this in retaliation for any humiliation the State Register has been subjected to through the joke columns, but rather in tribute to the Tribune to show how closely we read it and how much comment such an unusual thing as an error therein elicits. Not since the "beaning of Me-loan" at the Sox park has there been such a calamity in Chicago's sporting circles as the Tribune's "bone head" box-score error.—Springfield (Ill.) Register.

"The majority of newspaper publishers agree that we are the leaders in the contest business—others follow."

**Publishers
Circulation
Service Co.**
Marbridge Building
Herald Square
NEW YORK CITY



Headquarters for
**TYPEWRITER RIBBONS
TYPEWRITER PAPER, CARBON PAPER
FOR ALL USES**
We manufacture the best line of
TYPEWRITER SUPPLIES
on the market
The S. T. Smith Company
11 Barclay Street New York City
Telephone 5922 Barclay
Please send for our Catalogue and samples
of Manifold, Typewriter Linen and Carbon
Papers; also Price Lists of same.
DISCOUNTS ON APPLICATION

SHOULD CO-OPERATE.

Obligations a Newspaper Owes to Its Advertisers.

Wm. G. Freeman in the N. Y. Evening Mail.
 "You urge advertisers to always render good service to customers, and that is right, but don't you think newspapers are also under some obligation to render good service to their advertisers?" said a merchant to me the other day, and I replied:

"I certainly do think that newspapers owe an obligation to their advertisers just the same as a store owes an obligation to its customers.

"A newspaper's duty toward an advertiser should not end with the signing of a contract. The management should co-operate in every possible way. It should furnish advertisers with clean and accurate proofs, and pains should be taken to set their advertisements in a style that will please them.

"Then when the copy is given to the newspaper for insertion judgment should be exercised by the 'make-up' man in placing the advertisement to the advantage of the advertiser. Advertisements should be arranged so that the different type effects in each will make each one stand out prominently.

"All advertisers cannot get the best position, but if care is exercised and common sense applied in make-up, every advertiser will feel as though he has had a good, square deal given to him.

"Furthermore, the advertiser should be called on occasionally by a representative of the newspaper, and the representative on these occasions, should be able to say something of value to him—to make some suggestion that will help him.

"For instance, the kind of copy used by the advertiser may not appeal to the constituency of the paper.

"The newspaper representative should be able to suggest the kind of copy that will, because the right kind of a representative should know the character of the people his publication reaches and what appeals to them, and the advertiser who is correctly informed on these subjects is always grateful for the interest shown and generally makes the changes suggested if the reasons advanced are sound.

"Sometimes an advertiser insists on having his advertisement placed in certain positions in the paper, and perhaps the very position he wants may not be as good for him as some other position. It is a newspaper representative's business to tell him that.

"In fact, it is a newspaper's business to always study the interests of its advertisers—to give them every assistance possible—to give them a square deal in everything."

The merchant said:

"I am glad to hear you so express

yourself. That is all an advertiser has a right to expect of a newspaper.

"Advertising has so many sides to it that no merchant, no advertising man knows all about it. It is the heart-to-heart interview between the merchant and advertising man that keeps both in the right track.

"Each must be willing to learn from the other. The merchant who does not give as much of his time as possible to a careful analysis of his advertising is neglecting a very important branch of his business."

THE NOVELIZED REPORTER.

New York Tribune Is Pleased with a Character in Fiction.

In 'one of the current novels, "The Window at the White Cat," written by Mrs. Rinehart, there is a newspaper man named "Burton" who does much to solve a mystery of crime. The narrator gave Burton his confidence and afterward remarked, as is printed in the novel:

"There is no person to whom I would rather tell a secret than a newspaper man. He will go out of his way to keep it; he will lock it in the depths of his bosom and keep it until seventy times seven. Also you may threaten the rack or offer a larger salary, the seal does not come off his lips until the word is given. If then he makes a scare head of it and gets in three columns of space and as many photographs, it is his just reward."

Commenting on the above, the New York Tribune said last Sunday:

"It is refreshing to meet in a novel with honest appreciation like this of one of the sterling facts of journalism, for it is in pleasant contrast to the mixture of patronage and ignorance in which many writers of fiction indulge when they have occasion to refer to the newspaper man. But we are interested, too, in Mrs. Rinehart's reporter as a type which seems to be growing positively indispensable to stories of crime and its detection. It is nowadays a poor tale of mystery whose characters fail to include a shrewd newspaper man, generously helpful upon the trail when he is not actually the principal figure in the working out of the puzzle."

Will Entertain Governor.

Des Moines admen will invite Governor Eberhart of Minnesota to come to Des Moines and give an address on State advertising. They will give a big banquet in his honor and at which he will be the principal speaker. This affair is to be a part of the crusade for a State publicity bureau in Iowa, which is now being carried on by the admen of Des Moines through their committee of eleven.

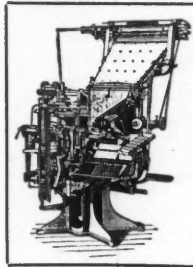
Oklahoma Editor a Suicide.

John C. Lawrence, editor of the Lawton (Okl.) Free Lance, a weekly paper, and at one time president of the Alabama Press Association, shot and killed himself at his home in Lawton last Monday. The cause of his act is unknown.

Sues Havana Editor.

Leslie McLean Beers, who conducts a business agency in Havana, Cuba, has filed suit against George M. Bradt, editor of the Havana Post. Mr. Beers takes exception to an article published in the Post which he declares is injurious to his reputation.

The Elberton (Ga.) Semi-Weekly Star has installed a number five improved linotype machine.



THE CONFESSION

of John Ebaugh, Foreman of the Composing Room of the

NEW ORLEANS TIMES-DEMOCRAT

IS ONE OF THE SIGNS OF THE TIMES—HE SAYS:

"I confess I was prejudiced against Double Magazine Linotypes. Our battery consisted of fourteen singles, but your Mr. Bott persuaded me to try two Quick Change Model 4's. In less than thirty days I was converted. They are saving us many dollars a week on our ad. work, and our operators are getting as much product out of them as out of the singles."

Some 20 years ago the Times-Democrat installed 14 square base Linotypes. They are still on the job. And so clannishly did the composing room force, from the foreman down, cling to the belief that they were the best ever that it was not until last year the two above-mentioned Quick Change Model 4's were installed; and a third has been put in since then.

It is rumored that the Times-Democrat is saving \$150 a week through this innovation.

SAY—MONEY TALKS

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

NEW ENCYCLOPAEDIA.

University of Cambridge Requires Copyright of Britannica.

The University of Cambridge (England) has taken over the control and copyright of the Encyclopaedia Britannica, and will publish a new and complete edition about the end of the present year. This Eleventh Edition which has been eight years in preparation, entirely supersedes preceding editions, and is said to be a wholly fresh and original survey of all existing knowledge in every field of human thought, research and achievement. It will be comprised in twenty-eight quarto volumes, of which the last will be devoted to a comprehensive index.

It is more than 140 years since the Encyclopaedia Britannica was first planned by "a Society of Gentlemen in Scotland." The First Edition began to appear in 1768, and was completed, in three volumes, in 1771. The publishers were Colin MacFarquhar—who seems to have been the real originator of the work—and Andrew Bell; they had the assistance as editor of William Smellie, an Edinburgh printer of wide and varied learning.

Panhandle Press Association.

The program has been completed for the annual meeting of the Panhandle Press Association, which will be held in Amarillo, Saturday, October 1. The committee in charge plans to make the occasion the greatest press event in the history of the Panhandle country.

R. D. Holbrook, of Springfield, Mo., has purchased the Clarksville (Ark.) Democrat from F. D. Vore.

CAPITAL A MINOR ASSET.

Independence and Integrity Essential in Publication of Newspaper.

Commenting upon a recent article in the Boston News Bureau that forty-seven per cent. of the Chicago Tribune stock had been purchased by the Rockefeller and Morgan interests, the Wall Street Journal discusses newspapers as investments. The article says in part:

In the publication of a modern newspaper, independence and integrity are the two primal necessary assets and each must be conjunctive with the other. Capital is here a minor asset.

This is a living world and the life of it is independent thought. Day by day the common schools and the daily press are teaching the people to think and to value the source whence arises their daily food for thought.

Chicago Post Reduces Price.

The Chicago Evening Post, which for several years has been the only 2 cent afternoon paper in Chicago, has reduced its price to 1 cent.

THE UNITED PRESS

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices: World Building, New York

Illustrations

We do good illustrative work of all kinds.

We are practical.

We understand engraving.

Our artists are competent.

Day and night staffs.

The Ethridge Company

Madison Square Building
 25 East 26th St. NEW YORK

NEGRO CRIME NEWS.

Society of College Negroes Protests
Against Newspaper Methods.

James C. Waters, Jr., president of the "Council of Upper Classmen" of Howard University, the college for negro and Indian students at Washington, D. C., signs a circular letter which has been sent "to 100 of the leading papers and magazines of the United States."

The letter, addressed "To the Editor," begins with the following expository essay:

"In pursuance of a resolution of the Council of Upper Classmen, of Howard University, adopted May 19, 1910, I have the honor to extend you a cordial invitation to join a movement, the purpose of which is to secure a bit of simple justice in the treatment accorded by the newspapers of the United States to that considerable body of American citizens commonly known as Negroes and Colored people.

"The members of the Council are engaged in the serious work of preparing to assume the duties of good citizenship. They are laboriously equipping themselves to take their places in the struggle with all the problems which confront our complex civilization. In the arts and sciences, in law, in the various departments of medicine, in theology, indeed, in all possible ways, the Upper Classmen of Howard University are striving to reach that state of fitness through education, upon which so large a premium is being set by the world to-day.

"Fully alive to the bigness of our task, we go about it with a will and, withal, a cheerfulness that is amazing to many observers. Yet at times we pause. We stop to inquire why is this, and why is that, but no satisfactory answer is given. We ask ourselves and we ask others why we must meet that most crushing and disheartening feature of our work—the unfriendly attitude of the American newspapers and magazines. But not even the echoes vouchsafe a reply. Though slavery passed away almost fifty years ago; though illiteracy among us has diminished almost sixty per cent; though wealth and thrift have marvelously increased among our people, yet from a glance at the daily papers it would seem that 'twas only yesterday.

"As spokesman under the resolution referred to, let me offer a few illustrations, picked at random from among five thousand clippings."

Here follow several reprints of headlines from well known newspapers featuring reports of negro crimes and the punishment of negroes. "On August 13, 1909," writes the author of the letter, "the papers everywhere told of how the people of Greenville, Miss., arose one bright morning and found the body of a black man dangling gracefully from a tree. The 'Special' closed thus: 'What hour and where the negro was caught by the lynchers are not known. Robinson, it is believed, insulted a white girl.'" The letter goes on:

"The evidence offered above will suffice to prove my case beyond a reasonable doubt. I do not say—for I do not believe—that there is any express understanding among the newspapers of the country that the Negro is to be vilified. God forbid that there ever shall be.

"This letter, which I would have you consider both an invitation and an appeal, is being sent to one hundred of the leading papers and magazines of the United States. I trust you will accept it. I trust also that you will favor us with a reply by letter and that you will heed its call in your paper. Unless men fear God and respect the law, how can the nation live? Does not this mean that it is the inexorable duty of every man and every agency to preserve the peace?"

UNION MACHINISTS

Must Henceforth be Employed in
Newspaper and Printing Offices.

At last meeting of the Allied Printing Trades Council of New York the following resolution was unanimously adopted:

"Resolved, That this council notify the Printers' League and the Newspaper Publishers' Association that the employment of any machinists other than members of the International Association of Machinists is a source of embarrassment and humiliation to all members of the allied printing trades, and that the Allied Printing Trades Council of New York City will now and hereafter consider the employment of any machinists other than members of the above named union a serious affront and an indication of insincerity to the various unions composing this council."

A Special Edition of Value.

The Mobile (Ala.) Register issued recently its seventieth annual trade and twenty-seven foot channel editions. It contained eight sections and eighty pages. The edition was one of the largest ever printed in the South and broke the Register's own record. The industrial, commercial and social development of the South was set forth in a convincing manner and there was also a splendid prophecy for the future. The amount of display advertising carried showed that the Register has the hearty co-operation of the business men of the city in its project for a greater Mobile. The issue was well made up and is an advertisement for the city that will bring permanent results. The Register was recently purchased by Frederick I. Thompson and under his direction has made rapid strides. The business manager is Charles H. Allen, who is one of the best known newspaper men in the southern field.

Replevin Newspaper.

The Paris (Tex.) Parisian, a non-partisan weekly newspaper, has been replevined by its owners from the lessees and editors, C. T. Crawford and Hugh E. Tyson, on the charge of violation of contract.

German Publishers Meet.

The annual convention of the Wisconsin German Press Association was held in Milwaukee last week. Editors and managers of German publishing houses from all parts of the State attended.

Oklahoma Paper Burned Out.

The plant of the Indian (Okla.) Advocate was destroyed by fire last week. The blaze is believed to have been incendiary.

GREELEY CENTENNIAL.

The New York Evening Sun, under the heading, "The Horace Greeley Centennial," last Monday printed the following:

"On February 3 of next year will be 100 years since the birth of Horace Greeley. Mr. Greeley made Chappaqua, Westchester County, his home for many years of his life. The old farm and homestead in which he lived when he was a candidate for President of the United States is still in existence and is occupied by his daughter, Mrs. Gabrielle Greeley Clendenin. The wooden type case with which Mr. Greeley learned the trade is in the old home.

"The residents of Chappaqua are preparing to make his 100th anniversary a great event. To carry out their plans subscriptions were opened, and quite a large sum of money has already been raised for the erection of a fitting memorial at Chappaqua. No decision has as yet been made as to what the memorial is to be, and it is quite certain that it will either be a building with a bronze bust or relief above the entrance or a statue in some spot frequented by Greeley.

"The Greeley memorial committee was formed, consisting of John I. D. Bristol, chairman; Victor Guinzburg, vice-chairman; Jacob Erlich, treasurer; Edwin Bedell, secretary; George Hunt, Wilbur Hyatt, George D. Mackay, John McKesson, Jr., and Albert Turner."

Farmers Will Launch Paper.

At a meeting of the members of the executive committee of the Arkansas Farmers' Union, held in Pine Bluff, Ark., last week, initial steps were taken for the establishment of a journal to be devoted to the interests of the farmers and their organization.

Would Teach of Advertising.

The Advertisers' Club of Milwaukee has recommended instruction in the principles of advertising as a desirable addition to the course of journalism being given at the University of Wisconsin.

Buys Chicago Civic Paper.

Frank T. Fowler, formerly Chicago superintendent of streets, has purchased the Improvement Club News and will publish it in the future. Mr. Fowler is an old newspaper man.

Goes with Reed & Barton.

J. C. Howell, who has been assistant manager of the Warner Instrument Company at Beloit, Wis., for the past year, has resigned to become advertising manager of the Reed & Barton silverware house of Taunton, Mass.

Will Place Overland Business.

Announcement has been made that Burton Parker will have charge of the advertising of the Willys Overland Automobile Company with headquarters at the Toledo office.

Greek Publisher Arrested.

D. A. Diacomnopolis, publisher of a Greek newspaper in Lowell, Mass., has been arrested on the complaint of mailing copies of his paper containing objectionable matter. The complainant is the editor of another Greek paper in Lowell.

Iowa Papers Consolidate.

The Harlan (Ia.) Tribune and the Shelby County Republican has taken over the Harlan American, formerly owned by G. S. Turrill. The American was established in 1887 by A. T. Cox, a well-known Iowa newspaper man.

LETTERS.

Mr. J. B. SHALE,
President The Editor and Publisher
Company,
New York, N. Y.

Dear Sir:—Here is the \$1.00 for the renewal subscription.

We read THE EDITOR AND PUBLISHER with much interest each week. It enables us to keep in touch with the doings of the newspaper men and the changes they make.

Very truly yours,
J. G. LANGBORN,
Special Representative.

THE EDITOR AND PUBLISHER,
New York City.

Gentlemen:—Enclosed find check for \$1.00 to cover subscription to THE EDITOR AND PUBLISHER, and JOURNALIST, from August 12, 1910 to August 12, 1911. It improves from year to year, better and better.

Yours very truly,
THE EVENING HERALD,
A. N. Lawson, Editor.

BRIEF ITEMS.

Prohibitionists have established a weekly newspaper at Hondo, Tex., called the Times. W. R. Hardy is the editor.

The Coon Valley (Wis.) News has suspended publication. E. W. Owen was the editor.

A labor journal will be published at Cheyenne, Wyo., by H. Schneider and Otto Haas.

The Western Reporter has been launched at Lees, Tex., by John P. Cooper & Son.

The Valleyford (Wash.) Independent has suspended publication.

THE SPACE GRABBER.

By Marie Hemstreet.

The papers are full of the corkiest things,
And print all the news in the case,
Stories shocking or sad,
Or silly or glad,
But—Roosevelt gets the space.

Dukes, counts, lords and kings come to visit
our shores,
And persons most uncommonplace,
Though they speak apropos,
In good English, "you know,"
It's Roosevelt gets the space.

Earthquakes happen and floods, comets come,
comets go,
Politicians are starting a race,
The herdmen are it,
And are making a hit,
But—Roosevelt gets the space.

There's many a slip 'twixt the cup and the lip,
And President Taft is an ace,
But, deny it we shan't,
And explain it we can't,
It's Roosevelt gets the space.

New Chicago Agency.

The Baldwin-Decker Company of Chicago has incorporated for \$10,000, to run a general advertising and sales agency. J. H. Baldwin, W. H. Decker and Sidney Adler are the incorporators.

PRESS CLIPPINGS

BURRELLE

45 Lafayette Street
New York

WRITE FOR INFORMATION

Established 25 Years

One of Our Customers

recently told us that he had bought a ton of metal at $\frac{3}{4}$ to 1c. per lb. under our price. Using this metal he set up a job of composition of three million ems, on which he had estimated a substantial profit. The work was a failure due entirely to poor metal. He lost over \$300.00. He had expected to save \$20.00 on the metal purchase. (We will give name of this party on request.)

Use Wildes' Metal and Make your estimated Profits.

Thomas Wildes' Son
METALS
NEW YORK

LACKS ADVERTISING.

Mammoth Cave of Kentucky Forgotten as a Show Place.

"In the year 1844," says the Oil, Paint and Drug Reporter, "an average of ninety-three persons a day were shown the wonders of the Mammoth Cave of Kentucky. In 1900 the average was less than twelve. And in those sixty years the population of the United States had grown from twenty millions to eighty millions and the transportation facilities had been wonderfully increased. Why this falling off in interest and numbers? The Mammoth Cave is still there and the stalagmite chair in which the famous Jenny Lind sat is still pointed out by the guides. But the visitors go elsewhere. And when we look for a cause for this lack of appreciation we find it to consist in this:

"The Mammoth Cave no longer has an advertising man. It would be superfluous to attempt to emphasize the moral. Nine hundred and ninety-nine out of every thousand business men who may peruse this paragraph have probably forgotten the existence of Kentucky's once-famous show-place. They can figure for themselves the part publicity plays in directing the footsteps of the crowd, and how the lesson may be applied to their efforts to keep themselves from being wiped out of the public memory."

Indiana Editors Elect

At the annual meeting of the Northern Indiana Editorial Association at Lake Wanasee last week, officers were elected as follows: President, A. D. Moffett, Elwood Record; first vice-president, S. E. Boys, Plymouth Chronicle; second vice-president, F. B. Leighty, St. Joseph News; secretary, J. A. Beane, Goshen Democrat; treasurer, G. N. Murray, Nappanee News. Executive committee—C. R. Trowbridge, the Dodge Idea, Mishawaka; J. B. Stoll, South Bend Times, and Harry B. Darling, LaPorte Argus-Bulletin.

Gives Credit to Newspapers.

J. A. Wilkinson, a real estate promoter of Bell Haven, N. C., who has recently sold thousands of acres of land near Albemarle and Pamlico Sound, declares that the newspapers of the State are entitled to the credit.

CATCHEL & MANNING

Designers—Illustrators—Engravers, PHILADELPHIA.
For BOOKS, CATALOGUES, ADVERTISEMENTS, Etc., consult us for the "plates" for type press printing in one or more colors.
Send stamp for E. P. circulars illustrated, about: How to Print Our Multi-color Plates. The Selection of Proper Screen for Halftones.

Increase Your Want Ads

Let me mail samples and quote on my successful Want Ad Service "Tips," used by over 100 papers, including the Kansas City Star, Buffalo News, Minneapolis Tribune, Des Moines Capital, etc.
THE ADAMS NEWSPAPER SERVICE.
George Matthew Adams.
2013 Peoples Gas Building, CHICAGO.

"GOTHAM GOSSIP"

is the newsiest, snappiest, breeziest and brightest weekly review of life in New York. Makes a crackjack feature for both daily and weekly newspapers. Only one paper in a town.

National News Service
9 E. 26th Street, New York, N. Y.

PRAISES THE NEWSPAPERS.

Press Enabled Philadelphia Tax Collector to Make Record.

If it had not been for the newspaper, declares Receiver of Taxes Hugh Black of Philadelphia, the city would not have received last month nearly \$1,000,000 more than was paid by taxpayers in August last year. The increase possibly would not have been more than \$200,000, and scores and hundreds of both large and small property owners would be today faced with a delinquent tax bill and added interest.

It was the generosity of the newspapers in constantly giving publicity, day by day, in the last two weeks of August, of the fact that realty taxes were due on or before August 31 that brought in such a tremendous increase in tax payments. And the newspapers did not receive one penny in payment for that information, which saved many a poor man possibly the interest charges on his tax bill.

I believe in advertising. I believe it is economical. It pays. It would pay the city to advertise all of the facts regarding the payment of taxes of all kinds, just as advertising pays any business man who is enterprising enough to try and extend his trade.

Last year I asked Councils to give me \$24,000 to advertise taxes in all of the city's newspapers, but they would not give me the money. If they had, we should have received probably within 1 per cent. of the city's entire tax revenue. What the newspapers did last month in respect to realty taxes, by way of free advertising in their local columns as information for the public generally, shows that. And \$24,000 would not be too much to pay for such service.

A Reporter's Sad Experience.

On one of the steamship tours in Canadian waters a young New York newspaper man made a regular practice of dropping into the newspaper offices of each port where the boat put in for sight-seeing. He would leave with the city editor of each paper a tidy little story about the cruise of the Mary Jane and its distinguished passenger list, not forgetting his own presence and a few interesting statistics concerning his paper.

As the boat stopped twenty-four hours in each port these write-ups were generally seen by the passengers, who finally put up a job on the unsuspecting newspaper man. Half a dozen bright young chaps camped on his trail when the boat put into Halifax, and as he took his departure from each local newspaper office they solemnly filed in and started trouble for the New Yorker.

In earnest tones they inquired of the editor whether he had been visited by a misguided person by the name of Jones, who thought he was a New York journalist and who was giving inaccurate, incompetent and irrelevant stories concerning the Mary Jane and its passengers. Ah, he had been there! Well, as a special favor to the distinguished party from the states, would the editor kindly kill the story, as the man was as imaginative as he was irresponsible? The next day the newspaper youth bought the various Halifax papers and the passengers gathered round to witness his discomfiture. But he was game, and neither by word nor look did he show that he had ever given out the stories or penetrated the trickery of his fellow travellers.—New York World.

CHANGES IN INTEREST

M. T. Liewer, one of the owners and publishers of the Bloomfield (Neb.) Germania for the past twelve years, has disposed of his interest to his partner, Frank Wiedemann.

Eugene B. Peck has purchased the Hartley (Ia.) Journal from I. A. Dore.

Hardy Carlson has purchased the plant of the Volin (S. D.) Advance and assumed possession.

The Mason (Tex.) Herald has been sold to D. C. Boyles of the Eden Echo. J. A. Wilhelm will continue as editor.

M. Travallie, formerly editor of the Worthington (S. D.) Enterprise, has purchased the Lennox (S. D.) Independent.

John Sparkman has taken over the Rockport (Tex.) Tribune, formerly published by W. E. Branch and R. W. Bennett.

G. A. Sterling of Webster, S. D., has purchased the plant of the Maiden Rock (Wis.) Press and will continue the paper.

The Halls (Tenn.) Graphic, a weekly, has been purchased by I. Smith and T. Garrett from W. E. Newport.

A. A. Hanson, formerly one of the proprietors of the Hampton (Ia.) Globe, has purchased the Hills (Minn.) Cre-cent, and assumed control.

Louis I. Roe has purchased the plant of the Northfield (Minn.) News, and placed his son, Herman Roe, in charge.

The Boyne City (Mich.) Citizen has been sold to Lyle White and Joe Aldendifer.

F. V. Brower has purchased the interest of Otto Chatnam in the Bridgewater (Ia.) Times.

Rev. G. W. Stewart has purchased the Wilton (N. D.) News from E. A. Hull, and assumed charge September 1.

E. F. Bussey, of the firm of Bussey Brothers, publishers of the Phelps (N. Y.) Citizen, has disposed of his interests to his brother, Albert F. Bussey. The retiring member of the firm has been engaged in newspaper work for the past twenty-three years. The paper will be carried on under the management of H. C. and A. F. Bussey, the latter acting as editor and general manager.

Firm Dissolves Partnership.

J. W. Burgess and F. J. Brettle, who have published the Dansville (N. Y.) Advertiser for the past two years, have dissolved partnership. Mr. Burgess will continue the business alone. The Advertiser was established fifty years ago by A. O. Bunnell.

The Flushing (N. Y.) Messenger recently made its appearance.

INCORPORATIONS

American Club Woman Publishing Company, Manhattan; general printing and publishing; capital, \$10,000. Incorporators: Eva McD. Valesh, No. 509 West 121st street, New York City; Frank Van Orden, Maywood, N. J.; Benj. F. Cross, West New Brighton, N. Y.

Associated Farm Papers, Chicago; capital, \$1,000; general printing, publishing and advertising business. Incorporators: W. C. Allen, Frank E. Long, W. R. Mitchell.

The C. F. Paine Publishing Company, of Fayette, Ia.; capital, \$10,000. Incorporators: C. F. Paine, J. L. Paine, W. K. Humphrey, Roy D. McCarthy, H. S. Craig and F. E. Finch.

The Times-Republican Publishing Company, of Marshalltown, Ia., increased its capital stock to \$150,000.

The Eagle Printing Company, of Bryan, Tex.; capital, \$17,000. Incorporators: J. N. Coole, C. W. Crisler, M. E. Wallace, J. M. Carnes.

Merit Publishing Company, Chicago; capital, \$5,000; publishing. Incorporators: William L. Sullivan, James F. McInerney, John F. Warner.

The Gribble-Coffey Company, Indianapolis; printers and publishers; capital stock, \$15,000. Incorporators: G. W. Gribble, J. W. Coffey, Edward Herman and F. R. Hixler.

The National Game Publishing Company, St. Louis; capital stock, one-half paid, \$10,000. Incorporators: John T. Hunt and Michael J. Cullinane, 99 shares each; Alfred H. Spink, 2. To do a general printing and publishing business.

Rio Grande Employes Publishing Co., Denver; W. B. McMinn, A. R. Griffin, H. C. Gallup; \$5,000.

Zion Independent Publishing Company, Zion City, Ill.; capital \$1,000; printing and publishing business. Incorporators: Arthur Stevenson, Alva M. Meyers, John H. Sayers.

Eggs a la Journalist.

William Bergen, chef of the New York Press Club and graduate of the Establishment Bonoraud, Leipzig, Saxony, sends to the EDITOR AND PUBLISHER the following recipe for preparing eggs: Prepare crab flakes as for Newburg; add sweet peppers. Poach an egg, which place on top and garnish with pimientos and toast. Use fancy petite casserole.

Incorporate Advertising Company.

A number of Chattanooga business men have incorporated the Southern Advertising Company. The purpose of the corporation is to carry on a line of general advertising. The incorporators are: A. P. Porter, Charles S. Coffey, A. B. Littleton, G. M. Smartt and W. F. McMurray.

The American Ink Co., of New York City, make the "dense" and "long" ink now so popular with successful newspapers. Price is always 4 cents the pound.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS.

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

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

BY THE EDITOR AND PUBLISHER COMPANY.

13 to 21 Park Row, New York City. Telephone, 7446 Cortland.

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

Established THE JOURNALIST 1884. THE EDITOR AND PUBLISHER 1901.

J. B. SHALE, President. T. J. KEENAN, Secretary.

GEO. P. LEFFLER, Treasurer and Business Manager.

ADVERTISING RATES.

Display, 15 cents per agate line. Reading Notices, 25 cents per agate line.
Classified, 1 cent per word. Liberal discount for time contracts.

NEW YORK, SATURDAY, SEPTEMBER 17, 1910

COMPARISON OF TRADE PAPER ADVERTISING WITH CIRCULARIZING.

A leading general advertising agent of New York held in his hand a "circular" which had been mailed to him by the business manager of a Western daily newspaper, and he said to a representative of THE EDITOR AND PUBLISHER: "The average publisher does not believe in newspaper or magazine advertising. The public would be startled to know this."

Surely this was a strange thing to say. Yet here was a man who could speak authoritatively.

Is it true that many publishers are hypocrites when they expound the gospel of advertising to clients, who may be induced to buy space in the newspaper?

Each day the mail brings to the office of THE EDITOR AND PUBLISHER circulars, booklets and monographs calling attention to the excellent qualities of newspapers that send out literature of this kind. Advertising agents and general advertisers receive a great quantity of this sort of mail. They are sophisticated, as the word goes.

Most of them subscribe for a trade or class paper devoted to the newspaper or advertising field. It is but natural that they question about the business policy of a newspaper which loudly and steadily cries up newspaper advertising as the only kind worth while, yet at the same time practices the reverse of this preaching and does its own advertising in circulars sent through the mail.

An officer of the Ocean Accident and Guarantee Corporation stated to the editor of this paper this week that a recent circularization of many thousands had brought postal card "answers" from "four persons in every one thousand." These "answers" were merely leads for agents to follow up.

Every publisher will openly declare that money expended in circularization such as is referred to above produces very much smaller results than an equal amount spent in newspaper advertising.

But the sophisticated man in charge

of the Ocean Accident company might pointedly ask the newspaper publisher: "If you are opposed to circular advertising, why do you use circulars in advertising your own business?"

Of course, the business manager who uses circulars to advertise his newspaper believes that he will get returns for the actual amount expended in printing and mailing the circulars. It is obviously a short-sighted belief. For the average merchant is as shrewd as the average publisher or advertising manager, and he will quickly note the ostrich-like attitude of the publisher who uses circulars.

Reliability and consistency are two words that are coming back to the front in business just now. To say the least, publishers who spend money for calendars, blotters, circulars and booklets in their publicity schemes are setting a bad example to merchants and business men generally. Let no publisher think that his inconsistency escapes the notice of advertising patrons who use the newspaper.

On the other hand, the publisher who advertises in a reliable trade paper adds powerfully to the general faith in newspaper advertising. We hold that the moral effect of his advertisement in a trade paper, or in another daily paper, is of itself more powerful in bringing results than the average expenditure for circularization. Besides, trade paper advertising is always building up and making stanch the doctrine of newspaper advertising, while the mailing out of circulars is destructive of belief in newspaper advertising.

A copy reader for the New York Evening Sun writes the head: "Horace Greeley Centenary." There are many who still keep a high respect for the Sun's authority in the matter of English language. We have a notion that it was Mr. Dana's custom to write "centennial" when referring to a hundredth anniversary. Also we believe that Mr. Greeley used to write "centennial" where the present day reporter or copy reader often writes "centenary."

OBITUARY.

Mrs. Isabel Stewart Bryan, widow of Joseph Bryan, who was proprietor of the Richmond (Va.) Times-Dispatch, died at her home near that city last Sunday. She was sixty-four years old. She was prominent in philanthropic and patriotic work.

Dr. John A. Euander, for forty-one years editor of the Hemlandet, the oldest Swedish newspaper in America, died at his home in Chicago last Sunday. He had been decorated by King Oscar of Sweden in recognition of his authorship. He was sixty-eight years old.

John Wood, of the advertising agency of Wood, Putnam & Wood, of Boston, and one of the best-known advertising men in New England, died last week after a brief illness of pneumonia. He was forty-five years old. Mr. Wood was born in New Bedford and was a graduate of Brown University. After leaving college he became connected with the engineering department of the Chicago, Milwaukee & St. Paul Railroad. His advertising career began with his connection with the Potter Publishing Company, of Boston, after his return to the East. Later he became identified with the advertising department of the New England Magazine and with the Pettingill Advertising Agency. His success led him to establish the firm of Wood, Putnam & Wood seven years ago, which in a short space of time attained a national reputation.

Charles P. Woodruff, a well-known newspaper and advertising man of Rochester, N. Y., died suddenly last week of heart disease. He was fifty-eight years old. In the early days of his career Mr. Woodruff was identified with various Rochester papers, but gave up the work and devoted his attention to trade publications and advertising. He represented Men's Wear, of New York; the Boot and Shoe Recorder, of Boston, and the Daily Trade Record. He was a member of the Rochester Ad Club.

Hector North Ross, for many years editor of the Sheboygan (Wis.) Times, which later became the Sheboygan Journal, died in Chicago last week. He was ninety years old.

Celebrated Anniversary.

The Pittsburg (Pa.) Gazette, the first newspaper to be published west of the Allegheny Mountains, celebrated the anniversary of its first issue recently. The Gazette was founded in 1789.

Will Teach Journalism.

The board of directors of the Agricultural and Mechanical College of Texas plans to establish a practical newspaper course. The work will be under the direction of James Hayes Quarles.

Cheyenne Thanks Denver.

The best advertising and the most valuable which has been given this year's Frontier Days celebration is just now being accorded by the newspapers of Denver. Were Cheyenne's big annual show a Colorado feature it could not receive more generous publicity than is conferred by the press of the capital of a neighboring State, and of this fact the people of Cheyenne should take due cognizance.

Much of the success of the Cheyenne celebrations of the past has been due to extensive advertising given by the Denver newspapers and much of the success of this week's affair must be attributed to the same factor. Not a Denver newspaper but is running stories, cartoons, editorial suggestions boosting Frontier Days.

The effect of which should be to inspire in the people of Cheyenne an even kindlier and friendlier feeling for Denver than is at present held. And when opportunity presents, Cheyenne should reciprocate for Denver's support of its celebration.—Cheyenne (Wyo.) Leader.

CLEVELAND A. CHANDLER.

Well Known Advertising Man Candidate for Political Honors.

Cleveland A. Chandler, vice-president of the H. B. Humphrey Company, of Boston, and one of the best-known advertising men of New England, has been named as a candidate for the Republican nomination for the office of Representative to the General Court from the Eighth Plymouth district.

Mr. Chandler, whose home is in Bridgewater, Mass., comes from a family long prominent in New England affairs. He was born in Chicago in 1867 and received his education at the Boston Latin School and St. Paul's School at Concord, N. H. After a year spent in California following his graduation from St. Paul's School in 1885 he took up newspaper work in Boston, serving successively in the editorial department of the Boston Daily Advertiser, Boston Herald and Boston Globe and acting as special correspondent for leading New York and Philadelphia papers. On the Boston Globe he rose to assistant to the managing editor, where he remained until March 10, 1898, at which time he resigned to enter the advertising agency field. Mr. Chandler was society editor of the Boston Globe for several years, being in charge of the Table Gossip columns of that paper.

In 1896 Mr. Chandler became associated with Thomas W. Lawson, the Boston financier, and placed all the advertising in the famous publicity campaign conducted by that gentleman. He still acts as Mr. Lawson's publicity representative.

On January 1, 1899, Mr. Chandler was elected treasurer of the H. B. Humphrey Company, the well-known Boston advertising agency, having purchased an interest in that corporation. February 1, 1904, he resigned as treasurer and was elected vice-president, which office he holds to-day.

Mr. Chandler was married in 1897 and has four children. He is prominent in society in Boston and is a member of the Boston City Club, the Boston Athletic Association, the Boston Yacht Club, Massachusetts Society, Sons of the American Revolution, Society of Mayflower Descendants, Bostonian Society, Eleusis Lodge, Free and Accepted Masons; St. Andrew's Royal Arch Chapter, Boston Council, Royal and Select Masons; Royal Arcanum, Boston Chamber of Commerce, the Pilgrim Publicity Association and Boston Sales Managers Club. He is chairman of the East Bridgewater Sewer Commissioners, chairman of the East Bridgewater Board of Health, president of the East Bridgewater Board of Trade, secretary-treasurer of the Old Colony Union and treasurer of the Plymouth County Campaign Committee and Club.

The Boy, the Pump, and the Ad.

It does not pay to advertise, say some merchants who have done little of it, and that without keeping it up. The incident of the boy and the pump illustrates the matter very well. The boy was sent after a pail of water. He poured in the priming water, and pumped out as much as he poured in. Then he stopped to rest and the priming ran down. After some time of alternate pumping and resting he concluded it did not pay to pump and quit in disgust. The merchant who does not believe in advertising does it like the boy did the pumping. He advertised once and then concluded advertising didn't pay.—North Adams (Mass.) Herald.

Roosevelt Hasn't Done This.

Colonel Roosevelt has perhaps delivered a greater number of addresses on a greater number of subjects than any other man who is prominent in American life to-day. But he has not made a speech on one subject which he is especially and fortunately familiar with—the value of advertising.—Rome (N. Y.) Sentinel.

PERSONAL.

Dr. O. S. Marden, editor of Success, will deliver a series of lectures on "Self-Improvement and Character Building" at the West Side Young Men's Christian Association, of New York, the first to be given on October 6.

Sir Hugh Graham, proprietor of the Montreal Daily Star, returned with Lady Graham this week from a two months' tour of Europe.

Walter M. Harrison, city editor of the Des Moines (Ia.) Register-Leader and Tribune and one of the best-known newspaper men in the city, has resigned his position owing to ill health.

"Jack" Cory, at one time cartoonist on the New York World and more recently on the Cincinnati Times-Star, is now on the Chicago Journal. It was in Chicago that Cory began his career as a newspaper artist years ago, drawing horses for the Horse Review and Horseman.

A. J. Copeland has been made business manager of the Berkeley (Cal.) Independent, succeeding Walter W. Cribbins, who resigned.

Editor K. J. Murdoch, of the Los Angeles Record, has returned from an extended vacation spent at his old home in Warren, Ohio, and at other Eastern points.

James Gordon Bennett, proprietor of the New York Herald, who lives in Paris, arrived in New York this week on his annual visit of inspection.

Jesse Frederick Essary, Washington correspondent of the Baltimore News, was married in Baltimore Tuesday to Miss Helen Forman Kerchner, of the Baltimore Star staff.

H. H. Tammen, one of the owners of the Denver Post and the Kansas City Post, accompanied by his wife, spent last week in Chicago buying furnishings for a new \$85,000 residence which he recently built in Denver.

Mrs. Maude Murray Miller, one of Ohio's best-known newspaper women and president of the Ohio Newspaper Women's Association, has joined the staff of the Columbus (Ohio) Dispatch, where she will do feature work.

Elmer J. Ottaway, editor of the Port Huron (Mich.) Times-Herald, was married recently in St. Clair to Miss Ruth Louise Haller, daughter of Rev. and Mrs. J. G. Haller.

Hon. John E. Davis, editor of the Mesquite (Tex.) Mesquite and Democratic nominee for Representative, entertained the members of the Dallas County Press Association last week with a banquet at the St. George Hotel in Dallas.

Samuel Bowles, Jr., son of Samuel Bowles, the publisher of the Springfield (Mass.) Republican and a member of the staff of that paper, is a candidate for the Democratic nomination for Congress in opposition to Frederick H. Gillett, who has represented the district since 1892.

H. G. B. Gosemann, for a number of years editor of the Sequin (Tex.) Sequin Zeitung, has resigned. Mr. Gosemann has accepted a position as assistant postmaster.

William J. Hoffman, business manager of the Portland Oregonian, is spending his vacation at Atlantic City. He is accompanied by Mrs. Hoffman.

Frank Munsey, the well-known publisher who has been abroad since June 1, returned last Sunday on the liner George Washington.

C. Fred Crosby, editor of Tobacco, has returned to New York from an extended vacation trip to Chicago and points in that vicinity, making the trip over the Great Lakes. Mrs. Crosby accompanied him.

Herman Ridder, publisher of the New York Staats-Zeitung, who has been abroad for some months, returned to New York Sunday on the George Washington.

J. H. Moist, city editor of the Coshocton (Ohio) Times, who has been absent in Europe since last May, returned to his desk last week.

James C. Kelley, formerly connected with the Associated Press at Indianapolis and now private secretary to Senator Fleming, was married last week to Miss Shirley Shields, of Bloomington, Ind.

Gardner Cowles, of the Des Moines Register and Leader, and wife have returned home from Europe. They were gone three months and visited Ireland, Scotland, England, Holland, Belgium, France, Germany, Italy and Switzerland.

The many friends of Charles G. Wood, publisher of the New Bedford (Mass.) Times, will be glad to hear that he is back to his desk after his recent illness.

David Scannell, business manager of the Manchester (N. H.) Mirror, was in New York this week on a business trip.

H. C. Adler, business manager of the Chattanooga Times, is in New York this week on his way to Europe on a pleasure trip.

A. E. Gonzales, publisher of the Columbia (S. C.) States, was in New York this week looking after business interests.

N. A. Richards, business manager of the Mobile (Ala.) Item, is in New York this week on business connected with the Item.

David B. Plum, business manager of the Troy (N. Y.) Record, was in New York this week calling on the general advertisers.

E. A. Berdan, Eastern representative of the Cincinnati Times-Star, returned home after a trip to northern New York in the interest of that paper.

\$10,000.00 OR MORE

cash available for first payment on a newspaper property that is a good business proposition. Washington, Oregon or California locations preferred. Unwilling to go far south. Proposition No. 41.

C. M. PALMER,
Newspaper Broker,
277 Broadway, New York

THE MOBILE REGISTER
Mobile, Alabama

"We spend two-thirds of our advertising appropriation in The Mobile Register,"—L. Hamel Dry Goods Co.
C. F. KELLY & CO.,
Publishers Representatives.
New York. Chicago.

DON'T USE STALE PICTURES

Why publish illustrations already used in other papers, SELECTED TO PLEASE THEIR READERS when you can get eight better, newer, original pictures a day with adequate text for less money?

Daily Illustrated News Service
GEORGE GRANTHAM BAIN
32 Union Square E. New York City

NEW YORK HERALD SYNDICATE

Special Cable and Telegraph Maxtrix and Photo Service. Address
Herald Square, Canadian Branch
New York City Desbarats Bldg., Montreal

THE INTERNATIONAL SYNDICATE

FEATURES FOR NEWSPAPERS
Established 1899
Baltimore Maryland

WILBERDING

ADVERTISING MEDIA

ILLINOIS.

CHICAGO EXAMINER

The largest Morning and Sunday News paper west of New York, and the great Home Medium of the Middle West.

NEW YORK.

THE BUFFALO EVENING NEWS

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

WASHINGTON

THE SEATTLE TIMES

The unmistakable leader of the Northwest. Ahead of all American newspapers except one in total volume of business carried. Circulation—Daily, 64,222; Sunday, 50,700—60% ahead of its nearest home competitor. A matchless record—an unbeatable newspaper.

FOR SALE

AUTOMATIC METAL POT

(Wood & Nathan); perfect condition; sell reasonably. OXODIO, care THE EDITOR AND PUBLISHER.

BUS. OPPORTUNITIES

NEWSPAPER MEN

Desiring to buy or sell can do so to best advantage and without publicity by writing to H. F. HENRICHS, Newspaper Broker, Litchfield, Ill.

LEGAL NOTICES.

DAHL MANUFACTURING COMPANY

New York, Sept. 13, 1910.

The annual meeting of the stockholders of the Dahl Manufacturing Company will be held at Manhattan Hall, No. 2273 Third Avenue, between 124d and 124th Streets, Manhattan Borough, New York City, on Monday, October 3d, 1910, at 8 o'clock P. M., for the purpose of electing five directors and two inspectors of election and for the transaction of such other business as may properly come before said meeting.

ALBERT DAHL, President.
M. C. DRESHFIELD, Secretary.

SITUATIONS WANTED

Advertisements under this classification will cost One Cent Per Word

WANTED

Position as managing or city editor on a progressive afternoon paper. Pennsylvania preferred. Years of experience covering every department. Thorough knowledge of the editorial and mechanical ends of the business. Seven years in last position on one of Pennsylvania's most progressive inland dailies. Position offering opportunity for substantial investment specially desired. Address R. K., care THE EDITOR AND PUBLISHER.

WANTED—MANAGING EDITORSHIP

of small Evening Daily. Live, energetic young newspaper man, now on New York paper, wants managing editorship of small daily. Opportunity for advancement more important than salary. Has edited influential dailies in two inland cities. Address DAILY, care THE EDITOR AND PUBLISHER.

MANAGING EDITOR.

Resourceful, tremendously active man wants to connect with a paper in a big city. Is confident that he can take a run-down paper of good reputation and make it a success that will be talked about all over the country. Strong, vigorous executive, accustomed to getting quantity and best quality of work out of medium-sized staff. Besides knowing all editorial branches he can prompt the advertising and circulation managers to make bigger records—because he thoroughly understands these branches of newspaper promotion. The salary must be good, because he will produce a "gingery" paper and boost the profits. Address COMBINATION, care OF THE EDITOR AND PUBLISHER.

WANTED

Position on Daily by College Graduate with seven years' experience on weekly. Box 184, Annville, Pa.

A WESTERN PUBLISHER

having successfully published and managed three corporation newspapers, desires the general management or business management of a publication east of Chicago—corporation owned newspaper preferred. Only publishers who are willing to pay high-grade salary for proven talent and capability and financial acumen need answer. Address all communications to GENERAL MANAGER, care THE EDITOR AND PUBLISHER, New York.

ADVERTISING SOLICITOR.

Ten years' experience on publications and agency work, knowledge of foreign language papers, highest references as to ability, etc. Address TED, care EDITOR AND PUBLISHER.

GOOD WRITER.

original ideas, vigorous diction, anti-Roosevelt, anti-Bryan, anti-Tammany, anti-Jingo, wants editorial employment on conservative, reactionary newspaper of either political party. No other need apply. Address J. F. Griggs, 487 W. 23d street, New York.

VERY GOOD EDITORIAL AND

special writer desires engagement. Is willing to assist in general office work, and to do occasional reporting. Conservative paper preferred. Address J. F. MUNSON, 467 W. 23d St., New York.

MISCELLANEOUS

WE WANT TO BUY AN ADVERTISING AGENCY

Of good repute and with a line of customers. Will take over copy-writers, canvassers, also the owner, if he wishes to co-operate in building up a larger agency. We have a well established agency with ample capital, a good organization, and the highest reputation, and have room for more business and some first-class men.

Address, H. A., Room 72, Gerken Building, Chambers and Hudson Streets, New York.

WANTED.

Two Second-hand "Make-up" or Imposing Tables, with chases for seven-column newspaper. State size, style, condition and price. Address "TURTLES," care THE EDITOR AND PUBLISHER.

DAILY NEWS

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

THE ADVERTISING WORLD

TIPS TO BUSINESS MANAGERS.

The R. A. Foley Agency, Philadelphia, is placing 826 lines for the Eckman Manufacturing Company, Philadelphia.

Daniel T. Pierce, 55 West Forty-fourth street, New York, is asking for rates on three inches, four times.

The Frank Seaman Agency, 30 West Thirty-third street, New York, is placing additional copy for the Regal Shoe Company, East Whitman, Mass.

The National Telegraph Institute, Philadelphia, is asking for rates generally.

The Base Ball Magazine Company, 158 Summer street, Boston, is asking for rates in Pennsylvania papers.

The Central Schools, of Rochester, N. Y., are placing two and one-half inches, thirteen times, direct.

The P. F. O'Keefe Agency, Boston, is making new contracts for 150 inches, to be used in three months, for Dr. J. A. Greene, Dr. Greene's Nervura, Boston.

The Horn-Baker Agency, Kansas City, Mo., is placing 5,000 lines in Pacific Coast weeklies for the Home Supply Company, same city.

The Henry Webb Agency, Dayton, Ohio, is placing 7,000-line contracts in Pacific Coast papers for the Cooper Medicine Company, same city.

The Wylie B. Jones Agency, Binghamton, N. Y., is placing 5,000-line contracts in Western papers for a line of mail order business.

The Sherin Agency, 452 Fifth avenue, New York, is making new contracts for 3,000 lines in Southern papers for the Knox hat advertising.

The H. I. Ireland Advertising Agency, Philadelphia, is placing 5,000-line contracts in Western papers for the S. B. & B. W. Fleisher, Fleisher's Knitted Worsteds, same city.

The L. C. Barlett Service, Rochester, N. Y., is placing orders in Western papers for Askin & Marin.

The Willis Sharpe Kilmer Agency, Binghamton, N. Y., is making renewal contracts for the Swamp Root advertising.

The Collin Armstrong Advertising Company, Broad Exchange Building, New York, is placing contracts for 15,000 lines in Canadian papers for the Lehigh Valley Coal Company, 90 West

street, New York. This list may be extended later.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are placing orders in Eastern cities for the Boynton furnace, 106 West Thirty-seventh street, New York.

The Blackman-Ross Company, 10 East Thirty-third street, New York, is placing orders on an exchange basis for the Hotel Gotham, Fifth avenue and Fifty-fifth street, New York. This agency is also placing copy on contracts for the Lewis A. Crossett Shoe Company, North Abington, Mass.

The Clague-Painter-Jones Company, Chicago, is making up a list of papers for the fall advertising of Corliss, Coon & Co., Chicago and New York.

George K. Clark, 927 Chestnut street, Philadelphia, is asking for rates in Pennsylvania papers for a razor account.

The Foster Debevoise Company, 15 West Thirty-eighth street, New York, will place the advertising of the De Miracle Chemical Company, 1905 Park avenue, New York.

The Dollenmayer Advertising Agency, Minneapolis, Minn., is placing orders for the Pillsbury-Washburn Flour Mills Company, Pillsbury's Flour, Minneapolis, Minn.

Albert Frank & Co., 26 Beaver street, New York, is placing orders in Eastern papers for the Southern Pacific Company, New York. The J. L. Stack Agency, Chicago, places this business in the Western field.

The Hicks Newspaper Advertising Agency, 132 Nassau street, New York, is placing orders in New Jersey papers for the East Jersey Match Company, Salvation Match, Garfield, N. J.

The W. S. Hill Company, Pittsburg, is placing telegraphic readers in Pennsylvania papers for the Large Distilling Company, Large, Pa.

Holbrook & Schaeffer, 71 West Twenty-third street, New York, is placing orders in New York, New Jersey, Connecticut and Pennsylvania papers for R. J. Horner & Co., 61 West Twenty-third street, New York.

W. L. Houghton, 828 Broad street, Newark, N. J., is placing orders in Pennsylvania papers for the Gum Supply Company, same city.

Wylie B. Jones Agency, Binghamton, N. Y., is adding new papers to the list of the advertising of the Othine Laboratories, Buffalo.

The H. E. Lesan Advertising Agency, 527 Fifth avenue, New York, will place the advertising of the E. R. Thomas Automobile Company, Buffalo.

The Philadelphia Advertising Bureau, Philadelphia, is placing orders in Ohio papers for the Numstead Syrup Company, same city.

George G. Powning, New Haven, Conn., is placing orders in Sunday papers for Edw. J. Woods, 534 Sixth avenue, New York.

ROLL OF HONOR

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

| | |
|---|--|
| ALABAMA. ITEM Mobile | NORTH DAKOTA. NEWS Fargo NORMANDEEN .. (Cir. 9,450) .. Grand Forks |
| ARIZONA. GAZETTE Phoenix | OHIO. PLAIN DEALER Cleveland (Agency, D. 92,657-S. 114,334) VINDICATOR Youngstown |
| CALIFORNIA. INDEPENDENT Santa Barbara BULLETIN San Francisco CALL San Francisco EXAMINER San Francisco | OKLAHOMA. OKLAHOMAN Oklahoma City |
| FLORIDA. METROPOLIS Jacksonville | PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown JOURNAL Johnstown DISPATCH Pittsburg GERMAN GAZETTE Philadelphia PRESS Pittsburg TIMES-LEADER Wilkes-Barre DISPATCH AND DAILY York GAZETTE York |
| GEORGIA. THE ATLANTA JOURNAL (Cir. 53,163) Atlanta CHRONICLE Augusta HERALD Augusta ENQUIRER-SUN Columbus LEDGER Columbus | SOUTH CAROLINA. DAILY MAIL Anderson DAILY RECORD Columbia THE STATE Columbia (Cir. D. 14,047-S. 14,163) DAILY PIEDMONT Greenville |
| ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago WOMAN'S WORLD Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria | TENNESSEE. NEWS-SCIMITAR Memphis BANNER Nashville |
| INDIANA. JOURNAL-GAZETTE Ft. Wayne NEWS-TRIBUNE Marion TRIBUNE Terre Haute THE AVE MARIA Notre Dame | TEXAS. RECORD Fort Worth CHRONICLE Houston SEMI-WEEKLY TRIBUNE Waco TIMES-HERALD Waco |
| IOWA. EVENING GAZETTE Burlington CAPITAL Des Moines REGISTER & LEADER Des Moines THE TIMES-JOURNAL Dubuque | WASHINGTON. MORNING TRIBUNE Everett |
| KANSAS. GAZETTE Hutchinson CAPITAL Topeka | WISCONSIN. EVENING WISCONSIN Milwaukee |
| KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville | CANADA |
| LOUISIANA. ITEM New Orleans STATES New Orleans TIMES DEMOCRAT New Orleans | ALBERTA. HERALD Calgary |
| MAINE. JOURNAL Lewiston | BRITISH COLUMBIA. WORLD Vancouver TIMES Victoria |
| MICHIGAN. PATRIOT .. Aug. 10,740; S. 11,858. Jackson | ONTARIO. EXAMINER Peterborough FREE PRESS London |
| MINNESOTA. TRIBUNE Morn. and Eve. Minneapolis | QUEBEC. LA PRESSE Montreal LA PATRIE Montreal |
| MISSOURI. DAILY AND SUNDAY GLOBE, Joplin | |
| MONTANA. MINER Butte | |
| NEBRASKA. FREE PRESSE .. (Cir. 142,440) .. Lincoln | |
| NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth TIMES Elizabeth COURIER-NEWS Plainfield | |
| NEW MEXICO. MORNING JOURNAL .. Albuquerque | |
| NEW YORK. BUFFALO EVENING NEWS .. Buffalo LESLIE'S WEEKLY (Cir. 225,000) New York MESSENGER OF THE SACRED HEART .. New York RECORD Troy | |

The Special Advertising Representatives
who come to New Orleans and thoroughly investigate the local field, invariably use The Item and often use it exclusively.

THE ITEM
goes into over 22,000 New Orleans homes daily, and also has over 8,000 circulation in Louisiana and Mississippi, covering the districts most valuable for foreign advertisers more thoroughly than any other New Orleans paper.
ELMER E. CLARKE, Business Manager.

SMITH & BUDD
Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

GET THE BEST ALWAYS!
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE HORACE M. FORD
Brunswick Bldg. Peoples Gas Bldg.
New York Chicago

NEW BEDFORD TIMES
The paper that has made New Bedford, Mass., the fastest growing city in the world.
Average to July 1, 1910
Evening, 7,840 Sunday, 13,756
ALFRED B. LUKENS Tribune Bldg.
New York Representative New York
FRANK W. HENRELL 150 Michigan Ave.
Western Representative Chicago

JORNAL DO COMMERCIO
OF RIO DE JANEIRO, BRAZIL
A leading daily paper read by all purchasing classes. Its circulation covers an area with 60% of the population of South America.
VASCO ABREU, Representative
Tribune Building - New York

DIRECTORY OF ADVERTISING AGENTS

General Agents

ADVERTISERS' SERVICE
8 Beekman St., New York
Tel. Cortlandt 3155

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
Broad Exchange Bldg., New York
Tel. Broad 6148

CARPENTER & CORCORAN
26 Cortlandt St., New York
Tel. Cortlandt 7800

CONE, ANDREW
Tribune Building, New York
Tel. Beekman 2792

DEBOISE, FOSTER CO.
15-1 West 38th St., New York
Tel. Murray Hill, 5235

FEDERAL ADVERTISING AG'CY
231 West 39th St., New York
Tel. Bryant 4770

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 5745

GUENTHER, RUDOLPH
115 Broadway, New York
Tel. Broad 1420

HOWLAND, HENRY S., Adv. Agency
20 New St., New York
Tel. Rector 4388

KIERNAN, FRANK, & CO.
156 Broadway, New York
Tel. 1233 Cortlandt

MEYEN, C. & CO.
Tribune Bldg., New York
Tel. Beekman 1914

SECURITIES ADV. AGENCY
44 Broad St., New York
Tel. Broad 1420

THE SIEGFRIED COMPANY
50 Church St., New York
Tel. Cortlandt 7825

PENNSYLVANIA

FRORWET, PERCIVAL K.
Stephen Girard Bldg., Philadelphia
Tel. Filbert 5137

MEXICO

THE PUBLICITY COMPANY
San Diego, 9, City of Mexico, Mexico

NO ADVERTISER can overlook the clientele of
"THE PANHELLENIC"
New York's Daily Greek Newspaper, for there
is no other way that you can reach the 300,000
Greeks in the U. S. who are a frugal and thrifty
class of people. For rates, etc. address
"THE PANHELLENIC"
50 Church Street, New York, N. Y.
Phone 7623 Cortlandt

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

AUGUSTA HERALD
Augusta, Ga.
Proven circulation is what you get in
the Herald. Circulation books audited by
Association American Advertisers.
Benjamin & Kentnor Co.
Foreign Representatives
CHICAGO and NEW YORK

Publishers' Representatives

ALCORN, FRANKLIN P.
Flatiron Bldg., New York
Tel. Gramercy 666

BARNARD & BRANHAM
Brunswick Bldg., New York
Boyce Bldg., Chicago
Tel. Madison Sq. 6380

KELLY, C. F. & CO.
Metropolitan Bldg., New York
People's Gas Bldg., Chicago
Tel. Gramercy 3176

KRUGLER, FRED'K M.
150 Nassau St., New York
Tel. Beekman 4746

NORTHROP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042

PAYNE & YOUNG
747-8 Marquette Bldg., Chicago
30 West 33d St., New York
Tel. Mad. Sq. 6723

PUTNAM, C. I.
30 W. 33d St., New York
Tel. Madison Sq. 3613

SMITH & BUDD & O.
Brunswick Bldg., New York
Tel. Madison Sq. 6187

THE FISHER AGENCY
118 East 28th St., New York
506 Boyce Bldg., Chicago
Tel. Madison Sq. 5556

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

ADDITIONAL PERSONAL.

The Rowland Advertising Agency, Broadway and Seventy-sixth street, New York, is making up the list of papers for the advertising for the Jones Speedometer Company, 250 West Fifty-fourth street, New York.

The E. P. Remington Agency, Pittsburg, is making up the list of papers for Foster-Milburn & Co., Buffalo.

Sherman & Bryan, 79 Fifth avenue, New York, it is stated, are making up a list of daily papers for the advertising of Alfred Benjamin & Co., clothing, 440 Lafayette street, New York.

Street & Finney, 45 West Thirty-fourth street, New York, are placing 560 lines, twelve times, in the larger city dailies for Strouse, Adler & Co., C. B. a la Spirite Corsets, 45 East Seventeenth street, New York.

The J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing 10,000-line contracts in Western and New York State papers for the Valadium Sanitarium, Cambridge Springs, Pa.

A. D. Samuels, 118 East Twenty-eighth street, New York, is placing orders in New York City papers for the J. B. Hall, Jr., Company, Hall's Perfectos, 232 East One Hundred and

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.

Twenty-fifth street, New York. It is said that this advertising will shortly be extended.

The Trades Advertising Agency, 13 Astor Place, New York, will shortly place orders in New England papers for the Guyer Hat Company, Philadelphia.

E. S. Wells, Rough on Rats, Jersey City, N. J., is placing one-inch readers, to run three months, in Texas weekly papers.

Wood, Putnam & Wood, Boston, Mass., will shortly place orders for the fall advertising of Rice & Hutchins, Inc., Educator Shoe, Boston.

W. H. H. Hull & Co., Tribune Building, New York, are placing new orders for 300 lines for B. Altman & Co., New York.

The Cowen Advertising Agency, Boston, is asking for rates.

ADDITIONAL PERSONAL.

D. J. Randall, manager of the New York office of the Scripps-McRae League, returned home after a two weeks' vacation spent at Long Lake, N. Y.

C. B. Hanson, manager of the advertising department of the Augusta (Ga.) Chronicle, is in New York this week calling on the general advertisers. Mr. Hanson makes a semi-annual trip each year calling on the prominent advertisers throughout the country.

Harvey Ingham, editor of the Des Moines (Ia.) Register and Leader and of the Evening Tribune, was the chief speaker at Pioneer Day exercises held at the State Fair Grounds last week.

Charles H. Allen, business manager of the Mobile (Ala.) Register, was in New York this week in the interest of his paper. Mr. Allen will visit Boston and Chicago before returning home.

Carl W. Riddick, editor of the Winamac (Ind.) Republican and formerly secretary of the Indiana Republican Central Committee, will remove to Montana, there to engage in ranching.

A Texas Change.

The Temple (Tex.) Daily Telegram, published by A. L. and E. K. Williams, has taken over the Temple Weekly Times, formerly owned and published by J. F. Grouch. Both publications will be continued.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4200-4 Beekman

THE BRITISH AND COLONIAL PRINTER AND STATIONER

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

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence. Mechanical and other Inventions Illustrated. Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription (52 issues), post free, \$3.00.

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

SOME TRADE OPINIONS.

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

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

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

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

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

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

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

Rates on application to **ALBERT O'DONOGHUE**, 534 W. 125th St., New York. Send for sample copy.

The School of Hard Knocks



Practical—practical—practical, brings through every page of
The American Printer
its articles are written by men who have learned in the dear school of experience—men who speak with authority—men whose words will put dollars and cents into the pockets of employers and employees—makers, buyers and sellers of printing.

You should be reading this magazine. It is the only journal of its kind—planned and carried out on a scale untraced by any other publication.

The many reproductions of fine printing and engraving which appear on its pages are alone worth far more than the subscription price. Every department that concerns the up-to-date printing office receives adequate treatment. Composition, Commercial Art, Paper Ink, Designing, Process Engraving, Business System, Bookmaking—all are handled in an extremely practical way.

As an advertising medium **The American Printer** is a class by itself. It gets into dozens of copies of circulation. The greatest sale of printing machinery and printing-office equipment.

liberally, for it yields more returns for less money than any other publication in the world. Write today for sample copy. If you have anything to sell that is used in the modern printing, get our rate card. Subscription price of **The American Printer** is \$10.00 per year—three months \$3.00.

Oswald Publishing Company, 25 City Hall Place, New York City

Botfield Engraving Co.

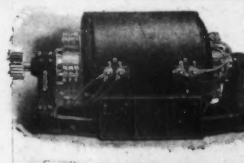
29 S. 7th Street, Philadelphia, Pa.
Always on Time

DEEP ETCHED CUTS ON ZINC OR COPPER

Best Work at Lowest Price
Let us estimate on your next order. Once a customer always a customer.

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

The first annual ball of the Bellingam (Wash.) Press Club was held last week. It was well attended.



The Garwood Electric System

Permits the press to be run constantly and economically at any point in the speed range. These are only a few reasons why the GARWOOD ELECTRIC SYSTEM leads all others.

Garwood Electric Company

New York. Philadelphia. Chicago. St. Louis. Pittsburg



Send To-day for the List of Users of
"The Kohler System"

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

KOHLER BROS. 277 Dearborn Street, CHICAGO
LONDON: NEW YORK:
56 Ludgate Hill, E. C. 50 Church Street.

ECONOMY AND DISPATCH

in the production of Stereotype
Plates is possible only in foundries
which are operating upon an

AUTOPLATE

BASIS

Machine Stereotyping has now re-
placed handwork in all but a few
progressive newspapers of the
world

THE CAMPBELL COMPANY

HENRY A. WISE WOOD
President

One Madison Avenue - - - New York City

